Developing Coastal Identities

An Approach to Design Coldwater Resorts

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COLOPHON

WAGENINGEN UR
For quality of life

PREFACE

Before you lies a thesis written as part of acquiring the master title in landscape architecture. I worked on it for many months. This thesis isn't about ecology or 'green' in any way. It is about making money and competing on a increasingly global market. It is about supply and demand and how to distinguish yourself in a world where everything and everybody is connected through economic and social networks. This thesis explores a new and more sensible touristic coastal product for (Dutch)coldwater resorts to compete on the global tourism market. Dutch coast increasingly has to deal with competition from warmer overseas destinations and is until now competing with them on the same level: the sand, sun, sea product. This is a battle Dutch resorts cannot win. They have to reinvent themselves to continue to attract the tourist attention. Is the Dutch coast going to continue on price or scale? Or is it going to compete on totally different level, playing on his own strengths by offering something unique, something that has quality and can't be found anywhere else in the world?

Objective: This thesis look into the use of place identity and narrative as an approach to attract new tourism at Dutch resorts which better suits the coldwater climate. In our postmodern society and global economy people are more and more looking for authenticity, for something that feels real and local. Through actor-networks on the regional and local level, entrepreneurs, governments and others involved in the tourism product collaborate to present authentic coastal experiences in which each resort takes up its unique identity. These are conveyed by telling narratives through branding and design of which the coastal defence is part.

Motive: During the last weeks of my internship at H+N+S, I started to worry about a topic for my thesis. With some hesitation I decided to ask one the company directors, Lodewijk van Nieuwenhuijze for advice. To my surprise he summed up three or four thesis topics within five minutes. One of them caught my attention: how will the Dutch coast look like in the future? By that time the advice of the Delta committee (Deltacommissie) was just released. The coast has to grow seawards to protect the Low Countries against the rising sea levels caused by global warming. This, of course, evoked many questions in terms of design. Should the whole Dutch coast grow seawards or just some parts? Should it be shaped like a barrier reef affront the existing coast line with several islands or just one vast strip of sand, a huge coastal flat? But what about harbours and other coastal communities such as tourism resorts? Are we creating new land and how should it be used? These are all interesting questions and I still wonder why I decided to start studying something else. There has been a short side trail towards the province Zeeland with its dynamic delta estuary.

During that time I had the opportunity to join a three day workshop on the future of the Dutch coast organized by Deltares, an office that specializes in everything that has to do with water and the Dutch delta. The goal of the workshop was two sided. First to come up with some inspiring visions for the Dutch coast the for next 50 years and beyond, and to create a research agenda to acquire knowledge that is still missing. Second to learn how to work together in multi disciplined groups, disciplines that before where strictly separated. Wageningen University was invited to bring the design discipline to the group and to visualize the visions. My job was to observe the group meetings.

While observing I learned a lot about the Dutch coast. About coastal dynamics, ecology and tourist development. One comment by one of the group members intrigued me, it was about the current state of Dutch coastal tourism resorts. According to him these resorts are 'locked' so couldn't develop, and that maybe the seawards coastal defence strategy could 'open' them. This motivated me to shift my attention from the Zeeland delta back to the Holland coast. I investigated the 'locked' problem of resorts thoroughly and from there my interest for coastal tourism and seaside resorts grew. And to my amazement I found out that coastal tourism in the Netherlands isn't doing so well, it's actually in decline! I started thinking about coastal tourism and vacations at Dutch seaside resorts and to completely honest I couldn't see myself staying at a resort for more than one day. Why? Is this the reason why coastal tourism declines, do more people think like this? The why's and how's, the puzzle of cause and consequence of these questions are at the base of this thesis and made it a joy to write. Enjoy.

Deltares
Enabling Delta Life

ABSTRACT

Coastal tourism at Dutch resorts is in decline. The Dutch coast seems to losing the global competition for the tourist. More and more Dutch and foreign tourists choose for coastal destinations outside the Netherlands to spend their long stay vacation. Dutch resorts degraded from popular tourism resorts to daytrip destinations. On the one hand Dutch destinations experience increased competition from warmer overseas coastal destinations in the Mediterranean and beyond, and on the other hand Dutch resorts have a rather unpopular image. Their tourist product offering is outdated it still relies on a mass tourism product dating from the 50ties. Moreover it aims too much on good weather conditions. A for coldwater resorts insensible strategy since resorts in northern Europe, northern US and other colder climate zones experience short summer periods. This makes Dutch resorts very season dependent and vulnerable. Especially the small coastal communities feel the consequences as more daily facilities become harder to maintain. But it's also the nation itself, the Netherlands that has a stake in this. Not only is tourism very lucrative which adds to the treasury, it's also a matter of image. The image of the Dutch coast as a tourism destination and in that the image of the Netherlands as a whole. In a global economy not just businesses compete for the same consumers and resources, even whole nations compete for international business, events and human resources. An attractive coast and seaside resorts could be a motive to consider settling, investing or visiting.

In the study it becomes clear that the tourist product offering at Dutch seaside resorts little changed over the last 50 years, while society's demands in term of coastal tourism has. In today's society experiences and identity are important. This should be at the base of the new product offering. The approach that I developed is a guide to experience place identity at resorts by communicating narratives about the place. By means of actor-networks and design these narratives are conveyed in a physical sense. About the approach. It is an approach to design seaside resorts. However it isn't a method rather an inspiring way of thinking about coastal tourism in coldwater resorts such as in the Netherlands.

Climate change forces seaside resorts to look at their coastal defences. Sea levels are rising and scientist predict even more frequent and intense storms. Many of the Dutch resorts are 'weak links' that need to be upgraded. The Delta committee advices the use of mass sand nourishments affront the main defence line to make the beach grow seawards. In fact creating new land, land that can initiate new coastal tourism.

This is an excellent opportunity to take action and change the Dutch seaside resorts and coastal product offering.

An example resort, Petten is used to explain the actor-network approach and the use of narrative by making an encompassing design. It combines regional and local identity, narratives, design principles derived from coastal systematic , coastal defence strategies and qualities. The design presents inspiring plan for Petten to motivate other Dutch resorts to evolve.

Keywords: landscape architecture, coastal tourism, seaside resorts, coldwater, Dutch coast, climate change, place identity, narratives, actor-networks, postmodernism, experience economy, branding.

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'Er is dan verder de zee. Ze heeft haar voordeelen, niet alleen voor dichters, die naar een rijm op zoek zijn, voor dagjesmenschen die – met haar geconfronteerd – zich onmiddellijk en zeer fanatiek van hun schoeisel en kousen resp. sokken plegen te ontdoen, voor badgasten die hunkeren naar hun Josephine's café-au-lait, maar ook voor den gewonen doorsnee burger.'
(Jan Campert, 1931)

Chapter 1
Introduction

1.0 INTRODUCTION

- On coastal tourism at seaside resorts in general.
- A seaside resort is a combination of a tourist product and a community.
- Differnt kinds of resorts
- The coldwater characteristic.
- Problem: coastal tourism in decline.

1.1 Guide to Read this Thesis

The narrative of this thesis is distributed over 7 chapters. Every chapter ends with a short conclusion mentioning the most important aspects discussed. It also begins with an introducing part that connects the chapters into a flowing narrative. I will give a short overview of each chapter. Chapter 1 introduces the reader to coastal tourism and the problem at hand: declining coastal tourism at Dutch seaside resorts. Chapter 2 discusses the aim of the thesis: attract new tourism, the theoretical framework, the research questions and research methods that structure the study. The theoretical framework formulates the problem of declining tourism as a matter of supply and demand. Chapter 3 (first research question) talks about the touristic product currently supplied at Dutch coastal resorts and demands from society. It concludes that the product currently offered at Dutch resorts is out-dated and subsequently a new product is presented. Chapter 4 (second research question) is about finding a way to apply the new product. In chapter 5 the new touristic product and manner to apply it are combined into an approach to design Dutch coldwater resorts. To test the approach an example seaside resort is used in chapter 6. The final part, chapter 7 discusses the main conclusions of the thesis, goes into several topics in the discussion section and ends with recommendations.

1.2 Introduction

The Dutch coast. A 353 kilometer long strip of beautiful beaches, dune landscapes and strong sea dykes. Numerous coastal towns, harbors and seaside tourism resorts dot the line. For decennia a main tourist attraction, both of national and international proportion. In summer large numbers of tourists and day-trippers crowd a relative narrow strip to enjoy the sun, the sea and the sand, or to escape the pressing heat in the city. After a short trip by car, tram or train the salty scent reveals the presence of the ocean. Once you crossed the dunes via sandy paths the blue horizon presents itself. On the beach children built sandcastles under the close supervision of their parents. Mom is reading a novel while rubbing sun cream on the shoulders of her child. People are playing football, Frisbee or racket ball. Adolescents flirt with the opposite sex. And of course the majestic boulevard, an excellent place to show of your new dress or just watch people walking by. An elderly German couple strolls along the many gift shops in search of a souvenir. At lunch time many tourists find their way to the many beachfront

pavilions, diners and restaurants along the boulevard. When the night falls bars, life music and clubs entertain the guests. At nights end tourists return to their beds at their hotel, tent, bungalow park or other accommodation. Seaside resorts are a concentration of leisure, fun, attractions and many more, they are versatile and there is always something to do.

The move to the coast has become a very common cultural phenomena, especially in summer when it almost has the character of a migration. Traditionally residents of Amsterdam set out to Zandvoort or to their caravan site at Castricum aan Zee for the weekend. Hoek van Holland transforms into 'Rotterdam on the Beach' during the summer. Almost symbolic for this summer migration is the mass exodus of the Ruhrgebied in Germany from where a whole army of leisure seeking individuals settle on Europe's beaches. Because of the Netherlands close geographical position, Dutch resorts are amongst Germans favourite destinations. This summer migration has taken enormous proportions the decennia after the second World War. Before the war resorts were exclusive destinations where the urban upper class reside in splendid Kurhauses and played tennis. This changed completely in the fifties and sixties. Because of social and economic changes the working class had more money to spent and more free time on their hands. For the first time the common public went on vacation aided by the freedom the automobile provided. The seaside resorts were amongst the favorite destinations. They rapidly transformed into attractions for the masses. More and more the resorts catered for the working class. Soon the popular beaches crowded with tourists and large appartment buildings emerged in resorts as Zandvoort, Scheveningen and Egmond aan Zee. There seemed to be no limit to the development and success of Dutch coastal resorts. However, the heydays of the 50-60 are over.

Although the resorts remained popular destinations over the years, especially during in summer, they frequently have to contend with problems such as weather dependency, an increasingly more demanding public, growing (international) competition and an unpopular image. From the 60ties - 70ties onward there is a growing interest for overseas coastal destinations, especially the resorts on the mediterranean Dutch and foreign tourists seem to be leaving the Dutch coast in favor for the more warmer overseas destinations. Tourism at Dutch resorts is in decline: entrepreneurs increasingly see their beds and tables empty, visitors stay shorter and spend less money.

My first introduction to Dutch coastal resorts in the context of this thesis was a visit to Zandvoort and Scheveningen. Both regarded as *the* seaside resort of the Dutch coast, they are well known and speak to our imagination. Ones there it actually felt rather depressing walking around in Zandvoort and it wasn't caused by the bad weather that day. A bare old-fashioned boulevard accompanied with large concrete high rise apartment buildings that could have just as easily been in Veenendaal, Heerlen or anywhere else for that matter. Unimaginative public space and furniture and, to my disappointment, in Scheveningen it was the same story. Only the Kurhaus stands out. It offers the visitor a glance into the resort's glory days. And sadly enough this picture could be drawn for almost all Dutch resorts. A feeling of nostalgia stirred inside me. What happened to these places?

Coastal resorts also have to deal with the effects of climate change. The predictions are that sea levels will rise and storms will become more frequent and severe. The Dutch coastal defenses will be tested the coming decennia. At stake is the safety of the low lying west part, the economic mainland of the Netherlands. Coastal communities, seaside resorts are right at the front of it.

However there's hope on the horizon. The Dutch coast has the potential to be a main tourist attraction. Its proximity to the Randstad with its growing demand for recreation, and the changing attitude towards traveling due to carbon footprint make Dutch resorts ideal locations for new forms of coastal tourism. The resorts can experience the glory days once again!

1.3 The Coastal Resort Defined

What is a coastal tourism resort? This seemingly simple question deserves some explanation. A coastal resort (in this thesis variations as 'resort' and 'seaside resort' also appear) can hardly be seen as a single element, or a dot on a geographical map. In fact if you look more closely, for example via Google earth, a resort gives a scattered impression (fig. 2) Structures and functions associated with tourism (i.e. restaurants, hotels, the beach and attractions) are spread out, sometimes mingled with non-touristic structures (residential areas and industry), along a distinctive line and beyond. So the resort constitutes out of two parts: a touristic and a non-touristic part. The touristic part, or touristic product, is distributed in different ways on the non-touristic part depending on the particular location and community size.

The touristic product of coastal resorts entails everything that attracts, accommodates and facilitates tourism. One can separate the touristic product in natural and cultural resources (Butler, 2006). Tourists are in the foremost place attracted to the resort's natural attractions; the water, the sand and in summer the sun and climate. In

Figure 1: The touristic product and community are adjacent to one another

Product and community interwoven.

Product and community seperated.

summer tourists, local residents and day-trippers flock to the beach for refreshment. People enjoy the sunshine, read a book or magazine, swim, surf, hike, bike and have picnics. During the relative colder seasons of late fall, winter and early spring people's visit to the beach may revolve amongst many other reasons to experience the elements. The strong autumn winds stir the ocean to reach immense waves. It can be quite impressive, maybe even scary. People may walk their dog, fly their kite or just stroll and contemplate.

Next to the natural attractions to which visitors were originally drawn, manmade or cultural attractions emerged. Cultural attractions could mean a typical historic center, a cultural event such as a flower market, or a music festival. But it also includes the boulevard along the shoreline that directs promenading tourists from one point to the other. For many people this is an attraction in itself. Along the boulevard a mixture of restaurants and gift shops exists where tourists stop to look at the merchandize. On the seaside of the boulevard less permanent structures invite tourists to have a drink or enjoy lunch. These beachfront pavilions all have very exotic names ranging from 'Oase Beach Club' to 'Bora-Bora' and 'Blue Lagoon'. Other manmade attractions may include a pier (e.g. Scheveningen pier) which in fact can be seen as part of the boulevard system and amusement parks. The pier at Scheveningen harbors a restaurant that views the ocean in a 360 radius and a bungee jump platform. Additionally tourists can visit the edutainment museum 'Sea Life' an indoor aquarium that offers tourists a glance into the deep waters of the North Sea and more tropical places. In the proximity the open-air scale model city of Madurodam exists. Typical and famous Dutch buildings and other structures are presented. At night tourists can visit the many bars, disco's and clubs of which the 'Crazy Pianos' in Scheveningen is a famous example. Tourists can gamble their money in casinos established in both Scheveningen and Zandvoort. Resorts include a wide variety of manmade attractions and although originally intended as bad-weather alternatives, they are equally part of the resort's touristic offering. Tourists that decide to stay the night or multiple nights can choose from a wide variety of accommodations. At the boulevard, close to the beach large hotels as the Place Hotel Zandvoort dominate the skyline. Yet many Dutch and foreign vacationers spend their nights at a camping site or bungalow park in the dunes or hinterland. Local residents also benefit from the tourism in their town. Signs with B&B and 'Zimmer frei' decorate the gardens of many houses. Tourists from and to resorts or from and to camping sites are aided by tangible and intangible facilities. Infrastructure (i.e. roads, tracks, walk and bike trails), train and bus stations, parking areas, information signs and services such as the
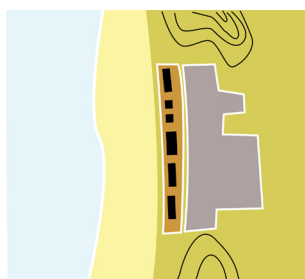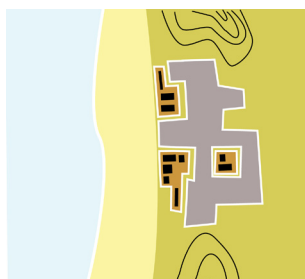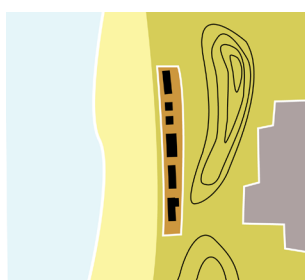
Figure 2: The touristic product: natural & cultural attractions, facilities and accomodation dispersed over the community. Example resort Katwijk.

'VVV' all lubricate the tourism engine. It goes without saying that many other forms of attractions, accommodations and facilities are present. Just consider all additional services, laundries, rentals and tour agencies. Allot of people, local residents, outside entrepreneurs and seasonal workers are directly or indirectly involved and dependent on tourism.

The tourist product or product offering as described above is geographically located in a coastal community. It encompasses the locality or context for the resort's product. In most cases it involves a coastal town, city or city district but also less or even completely undeveloped examples exist. Such as beach access points. The touristic product can be adjacent to, incorporated in, or separated from the urban fabric (see fig.1). The latter involves an alternative where tourist development happened separate from the community. However the community and resort are intimately linked. Often this type of resort carries the name of the settlement with the add-on 'aan Zee' which

means 'on the sea' or 'bad' meaning 'resort'. Examples are Castricum – Castricum aan Zee, Bergen – Bergen aan Zee and Cadzand – Cadzand Bad.

Just as there are many settlement types many types of resorts exist (see fig.3-7). Resorts located at highly urbanized cities or city districts tend to be more developed and large. They form the city's seafront, the 'balcony' that presents the city from the sea. At these places the resort's fabric seem to merge with the city's urban fabric. Big hotels and apartment buildings make up a concrete and glass wall along the coast. Famous examples of large, highly developed resorts are the Copacabana at Rio de Janeiro, Venice Beach at Los Angeles or Brighton Beach at Brighton. Scheveningen and Zandvoort are Dutch examples, although not that impressive as their world famous sisters. At the other side of the scale you'll find the almost undeveloped resorts. They can be found in or near small coastal communities like Petten, Schoorl and St. Maartenszee. Not surprisingly the

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level of touristic development in these place constitutes the bare minimum, often no more than some parking facilities, a beach pavilion and, if lucky, an ice-cream stand. Next to that the Dutch coast is dotted with beach access points with no facilities what so ever only reachable by foot or bike. However in these cases one can't truly speak about 'resorts' and these are for that reason not included in this thesis.

From a visitor's perspective the level of development of both product and settlement has a profound impact on the visitor's perception and experience. Large, intensely developed resorts such as Scheveningen and Zandvoort attract large numbers of visitors, especially in summer and are in turn often perceived as 'crowded' and 'places of spectacle and cheap fun' (Smeenge, 2008). Small, less developed resorts usually attract few tourist and are more likely to be perceived as 'quiet', 'natural' or even 'boring' to some (younger) people. As has become clear the coastal resort is quite divers.

Legend

★   Barely developed resort
★ ★   Developed resort
★ ★ ★   Highly developed resort
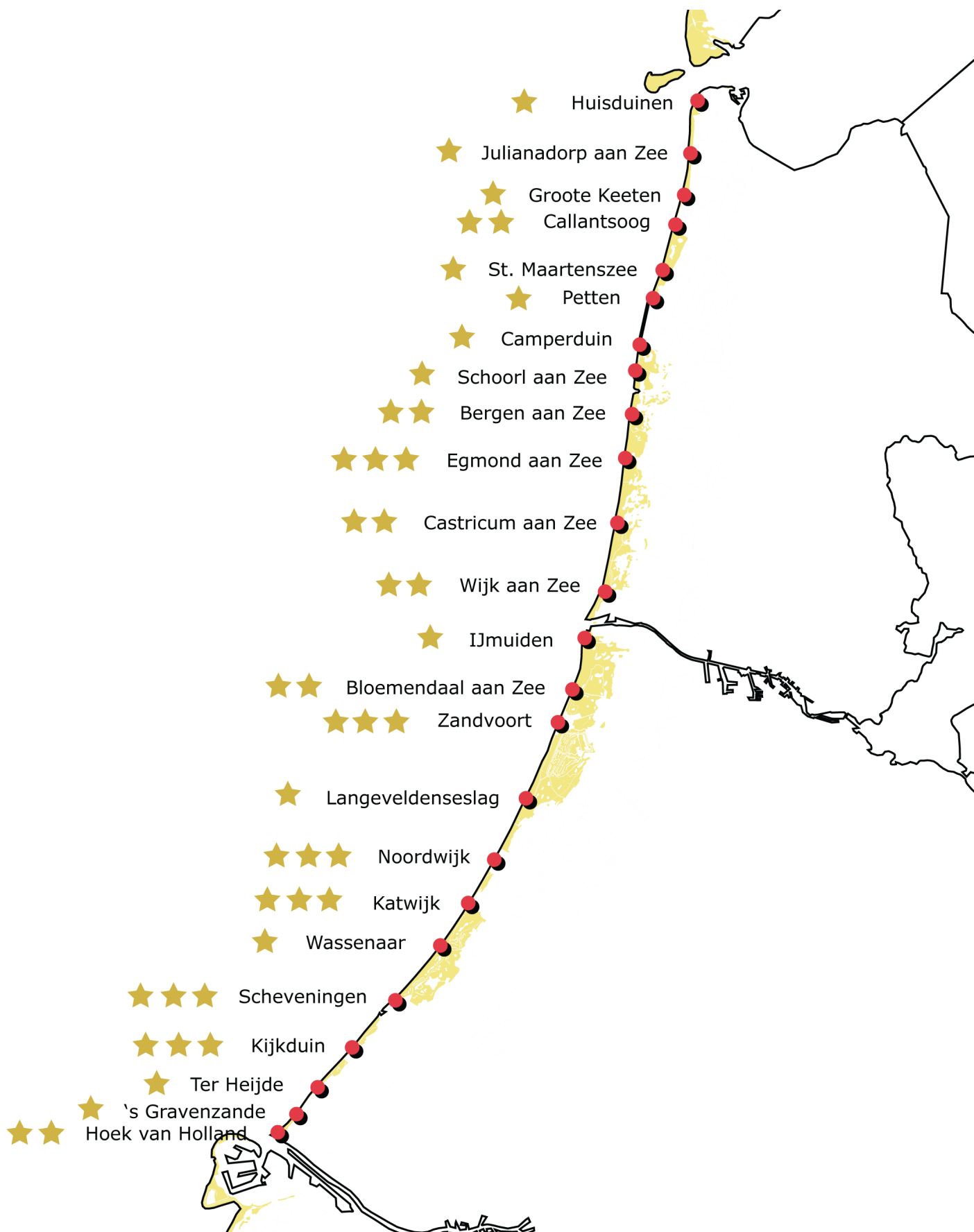
Figure 3: different development levels of coastal resorts and the community they are linked with.

★ Huisduinen

★ Julianadorp aan Zee

★ Groote Keeten

★ ★ Callantsoog

★ St. Maartenszee

★ Petten

★ Camperduin

★ Schoorl aan Zee

★ ★ Bergen aan Zee

★ ★ ★ Egmond aan Zee

★ ★ Castricum aan Zee

★ ★ Wijk aan Zee

★ IJmuiden

★ ★ Bloemendaal aan Zee

★ ★ ★ Zandvoort

★ Langeveldenseslag

★ ★ ★ Noordwijk

★ ★ ★ Katwijk

★ Wassenaar

★ ★ ★ Scheveningen

★ ★ ★ Kijkduin

★ Ter Heijde

★ 's Gravenzande

★ ★ Hoek van Holland

Figure 4: **Beach access point**. Not developed as resort. Relies solely on natural attractions. No facilities besides a bike parking. The access to the beach is nothing more than a sandy path through the dunes. In most cases there's a bike path. Many beach access points dot the coast.

Near Castricum aan Zee
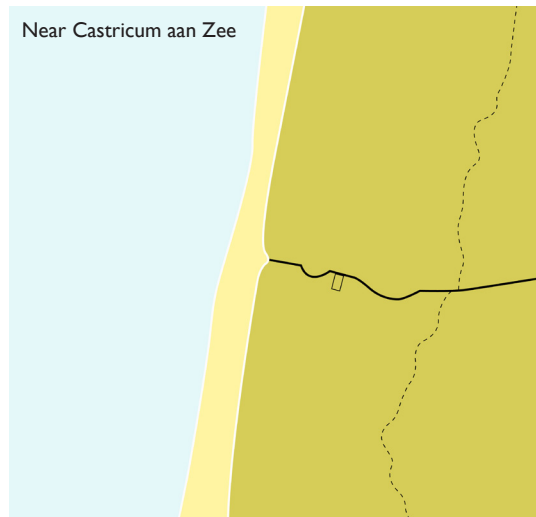
★ Figure 5: **Barely developed resort**. Visitation revolves heavily on natural attractions. Few facilities such as bike racks and little car parking space and maybe a beachfront pavilion. The resort is reachable by road, bike and walking paths. Examples are Petten, Schoorl, Ter Heijde.

St. Maartenzee
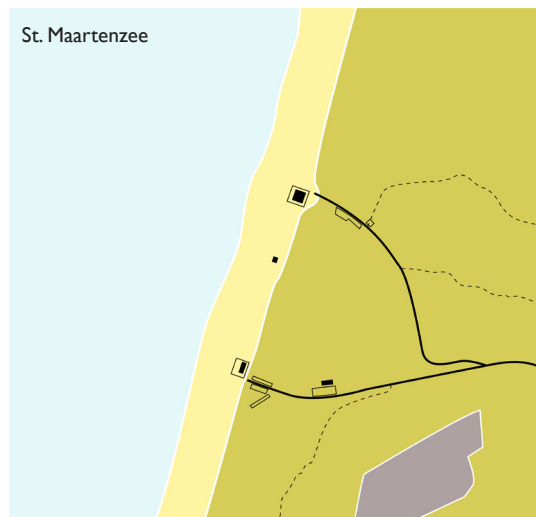
★ ★ Figure 6: **Developed resort**. Relies on both natural and cultural attractions. Many facilities present. Ample parking space, many beachfront pavilions and restaurants. Some hotels, apartments, hostels and B&B's. Resort easily accessible by car, bike and public transportation. Examples are Bergen aan Zee, Hoek van Holland, Callantsoog.

Wijk aan Zee
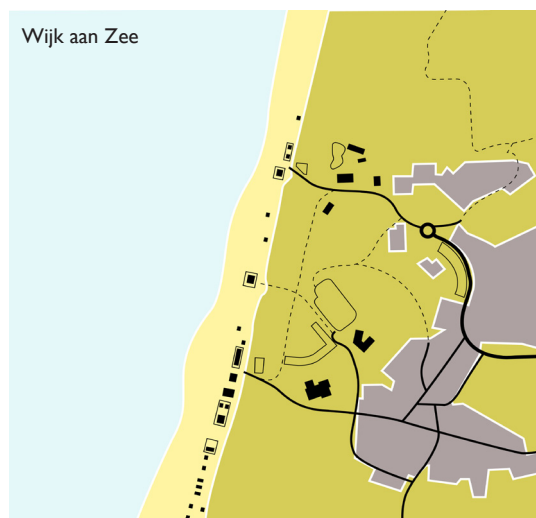
★ ★ ★ Figure 7: **Highly developed resort**. Cultural attractions are very important. Many facilities present. Many beachfront pavilions, a boulevard and occasional pier, hotels, apartments, bars, nightclubs. Good public transportation but sometimes during summertime a bit inaccessible for cars. Examples are Zandvoort, Scheveningen, Noordwijk.

Scheveningen

Photograph 2 - 18

17
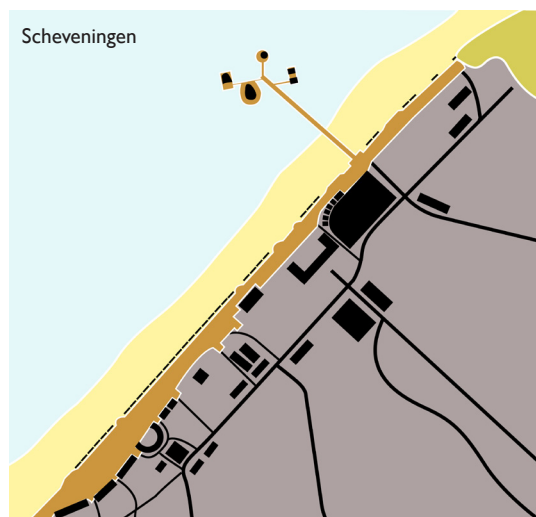
Figure 8: The Dutch coast is part of a larger coastal system stretching from northern France to Denmark.

1.4 Study Area

This thesis is limited in both space and content. Therefore it's important to set boundaries and frame the research. As for space: the topic of this study is about Dutch coastal resorts dealing with the declining coastal tourism, but the problem is actually much broader geographically. Although circumstances may differ from place to place the problem of decline at Dutch resorts is typical for many 'coldwater resorts' that have a short summer season. It is a common phenomenon in Northern Europe (e.g. England, Belgium, Denmark) and North America (Agarwal, 2002; Shaw & Agarwal, 2007). So the Dutch coast and its resorts are exemplar for other coldwater resorts. The outcomes of this thesis might be inspirational for similar situations outside the Netherlands. Additionally the choice for the Dutch coast has a practical reason. For me as a Dutch resident it is a familiar setting and it allowed me to visit sites at the moment I want. And since the Netherlands have a rich coastal history and research tradition much information about the Dutch coast and coastal tourism is available and easily accessible.

The Dutch coast is part of a greater coastal system stretching from Northern France to the West coast of Denmark (see fig. 8). Within the Dutch part there are three subzones: the Wadden Coast with the Frisian Islands, the Holland Coast with its dune complexes and sandy beaches, and the Delta Coast based around Zeeland where the Rhine river flows into the North Sea (see fig. 9)(Groven & Officer, 2008). The focus in this thesis lies on the Holland coast. The sandy coast of North and South Holland has compared to the other parts a more developed beach going culture and, historically is home to the classic seaside resorts (Berndsen et al, 1985). Also the problem of declining coastal tourism is more apparent here than for example the Wadden Islands (PARK, 2008; VROM, 2008; Philipsen & Caalders, 2001). Within the boundaries of the Holland coast the focus lies on North Holland. The provincial pilot project Petten is used as a design example in this thesis. When considering an abstract sense of space the Dutch coast is also part of the global tourism market.

Figure 9: The Dutch coast can be devided into three parts each with a different character. The small red dots indicate seaside resorts.

WADDEN COAST

HOLLAND COAST

DELTA COAST
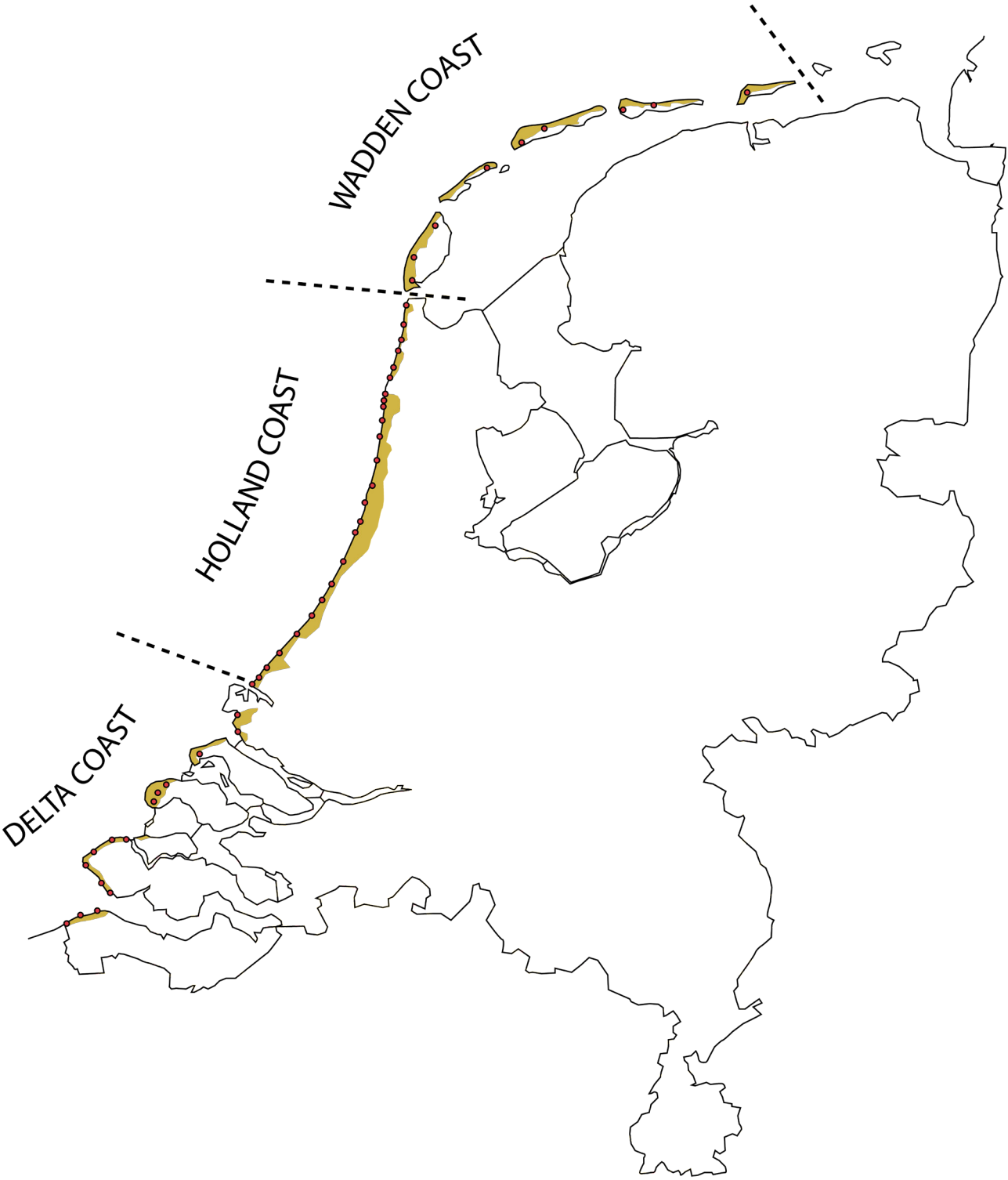
1.5 Decling Coastal Tourism

Coastal tourism in the Netherlands is eroding. The last couple of years has shown a steady decline in visitor numbers and length of stay. Both domestic and foreign, especially German tourists who traditionally take up a large part of the incoming tourism are leaving the Dutch coast (NBTC, 2008; CBS/ SRT, 2008). More German tourists prefer a destination on their own coast . East German resorts are on the rise, the Ostsee is (re)gaining popularity (e.g. Rügen and Kühlungsborn). And the rest of the world is not standing still either. Dutch resorts experience increasingly more competition from warmer climate destinations abroad. After France, Spain and Italy, Turkey caught the tourists attention. But for how long? Today tourists are able to visit destinations across the globe, from Aruba to Thailand or Marokko. More and more Dutch spend their coastal vacation abroad in increasingly distant places (IBN 2015, 2005; NBTC, 2010).

But wait. Recent research tells a different story. Surprisingly figures show a small increase in domestic tourism (NBTC, 2010). In 2009 18 million Dutch spend their vacation on own soil, an increase of 500.000 vacations (+3%) compared to 2008. The North Sea resorts had an increase of 12%. Incoming tourism, however, shows a slight decline of 2% compared to 2008. The research also tells us that the increase of domestic and the decrease of incoming tourism can be attributed to the recent economic crisis (2008-201?). People, Dutch and international tourists alike, tend to stay at home which explains the sudden popularity of domestic vacations. When observing the input of domestic vacations before the economic crisis one can notice a downward trend. Additionally the steady increase in turnover by coastal entrepreneurs as shown by the Dutch department of economic affairs and tourist research agencies leave room for interpretation. Recent research from CBS (2008) provide insight. It tells us that the actual increase in turnover doesn't come from more tourists to our coast, but from a rise in prices. The number of visitors is actually decreasing.

The eroding tourism at Dutch coastal resorts implies more than just a decrease in absolute visitor numbers, it also implies a decreasing length of the visit. Dutch resorts have become places of daytrip-tourism, seeing a decrease in long stay bookings while long stay vacations abroad are increasing (NBTC, 2009; see fig.10). A drawback of daytrip tourism is that people tend to make plans the same day, bring their own food and don't book hotels or bungalows. So entrepreneurs increasingly see their beds and tables empty, losing income. Many entrepreneurs have a hard time and beachfront pavilions change hand frequently (Go & Govers, 2008).

When one visits the Dutch coast during the summer 'decline' is the last word that comes to mind. The popular beaches are packed with people and getting there can be quiet troublesome let alone finding a spot to park the car. However this only occurs during the summertime and only when the weather is nice. Dutch resorts are, like most other 'coldwater' resorts, very season dependent. On a nice summer day daytrip visitors flock en mass to the beaches, jamming the roads and city centres, while the relative colder months of the year see the resorts almost deserted. Dutch coldwater resorts are unable to attract visitors year round to an extend seaside resorts in warmer climates can. Bad-weather facilities and attractions prove insufficient (Smeenge, 2008). Entrepreneurs at Dutch resorts have to make a large enough profit in summer to survive the relative quiet colder months the rest of the year. So Dutch coldwater resorts are highly seasonal. One can say that the coldwater resorts are inherently at a disadvantage compared resorts in warmer climate areas. Yet they heavily rely on the sunshine 'good weather' product for success. The seasonality and dependency on the sunshine product makes the tourism business at Dutch resorts very vulnerable.

Climate is however just one of the many reasons why Dutch and foreign tourists are choosing for coastal destinations outside the Netherlands. These can be divided into two major reasons or factors. One is increased competition from other Dutch coastal resorts and more important from resorts abroad. The second reason is the unpopular image of Dutch resorts. Both are caused or amplified by one or more factors. The problem tree (fig.11 next page) presents the external factors leading to increased competition on the left and internal factors leading to an unpopular image on the right. It is of course an oversimplification of the complex situation Dutch resorts are dealing with and doesn't intent to be complete. But is shows the topics discussed in this thesis. The following will go into the external and internal factors more deeply.

Photograph 19: Compared to coldwater resorts, resorts in warmer climate zones can guarantee a certainty of sunshine. LLoret de Mar (Spain) is a popular destination for many Dutch tourists.

External. As discussed earlier one of the major factors why coldwater resorts are experiencing increased competition is the fact that coastal resorts in warmer climate zones can guarantee an almost certainty of sunshine. But other factors aided in the competition as well. The emergence of cheap package holidays and low cost budget airlines make it very inexpensive to go abroad. And thanks to the internet tourists are now more than ever capable to choose and book their own vacations online. Also a marketing overflow online and by other media make tourists more aware of the possibilities. Nowadays tourists can choose from a wide variety of competing destinations and can visit them with relative ease and low costs. There's a real globalization of coastal tourism taking place were each individual resort has to compete not just with its direct neighbor but also with resorts overseas. Another not to underestimate factor is the willingness to experience other cultures. These are all factors that draw tourists away, thus contribute to the

	2004	2005	2006	2007	2008
Domestic					
Vacations 2 - < 5 days	8,9	8,9	9,0	9,1	8,9
Vacations 5 - < 9 days	5,9	5,6	6,0	5,8	5,9
Vacations 9 days and more	3,2	2,8	2,9	2,7	2,6
Total domestic vacations	18,0	17,3	17,8	17,6	17,4
Abroad					
Vacations 2 - < 5 days	3,6	3,3	3,2	3,7	3,4
Vacations 5 - < 9 days	5,2	5,2	5,2	5,1	5,6
Vacations 9 days and more	8,4	8,7	8,4	8,8	9,5
Total vacations abroad	17,2	17,1	16,8	17,6	18,5
Total domestic and abroad	**35,2**	**34,4**	**34,5**	**35,2**	**35,9**

Figure 10: Increase of short domestic vacations and increase of long stay vacations abroad by Dutch tourists (NBTC 2009)

Cheap mobilization (flight tickets)	Low prices: cheap package tours

Wide use of internet: easy to book online

Overseas resorts offer guaranteed sunshine → Increased international competition

Local competition → Increased competition

Decline of touristic market
- Decrease of tourist numbers
- Decrease lenght of stay
- Lower revenue

Socioeconomic shift to postmodern society
Rise of the experience economy
Globalization of tourism

Overuse of natural & cultural resources

People's demands and tastes have changed

Outdated touristic product offered at resorts & low spatial quality

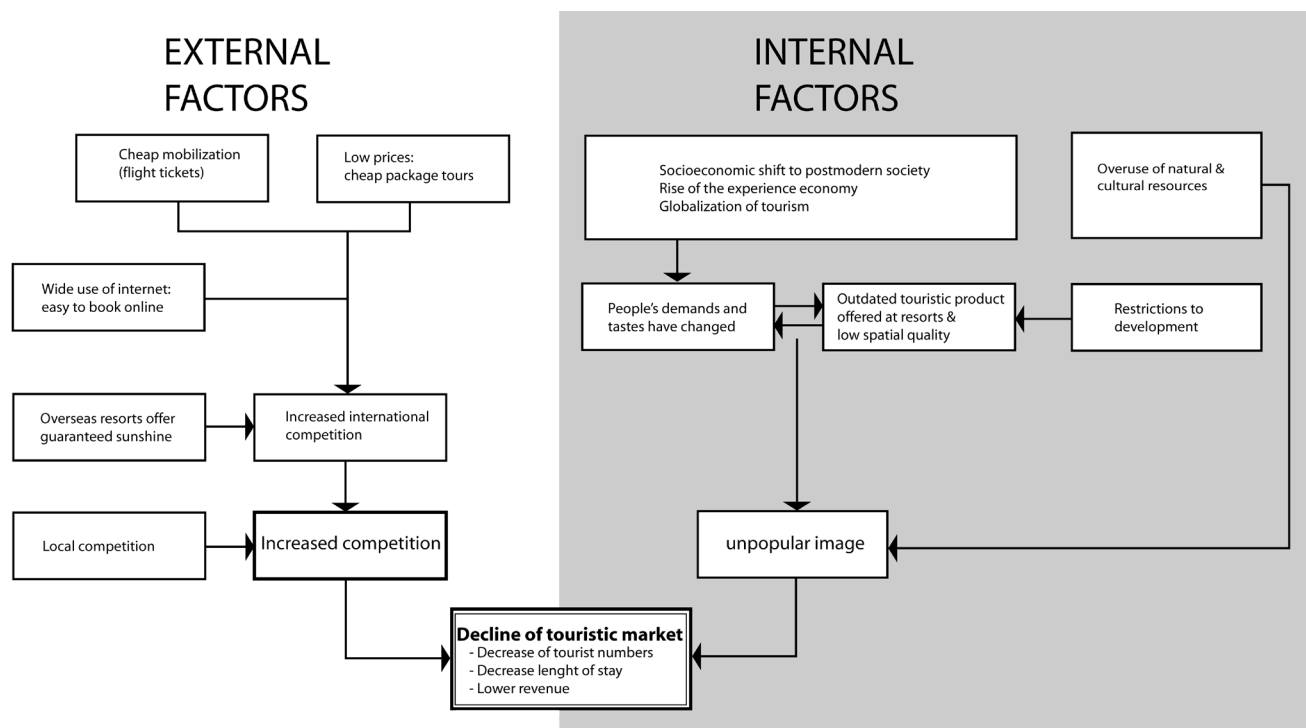Restrictions to development

unpopular image

Figure 11: External factors leading to increased competition and internal factors leading to an unpopular image are both reasons why Dutch and foreign tourist leave Dutch resorts.

increased competition Dutch resorts experience. Yet there's more. Dutch seaside resorts have to contend with internal factors as well.

Internal. In the foremost place Dutch resorts have an unpopular image. (VROM, 2006; Go & Govers, 2008; Dijkstra, 2005). They are regarded as places of mass tourism; for the common folk, especially the more popular, developed resorts (Shaw & Agarwall, 2007). They have an outdated touristic product that no-longer speaks to contemporary visitors (Agarwal, 2002; Dijkstra, 2005; Smeenge, 2008; NBTC, 2008). Moreover Dutch resorts have a low spatial identity. What is meant is that resorts more or less seem to look and feel alike. They are what Philipsen calls non-places: interchangeable without an own identity (Philipsen & Caalders, 2001). However this characteristic is not solely confined to coastal resorts but shared with many towns and cities in the Netherlands (see pic. 20-21). But one would expect from their leisure destination to be the opposite, to escape such uniformity and averageness. Coastal resorts should be splendid places where one could marvel over the extraordinary architecture and atmosphere. The reality is rather disappointing. Dutch resorts are also uniform in product offering. As a response to competition and seasonality, resorts offer a wide variety of touristic products aimed for all target groups. Resorts offer for the elderly, the youngsters and families. They provide parties & events,

themeparks and nature and culture and so on. It doesn't really matter where you are the same products can be found everywhere. Nothing is typical or authentic for that place. The identity of place is often hard to find.

So Dutch resorts and the whole Dutch touristic coastal product in general are suffering, they are losing the interest of the tourist. On the one hand there's increased competition by overseas destinations aided by widespread use of internet and cheap, easy to book flights and on the other hand the Dutch coastal product is little alluring, out of date and unpopular. The result is that tourists go somewhere else to spend their coastal vacation.

It aren't just the coastal resort's touristic entrepreneurs that feel the consequences of the declining tourism market. Local communities also suffer. Many communities in which the resorts touristic product is located are very dependent on tourism. Their economies are often interwoven. In some cases facilities as supermarkets, banks and public transport exist because of the steady flow of tourists. Also, many community members may be actively involved in the tourist industry as employees at hotels, restaurants or camping sites. Others rent out rooms to tourists (B&B). Local children have summer jobs and students come to work for several months. All in all the resorts success or failure affects a lot of people (Shaw & Agarwal, 2007). A decrease in tourist numbers leaves local

restaurants, cafés and pavilions deserted, hotels, camping sites, bungalow parks and B&B's empty, many people lose their jobs and some community facilities cease to function on a daily basis or disappear completely. In short the community's livability is at stake.

There is also the nation itself, the Dutch economy or Holland Inc., that is concerned with the current state of coastal tourism at resorts. Tourism and recreation make up a relative small (compared to Spain, France, Italy etc.), but still significant part of the nation's BBP (Gross National Product). Up to 17,1 billion euro's in 2007 (= 3.0% of total GNP). In total 35,3 billion euros were spend in 2007 of which 28,5 by Dutch and 6,8 by foreigners (CBS/ SRT, 2007). The Dutch coast take up a large part. Not only does a vital tourism market provide lots of jobs and livable coastal communities, it's also very profitable. However it's not just a direct economic problem in respect of turnover and profits, it undermines the Netherlands position as a popular coastal destination on the long run and with that their competiveness internationally. Countries do, like companies and industries, increasingly operate globally and compete for the same markets and recourses (e.g. people). Nations not only want to attract employers, tourists and investors but also international events such as the Olympics, the World Cup, other sport events, international headquarters (e.g. multinationals, UN offices) and many more. When choosing a business location or host these multinationals and sporting event boards evaluate the pros and cons of what the particular country has to offer next to a good airport and public transportation. Leisure possibilities and quality of life are increasingly important factors (Go & Govers, 2008). The Dutch coast could be one of our qualities, our selling point that sets the Netherlands apart from other candidates. Next to Amsterdam, tulips and windmills the coast should make up the Holland Brand!

Nonplaces: these pictures could been taken anywhere in the Netherlands. Eroding of local identity.
Photograph 20 (up): Leeuwarden, Friesland
Photograph 21 (down).: Zandvoort boulevard

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Photograph 22: Scheveningen boulevard. For many tourists the mass tourism image is unattractive.

Chapter II
Research Design

2.0 RESEARCH DESIGN

- Goal is to attract new tourism.
- Theoretical framework:
- Declining tourism matter of supply and demand.
- Seaside resort's product supply should 'mirror' society's demands.
- Research questions and methods.

2.1 Aim of Thesis

Coastal tourism at Dutch resorts is declining. Tourists are leaving the Dutch coast in favor of warmer destinations. Communities and entrepreneurs are feeling the consequences. There's nothing wrong with the coast itself, it has many beautiful beaches, extensive natural dune landscapes, coastal flats teaming with wildlife and authentic historic towns and landscapes. The Dutch coast still attracts many tourists each year. It are the resorts that pose a challenge. They degraded from popular summer destinations in the 50-60ties to daytrip destinations. The mass tourism product offered at resorts is outdated and doesn't reflect current desires for flexible, personalized products demanded today. Dutch resorts have become unpopular. In addition with the increased competition experienced from overseas resorts in warmer areas many tourists have reason to leave the Dutch coast. Dutch resorts rely too much on the sunshine 'good weather' attraction for their economic success. A rather unwise strategy for coldwater resorts with a short summer season.

At the same time the Dutch coast and its resorts have enough potential to be an attractive destination both domestic and international. Its situation near the big cities in the west of the Netherlands and Schiphol make it an ideal leisure area for many inhabitants and an attraction for international tourists. It is time to turn the tide, to put a halt to the decrease of coastal tourism and work towards a successful, attractive coast and resorts of international perspective that can rival coastal destinations around the world. The big questions is 'how'.

But first we have to be realistic about the scope in which we can work. As discussed earlier the decline in coastal tourism can be explained by two main reasons: competition from abroad and an unpopular image of Ducth resorts. It's sensible to realize that one cannot change the game, (global) competition is a characteristic inclined to a free market system. We cannot make the sun shine less in Spain or force people to spend their vacation in the Netherlands. What we can do is focus on the resorts themselves, what we offer tourists. The idea is to change the unpopular image of resorts by transforming the outdated product into a new and sensible coastal product. (see fig 11 focus on right side). Like most industries facing a declining market, the Dutch coastal tourist industry has to rethink its strategy, product offering and marketing in order to attract new tourists.

The Dutch coastal tourism product as whole has to make a choice. Is it going to continue to compete on the sunshine product with warmer climate resorts, by price and scale? Or is it going to compete on a totally different level

by offering something unique, something that has quality, something that has identity and can't be found anywhere else in the world?

I believe this 'attractive new Dutch coast' can be designed!! An internationally competing coast where resorts surpass their daytrip status, and attract new tourists by offering a more sensible coastal product fitting the coldwater climate zone. However this thesis doesn't aim to provide a static blueprint for the Dutch coast as a whole with a ready-made design for each resort. It would be folly and take too much time. Instead this thesis intends to research an innovative way of thinking about coastal tourism at coldwater resorts that may serve as a new product offering. From there a design approach is developed to apply this new product on an individual resort level. The design approach can be used by coldwater resorts that wish to change/ design their current outdated or unsuccessful touristic product (i.e. natural & cultural attractions, facilities, physical appearance etc). Therefore the aim of this research is:

to develop an approach to design coldwater resorts, that attract new tourists and increases competiveness.

2.2 Theoretical Framework

The theoretical lens through which the problem of decline at Dutch resorts is viewed is one based on industry and market. Just like other industries the coastal tourism industry offers a product. And for each product there exists a market. A market functions when supply and demand meet. There's a demand from the tourist for a certain coastal product (i.e. the culture of recreation present in a particular time and place, the facilities required to practice it), and the resorts will answer this demand by supplying a product reflecting the demand. Metaphorically speaking the resort is a "mirror of society" since it 'reflects' the particular demands for recreation of society (Fig. 12). The market will cease to exists or show signs of decline when supply and demand don't match. In case of coastal tourism it could mean that the product offered at Dutch resorts doesn't match the expectations and wishes of the tourist. He therefore becomes disappointed with the product offered at Dutch resorts and chooses another destination where the product is offered. This perspective of product offering, supply and demand runs as a red line throughout this thesis.

Figure 12: The resorts product offering mirrors the time bound demands of society

2.2.1 The Tourism Area Life Cycle (TALC)

When it comes to the product offering, a seaside resort's popularity and decline is according to Butler (1980; 2006) a natural phenomenon inherent in a tourism area's life cycle. That it's an inevitable part in the resort's evolution. He suggests that: *Tourist destinations are always changing in appearance, product and image, they evolve over time. This evolutions is brought about by a variety of factors including changes in the preferences and needs (popularity) of visitors, the gradual deterioration and possible replacement of facilities and infrastructure, and the change (or even disappearance) of the original natural and cultural attractions which were responsible for the initial popularity of the area* (Butler, 1980 p.3). In turn the resort becomes less attractive and popular for tourists.

The evolution of tourist areas like coastal resorts, their initial growing popularity and their eventual decline is theorized by Butler in the Tourist Area Life Cycle (TALC). Although partly contested and supplemented by others (who are addressed in the appendix) - because of the hypothetical nature of the theory - it holds a line of thought that most researchers in the field of tourism agree on. The theory on how a tourism area typically evolves is described by the following example :

Painters search out untouched and unusual places to paint. Step by step the place develops as a so-called artist colony. Soon poets, kindred to the painters, cinema people, gourmets and "jeunesse dorée" follow. The place becomes fashionable and entrepreneurs take note. The fisherman's cottage become converted into boarding houses and hotels come to the scene. Meanwhile the painters have fled to seek out a new periphery. Only painters with a commercial inclination stay, capitalizing on the good name of this former painter's corner and on the gullibility of tourists. More and more townsmen choose this place as it's widely advertised in newspapers. Subsequently the gourmets, and all those who seek real recreation, stay away. At last the tourist agencies come with their package rate traveling parties. Now the public avoid such place as it becomes less popular. At the same time, in other places the same cycle occurs again. (freely after Cristaller (1963) in Butler, 1980 p.3)

The TALC theory is based upon the product cycle concept, whereby sales of a product proceed slowly at first, experience a rapid rate of growth, stabilize, and subsequently decline (Butler, 1980 p.4). A similar development can be identified for visitor number in a particular area. Visitors come in small numbers at first, restricted by lack of access, local knowledge and facilities. As facilities are provided and awareness grows visitors numbers will increase. With the help of good marketing and further development of facilities and infrastructure the area's popularity will grow rapidly. Eventually, however, the rate of increase of tourist numbers will decline as capacity is reached. This doesn't necessarily imply that actual tourist numbers are decreasing. The declining or stabilized rate of increase may be due to environmental factors (e.g. land scarcity, water or air quality), lacking infrastructure (e.g. transportation, accommodation and other services) and social factors (e.g. crowding, resentment by the local population) (Butler, 1980). Overuse and impact of large numbers of visitors erodes the attractiveness of an area and may result in the decrease of actual visitor numbers and in the worst case scenario: the abandonment of the area altogether. Visitors are actually 'loving a place to death'.

The TALC-model identifies seven stages in the evolution of tourist areas. An *exploration* stage, *involvement* stage, *development* stage, *consolidation* stage, *stagnation* stage, *decline* and *rejuvenation* stage. The stages can be positioned on a curve (see fig.13) which expresses the evolution of the tourist area over time. The vertical axis shows the number of tourist while the horizontal axis determines time. As you can see the end of the curve is open to several interpretations, from a downward trend to an upward trend and everything in between. A successful redevelopment of the resort may cause an increase in tourist numbers (rejuvenation). But the curve can also drop which implies a further decrease in tourist numbers. When an area enters the decline stage the area may become a veritable slum or lose its tourist function completely (Butler, 1980; 2006).

Figure 13: The TALC-model describes the life cycle of tourist destinations
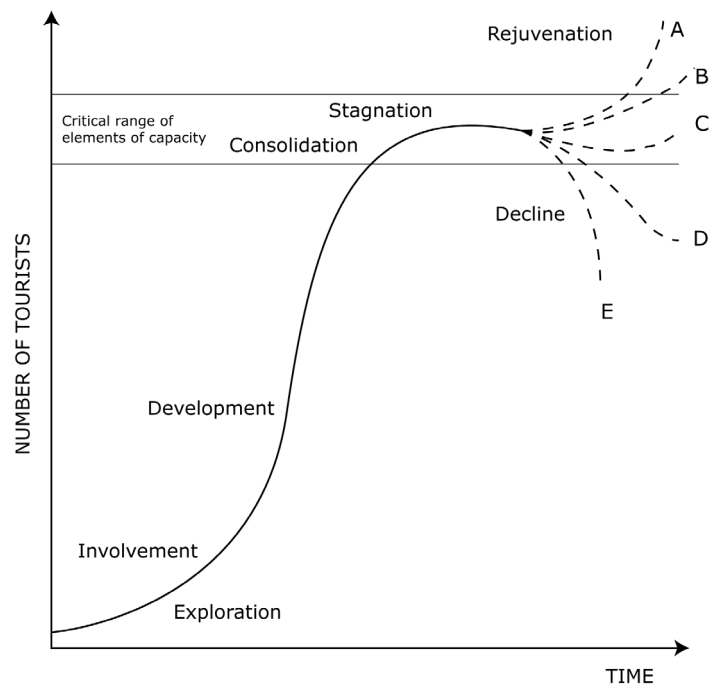
Exploration stage. This stage is characterized by a small number of non-local tourists making individual travel arrangements and follow irregular visitation patterns. They are often attracted by unique or considerably different natural or cultural features. At this time the area isn't developed for tourism and visitors use local facilities and contact with local residents is very high, this may in turn be an attractive feat for the tourists. The impact of tourism on everyday life, the environment and the economy is small.

Involvement stage. When visitor numbers increase and visitation becomes more regular, some local residents will enter the involvement stage and start to provide facilities primarily or even exclusively for visitors. The contact between the locals and visitors remains high or even increases as more local residents are involved catering for the tourists. As this stage progresses a basic market for tourism can be defined and some advertising to attract tourists can be seen. A season can be expected and tourism start, to a small extent, affecting social patterns at least for local residents involved in the business. There emerges some level of tourist organization with travel arrangements and the first sign of pressure can be expected upon governments and public agencies to provide or improve infrastructure and other touristic facilities to further develop tourism potentials.

Development stage. In this stage a well defined tourist market is defined which is heavily advertised. As this stage progresses local control and involvement will decline fast

as local facilities are replaced by larger, elaborate and more up-to-date facilities from external organizations. Natural and cultural attractions are developed and marketed specifically. Original attractions are supplemented by imported man-made attractions. Changes in the physical appearance will be noticeable and maybe not always welcomed by the local residents, especially those not involved in the industry. Regional and national involvement in the planning and management of the area is high and may be not always in check with local preferences. In peak season the number of tourists may exceed the permanent local residents and important labor may be needed. Also auxiliary facilities for the tourist industry emerge such as laundries. The type of tourist has also changed as a wider market is drawn upon.

Consolidation stage. When a tourism area reaches this stage the rate of increase in visitor numbers will slow down, total numbers however will still increase. And total visitor numbers will exceed permanent residents. The local economy is dominated for the largest part by tourism and depend heavily on it. Marketing and advertising are wide-reaching and efforts are made to extend the tourist season and market area. Major franchise and chains in the tourist industry are represented but little additions are made. The impact of the visitors may be significant as it can result in restricting or hindering the activities of local residents (e.g. loud music played when the muezzin calls for prayer at Turkish resorts). Resorts will have well-defined tourist districts, the old facilities may now be unpopular and regarded as second rate.

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Stagnation stage. Tourist numbers seize to grow, the peak has been reached. Capacity levels have been reached or even exceeded accompanied by environmental, social and economic problems. The resort has a well established image but will no longer be fashionable. There will be a bed surplus and it will become increasingly difficult to attract visitors. They will rely heavily on repeat visitation as the destination becomes less popular for new tourists. The original natural and cultural attractions are less and less important and are even replaced by "artificial" facilities. The resort becomes divorced from its geographic environment (Butler, 1980 p.7). New development will likely be at the edge of the original resort (e.g. bungalow parks). Property change ownership frequently. The type of visitor can be identified as the organized mass tourist. After the stagnation stage the area can either decline or rejuvenate.

Decline stage. The resort will be unpopular and unable to compete with newer resorts and attractions. It will face a declining market spatially and in visitor numbers. The area will no longer be attractive for vacationers and becomes more and more a destination for day trippers, if it's accessible for large numbers of people. Property turnover is high and many tourist facilities are replaced by non-tourist related structures or lose their function (e.g. hotels become retirement homes or conventional apartments) as the area is equally attractive for permanent residence. The latter process works cumulative, as more tourist facilities disappear the area becomes less attractive this in turn undermines the viability of other facilities. Local involvement increases as property prices drop. In the end the tourist area becomes a tourist slum or loses its tourist function completely. The table (fig.14) shows some indicators of a resort in decline.

Rejuvenation. On the other hand a tourist area may rejuvenate and visitor number will continue to rise. This however only happens when radical changes are made in the product tourism is based on. In many cases, combined government and private efforts are necessary. There are two ways the rejuvenation stage can be entered. One is by adding an unique man-made attraction (e.g. a casino to attract new (year-round) tourists in Atlantic City and Scheveningen). The success of such an addition depends on the uniqueness of the attraction, if neighboring resorts facilitate a similar attraction the competitive effect of the measure will be reduced. A second way to rejuvenate is to develop previously untapped natural or cultural resources. For example by finding new ways to use existing natural resources (e.g. the beach as Yoga location) or by creating new cultural events or promoting existing ones. This reorientation of the product

offering creates new forms of recreation that can attract new tourists and simultaneously revitalize the old trade.

The tourism area may experience a renewed growth and expansion as shown by curve A. Little interventions to capacity levels of natural and cultural resources could allow a more reduced growth rate (curve B). Readjustment to meet sustainability is reached in curve C. However when overuse of the natural and cultural resource continues, the old-fashioned attractions and facilities aren't replaced, and competition continues, visitor number will drop (curve D). Or in case of a catastrophe/ war (E) the visitor number will decline rapidly. The area and facilities will become unattractive for the majority of tourists unless the problem is solved.

Adding a man-made attraction or tapping undeveloped natural or cultural resources to develop new forms of recreation are strategies commonly used in tourism areas. They might rejuvenate tourism for a while but ultimately even these newly developed attarctions will lose their competitiveness as these also will fall out of fashion. In fact there are few areas in the world that have a timeless attraction on large numbers of visitors year-round. Good examples that do are the Niagara Falls, the Veluwen or the Highlands of Scotland (natural attractions). But also Disneyworld Florida, the Pyramids and the Great Wall of China (cultural attraction).

Opposite page. Figure 14: Indicators of stagnation (based on Butler, 1980; Cooper, 1990; Haywood, 1986; Morgan, 1991; Russell & Faulkner, 1999) (Faulkner & Tideswell in Butler, 2006 p.310-11).

Area of destination performance	Indicators
1. Changing markets	• Growth in low-status, low-spend visitors and day visitors. • Overdependence on long-haul market, and lack of penetration of short-stay market. • Emphasis on high-volume, low-yield inclusive tour market. • A decline in visitor length of stay. • Type of tourists increasingly organized mass tourists. • A declining proportion of first-time visitors, as opposed to repeat visitors. • Limited or declining appeal to overseas visitors. • Highly seasonal.
2. Emerging newer destinations	• Competition from emerging newer destinations. • The destination is well known, but no longer fashionable.
3. Infrastructure	• Outdated, poorly maintained accommodation and amenities. • Older properties are changing hands and newer properties, if they are being built are on the periphery of the original tourist areas. • Market perceptions of the destination becoming over commercialized, crowded and 'tacky'. • Tourism industry over capacity. • Diversification into conventions and conferences to maintain numbers. • Large number of man-made attractions, which start to outnumber the more natural attractions that made the place popular in the first place.
4. Business performance	• Declining profits of major tourism businesses. • Lack of confidence in the tourism business community. • A decline in the elasticity of advertising (lower return in terms of increased visitors per advertising dollar investment) and an increased in process elasticity. • Lack of professional, experienced staff.
5. Social and environmental carrying capacities	• Visitor levels approaching or exceeding social and environmental carrying capacities. • Local opposition to tourism as the resort's residential role increases.
6. Institutional environment	• Local government reorganization (merging) the political power of resorts in larger authorities. • Demands for increased operational efficiency and entrepreneurial activity in local government. • Short-term planning horizons in local government owing to financial restrictions and low priority given to strategic thinking.

The point that Butler is making is that tourist areas, like seafront resorts, have a limited lifespan. As the stages above suggest the initial success of a resort will ultimately lead to its demise. Over time exploited natural and cultural attractions are overused or may fall out of fashion resulting in a decrease in visitor numbers. The decline may continue if no corrective measures are taken until the area loses its touristic function altogether. The limited lifespan of resorts is an assumption rarely considered by private and public agencies. It is almost taken for granted that tourist numbers will continue to increase. A false idea according to Butler as old tourism resorts of Europe and North America clearly show signs of stagnation or even decline. He underlines the importance to regard tourist attractions as finite and possibly non-renewable so planners and other people involved in the field of spatial development should be more careful with the natural and cultural resources on which the resort is initially based.

2.2.2 Theoretical Framework and Thesis Structure

As mentioned before the theoretical lens through which this thesis is viewed is based on a market system of product supply and demand. The TALC-model provides a theoretical background to the lens and places the problem of decline experienced at Dutch resorts in context. According to the model it is inherently part of a tourist area's life cycle. The notions that the resort's product supply should 'mirror' the societies demand, and the idea that product and demand evolve over time explained by the TALC theory form the base for this study and direct the research questions.

2.3 Research Questions

The overall goal of this thesis is: *to develop an approach to design coldwater resorts, that attract new tourists and increases competiveness.*

2.3.1 Main Research Question

To reach the goal of the thesis and to find an answer to the decline at Dutch resorts I will have to do research. The research is structured by asking a couple of questions that guide the study. There are two types of research questions present in this thesis: a main question and associated sub questions. The main question aims to explore the study object at its broadest (Creswell, 2009). In this case the study object is the goal of this thesis: to develop an approach for resorts to attract new tourism.

Through the theoretical lens the thesis goal gets a twist towards the concept of product supply and demand. According to Butler's TALC theory the way to attract new tourism, to *rejuvenate* the resort, is to change the product offered. We also know from the 'mirror' concept that supply and demand have to match. So the main research question could be formulated as followed:

What touristic product should coldwater resorts offer to attract new tourism, and how can it be applied by means of a design approach?

When reading the main question one notice the question consists out of two parts: what is the new touristic product and how can this be offered. In short it's finding a 'cure' and how to apply it. To answer the two-sided main question there are two sub questions that focus on each subject respectively.

2.3.2 Sub question 1

The first sub research question guides the research to find content for the new product offering. Following the mirror concept the product supplied at resorts should reflect the particular demands of society for recreation. And Butler tells us demands and preferences are always changing over time. This makes it important to explore what is demanded now. But also what product is currently supplied at Dutch resorts in order to understand what tourists are missing. An analysis of the problem will address both sides of the mirror and also reveal how to change the product. The first sub research question therefore is:

What developments, driving forces and other aspects have caused the unpopular image that have led to the decline of tourism at Dutch coastal resorts?

2.3.3 Sub question 2

Now for the second part of the main research question. As mentioned, this thesis aims to develop an approach to design resorts. So it can function as a guideline for coldwater resorts. The approach intends to apply, and design with the new coastal product at the individual resort. Thus the second sub research question concentrates on finding a manner to implement, work with and to design with the new product. The second sub question is:

How can the new product offering be applied and designed by means of an approach at seaside resorts?

2.4 Research Methods

When research questions help to guide the study, research strategies and methods help to find the answers to them. They are the 'tools' that are used to conduct the research and find the information needed. During my research I used several methods: literature research, field study, map study and semi-structured questionnaires. Additionally I had the unique opportunity to take part in a week long field trip to Petten (NH) as a student assistant. A typical characteristic of qualitative research, what landscape architecture is, is that it doesn't follow a definite course. It is rather circular and emerging by which I mean that newly acquired information may lead to a desire to alter the research structure,

questions and even methods. For example: at some point during the study I felt it was necessary to speak to people local to Petten. While reading literature about place identity I understood that people's stories (narratives) about place are just as (or even more) important to perceive the meaning of place as physical attributes. This understanding moved me to conduct semi-structured questions. More about this is discussed further on. In the following I will shortly discuss the methods used in this study.

Literature Research: 'Standing on the shoulders of giants', "*One who develops future intellectual pursuits by understanding the research and works created by notable thinkers of the past*" (Isaac Newton). The research questions presented earlier demanded me to learn more about particular subjects. Since this thesis is about coastal tourism at seaside resorts I read lots of literature on coastal tourism in general, but more specifically on the decline problem and restructuring strategies. But also what the latest trends in tourism are. To explain the demand side of the mirror, a demand for coastal recreation from society I needed to dive into social theories such as postmodernism in society. Later during the research I needed specific information to ground certain statements or design choices. For example climate change forces resorts to strengthen their defences. I looked into several coastal defence strategies but also information on ocean currents, sand transportation and erosion. I gathered the literature (articles, books, thesis reports, maps and other publications) from different scientific sources: online databases, the university library (WUR) and contact persons at Deltares and Hoogheemraadschap Noord Holland.

Field Study: I had the opportunity to join a two week fieldtrip for first year students to Petten, a small coastal community in the province of North Holland. The fieldtrip was part a longer 10 week course (LUP-10306 Studio Landscape Architecture and Planning) intended to further introduce the first year students to landscape planning and landscape architecture. This particular year (2010) Wageningen UR was invited by the province of Noord Holland to work on some inspirational visions for Petten. Petten serves as a pilot for the project 'Identity Coastal Resorts NH'. The coastal community was home for a two week workshop. The first year students collected data by interviewing important local actors, residents, tourists and did a site analysis. With the information gather the students developed a couple of different visions of the town area according to a certain overall trend (e.g. population decline, climate change, declining or booming economy etc.). To join this fieldtrip as a student assistant was beneficial for

three reasons. First the selection for a specific site to design. Although my topic concerns the Dutch coast, a more detailed scale level is needed to explain (by designing) how my theoretical concepts of the proposed approach work in a physical sense. Secondly I could use the data collected by the students. Since it was a large group of students they manage to accumulate a lot of data. And thirdly I was able to actual visit the site myself for a whole week. I took pictures, explored the proximity and talked to people. All the data, information and conclusions of the two weeks are collected and put into maps and documents which were at my disposal.

Semi-structured Questionnaire: While exploring literature on spatial identity, the identity of landscapes and places, I stumbled upon the concept of 'narratives' (stories). Without going into too much detail of the theory, the concept of a narrative involves an individual's personal experiences, feelings, values and meanings to space; a site. In order to obtain such information from a person one has to actually talk to the person in real life. Since a narrative, or a story, is a complex body of coherent anecdotes about local histories, traditions, values and culture, a pre-set closed questionnaire seemed out of places. The coherence of it, why certain objects or things relate to each other as they do, makes a holistic understanding more sensible. In practice it means to just start an informal conversation, make the respondent feel comfortable and mutually produce the information you are looking for. The big challenge is to filter out the relevant information. These conversations gave me much insight into the more emotional side of place identity.

Figure 15: Monet, the beach at Trouville

Chapter III
Towards a New Product

3.0 TOWARDS A NEW PRODUCT

- First research question
- Discusses the current product supply at Dutch seaside resorts
- Discusses the contemporary demands of society
- Product supply and demand don't match: the mirror is broken.
- Fixing the mirror: a new product offering
- Place identity and authenticity

The problem analysis aims to answer the first sub research question: *What developments, driving forces and other aspects have caused the unpopular image that have led to the decline of tourism at Dutch coastal resorts?* It will be discussed from a supply-demand perspective as discussed in the theoretical framework. First the supply side, the product offering at Dutch resorts will be discussed and second the demand from society.

But first: to understand the problem of decline at Dutch resorts one has to place it a historical narrative. The resorts as we know them today are the result of many changes in history, they evolve over time in appearance, product and image (Butler, 1980; 2006). Although a general historical narrative it certainly describes the phases Dutch resorts have gone through.

3.1 Origins and History of Resorts

To many people the coast is a very attractive place to live. The presence of the ocean and the beach work as a magnet for urban and leisure development. Apartment buildings and villas are built along the coast. And from the 50ties onward camping and semi-permanent caravan sites shoot as cabbages out of the ground. For many people the coast is a common place to recreate. The dunes and beach are major attractions especially during the summer. Seaside resorts function as concentration points for coastal tourism. Today resorts are a familiar concept to the public. However the resorts as we know them today did not yet exist three hundred years ago. One can first truly speak of a seaside resort in 1786 at Brighton (Hisgen & Laane, 2008). Before then many people considered the coast a dangerous place to be and best avoided (fig.16). They were considered cesspools of decay, remnants of the 'Great Flooding' in Noah's time (Berndsen et al, 1985). People used to think twice to live close to the sea. Historically only fishermen and the poorest farmers, unlucky with their meager soils, used to live close to the coast. Only in dire situations building near the coast took place. Houses in harbor towns were orientated with their backs to the sea and fishing communities hide behind the dunes. Confrontation was, in most cases, avoided (Berndsen et al, 1985 p.9). However this cultural perception of fear for the coast changed in the 18th century. Yet the concept of the resort predates the ocean-side resort.

      The bathing culture (fig. 17) has its origins in ancient times. In those days water was given all sorts of extraordinary qualities of which the most notable the quality

Figure 16: A Sea Serpent. In old time the ocean was believed to be home all kinds of mosters.

to heal and clean. The biblical Great Flood was perhaps the most radical form of cleaning. Our daily (or maybe not so daily) washing and bathing rites not only clean the body but also heal the soul (Hisgen & Laane, 2008). The Romans were amongst the first to exploit springs and build bathing houses near or on top of them. Places as Aix-les-bains, Bath, Vichy and Aachen are famous, old roman bathing resorts that are still used today. One can say that in roman times our western bathing culture came into existence. Although almost disappearing in medieval times it never really vanished.

Figure 17: The spring water bathing culture in ancient times continued into the medieval period and was followed by drinking spring water.

There was a renewed interest in the healing function of spring water in the late medieval period. Yet there was a shift from bathing to a **drinking culture**. As became clear, spring water differs from spring to spring. Different sources of water had different qualities which, in turn were best suited for particular diseases. It became widely accepted that, next to bathing, the healing function of water also came from drinking it. Because of this the bathing treatment slowly diminished while the drinking treatment gained in popularity. From the 18th century onward health resorts dotted the European mainland. To fully exploit the springs potential facilities and accommodations were constructed. The nobility of Europe flocked to health resorts as Pyrmont, Brückenau and Spa, as they were neutral meeting grounds were news and information could be exchanged. To make the visit more pleasant facilities to entertain and relax the guests were introduced. The combination of health, entertainment and relaxation (today in one word: recreation) has since then been the main characteristic of resorts (Berndsen et al, 1985 p.11). Where there was a spring, there were plans to develop it. To attract enough visitors and thus make the exploitation profitable marketing practices came into being. **Health resorts** were advertised for their unique qualities. It was in Scarborough England, were the first health resort was located close to sea with the possibility to swim in the ocean. Salty **ocean water** has minerals too, similar to spring water. In 1667 a certain Dr. Wittie described an inside- outside treatment with salt water to heal all kinds of illnesses. From that time on more and more qualities were attributed to sea water and ocean wind. A publication in 1702 by Sir John Foyler and Edward Baynard advocated the use of sea water as cure for asthma, cancer, deafness, rheumatism, insanity, hernia and tuberculoses (Berndsen et al, 1985). It was also recommended for gluttony and to clean the insides, sea water was then frequently drunk. What was special about Scarborough is that it had both spring and sea water that could be drunk and the possibility to bathe in the ocean. On the beach wooden cabins on wheels provided guests opportunities to change. These bathing-machines (badkoets trans.) could be driven into the sea for easy access (see pic. 18). Brighton was amongst the first to profit from the new development in bathing. In a short time Brighton developed into an important attraction for the wealthy urban elites of London. This happened for two reasons, for once the diminishing exclusivity of spring resorts and the proximity of urban centers (Brighton became just a few hours away from London with the introduction of the train). However it must be noted that promotion on part of King George IV is not to be underestimated. He declared the former fishing village as his exclusive summer residence. Soon others followed (see TALC). At the end of the 18th century Brighton defined the concept coastal resorts as we know them today. It served as example to other coastal resorts that emerged on mainland Europe and the Americas some time later, and were modeled to its image.

Photograph 23: About 1700 the saltwater treatment gained popularity. The pictures show a bathing machine (badkoets NL)

The healing qualities of sea water persevered into the 19th century and led to the constructions of seaside hotels (**Kurhaus** trans.) similar to that existing in Scheveningen and Koloniehuizen were sick children or elderly could recuperate. In the first place they served as health resorts but soon they transformed into places of entertainment. For the first time in history structures were intentionally orientated to the ocean. Because of their elite character, coastal resorts were considered sophisticated and leading cultural centers. Romanticism added new, subjective experiences to the ocean bathing culture. The ocean became something mysterious. For an individual in romantic times the emphasis was on experiencing the force of nature; a place unspoiled by man. In short the coast was the opposite of the recently industrialized cities. A visit to the ocean was experiencing the sublime.

Visitors to the coast trembled with their first steps along the boarder of land and water. They were deeply impressed, but the sensation was perceived as pleasant. A visit to the sea was a mix of reason and emotion, the confrontation was accompanied with severe feelings. None stayed untouched. And it has been so ever since (Berndsen et al, 1985 p.9 trans.).

The altered conception of fear to a pleasant experience initiated the building of more seaside resorts. There was a focus on emphasizing the edge effect of land and water. Old fishing villages historically orientated with their backs to the sea got a new seafront. The front was built as high as possible to accommodate as many visitors as possible to view the ocean. The narrow strip on the edge of land and water was exploited as much as possible. In the second

half of the 19th century the coastal resorts grew out to be attractions of enormous proportions (fig. 18). Basis for this development was the increased transportation facilities (railways) from and to the rapidly expanding cities. Coastal resorts developed into elegant urbanized settlements. The urbanization primarily occurred near the seafront, the boulevard. A densification of the urban fabric took place, the building height increased, and the building architecture itself had a metropolitan allure.

In more recent history the second world war played a major role in the development and appearance of Dutch resorts. During the war the Dutch coast was appointed as 'Spehrrgebiet' as part of the Atlantic wall. The old seafront was demolished to make room for bunkers and other defences. After WWII there was a master plan to rebuilt Zandvoort into a monumental resort. Yet it stayed with plans, instead entrepreneurs and real estate developers seized the opportunity to developed unimaginative bungalow parks. concrete apartment buildings and ugly hotels (Hisgen & Laane, 2008 p.145). The resort has a scattered image of different building styles and lack of cohesion due to an absent of a strong development plan. Another example is Noordwijk where concrete appartments replaced the traditional fishermen houses. These uncontrolled developments by lack of an master plan has severe consequences for the perception of Dutch resorts. The following decennia after the second Word War experienced an explosion in the beach going public due to an increase in income and leisure time. Because the automobile became economically available to the working class a shift took place from an exclusive elitist and on health orientated character to a more common, on entertainment orientated character. Their development as working class tourist destinations owing much to the desire
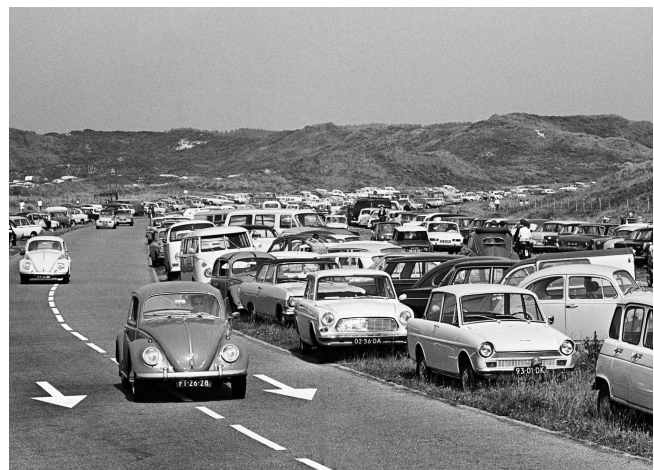
Photograph 24: In the 50-60 the working class experienced a rise in car ownership and income making the resorts available to the public.

Figure 18: Blackpool in 1910. Because of train access the resorts became places of entertainment for the urban elites. More man-made built structures for entertainment were introduced such as the boulevard and carnal.

on the part of industrialists, government and the church to improve the efficiency of labor and civilize the factory workers, through the provision of paid leave and excursion (Gale, 2005 p.94). The extraordinary physical attributes of the coastal environment (i.e. the beach, the sea, the clean air, surrounding landscape and indigenous flora and fauna) very much correspond to the desire for "light, air, space" in the modern era. Coastal resorts were the opposite of the unhealthy, claustrophobic conditions large populations lived in during the industrialization age. They soon developed into destinations for the masses on paid leave. The natural setting was complemented by a high capacity, standardized, but for that time cutting-edge man-made facilities (i.e. piers, promenades, fairgrounds, ballrooms and gardens). The seaside resort became a sort carnival, a concentration of all kind of attractions.

But the freedom of the automobile also made it possible for people to travel beyond the boarders of their own country to coastal destinations in warmer climate zones such as southern France, Spain and Italy. Tourism in Spain increased from less than 700.00 visitors in 1951, 4 million in 1959 to over 40 million visitors in the early 80ties (Barke et al, 1996). The rapid growth of visitors at the Spanish Costas is exemplar for many destinations along the mediterranean. From the 90ties onward Turkey caught the tourist attention. Today tourists visit resorts in Thailand, Mexico or the Maldives.

After WWII the Dutch resorts catered for mass tourism. In the larger coastal communities big apartment buildings were constructed to accommodate them. With the passing of time, developments in technology and revolutions in transportation people now travel the globe. This has profound effects on tourism and hence on product development at Dutch resorts.

3.2 Globalization of Tourism

We life in a world that has become relatively smaller compared to 50 years ago. People, ideas, economies and tourism stretch the globe. Advances in technology and transportation increasingly connects people with the world. Modern mass communication systems make real-time video contact with people across the world possible. And thanks to internet, images, the latest news and free manners of communication such as Skype or MSN are available for everyone with a connection. National boarders are becoming less important for travel and trade. Local, regional and national economies and markets are increasingly interwoven with markets around the world. Industries now compete on a global scale for the same consumer. Supply and demand are no longer local interactions but stretch the globe. Castells (2000 p.77) states: "Core activities of production, consumption, and circulation, as well as their components (capital, labor, raw materials, management, information, technology, markets) are organized on a global scale, either directly or through a network of linkages between economic agents". A person in Germany may own shoes made in China by an American company and so on. Next to an economic connotation, globalization affects the social and cultural fields as well (Gale, 2005; Fine, 2004; Castells, 2000). Due to television and internet, social media like facebook and twitter, and advances in mobility people are more aware about current events and trends elsewhere in the world. People are no longer confined by time and space. In that way people become detached from their locality. The impact globalization has on contemporary societies in the production and consumption of place has profound implications for understanding identity. On a cultural level globalization stimulates communities to incorporate certain styles in music, consumption patterns, art and architecture, or even political systems. Multinationals such as McDonalds and TV formats as "Idols" that can be found virtual everywhere in the world lead to the eroding of local culture. In that way local culture is more and more representing a 'world culture' (Go & Govers, 2008). And one cannot deny the impact social media had on the recent

Figure 19: worldwide brands make aided in the globalization process of tourism.

events in North Africa, Egypt and the Middle East.

Obviously globalization also influenced tourism. The free market enables tourists to purchase the same goods and services across the world, often under a single brand name like Coca-Cola, Holiday Inn or Kodak. Which in turn provide great comfort to consumers because they are familiar with the product. But the globalization of tourism also has led to standardization and commodification: material culture, people and places become objectified for the purposes of the global market. Although territorially confined, they are also seen as detached from the logic of their territorial boundaries (Duim, 2005 p.83). This enables entrepreneurs to copy the commodity elsewhere.

Just like other industries, the tourism industry cross the globe. Duim explains: "Jet airplanes accomplish overnight trans world deliveries of tourists; the instant booking of hotels or lodges all around the world is possible through the internet; and electronic mass media and magazines and books, which are distributed all around the world, show the 'exciting' or 'extraordinary' places worth visiting" (Duim, 2005 p.82). Tourists can choose from a wide variety of international destinations. This makes tourist destinations like seaside resorts compete on a global scale. To cope with the increase in competition, tourist destinations use standardization – amongst others - to increase their competiveness. Standardization works two ways. First products, services, ideas that have proven their economic success elsewhere are copied to attract new tourists (Caalders & Philipsen, 2001). And second costs are cut since the same formula can be developed everywhere (pic. 25-26).

Standardization may seem an outdated concept which would not be accepted in our contemporary postmodern society. Today consumers no-longer relate

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Photograph 25-26: Left Cancun Mexico, right Scheveningen. Through commodification elements from distant places are copied all over the world. A similar reed parasol is copied in Scheveningen. However reed parasols have nothing to do with Scheveningen or the Netherlands. The tropical theme feels out of place. Identity of place is ignored.

to standardized products and services as they want the flexibility to fine-tune the product or service to meet their individual needs. One would expect that individualized production methods have supplanted standardization (Fordism). It didn't, it just has taken other forms. One form of standardization is modularity: the splitting of the product in separate units which can be put together in different combinations. It that way each tourist can assemble their personal vacation specific to him or her desires. Modularity gives the tourist the illusion to make personal choices. But in fact the new product is simply a sum of standardized elements. Knulst (1993 in Caalders & Philipsen, 2001 p.111) remarks:

The peculiar thing about this […] lifestyle is, that consumers by every combined mix, being it either food, pushbuttons or vacations, still have the feeling of performing an utmost personal deed. Standing in line for the buffet he longingly awaits the personalized mix to be put on his plate. Standing in queue but feeling like a king. One can argue about it, but individualization isn't the first word that comes to mind.

Another, more contemporary form of standardization is the development of themes. Themes can be produced for spaces, products and services. The production however happens in the intangible sphere, not the actual material space. It involves image building aided by extensive marketing or place branding. By this, meaning and image of places or objects acquire economic value as they can be sold as tourist attractions. In that way places themselves are consumed as commodities (Urry, 1995 in Caalders & Philipsen, 2001). The paradox however is that entrepreneurs developing image's or themes often want to express the specific qualities or

uniqueness of places, to stand out from the others. But by using cliché formula's and program's (e.g. modularity) the uniqueness of place is actually destroyed. As a result places are starting to look more alike.

Places thus become more uniform in a physical sense, but also in terms of meaning and feeling. According to some standardization threatens local identity and the diversity of touristic experiences (Brouwer, 1999; Lengkeek, 1994 in Caalders & Philipsen, 2001). Tourist development has taken similar forms all over the world. The same commodities and themes are copied everywhere. Tourist destinations have become non-paces: places that are interchangeable without an own identity (Caalders & Philipsen, 2001 p.109). It matters little where you are in the world, hotels 'look alike', from one place to the next, even when they are continents apart (Go & Govers, 2008). Something similar is stated by Steven Slabbers as he reflects on the Dutch coastal resorts: It doesn't matter where you spend your vacation, Zandvoort or Noordwijk, there no difference really (Slabbers in PARK, 2008). One could say that place identity is eroding.

3.3 Restrictions at Dutch Resorts

The product offered at Dutch resorts has little changed the decennia since the rebuilding after WWII (Caalders & Philipsen, 2001; Shaw & Agarwal, 2007; Smeenge, 2008; PARK, 2008). There are several restrictions Dutch coastal towns and resorts are facing that hinder their development. Especially in the boulevard area, the touristic core area, these restrictions make it almost impossible for investors to introduce new developments. The nature of the restrictions vary from legislation to unclear responsibilities. Restrictions can be divided into three areas: affront the dyke, behind the dyke and in the surrounding dune landscape. I will address these three limitations respectively.

For seaside resorts, climate change beholds besides a clear safety issue (due to sea level rise, heavier storms and bigger waves) another problem. Structures on land outside the dyke (fig. 20), which are at the most risk of flooding, aren't officially protected by the government. Parts of the boulevard are located on land outside the dyke. Unlike structures inside the dyke (or dunes), which enjoy guaranteed governmental protection fixed in the "Wet op de Waterkering" (1996), structures on land outside the dyke are at own risk (V&W, 2005). This means that in case of damaged property caused by, for example, coastal erosion, the government can't be held accountable. The civilians however are unaware about this lack in protection.

"the combinations of an increased risk and obscurity about responsibilities of the government and civilians on land outside the dyke has lead to a restraint on the development of coastal towns these last years" (Commissie Poelman, 2005 p.9)

It isn't just the obscurity about who's responsible for any damages, the risk of flooding is increasing. As mentioned earlier researchers expect the sea level to rise, more frequent and heavier storms which will cause bigger waves. These big waves will batter down on our coastal defences, severely testing them. The time span (when) in which this occurs and the fierceness is still unclear. What is clear however, is that the chance of unsafe condition at the coast will grow significantly (Deltacommissie, 2008). There are also laws originated out of safety reasons that prohibit new, permanent development on land outside the dyke. In 1997, due to increased coastal erosion, the government has decided that no new permanent structures are to be built that can pose an obstacle for the protection and maintenance of dykes and dunes. Construction on land outside the dyke

is since then not, or in highly exceptional cases allowed. Beach pavilions aren't considered permanent as they can be dismantled in winter.

Other restrictions on development are present at the reservation area on land inside the dyke (fig. 21). The reservation area is 'reserved' for space to make adjustments to the primary dyke for the next 200 years (i.e. sea level rising). In the near future bigger and stronger dykes are needed to counter the effects of global warming. The area is under the jurisdiction of the National Water Board. Initiatives in this area are examined by the board for any possible negative effects that can influence the quality and effect of the primary dyke (V&W, 2007). Where the dunes are relatively narrow, the boulevard functions as the primary dyke. In this case all the area in and around the boulevard, the core area of the touristic industry, is under the authority of the water board. Entrepreneurs proposing initiatives in that area need a license provided by the board. The conditions for construction in this 'core' area of the dyke are strict. For example, it's forbidden to remove or shift sand from the primary dyke. For safety reasons this is quite logical, but it severely limits the possibility for construction. It is one of the reasons why development in the boulevard area has been difficult.

The remaining dune area (fig. 22), where the dune area is wider than needed for the primary dyke, is part of nature protection laws like the Ecological Main Structure (EHS) and Natura 2000 (EU Bird and Habitat Directives) (3de Kustnota, 2000). Construction in the EHS area's is prohibited unless the entrepreneur can prove ('no, unless'- formula) the intended development serves a greater (public) good. On top of that he needs to demonstrate that there are no reasonable alternatives to locate the function elsewhere (outside the EHS area). If both aspects are proven and accepted, the compensation process starts. The nature of the compensation is in the first place physical and when proven impossible, financial. At first compensation of potentially damaged or lost habitats includes the creation of new habitats by providing space for the creatures to settle. However, in practice this proves very difficult and a financial settlement is more common (3de Kustnota, 2000). Large scale development will have a significant effect on the quality of the habitats which will prove an obstacle when restructuring the seaside resorts. A conclusion can be drawn that development at the fringes of the existing resorts becomes difficult at least if not impossible. A wiser strategy will be to redevelop/ reconstruct the urban fabric within boarders of the resort.

Another aspect that restricted development at Dutch coastal resorts is neither of legal nor safety nature, but of entrepreneurship. Entrepreneurs, restaurant owners, beach pavilion exploiters and local governments have short sighted strategies when it comes to developments in the tourist industry according to Dijkstra (2005), and Vos and Dinkelman (2010). During the fieldtrip to Petten and surroundings we visited the coastal community of Callantsoog. In the dunes near the coast emerged an apartment complex often ridiculed by Steven Slabbers who uses this building as a perfect example of bad developments along the Dutch coast (in PARK, 2008). The building and restaurant (called Okidoki) resembles that of other unimaginative development to be found anywhere. According to the guide and civil servant responsible for the municipality's tourism affairs, this development was the result of the municipality's opportunity to make money by selling real-estate. She confessed there's some regret allowing the build of such a complex considering the overall effect on the spatial experience. These types of development are more likely to occur when tourism is in decline and any investment from the private sector is encouraged. Another example is that entrepreneurs in Zandvoort are for a large part residents of Amsterdam commuting daily to their shops, restaurants or other tourist facilities. Their involvement or concerns about the wellbeing of the community is at a minimum, a clear trend described by Butler in his TALC (Butler, 1980). When a tourism area progresses, local involvement decreases in favour of large, international focused companies. Being entrepreneurs their only real concern is the success of their businesses. Long term investments for a complete restructuring of the touristic product doesn't offer immediate or guaranteed returns. It's a risk most entrepreneurs aren't willing to take. That's why they rely on familiar, cost-effective investments that provide immediate returns (e.g. modularity and developing theme's). It goes without question that this lack in long term vision has had it affects on product development, and the appearance and quality of the build-up fabric of the Dutch resorts.

Summed up there were several restrictions that hampered development the last couple of decades at Dutch coastal resorts.

- Increasing risk of flooding at coastal erosion at land outside the dyke caused by global warming.
- Obscurity about responsibilities in case of damage to private property, who's accountable?
- Legal restrictions in the reservation area (land inside the dyke). Development here has to meet all the conditions set by the National Water Board.

- Legal restrictions at EHS and Natura 2000 nature preservation areas. Comply to the 'no, unless' rule and compensation.
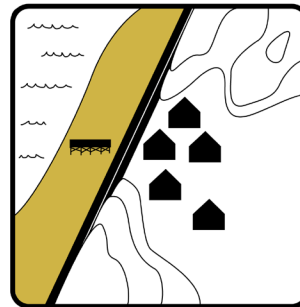- Short term thinking and the lack of a bigger picture.

Figure 20: Restrictions and risk of damage on land outside the dyke hinders development here
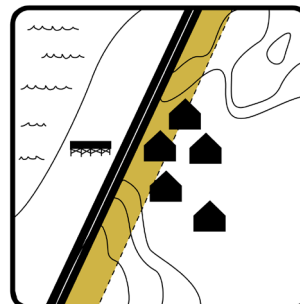

Figure 21: Restrictions in the reservation area makes restructuring of the existing product or new developments difficult.
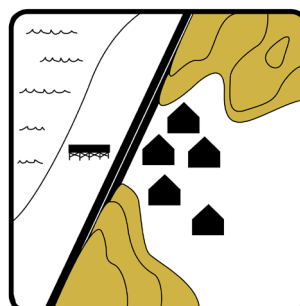

Figure 22: The dune areas are protected wildlife reserves. Development is forbidden.

The next part will go into the demand side of the mirror spectrum. In history the seaside resort has taken up many forms. The tourist product offered at resorts changed when times changed. When times changed, societies changed and with it their particular demands and expectations of coastal resorts. Over time Dutch seaside resorts evolved into the resorts as we know them today: destinations for mass tourism. According to the historical overview Dutch resorts haven't really changed since then. For over 50 years resorts offered the same product without little real developments. But one would expect society to have evolved since then. The following chapters will discuss how society has changed from the time approximately just after WWII.

Figure 23: The late modern age society around 1940-1960

3.4 Modern to Postmodern Society

Society has undergone some significant social and economic changes from the early 60s onward. A time more commonly identified with hippies, the sexual liberation of women (anti conception pill) and frequent youth demonstrations. The freedoms and changes acquired since then are widespread and deeply rooted in our current society. Amongst those changes we see an increased individualization and the rise of the service class as opposed to the working class in an industrial based economy (blue collar white collar). A result is that consumers today want individualized products, they want the flexibility to make personalized choices (Caalders & Philipsen, 2001; Gale, 2005)). To meet these new personalized demands of consumption production methods changed from Fordism to post-Fordism. Fordism is closely associated with mass production of standardized goods (Henry Ford was the first to introduce the conveyer belt which made mass production possible). Alternatively Post-Fordism focuses on flexible production techniques and product differentiation as more customized and individualized products are demanded (Agarwal, 2002). Individualization and new consumption patterns also influenced the way leisure time is practiced today. Tourists also want to personalize their vacations.

A general characteristic of postmodernism is a rejection of modernism, which is quite natural since a shift often tries to undo the errors made by the predating one. In terms of consumption we see a rejection of inflexible, standardized and inauthentic products and services developed for mass consumption. And in terms of space there is a negative attitude towards the former manufacturing towns and a nostalgic idolization of traditional working life inspired by a sense of loss (Gale, 2005; Smeenge, 2008; Shaw & Agarwal, 2007). The former is understandable as many

authentic, historical buildings were torn down for the sake of modernity whereby progress was valued above sentiment for the past. Nowadays the opposite is true: cultural historic city centres or landscapes are being preserved, or 'conserved' according to Caalders & Philipsen (2001). Places where time literally stands still representing a certain timeframe. This process can be seen in many cities over the world and is often used as attractive stage for fun shopping.

Gale (2005) indentifies two core socioeconomic trends that are responsible for the changes apparent in postmodernism. One is that the distinct separation of spheres (e.g. work, leisure, class and gender identities, religion, high and popular culture (ontzuiling trans.)) is dissolving. The second trend is that of the development of global capitalism to such an extent that the distinction between the economy and culture is lost (Gale, 2005 p.93). These two are the underlying forces for kinds of changes. Next to the former mentioned increasing individualization of taste and consumption, change in manufacturing labour to service labour and associated change in leisure practices from a Fordist to a post-Fordist product, there are several other changes which shape our contemporary society. Gale (2005, p.92-93) recognizes four other changes. First, there has been a change form a culture of *writing and substance* to a culture of *image and surface meaning,* mainly due to the overflow of digital images and information by a 24/7 mass media and the relative ease they can be reproduced and dispersed electronically (e.g. by social media). Secondly, a change in the concept of time. From a orderly and regulatory clock-time associated with the working week into a spatially and temporal compressed notion of time of 'here and now' otherwise known as *instantaneous time.* At present, and made
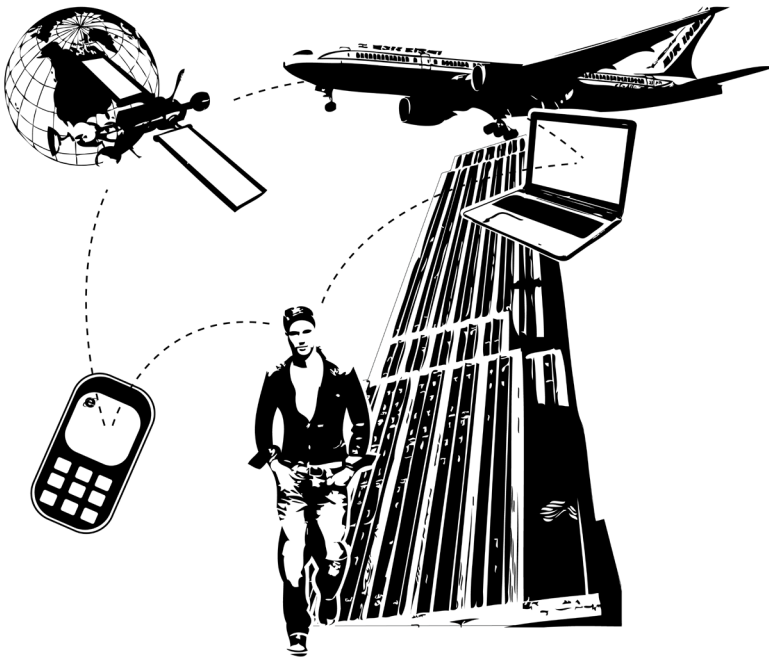
Figure 24: The postmodern society as we know it today

possible by internet and rolling news channels, people are continuously updated with the latest new from around the world. Thirdly, *consumption and play* are increasingly important factors for the formation of social identity as opposed to occupation and descent. This leads to a growth in flexible, fragmented, transient and dissident identities with less established and routine patterns of (travel) behaviour. Today clothing brands, where and how you spend your free time and what kind of phone you have, are important for identity and status formation. Castells adds: […] *in this complex interwoven world of flowing wealth, power, and images, the search for identity, collective or individual, ascribed or constructed, becomes the fundamental source for social meaning* (Castells, 2000 p.3). Finally, there is a resistance to the globalizing and homogenizing effects of modernity through *localization*. There is growing interest in the authenticity and past of place as demonstrated by the popularity of heritage and 'unspoiled' sections of the countryside (Gale, 2005). Localization, the uniqueness of place and space is sometimes used for competitive reasons. Small scale businesses use it to differentiate themselves from big, homogeneous, multinationals that are threatening to overwhelm them (Gale, 2005; Smeenge, 2008; also see Caalders & Philipsen 2001 on imago). Castells explains that when societal differences decreases (through standardization), the will to distinguish increases. Also towns use local place identity, often performed through conservation of the historic city centre to distinguish the place from other towns. This process of looking for or revaluating of local identity in a globalized world is also defined as 'glocalization', a combination of global- and localization.

What do we take away from this? The shift from a modernistic to a post-modernistic society is broad and echo's in social structures, economy and space. It has profound effects on people's preferences, tastes and expectations in terms of products, recreation and space. Society changed. There are three changes in postmodernism important to tourism. First the demand for flexible personalized products. Secondly the importance of consumption and play for identity formation. Today it are the products and places you consume that define you as an individual but more importantly explain today's tourists attitude to Dutch resorts(Gale, 2005; Duim, 2005; Caalders & Philipsen, 2001). The third important change is localization, a growing interest for authenticity and nostalgia for identity and history of place.

There's another important factor that changed societies demands in respect to tourism what they expect from a coastal resorts. The experience economy. It's highly intertwined with postmodernism consumerism and globalization processes. In postmodernism consumption of goods and places has become a way to define social identities. The consumption of experiences is an important part of it.

3.5 The Experience Economy

The experience economy is a notion that intends to conceptualize a new trend in economic development in which the driver is people's search for identity and involvement in an increasingly rich society (Lorentzen, 2009 p.830; Castells, 2000). It was first mentioned by Pine and Gilmore (1998) and has an economic background, but as we will see has implementations for places (e.g. towns, regions and nations) as well. The idea of the experience economy is related to a particular way to compete on the global market. In this intensely competing global market an experience can be a competitive advantage. Although the concept of "experiencing" is familiar in theatres and such, in the context of economy an experience occurs when a company intentionally uses services and goods as stages to engage individual customers in a way that creates a memorable event. The experience derives from the interaction between the staged event and the individual's state of mind. Therefore, the experience is mainly individual, although many individuals may have comparable experiences (Lorentzen, 2009). The experience happens when services or goods are consumed, by using them, by participating in activities and events or by visiting places or attractions.

Experiences are emotions, they evoke feelings as joy and happiness. The emotional stimulus of experience (products) can stimulate the customer to seek them. This again leads to identity formation at the individual level as well as at the group level (Lorentzen, 2009). This supports Gale's (2005) theory about the postmodern cultural change to consumption and play as being increasingly important factors for the formation of identities. It also explains the drive towards experience consumption in today's "hedonistic" society (Schultze, 2005 in Lorentzen, 2009 p.831) where consumption is an end in itself.

The requisite for the experience economy is according to Lorentzen a mass market. A mass market is based on two socioeconomic developments. First of all there's a growth of income among a large part of the population which allows people to spend money on luxury items. They are willing to pay the highest level of consumption which is called self-realization. Self-realization is an activity in which people partake because they like it, not because they need to (Lorentzen, 2009). Self-realization activities are mostly undertaken in leisure time which also has grown the last decades. The second development is the emergence of postmodern society as described earlier by Gale (e.g. individualization). Together, the growth of income and leisure time, the role of consumption and play (hedonism) for identity creation represent the structural foundations of the experience economy.

Lorentzen has drawn on Pine and Gilmore's (1998) product based notion of the experience economy and applied it to places. She has formulated several 'place experience' strategies for regional or urban development. From examples in Denmark she made clear that big and small cities make use of place experience to stimulate economic (tourism) development. Cities and shopping malls are made attractive for residents, visitors and firms by incorporating an experience element. Places themselves become experience commodities that can be consumed. The only difference with a product is that production and consumption of place happens simultaneously. You have to go there to actually experience the place, although this is changing due to technological advances which makes virtual visitation possible. Places are consumed by people enjoying the atmosphere, the sociability and even the identity that can be created by being present (Lorentzen, 2009).

An important strategy to create experience places is branding. Branding concerns the marketing of a place by creating and communicating narratives (e.g. image) about certain qualities or attractions (Go & Govers, 2009). It involves the production of the place in people's minds. A place needs to be positively known for its attractions in order to make people relate to it. Grönroos (2004) states: […] planned communication processes are required to support the development and enhancement of the place brand, quite in parallel to relationship marketing of services (in Lorentzen, 2009 p.835). Places can be branded by a certain theme. New Zealand used the Lord of the Ring theme successfully and saw an enormous growth in visitor numbers. The annual tourist influx to New Zealand jumped from 1.7 million in 2000 to 2.4 million in 2006 (see fig.25).

Perceived leisure experiences at destinations can be personified as Ekinci and Hosany (2006) discuss in their article about applying brand personalities to tourism destinations. People tend to ascribed human characteristics to objects (or destinations) because it feels more familiar. Studies show that when consumers buy a new product, a

car, they project a set of human characteristics to the car and compare it to their self-image. In other words 'people use their own self-schema as a source of labels and concepts by which to interpret the outside world' (Ekinci & Hosany, 2006 p.128). For destinations a similar projection happens; tourists choose their destination which is most closely associated with their personal self-image (also Gale(2005) on social identities).

Figure 25: The Lord of the Rings theme successfully attracted more tourists to New Zealand

3.6 Trends & Developments in Tourism

We have seen how society changed from a modern into a postmodern one. These changes have severely influenced our lives and thus also the way we spend our leisure time and expect from coastal resorts. So what characterizes leisure time practices of present day people? Several organizations and agencies specialize in mapping trends in the tourism industry. Some influential agencies are, amongst others, NBTC NIPO Research and NRIT (kenniscentrumtoerisme. nl).

First I would like to stress that some of the following trends overlap characteristics already mentioned in preceding chapters. There is an aversion from globalization. People are increasingly looking for real identity and authenticity in this global, mediatized world where societal differences are diminishing (Castells, 2000). Authenticity is a rather complex, difficult and ambiguous philosophic concept that actually deserves a thesis on its own. Zukin however conveniently explains in brief that "*authenticity represents <u>origins</u> in two quite different senses: on the one hand, an almost mythically primordial rootedness in place and time and, on the other, a capacity for historically new, creative innovation. Though in the second sense, authenticity nearly always applies to the artistry of exceptional individuals, it represents, in the first sense, the life-situation of a Group*". And she continues "[…] *it resonates with some thematic elements of popular culture, as well as with the aesthetic vocabulary of modernism, referring to the pursuit of identity in 'real' places, 'real' experiences and a 'real' self*" (Zukin, 2009 p.544-545). Thus authenticity is a feeling of 'realness' rooted in time and space. This corresponds with the almost idolization of historical things and lifestyles mentioned by Gale (2005), the idea that people used to be more rooted and in contact with place. In tourism it explains the popularity of traditional lifestyles and products mentioned by NBTC NIPO Research and NRIT (kenniscentrumtoerisme.nl) It also partly explains the popularity of such buildings as the Kurhaus in Scheveningen. The Kurhaus dating from 1885 stands in stark contrast with the surrounding modernistic hotels and apartment buildings originating from the 50ties and 60 ties. To many contemporary visitors it resonates a feeling historical authenticity covered in nostalgia and sense of loss: how beautiful the resort must have been.

The first two touristic trends recognized by NBTC NIPO Research and NRIT (in kenniscentrumtoerisme. nl) totally relate to the postmodern search for identity and authenticity described by literature. The first trend is roots & region. People are increasingly turning their back to globalization. In this globalized world people are looking for a sense of community and there is a growing interest for
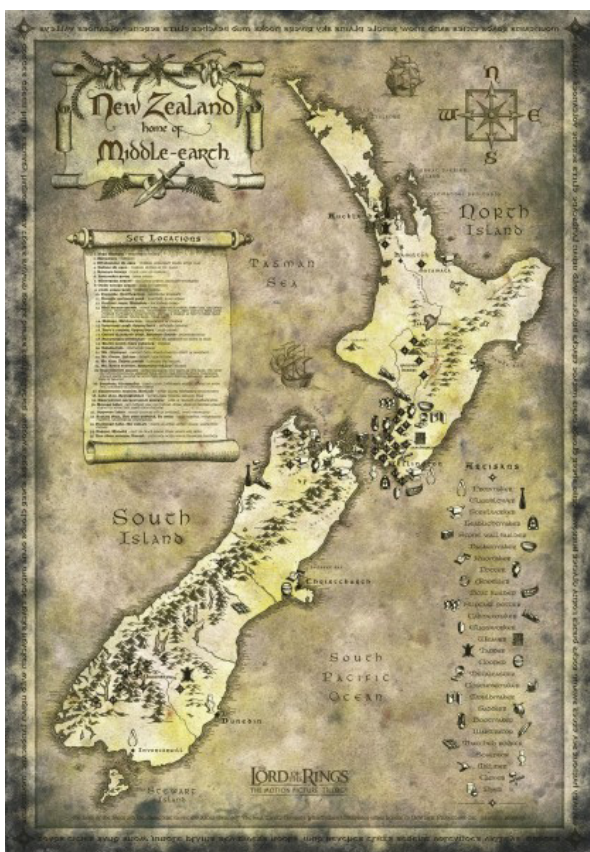
local, small scale, and close to home. People want to be back in touch with their environment. They want to look for and cherish their 'roots'. Regional habits are reinstated, authentic seasonal product gain in popularity. The regional scale and its narratives play a significant part in the experience.

The second trend is the search for an own, personal identity. To remain interesting and attractive for visitors in a global market, a company, town or even a whole country has to be unique and distinct from others. The old proven strategies to increase competiveness: price and quality of service no longer make the difference. They now are conditions. Today the consumers desire experience of identity of place and authentic narratives about them.

that seaside resorts have transformed, evolved over time. From a bathing culture in ancient times, a drinking culture in late medieval period to the sea bathing culture in the 18th century towards a place for mass tourism the last couple of decades. This is especially true for larger, more developed resorts. When times changed, people's and society's tastes and demands concerning seaside resorts changed. As a result coastal resorts had to change their appearance and product offering to meet these changing demands, making resorts mirrors of society. They have to. It is a simple matter of supply and demand. When the demand changes and the supply fails to answer consumer seek out different providers and thus the market declines. The supply side has to change, evolve the product offering accordingly to match these changes in demand.

3.7 The Mirror Broken

The previous chapters discussed the supply and demand side of the mirror spectrum. We have seen how resorts changed throughout history, what effects globalization had on tourism and how restrictions hindered change in the current product offering at Dutch resorts. The supply side was followed by a review of the demand. Society has changed from a modern to a postmodern society. Consummation and leisure time practice have changed much. The experience based economy plays a vital role in the creation of social status. This chapter aims to confront supply and demand. The confrontation will give us an answer to the first sub research question; what factors have led to an unpopular image of Dutch resorts and thus in part aided in the decline of tourism there. It will give us also the principles for the new product that should be offered at resorts today.

Let us reflect on an earlier mentioned statement by Butler discussed in the theoretical framework:

Tourist destinations are always changing in appearance, product and image, they evolve over time. This evolutions is brought about by a variety of factors including changes in the preferences and needs (popularity) of visitors, the gradual deterioration and possible replacement of facilities and infrastructure, and the change (or even disappearance) of the original natural and cultural attractions which were responsible for the initial popularity of the area (Butler, 1980 p.3).

Although this statement is already 30 years old and refers to tourism areas in general, it is very much applicable to Dutch coldwater resorts. From the historical overview it appears

Figure 26: The mirror is broken. Dutch resorts don't offer a product current tourists demand.

If we review Dutch coldwater resorts according to the mirror concept we see that current resort's product offering fails to reflect the demand of contemporary society, of tourists (fig. 26). Supply and demand don't match and therefore the market show signs of a decline (declining visitor numbers, length of stay and an unpopular image). The reason for this is, is that Dutch resorts haven't really changed the last 50 years (Agarwal, 2002; Shaw & Agarwal, 2007; Smeenge, 2008). They are remains of the modernistic era. Lack in development due to legal restrictions and short-term strategy-thinking of entrepreneurs made change in product offering almost impossible. Well intended initiatives to restructure and redevelop the boulevard area have often lead to dead ends (Dijkstra, 2005). These historical and political issues are at the core of shaping the Dutch resorts as we know them today. So the product didn't evolve as it should, but society did. It changed from a modern to a postmodern society and therefore the demands in respect to (coastal) recreation changed. This failure to reflect contemporary demands by offering an outdated product gave Dutch resorts a negative image.

The next couple of sections will explain the unpopular image by confronting the characteristics of the product supply and the changes in demand. Important characteristics of postmodernism discussed here are individuality and flexible of choice. Consumption as a way for status and identity formation. A rejection of the homogenizing effects caused by globalization and an interest for localization combined with nostagia.

The first reason why Dutch resorts got an unpopular image is that our postmodern society is characterized by a democratizing of taste and increased individualization. Consumers want goods customized to their personal preferences. In tourism a similar individualization has taken place. Tourists desire vacations that are customized to better address the individual's demands. For that reason the strict spatial and temporal regime that governs Dutch seaside resorts with their set meals, entertainment program and en masse arrival and departure of campers are viewed by contemporary tourists as 'common' and 'tasteless'. Such a strict system of standardized products and services is incompatible with the postmodern tourist's desire for freedom, choice and playfulness (Gale, 2005). To meet the changing demands of the postmodern tourist, resorts had to redevelop themselves. Offer more flexible services and products to meet the tourist desire for choice. However as Caalders and Philipsen (2001) showed us it didn't replace the standardized production methods, it just has taken other forms.

Simultaneously resorts had to cope with the intensified international competition. They are increasingly part of a global tourism market in which each destination competes for the tourist's attention. Not able to compete in terms of climate other strategies were employed. At first standardization (of which modularity is an excess): the copying and reproducing of prooved formula's seemed a sound strategy. Costs are lowered and it offers some comfort to tourists because the same standards can be expected anywhere. Yet the same formulas could and often were copied everywhere making resorts look alike. So Dutch seaside resorts became uniform in appearance. Another excess of standardization is developing themes to make themselves stand out from their competitors. A theme or imago for a product or service is easily produced since it involves the immaterial sphere. No physical changes are needed. It's a cheap and fast way for entrepreneurs and give them a competative edge over rivals. A theme commonly used by entrpreneurs are the unique qualities of place; the place identity. Place identity at Dutch resorts is branded by elaborate marketing strategies. However the paradox is that the theme originally intends to bring about the unique qualities of place, but by implementing cliché formula's actually destroyed many unique qualities of place (Caalders & Philipsen, 2001). The same chains of hotels (e.g. Holiday Inn, Formula 1), bungalow parks (CenterParcs, Landal Green Parks) and exotic themed beachfront pavilions can be found in Scheveningen, Zandvoort or Brighton for that matter. They are interchangeable, places without an identity or non-places (Caalders & Philipsen, 2001). Thus making resorts feel and look more uniform. This loss of unique qualities and identity of place runs counter to postmodern identity seeking, localization, nostagia.

A second reason why Dutch resort have an unpopular image is their lack of identity. Resorts look en feel the same, they are interchangable. Which is also recognized by the province of Noord Holland in their project "Identity of Coastal Resorts NH". Yet it is precisely the experience of place identity that characterizes postmodern tourism. In postmodernism consumption and play are increasingly important factors for the formations of social identities (Gale, 2005). People define themselves as part of a social group by the consumption of certain goods or by visiting certain places. The experience economy herein play a vital part. Comsumers don't just buy a product, they buy an experience. And it are the experiences that they choose by which identity is created. Brands and the image that they represent are important in this. The brand of pants you wear, the type of phone you have and the car you drive difine you as an individual. For places a similar story can be told.

Places have identities. They could be authentic or created by commodization and thematization. Identity of place can be experienced by consuming/ visiting it (consuming places, Urry). The places you visit tell a lot about you as a person. Some place are favoured yet others are shunned, depending totally on the social group. A trend and characteristic of our contemporary society is localization. People reject the homogeneous effects of globalization. Local and regional traditions, lifestyles and products are popular. There is an interest in the identity, history and culture of place. Also postmodernism can be characterized by a tendency towards nostalgia and a sense of loss. In modern times many historical buildings were torn down for the sake of progress. Now there's regret and nostalgia towards authentic structures, places and landscapes were time seem to stand still. It is the authentic place identity that tourist want to experience when visiting a destination. What they get at Dutch coastal resorts however lacks authentic place identity.

The third reason for the unpopular image of Dutch resorts is that resorts often feel alienated from their locality. This yet again is about identity of place but pays more attention to the authenticity of place identity. As discussed before Dutch resorts look and feel much alike. In such case entrepreneurs and communities want to distinguish themselves from their competitors. A phenomenon Castells (2000) explains that when societal differences decreases, the will to distinguish increases. The means by which towns or resorts distinguish themselves is often demonstrated in the field of leisure and culture. Leisure and culture are strategically used to enhance the experience of a place. An outgrowth that comes from the experience economy. Historical elements are transformed into brandings strategies. City centres are conserved and vernacular built form restored. The contemporary resort is a mishmash of different styles and symbols from different places and times. A phenomenon identified as 'Disneyfication' and 'liminal spaces' by Zukin (1991; in Smeenge, 2008) or 'hyper-reality' by Gale (2005). These "placemaking" practices of developing theme's, reproduced vernacular architecture and emphasis on façade often leads to a detachment of the product with its locality. A theatrical display represses real authenticity with alienation as a result (Butler, 1980; Agarwal, 2002; Smeenge, 2008). Occasionally the architecture style of the theme is imitated to an extent they introduce elements that seem to be working in the original setting but are completely out of place in coldwater resorts. This aided in the alienation. In many Dutch resorts Mexican themed pavilions with their fake palm trees make their appearance. One could ask what they have in common with Brighton, Blankenbergen or Scheveningen? Why go to Scheveningen when you can find authentic palm tree's just a few hours flying away.

Next to the unpopular image Dutch resorts have to many contemporary tourists there's another development. The detachment of the touristic product with locality (e.g. coastal town or city) has lead to deeply rooted social problems and is a common source of irritation for local residents as described in Butler (1980). As the number of tourists surpasses the number of residents, inhabitants are increasingly hindered in their everyday activities and often feel they are losing their own town to tourists. More and more the permanent resident's involvement decreases. Some local facilities (supermarkets, retail shops) are superseded by more exclusive shops for fun shopping. This kind of practices lead to local opposition toward tourism (Butler, 1980; Agarwal, 2002; Gale, 2005). For example the local residents of Zandvoort are quite happy when the tourist season is over so they can "have their town back" (interview Vos & Dinkelman, 2010). Although these are examples of highly developed resorts, the same symptoms can be found, although to a lesser extent at less developed resorts.

3.8 Concluding

To sum up and answer the first research question. The unpopular image of Dutch resorts is caused by the fact that Dutch resorts offer an outdated product. They still rely on a product that has little changed for over 50 years. Yet society's demands and expectations of resorts did change. Society evolved while the resorts stayed the same. Contemporary postmodern tourists don't see their demands met. And according to the mirror concept, when supply does not reflect demand the market declines. It is the supply side that needs to evolve if rejuvenation is to be achieved. Dutch resorts need to change their product offering according to postmodern characteristics and leisure trends (fig. 27). So what is this new product? The new product is based on what the problem analysis made clear is currently missing at Dutch coastal resorts: **IDENTITY**.

3.9 The New Product

Place identity might prove an interesting product offering for coldwater resorts. It can give them an competitive edge over warmer climate destinations overseas in terms of touristic experiences. In a crude way place identity can be an unique selling point in a global standardized world. It is both an unique aspect of place that can be used to distinguish one resort from the other, and place identity can provide the experience of authenticity postmodern consumers desire. Authentic leisure experiences based on traditional identities are, as stated by multiple tourism agencies popular themes in present day tourism (kenniscentrumtoerisme. nl). It represents the desires of contemporary postmodern consumers/ visitors for rootedness of place as opposed to the homogeneous effects of globalization were cultural differences are dissolving (Castells, 2000). Standardization and theme development have eroded the unique qualities, the identity of place. It also answers postmodern nostalgic inclination towards things lost as place identity is rooted history (Gale, 2005).

RESORT

SOCIETY

Figure 27: Fixing the Mirror. The new product offering will reflect postmodern society's demands.

Photograph 27: Stairs at Scheveningen beach

Chapter IV
Applying the New Product

4.0 APPLYING THE NEW PRODUCT

- Second research question
- Place identity explained
- Narratives and experiencing identity
- Landscape architecture and the physical place identity
- Actor-networks

This part intends to answer the second research question. But first lets refresh our memories. The goal of this thesis is: *to develop an approach to design coldwater resorts, that attract new tourists and increases competiveness*. From the theoretical framework we learned that supply has to match demand. It is the resort's product offering that needs to change. The problem analysis showed us that Dutch resorts lack place identity while tourists demand this. Simply put the new product offered at resorts is **IDENTITY**. So how are we going to offer the identity product? This exactly the second sub research question of this thesis:

How can a new product offering be applied and designed by means of an approach at seaside resorts?

However the concept of identity or place identity needs more explanation. The following chapters will elaborate on the idea of place identity, discuss the role of landscape architecture and continue by developing an approach to implement place identity at Dutch resorts.

I believe place identity is a combination of the physical appearance of place and the meanings and feelings the community share about the place. So identity of place as has both a hard and a soft interpretation. The next part will go into the soft side of identity.

4.1 Place Identity and Narratives

Place identity is a rather ambiguous concept. It is often mentioned in landscape (policy)plans and in many occasions just the word 'identity' is used. It's a container concept lots of people like to use. Something has 'an identity' or there's a need to 'strengthen the identity' of an area. However to many the term identity isn't clear. So what is identity and more important place identity? The word 'identity' comes to us from the Latin pronoun idem, which means 'the same'. Thus identity defines, distinguishes a person or a social group within a society and where he/ they stand in relation to others (Hague & Jenkins, 2005). Identity is about similarities and differences between 'us' and 'the others', it's about shared experiences, cultures, tastes and histories that set us apart from them (fig. 28). It's also about claiming authenticity, originality, ownership and distinctiveness. Consequently identity can only be constructed in relation to another person, group or even place. In that way identities are the result of interactions between the individual and others in the society.

"ME" "YOU"

compare

reflect

"US" "THEM"
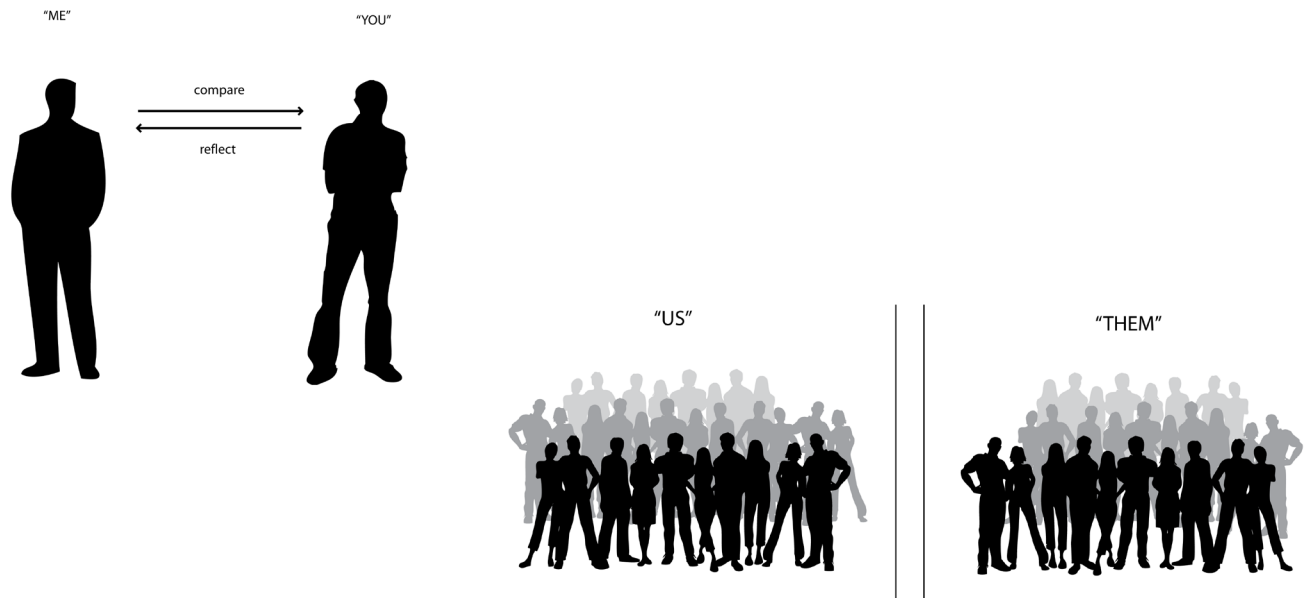
Figure 28: Identity is co-created by comparing yourselves to others. Likewise the notion of 'belonging to a community' is founded on shared characteristics between individual members of the community.

For place identity a similar definition can be provided. It is formed in relation to other people, other places and other identities for that place. Places are often shared by multiple social groups, distinct and authentic, but share certain ideas of collectivity. A place can have multiple identities and thus meanings for people and social groups. With this notion of identity and place identity one realizes that a mere physical representation of place identity is insufficient. Place identity is more than a set of physical characteristics that can be unraveled and analyzed by standardized models that spatial planners and landscape architects like to use. I believe 'place' is more than just a location and that modernistic models like the triplex landscape model are insufficient to understand the 'identity' of a place. An opinion shared by Urry (1995 in Hague & Jenkins, 2005 p.4) as he observes:

The understanding of place is a complex theoretical and empirical task requiring a range of novel techniques and methods of investigation…most social theories deal unsatisfactorily with the nature of place because they have not known what to do about time, space and nature.

Hague and Jenkins also argue that place implies more than a combination of physical landscape attributes but that it is also infused with meanings and feelings. In this way they distinguish place from the more abstract and functional (and objective) notion of 'space' and from 'territory', which is a politicized demarcation and control of space. They

continue by drawing on Relph (1992) and Rose (1995) that 'place' implies some mix of memory, sensual experience (in particular visual, but possibly also aural and/ or tactile) and interpretation, which makes place experience very personal. Place is thus a geographical space that is defined by meaning, sentiments and stories rather than by a set of co-ordinates. It are interpretation and narrative that create identity and it is identity that transforms space into place (Hague & Jenkins, 2005 p.4-5).

The notion of interpretation and experience of space indicates a personal, subjective view of place to that extend that place is experienced, or means differently from individual to individual. However, Hague and Jenkins argue that the way we ascribe values or meanings to place is not purely subjective, personal or intuitive but rather socially learned (see fig. 29). This means that our capacity to identify a place as a place is shaped by what others tell us about the place. Rose (1995 in Hague & Jenkins, 2005 p.5) adds: 'although senses of place may be very personal, they are not entirely the result of one individual's feelings and meanings'. And Hague and Jenkins continue that it is a process of receiving, selectively reconstructing, and then re-communcating a narrative that constitutes identity and transforms a space into a place. Or as Sandercock (2003 p.12) puts it: 'In order to imagine the ultimately unrepresentable space, life and languages of the city, to make them legible, we translate them into narratives'. Regional identities are by definition a social construct: they are ascribed by people
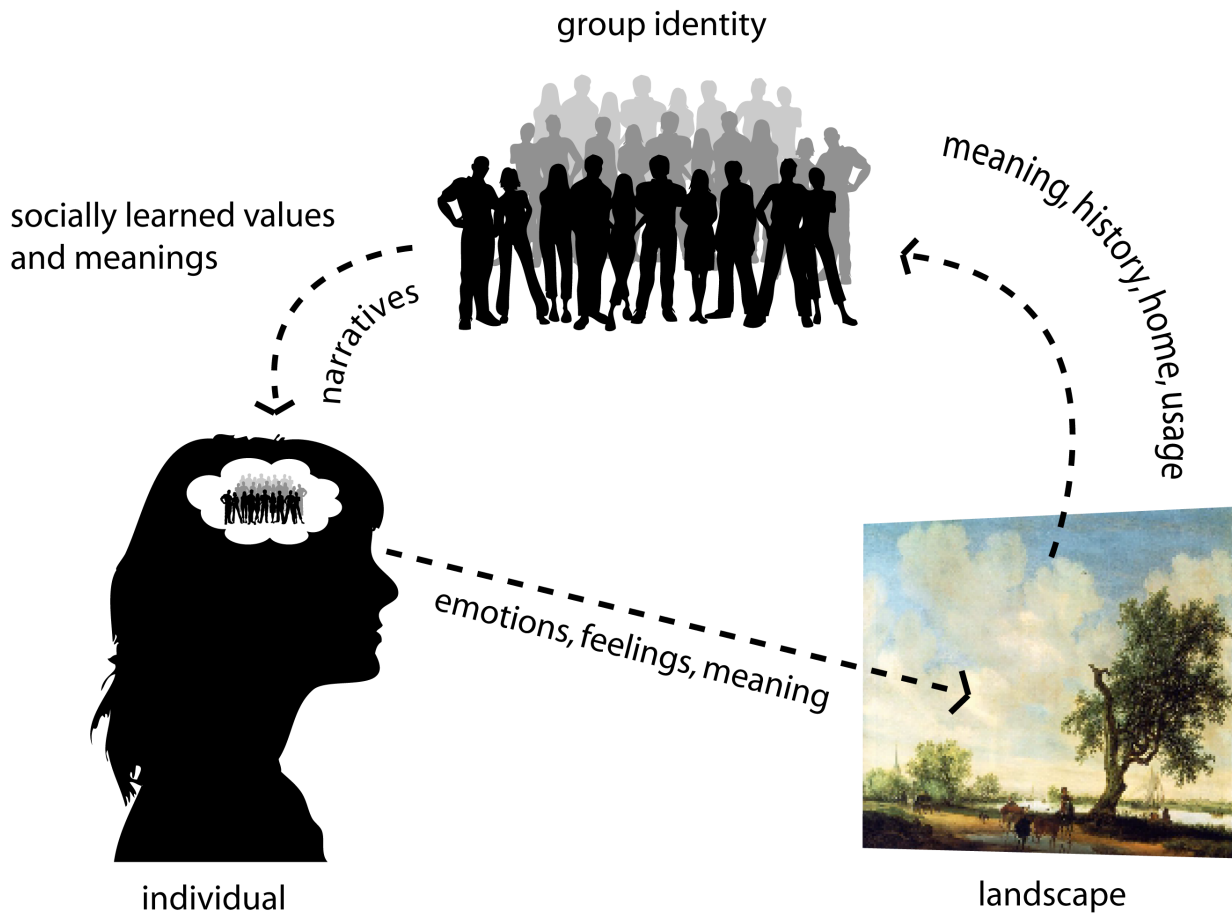
Figure 29: Meaning of place is learned, shared, constructed and imagined by the community through narratives.

to an area, and are not 'natural' or 'objective' characteristics of that area (Haartsen, Groote and Huigen, 2000 in Hague & Jenkins, 2005 p. 12). The concept of place is thus shared, constructed and imagined by the community through narratives. Narratives are shared by symbolic communities on large or small scales. A nation is to some extent a symbolic community demarcated by a geographical boarder. We speak of "us Dutch" or "those French", again defining our identity in contrast to others. It is symbolic because it evokes a sense of belonging among people in distant places. Although inhabitants from for example Zoetermeer and Holten have never met, they can see themselves as Dutch. On a smaller scale this sense of belonging also occurs. Inhabitants in for example Noordwijk can "see" themselves as 'Noordwijkers' as they share stories/ narratives about local history and culture. Knowing these narratives is the key to understand the shared identity of a place (Sandercock, 2003).

Place identity is currently under the influence of global changes in culture and economics. Globalization and increased mobility of capital are responsible for changing the traditional economic-place identity relations these last hundred years. In the twentieth century a town's identity was defined primarily by its economic base, which was expressed in the town's imagery and infrastructure. The infrastructure and structures were a logic outcome dictated by the sort of economic activity present in the locality. Local, Dutch, examples are Enschede which was known for its textile industry and Heerlen for its coal mines. In today's age of economic networks and space of flows described by Castells (2000) these traditional industrial identities have become obstacles for development. Labour intensive industries moved to locations were labour is cheap leading to huge loss of jobs and devastated traditional identities (Hague & Jenkins, 2005). In places where the globalization process didn't penetrate, in rural areas, traditional identities remain. Although even those areas are under threat due to movement of capital and people (e.g. commuting between

small rural communities and the city). Yet those traditional identities are not completely gone nor forgotten. They are still present in the feelings and meanings of the inhabitants. Place identity constitutes a mixture of traditional values, nostalgia and narratives supplemented with contemporary ones.

Karmanov (2009) emphasizes the use of narratives in tourism destinations. The impact of knowledge, of narrative, on the experience of places is an issue currently much debated by those involved in planning and designing professions. Researchers (and entrepreneurs) on tourism are closely following the discussion as destinations traditionally provide narratives (theme's) to visitors. In his research Karmanov draws the following conclusion: 'Summarizing the results of the study I conclude that participant's ratings of attractiveness and interestingness of environments may be significantly influenced by the provision of information about the environments' (Karmanov, 2009 p.127). When narratives are told or read about the place (e.g. through place branding), 'silent' meanings are revealed thereby enhancing peoples experience of the place.

To determine the identity of a region or place for designing or planning purposes Hague and Jenkins draw on Amundsen (2001 in Hague & Jenkins, 2005 p.13). Amundsen recognizes four elements typically present in a place identity. These are:

- spatial qualities that distinguishes the place from others – e.g. location, but also infrastructure, communication and architecture;
- characteristics or qualities of the inhabitants that distinguish them from inhabitants of other places – e.g. values, customs, physical appearance;
- social conditions and social relations between inhabitants;
- culture and/ or history, seen as unifying element that again connects the inhabitants to tradition and again distinguishes them from 'the other'.

These four elements should not be seen as a fragmented set of images and statements but rather as a narrative, a coherent story that explains the relation between the components of place identity.

Place identity is more than just the sum of the physical attributes of a place. There are meanings and feelings to be considered since a place means different from individual to individual or group to group. Part of the meanings place has for a person is socially learned through **NARRATIVES** about the place. We have also learned that narratives enhance the leisure experience of a destination.

We have just reviewed the soft side of place identity; that of meaning and feelings. But there is a hard side as well which is equally important. The physical appearance of place or landscape is the field of landscape architecture.

4.2 Place Identity and Landscape Architecture

There are many different explanations to what landscape architecture is about. Many authors have formulated their own, sometimes slightly different definition. No matter the differences, what they all agree on is that landscape architecture is a field that concerns the design and ordering of space. Most definitions include to some degree a human or social factor leading to future land uses as a motive for design. Personally I prefer the following definition from Vroom and Steiner (in Duchhart, 2007 p.15). *"Landscape architecture is one of the activities dealing with the mutual adjustment of human activities and the space available. A landscape architect adapts new development to that which already exists and creates new forms required for new types of use."* It depicts landscape architects as contextual designers: designing with landscape characteristics to make the proposed land use better fit the existing landscape. In the foremost place landscape architecture is a design discipline. However it does combine creativity with science, making landscape architecture a mixture of art and science (= gamma). This sets him apart from other design professions. Most importantly landscape architecture borrows knowledge from other disciplines such as soil science, hydrology ecology and many more. Various knowledge is combined, to get grip on a certain situation, understand landscape patterns, make certain (design) decisions. Within these design decisions there's room for personal creativity and play of form. The power of landscape architecture doesn't lie in generating knowledge, it lies in creatively using and combining existing knowledge leading to innovations.

Landscape form, its morphology and ecological processes are a major part of the landscape architecture discipline. These processes are at the basis shaping the landscape as we see it today. However landscape isn't an uninhabited piece of earth. Equally important in shaping the land are socioeconomic and political processes fueled by mankind's changing demands and desires (Kleefman in Duchhart, 2007 see fig. 31). The way the landscape is occupied and used by man changes over time. Mankind has been, especially the last two-three hundred years, a major factor in shaping our environment. Technological advances such as the steam engine had a significant impact on the

landscape. People are now able to drain large lakes that were impossible to drain by windmills some hundreds of years before. The desire to do so comes from the community. From a socioeconomic perspective the lake could be drained for economic benefits or social significance or maybe both (e.g. water safety and increase of arable land). Since mankind is a significant landscape shaping factor understanding its reasons is also included as part of the landscape architecture repertoire. Together the two landscape shaping forces (i.e. mankind and geomorphic) are responsible for the visible appearance of the landscape. The combination of knowledge of landscape and man, and design is the strength of landscape architecture.

A much discussed topic in landscape architecture is place identity. Landscape architecture has its own observation as to obtain a sense of identity of place. A sense of landscape identity can be found in the logic causality inherent in the visible landscape. The causality can be found in the vertical relation between geomorphologic and anthropogenic forces. It's called vertical because there is determinism from the bottom up. Physical characteristic of land (i.e. soil quality and hydrologic conditions) determine the natural flora and fauna and which human land use is possible.

Cultural historic landscape elements and spatial patterns are often the result of mankind's way of dealing with these natural conditions. Man equips the natural landscape with man-made artefacts, such as drainage canals, to make it better suited for the desired land use. The landscape we life in, the cities, towns and even rural areas or places we call nature, are the result of mankind governed land use. We often speak of 'cultural landscapes' opposed to natural landscapes. Historically, the natural landscape characteristics

Figure 30: Triplex landscape model. A simple layer cake model representing a bottom up causality.

60

determined to a large extent the function or land use of an area. There was a strong vertical relationship between the landscape and the way it was/ could be used. Man reacted on landscape. Today this vertical relationship is marginalized. Technological advances make land uses less depended on inherent qualities of the land. Man can almost do whatever he wants with an area. Nonetheless the vertical relations continue to be important guides to make decisions on land usage. Setting precondition for nature development or water storage and sometimes for the simple reason it saves money (e.g. places that are naturally low don't have to be excavated when planning a water basin).

In landscape architecture this vertical causality is depicted with a triplex landscape model: a simple layer cake model. It consists of three layers, distinguishing a a-biotic, biotic and anthropogenic layer (see fig.30). A certain soil type and hydrologic condition sets the conditions for a certain vegetation type and land use. This logic causality leads to landscape typologies (e.g. peat, dune, river landscapes): the categorization of the visible landscape into identifiable entities. People recognize these typologies on their common landscape characteristics. A peat landscape looks quite different from a sand landscape. Thus the set of landscape characteristics, both natural and cultural, give the landscape

or place a certain identity: that of peat landscape or sand landscape. It is sometimes suggested that when certain typical (historic)landscape characteristic of a landscape disappear or are removed (e.g. due to developments), the identity of place declines or becomes weaker. This explains why many landscape architects, planners and policy makers often reintroduce/ restore cultural historic elements and patterns in the landscape when the identity of place has to be strengthened. For example the planting of hawthorn (Crateagus, lat., meidoorn, nl) in flood plains or restoring old hedge rows in rural sand landscapes. One can ask if place identity in postmodern society is nothing more than a nostalgic appreciation of cultural historic landscapes and landscape elements.
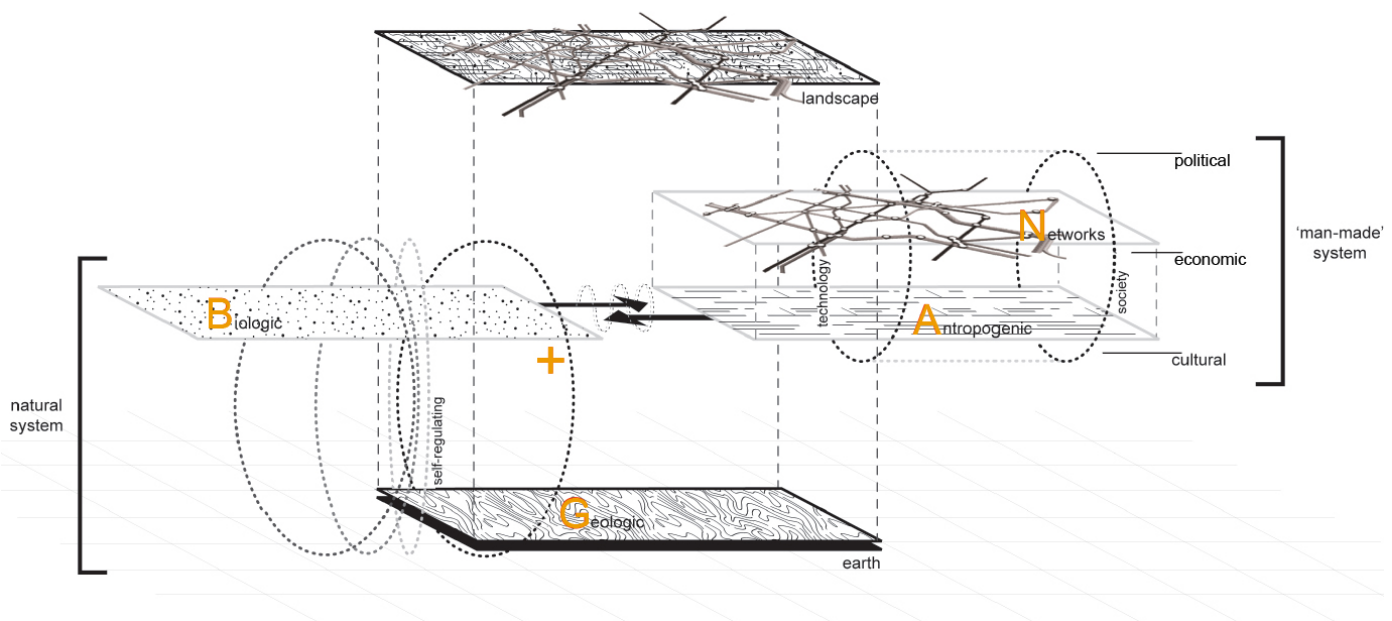
Figure 31: A more complex representation of landscape appearance. The Triplex Landscape Model combined with the Sociophysical-Organization Model of Kleefman in Schut & Verwer, 2009 based on Duchhart, 2007.

In tourism we see a growing popularity of local and regional habits, stories, traditional lifestyles and products. People want to have authentic experiences based on real place identities. Not artificial or staged themes defined by Smeenge (2008) as detached leisure landscapes which are regarded as created and unauthentic. Seaside resorts should develop and communicate the **place identity** of their locality; the community in which the resort's product side is located. As place identity is based on people's feelings and meanings of place, which are linked, learned, imagined and shared through **narratives**, communicating these narratives to visitors is important. It gives them insights in the community's culture, traditions and way of life which enhances the leisure experience (Karmanov, 2008).

So the new product offering for Dutch coldwater resorts is identity of place. Identity of place can be experienced through narratives. But how can we communicate a narrative to the public at a resort? I believe a narrative can be conveyed in two ways. It can be done by marketing and by design. A place can be regarded as a network of objects linked to each other, and narratives relate these objects in a way that makes sense. It is the tangible network that I as landscape designer can shape. More about this will be explained the following chapters.

4.3 Destination Branding

The marketing of places is called place branding. Although the concept of branding has been applied extensively to products and services, tourism destination branding is a relatively recent phenomenon in tourism literature (Ekinci & Hosany, 2006). Nevertheless place branding is applied by tourism entrepreneurs for many years. A clear definition of place branding is given by Go and Govers as they draw upon Blain (et al. 2005). [place branding is] *the marketing activities that support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates a destination; that convey the promises of a memorable travel experience that is uniquely associated with the destination; and that serve to consolidate and reinforce the recollection of pleasurable memories of the destination experience, all with the intent purpose of creating an image that influences consumers' decisions to visit the destination in question, as opposed to an alternative one* (Blain et al. 2005 p.331-2 in Go & Govers, 2009 p. 14). But this brand needs to be known by people first. A characteristic of place experiences is that they are 'consumed' at the same place as they are 'produced'. Unlike

a product, a place can't be taken home to be consumed at a different time. People's perceptions of places, without prior visits, will be co-created in their connection with others (mouth-to-mouth) or based on what they have seen on television; in virtual representations online; read in magazines, brochures or travel guides; seen in museums, through the arts, read in literature or experienced in movies (Go & Govers, 2009 p.61). For resorts it becomes important to communicate effectively a single, uniform narrative about the destination.

Photograph 28: Destination branding. This advertisement promises a memorable experience.

4.4 Actor Networks and Destination Personalities

In his work Tourismscapes, van der Duim (2005) draws on the actor-network theory, amongst other theories, to develop a more sustainable form of tourism. Without going into much detail the theory holds a line of thought relevant for tourism and the position seaside resort take in a larger context. The main idea of the actor-network theory is what Callon and Law (1995 in Duim, 2005) denote as a 'collectif'. *The notion of 'collectif' differs from that of a 'collective' or 'collectivity', in that a collectif is not an assembly of people who have decided to join some form of common organization; rather, 'a collectif is an emergent effect created by the interaction of the heterogeneous parts that make it up'* (Duim, 2005 p.92). Through a process of involvement actors can be encouraged to partake in a more uniform actor-network when Van der Duim continues: *The entities making up a collectif may converge or diverge, be more or less standardized, and their relationships may be long- or short-lived to different degrees. Convergence implies that the activities of actors in the networks can easily be linked to one another, as actors have sufficiently fine-tuned their activities so as to make them compatible with those of others from the same collectif* (Duim, 2005 p.93).

From a touristic perspective a collectif denotes a network of heterogeneous entities, touristic attractions and the like, in an area linked to one another. A resort can also be placed as part of such a collectif (see fig. 32). Actors (entrepreneurs, regional and national governments, farmers, forestry's, municipalities) in the network can fine-tune their activities (or product offering) to be more compatible, uniform to the outside. Uniform in appearance and experience. In fact it is a collaboration of entrepreneurs that want to present themselves as an unity, work together to attract tourists, have common goals and methods reaching those goals. A simple example, in a particular area three different entrepreneurs can advertise their product in three different brochures created with a limited budget, or they can collaborate and together advertise their product with a bigger budget and nicer brochure which might result in more tourists as if they would work individually.

Different entrepreneurs with different product offerings can collaborate to perform an uniform identity, appearance or experience. In a way the touristic network as a whole can be characterized by the type of product offering (things to do) and thus leisure experience. The leisure experience identified with the network can take shape of a personality (Ekinci & Hosany, 2006). For example tourists looking for a 'space and quietness' experience or 'authenticity' visit an area offering a set of attractions and qualities that meet the conditions for such an experience. Most likely an area free from large groups of tourists and spectacle, an area youngsters might consider to be boring and thus avoid. On a practical level this personality might appear in tangible objects. A flower bulb cultivation, a common feature in some parts of the Netherlands, can be experienced by tourists as authentic or typically Dutch (especially by foreigners). This message of personality might again be repeated in historic city centres, authentic looking accommodations following a specific architecture found in that region. In order to convey a strong destination personality the personality has to be repeated by all the actors within the network. In addition the personality has to be branded: brochures, internet, television, mouth-to-mouth and tourism agencies.

4.5 Concluding

The chapter intends to answer the second research question: How can the new product offering be applied at resorts by means of an approach. The content of the new product was found by the problem analysis of our first research question. Today's tourists want to experience authentic place identity. The second research question guided the study to find a way to apply the new product at the individual resort. We discovered that place identity can be experienced through narratives about the place. By means of place branding and design of touristic networks the narrative can be communicated and applied at resorts.
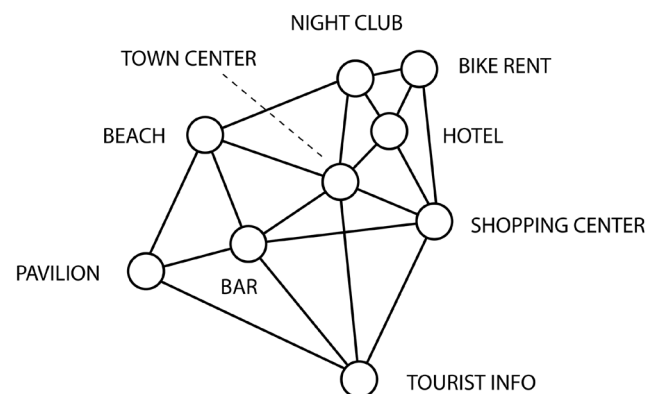

Figure 32: The resort's product can be seen as a network

Photograph 29: Lifeguard at Petten beach

Chapter V
A Design Approach

5.0 A DESIGN APPROACH

- On the thesis aim
- Climate change as motivation for change
- The approach explained
- 3 network levels

The preceding chapters all have led to this, the goal of the thesis. Developing an approach to design coldwater resorts that attract new tourists and increases competiveness. We set out on a voyage to discover a more sensible product for Dutch coldwater resorts to compete on a global market. And we also found a way to apply it. This chapter aims to combine product and way to apply it into one coherent approach:

The structure of this part will be as followed. First I'll discus the current and future situation Dutch coastal resorts are in and facing. Climate change forces the Dutch to rethink their defences on the long run. It proves an excellent opportunity to restructure and improve the resorts. Secondly the approach to design Dutch resorts is explained. Although this study addresses the North and South Holland coast in its entire, the approach works on the level of the individual resort. To fully understand a local identity of a particular resort one has to observe in detail local history, traditions, culture, cultural historical objects and encompassing narratives. Open-ended interviews are needed to acquire insight into a community's feelings and meanings towards place. It goes without saying that this requires a lot of time. This thesis therefore doesn't aim to present a blueprint for the Dutch coast in which all resorts are designed. Instead an example resort is used to explain how the approach works. As an example I used the coastal community of Petten. However Petten is part of a larger regional network that of the province Noord Holland.

5.1 A Sense of Urgency: Climate Change as an Opportunity

First however I want to shed some light on the situation the Dutch coast and other low lying, sandy coasts around the world are currently dealing with: climate change. Climate change will greatly influence the sea level rise and weather conditions on a global scale. Popular media such as Al Gore's "An Inconvenient Truth" demonstrate how low lying coastal areas, such as river deltas, are in serious risk of flooding. A familiar example of such a vulnerable area is the Dutch delta. Almost 40% of the Netherlands is below sea level. A complex system of dunes, dykes and lock's make sure the land stays safe. However, recent studies predict an even higher sea level rise than indicated before combined with more frequent and heavier storms (Deltacommissie, 2008). Intense storms and bigger waves will severely erode the sandy coast and dunes. In case of an uninhabited coast this wouldn't be a problem since the coast can regenerate itself

over time (Mulder et al, 2009). Yet the Dutch coast is far from being uninhabited. Coastal towns and resorts are in danger, especially where the primary dyke (or dune) is built over, often the boulevard (Kustvisie 2050, 2000). These areas are in danger getting damaged by erosion or even flooding. In case of a narrow coastal fundament also the hinterland is in danger. The western low part of the Netherlands is at great risk of being flooded if a primary dyke collapses. Since 70 % of the Dutch GNP is located in this area the economic and social consequences are immense, it will cripple the whole Netherlands for many years (Deltacommissie, 2008). The Dutch realize something has to be done. But how and in what manner?

Although climate change and sea level rise progress slowly the Dutch parliament realizes it needs to prepare as soon as possible. The coastal defences need to be updated to withstand the effects of climate change. In a national survey it became clear that the coast posses several "weak links", spots where the dunes or dykes are very narrow or inadequate (fig. 33). Strikingly most of these areas are coastal resorts. Since the common coastal defence strategy is to strengthen the dykes by making them bigger and broader, space is reserved in the dyke's profile. Concerning dykes or banks a simple rule applies. Depending on the slope, one meter vertical signifies 3 meters horizontal. This often poses a problem at resorts since these areas are already developed and new development is kept in check. In total 13 coastal towns and resorts are indicated as such weak spots. A special plan called "Procesplan Zwakke Schakels" (PZS) is

Figure 33: Zwakke Schakels or "Weak Spots" in the Dutch coastal defences. They need to be strengthened to withstand the oncoming sea level rise. This proves an excellent opportunity to restructure the seaside resorts.

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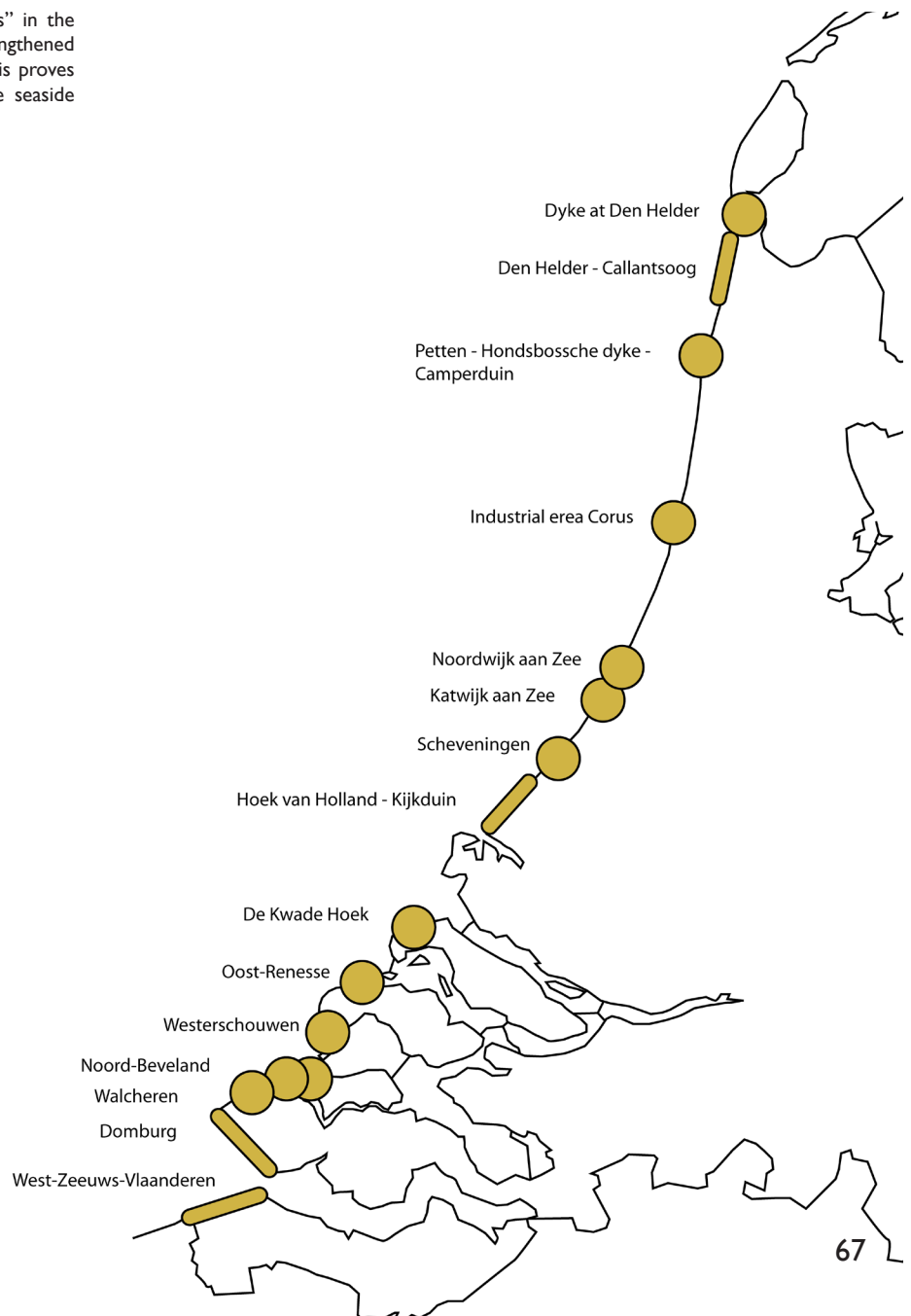
initiated to deal with the unique conditions of coastal resorts the coming 50 years (PZS, 2003). One of the questions that need to be answered is how to handle coastal safety at seaside resorts. In 2008 Cees Veerman chairman of the Deltacommissie (Delta Commission) presented an advice on future coastal management to the Dutch parliament. It is an advice how to deal with climate change now and on the long run. It implies the broadening of the whole Dutch coastline by means of sand nourishments instead of bigger and more expensive dykes. A broad coast will temper the eroding effects large waves have on the shore. This can be seen as an investment for future sea level rise (Deltacommissie, 2008; Mulder, 2009). By nourishing more than necessary to keep the coastline in position, the shoreline will grow seawards. The Deltacommissie assumes an expansion of 50 meters a year, leading to 1,250 km. within 25 years and 2 km. in 2050. In fact creating new land. After 2050 strategic nourishment is needed. Experiments are ongoing on how to construct/design such a broad coast.

The "Zandmotor" (sand engine) pilot project near Ter Heijde serves as an experiment to shape and expand the coastline by means of mass sand nourishments. Dredging boats pumped large quantities of sand beneath the water level into the coastal fundament (-20 m. NAP till dune core) (pic. 30). Through natural processes such as wind and water turbulence the sand will be dispersed over a wide area shaping a coastal flat (kustvisie.nl). A part of the sand will also be blown into the existing dunes adding to their overall strength. Over time this will improve coastal safety and create new space. In the near future this "new land" can be claimed for all sort of (temporal) functions, most likely nature conservation and recreation (pic. 31). After 100 - 200 years sea level rise will catch-up and the shoreline will subside landwards unless the newly acquired land is preserved by more sand nourishments.

Sand nourishment affront the coast is an excellent way to avoid building bigger dykes. At more developed resorts no reservation space is required on the inside of the dyke since defensive measures take place on land outside the dyke. Existing structures on or close to the dyke don't have to be repositioned or demolished. In that way a broad coast can render the reservation area obsolete. An opinion shared by coastal safety experts at Deltares (Deltares workshop, 2009). Strict dyke legislation that hindered the development of resorts for years can be cancelled which opens up new opportunities for resorts to innovate. In matter of fact cancelling the reservation area is the condition for rejuvenation at Dutch coastal resorts. On the down side sand nourishments and a broad coast brings about a design problem. Beach going visitors are faced with an extensive sand plain making the ocean less accessible. How far are people willing to walk till they reach the water? Depending on the character or personality of a particular resort designers have to consider whether a 'soft' or 'hard' construction is needed. A hard construction makes a less extensive alternative possible for boulevards. Another option might be a combination of sand nourishments and stony materials such as concrete.

Photograph 30: Sand nourishments at Ter Heijde

Photograph 31: The 'Sand Engine' project at Ter Heijde

5.2 Approach to Design Dutch Seaside Resorts

In my opinion a coastal resort cannot be expected to function as a main touristic attraction on its own. In today's world people are increasingly mobile and able to travel to distant places. Automobiles offer tourists immense freedom and allow them to explore a large area with relative ease. This has several consequences for tourism and seaside resorts. In the first place it undermines the resorts status as a long holiday destination. Strapp (1986), amongst others explains that due increased mobility and accessibility the conditions are set for day-trip tourism. Secondly tourists are less bound to one location. Instead the booked bungalow, hotel or camping site serves as a base for multiple small trips to other attractions or touristic qualities in the region. The pattern resulting from trips between the resort, other attractions and qualities can best be described as a network. Seaside resorts are part of a touristic network in a region. This idea isn't new, yet resorts have never been approached from a regional network before (VROM, 2006). In fact one can place coastal resorts in three levels of networks differing in scale. From the smallest scale to the largest we first encounter the local network: the resort itself. A coastal resort, as discussed in chapter 1, is a locality and a touristic product (natural and cultural attractions, facilities, accommodations and infrastructure). Although incorporating a diversity of independent owners and entrepreneurs together they constitute the collectif of the resort. The second, middle level network regards the resorts as part of a regional network that links the resort to its direct hinterland. Other actors, natural or cultural attractions such as authentic rural landscapes, historic towns and nature preservation areas, dune landscapes all add to overall attractiveness of a destination. The third and largest scale level network functions nationally. Just as different actors make up a resort, the total sum of resorts along the coast make op the touristic coastal product of Holland or the Netherlands for that matter. The subsequent part discusses the three network scales separately although they are mutually interconnected, affecting and setting conditions for the other.

5.2.1 The Resort Network

A Dutch seaside resort, either highly developed or almost undeveloped constitutes out of a touristic product and a locality (not including beach access points). The product is everything that attract, facilitates and accommodates tourism at the resort. Together the product and locality can be regarded as an actor network as described by van der Duim (2005). The involved actors: local restaurant owners, local camping site and bungalow park owners, hotel managers, the municipality, amusement park managers, beachfront pavilion owners and others involved in the resort's touristic product form a collectif (fig. 34). These are all tangible objects in a network that can be designed to tell a narrative. Since a narrative is a coherent story that links objects of a place with each other that make sense, the selection, distribution and appearance of these objects can convey the story. In simple words: a narrative is a network, and a resort is a network. The resort's network can be designed according to the narrative network. The narrative told is about the local identity of the resort's community.

Different actors have different responsibilities realizing the place identity. The municipality could redesign the boulevard and other public area's to fit the identity. Entrepreneurs fine-tune their attraction, service or accommodation to that of others in the network. Next to communicating a narrative through design it additionally has to be communicated to tourists by means of media. In the end all involved would benefit since together they can bring in more tourists than if they would work on their own.
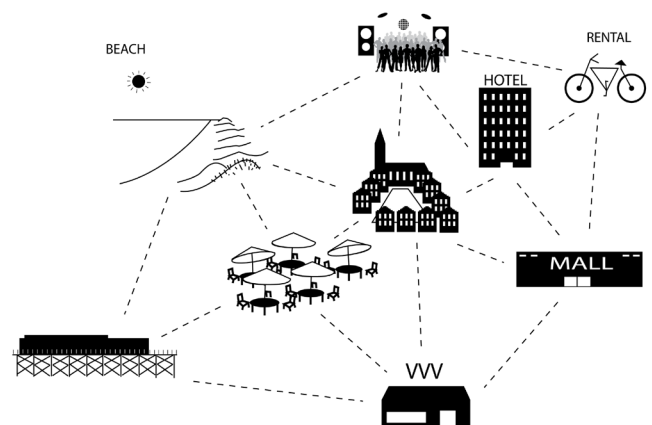
Figure 34: The resort's actors form a collectif that can be regarded as a network.

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5.2.2 The Regional Network

At the regional level resorts work in a network that connects it to the hinterland. The network links the resort with other touristic attractions and qualities in that region (Duim, 2005). In fact the coastal resorts is just a (small) part of a bigger whole (see fig. 36). It is very common for people when they visit an area to travel to other touristic destinations within the proximity, especially when spending more than one day (kenniscentrumtoerisme.nl). The resort may then function as point of departure for several daytrips during the stay. From their camping, hotel or bungalow park tourists may visit a nearby historic city, a nature conservation area, the dunes or just explore the landscape by bike (see fig. 35). Concrete, the linkages between the touristic qualities could take the form of bike paths, walking trails, tracks or roads. Yet the network can best be seen as abstract for touristic movement patterns, in a region. Depending on the region, the network is large or small. One can expect a large, loosely linked touristic network in a region where qualities are spread out. And a small but dense network in area's/ regions where attractions are clustered close to each other.

A regional network or touristic destination is characterized by the things you can do and what there is to see, the product offering, activities and qualities. The perceived leisure experience is created by the sum of activities, qualities and touristic products present in the region. Perceived leisure experiences at destinations can be personified as Ekinci and Hosany (2006) discuss in their article about applying brand personalities to tourism destinations. People tend to ascribed human characteristics to objects (or destinations) because it feels more familiar. Studies show that when consumers buy a new product, a car, they project a set of human characteristics to the car and compare it to their self-image. In other words 'people use their own self-schema as a source of labels and concepts by which to interpret the outside world' (Ekinci & Hosany,

Figure 36: The resort network can be placed within a larger regional network.

2006 p.128). For destinations a similar projection happens; tourists choose their destination which is most closely associated with their personal self-image (also Gale(2005) on social identities).

From an actor-network perspective on a regional scale, Dutch coastal resorts should fine-tune their activities and product to be more compatible with other touristic actors in the region. Since destination personality is created on a regional scale, all touristic entrepreneurs, municipalities and other levels of regional governance, nature conservation organizations, tourism agencies, local farmers and other people responsible for landscape and touristic qualities should collaborate. Together they present and brand the region, the destination, according to a particular personality, or identity. The personality then gives direction to tourist product development. Products and activities compatible to the personality are stimulated and those who aren't, avoided. In the end the coastal resort's product offering, its main focus, will reflect a personality compatible to the region personality. Closely observed it is a circle: the product offered in the region generates a particular leisure experience which can be formulated as a personality, the destination's personality than sets conditions for product development that strengthens the personality even more. Successfully applied, it produces a strong destination image.

In the unlike event of no clear or uniform personality (i.e. no analogies found between entities in the region) one can consider developing one. Most regions include some elements, possible touristic qualities, from which a personality can be derived. Personality can also be derived from non-touristic objects important or typical for a region. An object (building, area, thing) turns into a tourism attraction not only because it has been made 'fit for use', but also because it is embedded in a particular narrative

Figure 35: Tourists use the resort as base to visit other attractions in the region.

construction (Duim, 2005). Another simple, yet effective example would be the branding of the typical, traditional and authentic 'Holland' personality in a given coastal region currently undeveloped as a tourist destination. In this region a resort exists (who's actors already form a collectif) that's looking to expand its activities, yet it doesn't know in what direction. What to offer? The region in its present state can be characterized as economical undeveloped. It has typical Dutch attributes, what some might consider old-school Dutch, a polder landscape; wide open views, agriculture, broad canals, historic windmills, cows, small historic towns with a somewhat preserved traditional lifestyle, dykes, flower (tulip) cultivation, traditional regional products such as cheese in which the local take great pride. Brand 'Holland' in a nutshell, or at least how foreigners perceive it. These are all qualities that not only can be turned into tourists attraction but are also at the basis that gives the resort, and the region as a whole, a Dutch personality. The mentioned resort can then fine-tune his product offering to this personality. Perhaps look into the historical significance of the coastal community, maybe it used to be part of an important trading network. These are just examples, to provide a higher level of reality in depth research is needed. Each coastal community and its region need an integral, holistic view and design in which regional narratives, history, culture, landscape(qualities) and attractions are incorporated.

and experience of resorts (Philipsen & Caalders, 2001). In reality no-one really benefits. But if you cancel out part of this competition by fine-tuning the destination's offerings and activities in such a manner they don't overlap or collide, everybody profits. If all Dutch coastal destination collaborate, in which each destination has an unique personality, the Dutch coast as a whole will be more attractive and interesting.

In the light of international competition, collaboration on a national level is an effective measure to reposition the Dutch coast as an international tourist destination. Destination 'Holland' is currently under pressure from warmer overseas destinations. Contemporary Dutch and international tourists can choose from a wide variety of coastal destinations in Europe and beyond. How to distinguish one place from the other, how to put yourself on the market to catch the tourist attention? In fact it concerns here the marketing of the brand 'Holland'. Dutch coastal destinations can't compete with sunshine like resorts from southern Europe can, their competitive advantage comes from something else: authentic experiences based on unique local identities. Each individual destination, the resort and his regional network, partakes in this 'Holland' brand. Envision the Dutch coast: a collaboration of regional destinations each with an unique personality, and in which seaside resort offer place experiences based on local identity and narrative (see fig. 37).

5.2.3 The National Network

The final network exists on the national level: a collaboration of all Dutch coastal resorts and regions. Just like entrepreneurs within the resort's network, and the resort with other entities in the region, an actor-network relation also exist on a national scale. Destinations (i.e. resorts and their regions) work together with other national actors, respectively provincial and national governments, tourist promotion parties, media, large real estate developers, airports, the national Water Board and other significant actors. A collaboration is necessary to decrease internal competition and to increase international competiveness.

A collaboration on a national level decreases the effect of internal competition between regions and thus resorts. Today Dutch resorts and touristic regions are competing with each other for the same tourists. Increased (international)competition (amongst other developments discussed in previous chapters) forces entrepreneurs to standardize their touristic offering leading to the same everywhere. This has severely damaged tourist's perception

Figure 37: The Dutch coast can be regarded as a sum of unique tourist regions with differing personalities in which coastal resorts play a leading role.

Photograph 32: Seafloor measuring device at Hondsbossche zeewering
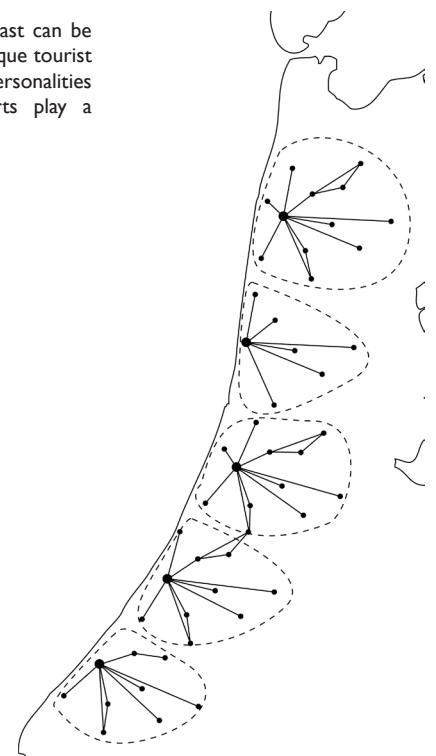
Chapter VI
Design Example: Petten

6.0 DESIGN EXAMPLE: PETTEN

This section will explain how we continue the thesis. In previous parts I demonstrated what the problems are at Dutch coastal resorts. That the decline is caused by competition and an unpopular image. I focused on the unpopular image side and showed that it was caused by the resort's failure to reflect societies demand. Resorts should evolve along with/ mirror the ever changing demand, expectations and desires of society. We found that Dutch resorts didn't really change, evolve for 50 years, while society moved from a modern to a postmodern society. We set out on a voyage to find a sensible and competing new product offering for coldwater resorts so they can attract new tourism. We concluded that postmodern consumers and tourists desire experiences and identity of place. This is the new product to be offered at Dutch resorts. We also found a way to incorporate the experience and identity product. Narratives are key to experience identity of place. By using actor-networks on a regional and local level the narrative is transformed, designed into tangible network objects and landscape which 'tell' a particular story. Involved local and regional actors should fine tune their activities and products to project an uniform image, personality, identity and experience. By this we finished developing the approach to design coldwater resorts. In this part I will use an example resort to show the approach.

The example coastal resorts that is designed to explain the design approach for coldwater resorts is Petten. Petten is a small (1667 inhabitants: zijpe.nl) coastal community in Noord Holland. It located in the north-west corner of Noord Holland at the Hondsbossche Sea Dyke approximately one hour drive from Amsterdam (see fig. 38). There are a couple of reasons why I use Petten as an example.

6.1 Why Petten?

First, Petten deals with many typical problems mentioned in the problem statement. Petten is like most barely developed resorts very season depended. It offers little other than the natural attractions sun, sea, beach and dunes. This dependency makes the tourism market very vulnerable. In case of a bad summer, in autumn or winter the village is almost deserted from tourists. Some facilities such as the small supermarket in the centre are difficult to maintain. In other word the liveability is at stake. Furthermore Petten deals with the identity issue. It is little different in terms of product and experience from other resorts in the region. So Petten stands in that respect for many little developed

seaside resorts, not only in the region but also along the Dutch coast. It will prove a good example to test the new product developed in previous chapters.

A second reason is that Petten is one of the weak spot in the Dutch coastal defence. Due to climate change sea levels are rising. The Hondsbossche Sea Dyke and the narrow strip of dunes between Petten and Den Helder have to be strengthened so safety levels are up to date for the next 50 years (kustopkracht.nl). So there is a necessity for action for change. It is a great opportunity to restructure the resort product while making the coast safer. Petten is located at the weak intersection of dyke and dune area. Here two worlds meet, a man-made defence structure and a 'natural' defence element which makes it an interesting resort to design.

Reason number three. Petten is appointed as pilot in project "Identiteit kustplaatsen Noord Holland" (identity of coastal resorts Noord Holland) started by PARK a provincial advisory committee on spatial quality. According to PARK (2008) the image and identity of Dutch resorts need special attention. They (PARK) see potential in the sandy seaward defence strategy advised by the Delta committee to enhance spatial quality and identity of the resorts. At the beginning of my thesis research I had a meeting with the two provincial project leaders Martijn Vos en Gerda Dinkelman in charge of the project 'identity of coastal resorts'. They showed interest in my thesis. Later Wageningen UR was invited by the province of Noord Holland to work on some inspirational visions for Petten. The coastal community was home for a two week workshop for first year students. Structure

6.2 Structure of Design Part

The structure of the design part will be as followed. To make a design we need design principles. Since the approach revolves about place identity by telling narratives on different scale levels it would seem appropriate to indicate what identity and what narrative I want to tell at Petten. These are design principles. First the identity on the regional level is discussed. In this case the region represents the north of Noord Holland, the regional context of Petten. The regional identity will emerge out of analysing the North and South Holland coast. From it we will distinguish several coastal regions. Next we choose a narrative that fits the regional identity. The regional identity and narrative loosely set the boundaries for the identity and narrative of Petten. In reality the regional and local identities and narratives are co-created to be more fitting. For Petten first the identity is discussed and then a narrative. We now have part of the design principles needed to design Petten. The other set of principles derive from the coastal defence strategy used at Petten and landscape qualities in the area. They set the conditions for the choices I make for coastal defence. Combined the two sets of principles form the ingredient for the design.

Petten

Amsterdam
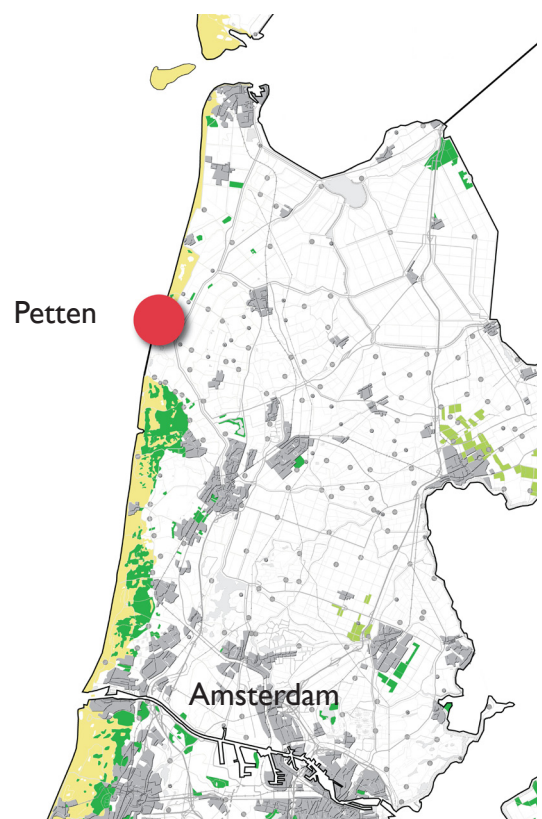
Figure 38: Petten is located in the northwest corner of North Holland

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6.3 Regional Network: Noord Holland

The 'Kop van Noord Holland' covers the peninsula shaped northern part of the province of Noord Holland. In the north it borders the Wadden island of Texel, to the west the North Sea, in the east the fresh water basin IJsselmeer and in the south Amsterdam and the North Sea Canal. Although the province of Noord Holland continues southwards of the canal the overall characteristic of the landscape differs allot from its northern counterpart. Whereas the southern part is more densely inhabited (Amsterdam and Haarlem) and more forested the northern part less densely inhabited and even flatter.

Generally speaking one can distinguish several small regions or landscapes in the northern region of Noord Holland. Although all of them are flat and below sea level, except the dunes, they differ in soil type, land use and historical background. From the south northwards we first encounter Water Land (Waterland) a water rich landscape just north of Amsterdam. It is a low lying peat landscape with lots of canals and stretched grassy parcels. Over the centuries more and more of this 'land' was exploited and controlled by polders such as the Purmer, Schermer, Wormer and of course the famous Beemster polder (unesco world heritage site). More to the west we find the Zaan region which I, because practical and obvious reasons, include to the Water Land landscape. It has a similar peat pasture landscape with canals, windmills and the internationally famous Zaanse Schans, an open-air heritage site (village) which attracts hundreds of thousand visitors a year. From here we move northwards and follow the Noord Holland Canal, that connects Den Helder with Amsterdam, until we reach Alkmaar. Alkmaar stand on the edge of the West Frisian region, a mostly rural area that centres the northern part of Noord Holland. Unlike the other landscapes (excluding the dunes) which are mostly peat soils and polders, the west of West Frisia constitutes out of clay soils clearly visible by the irregular parceling. Historically the West Frisian region was treated and collaborated as an entity which protected themselves by erecting a dyke (Westfriese Omringdijk)all around the land almost like and island surrounded by marshy peat lands. Typically fruit and vegetables are cultivated in West Frisia. When we continue our journey to the north we enter the kop (head) van Noord Holland, the northern part of the peninsula. It includes the harbor city Den Helder, the Zijpe polder, the Anna Paulowna polder, the former island Wieringen, the Wieringermeer polder and the island of Texel. This region has few small dwellings, is mainly agricultural (and flower cultivation) and can simply be described as open or empty. It is a polder landscape with large examples like the Wieringermeer polder that connects the island of Wieringen with the mainland. The polder of Anna Paulowna is famous for its large scale flower cultivations.

The coastal zone of northern Noord Holland stretches from IJmuiden to Den Helder and is known for its broad sandy beaches, small relatively undeveloped resorts (with the exception of Egmond aan Zee) and quiet dune areas (holland.com). The dune area can roughly be divided into two parts by the Hondsbosche zeewering: a southern part that stretches from IJmuiden to Camperduin and in the north from Petten up to Den Helder. On average the southern dune area is wider and has higher dunes. Also the southern half has a clear 'binnenduinrand', the land just behind the sea dunes which historically was amongst the first to be inhabited (Alkmaar, Heiloo, Egmond). It is more intensely built and in result more enclosed, this in stark contrast to the bordering spacious polders and peat landscapes. This lengthy zone can be characterized by small historical villages bordered by wooded dunes to the west, spacious landscapes in the east, estates dating from Holland's golden age, agriculture and flower cultivations. As for the northern dune area the dunes are rather thin (explaining the numerous sea breaches of which most notable the Sint Elisabethvloed 1421 and the Allerheiligenvloed 1570) or non-existing at the Hondsbosche Sea Dyke. It has no real binnenduinrand therefore the polder landscape directly borders the dunes with exception of the former islands such as Callantsoog. Dwellings in this part are small and located in polders for example Sint Maartenszee at Zijpe polder and Julianadorp at the Koegras polder.

Photograph 33: A typical scenery. Vast open polder landscape

Photograph 34: Noord Holland has an extensive canal network

Photograph 35: Zijpe polder. Noord Holland has many flower bulb cultivations
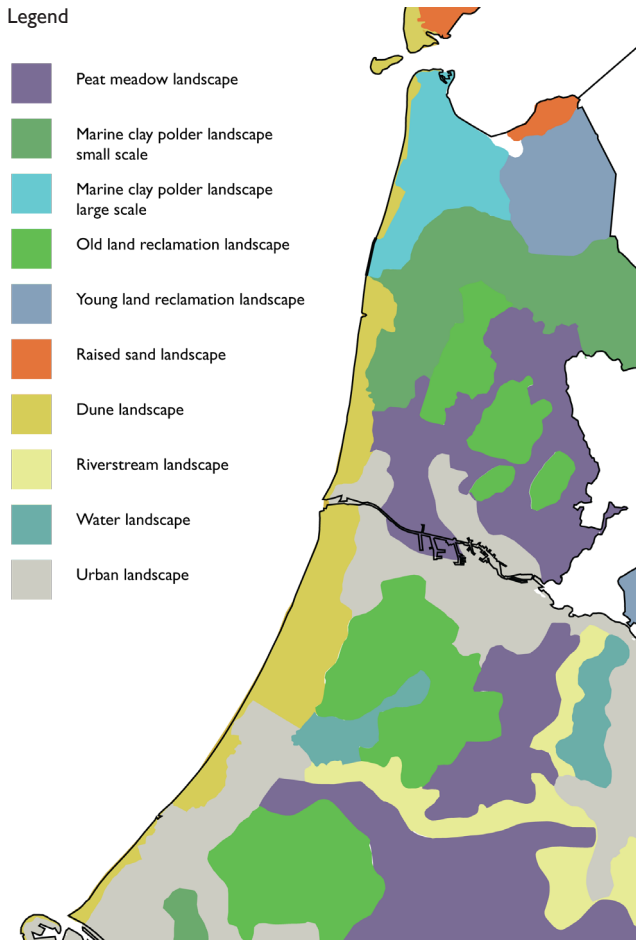
Figure 39: landscape typologies

Legend

■ Peat meadow landscape

■ Marine clay polder landscape small scale

■ Marine clay polder landscape large scale

■ Old land reclamation landscape

■ Young land reclamation landscape

■ Raised sand landscape

■ Dune landscape

■ Riverstream landscape

■ Water landscape

■ Urban landscape

Figure 40: Recreational networks

Legend

／ Water way

／ Walking trail

／ Biking trail

6.3.1 Region Identity: Peace and Quiet

On the basis of the landscape description and the analysis (fig. 39-42) I decided on an identity for Noord Holland. The overall personality or 'feeling' and experience of north Noord Holland is peace and quiet. Which is derived from the whole tourist offering, the product of the region in terms of natural and cultural attractions. In general the region can be characterized as empty because of the openness of the polders, vast grass lands and lack of large dwellings. There are few attractions based on entertainment but **many natural and cultural attractions** such as nature conservation areas (Zwanenwater, Wadden) and typical Dutch landscapes. Dykes, windmills, polders and flower bulb cultivation, small historical towns and villages all add to the cultural experience. The coastal resorts are almost all little develped. People come to enjoy the silence and consciously choose the area for its lack of big attractions and developed tourist destinations (workshop). In fact the absent of those things is the strength of the region. Tourists come for the peace and quiet that is associated with the region.
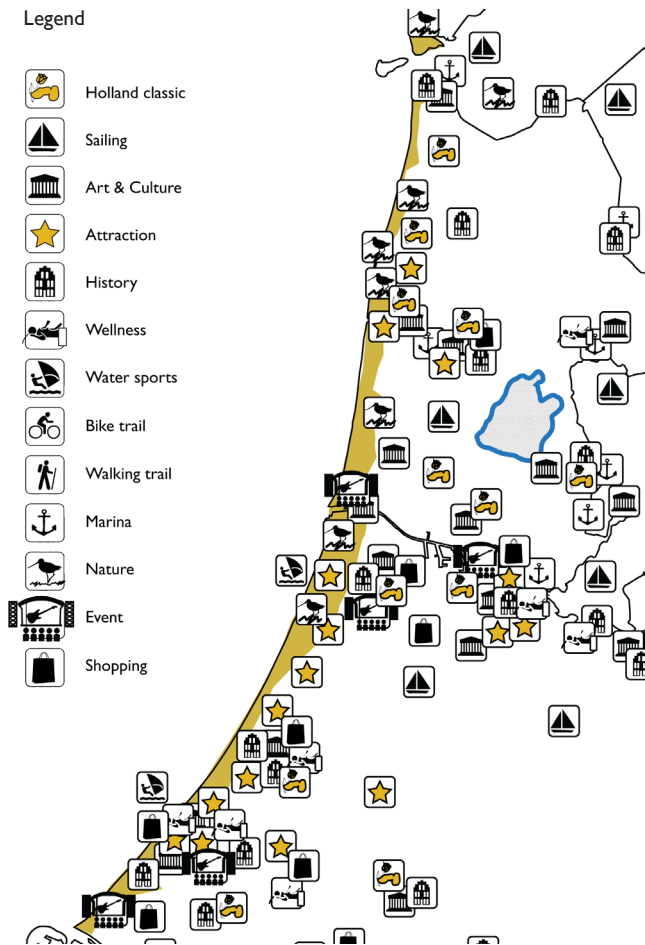
Figure 41: Different tourist attractions

Legend

Symbol	Label
	Holland classic
	Sailing
	Art & Culture
	Attraction
	History
	Wellness
	Water sports
	Bike trail
	Walking trail
	Marina
	Nature
	Event
	Shopping
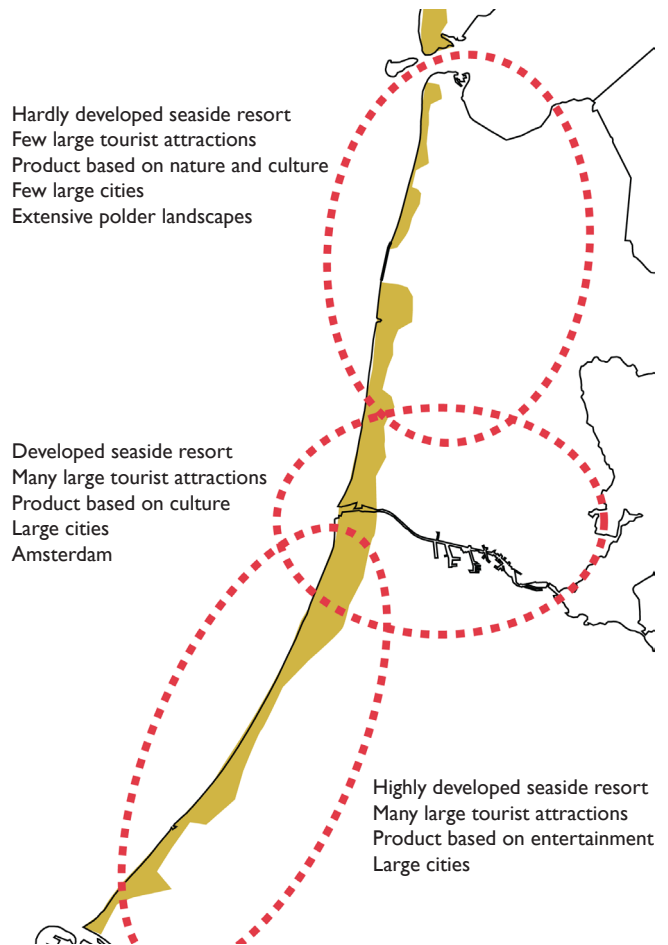
Figure 42: Identifying tourist regions

Hardly developed seaside resort
Few large tourist attractions
Product based on nature and culture
Few large cities
Extensive polder landscapes

Developed seaside resort
Many large tourist attractions
Product based on culture
Large cities
Amsterdam

Highly developed seaside resort
Many large tourist attractions
Product based on entertainment
Large cities

(fig. 43) The region of the northern part of Noord Holland is about experiencing nature and culture. Already the landscape is scattered with natural and cultural attractions that evoke the experience. There are vast open polder landscapes, nature conservation areas, historic towns and cities full of tradition. It's about dykes, windmills and canals but also flower fields and Dutch cows on the pasture. Amsterdam and Haarlem are not far away. But it is also about the emptiness of the beach here in the north. The silence and enclosure of the dunes at Bergen and Petten. Also the Wadden can be included to the regional network.

6.3.2 Regional Narrative: Dutch Fight against the Sea

To convey the 'peace and quiet' identity of Noord Holland we need to find a narrative. But there are many narratives to be told that fit the identity. I have chosen to tell the old Dutch story of its fight against the water. It is about culture, about history of place (nostalgia) and regional traditions. Moreover the landscape at Noord Holland is a good example of Dutch struggle against the sea. Land was lost because of floods and coastal erosion, and land is gained by defending the land and making it dry (see fig.45-48). The history with the sea shaped the land as we see it today and becomes meaningful to visitors when they visit tangible elements and structures that remind them of the history. On the regional level the landscape of North Holland is scattered with objects that refer to that history.

Over the centuries the coastline of Holland shifted more and more landwards. From the early middle ages until 1350 the coastline between Den Helder and Petten moved 4-5 kilometres landward losing much arable land. Also from that time on the northern peat lands were cultivated but some were lost again due to floods (Hisgen en Laane, 2008). In that time the power of the sea was no match for the primitive defensive measures. The sea breached the closed coastline between Petten and Callantsoog eroding a large gap: de Zijpe, turning Callantsoog into an island (oghe meaning island). The old village was, like that of Petten destroyed in 1421 (St. Elisabeth Flood) which caused the dunes between Huisduinen and Callantsoog to disappear into the ocean. In 1552 Jan van Scorel (zijpermuseum.nl) decided to close the Zijpe sea gap by constructing a dyke around it. Turning it into a polder, a common practice in that time as the growing population demanded more arable land. In fact Jan van Scorel had bigger plans with the area between Petten, Texel, Wieringen and Schagen wanting to make it Nova Roma. Yet only the Zijpe polder was realized. The unsafe conditions at the coast continued and in 1610 the States of West Friesland and Holland decided to build a sand dyke between Huisduinen and Callantsoog that later became the Hondsbossche Sea Dyke. In 1880 the vulnerable sand dyke was strengthened with beach grass and in 1981 raised to 'delta level' of 11.5 meters (zijpermuseum.nl).

Legend

Sand low

Sand high

Dune

Peat

Clay high

Clay low

Boulder clay

Land reclaimation and dyke

Figure 44: All Saint's Flood 1570
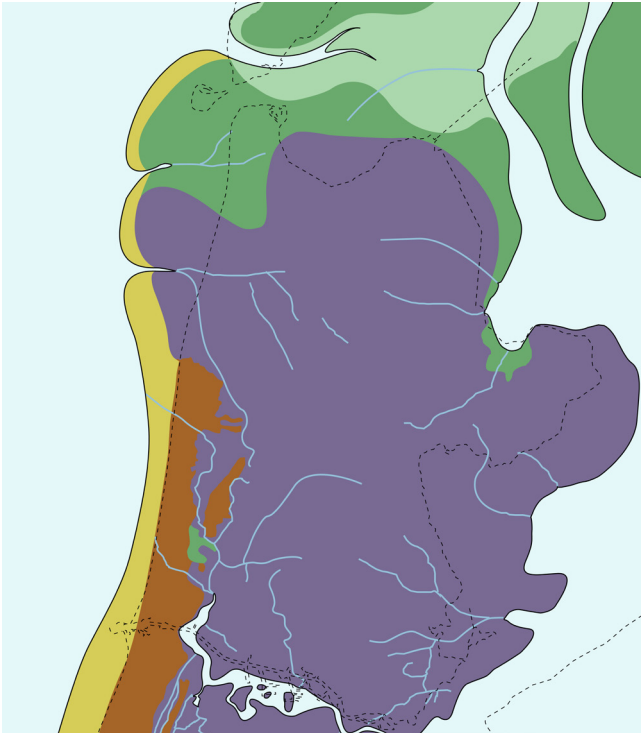
Figure 45-48: 800 AD. Vast high lying peat lands behind sand and dunes. Note that the coastline was several kilometers to the west. Also Texel was not yet formed.
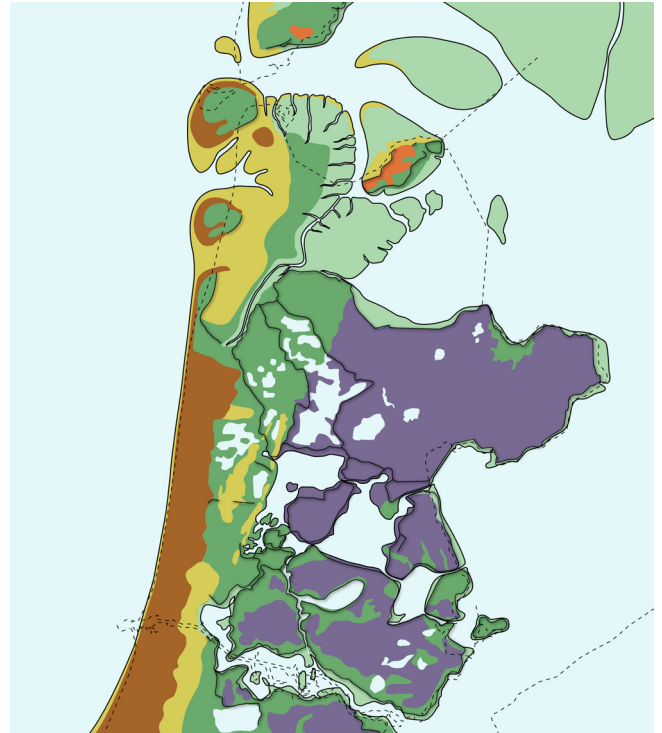
1350 AD. Swiss cheese. The sea washed away much of the peat lands. Most of the land was cultivated and protected by dykes. Many of the lakes are manmade by excavating the peat for fuel.
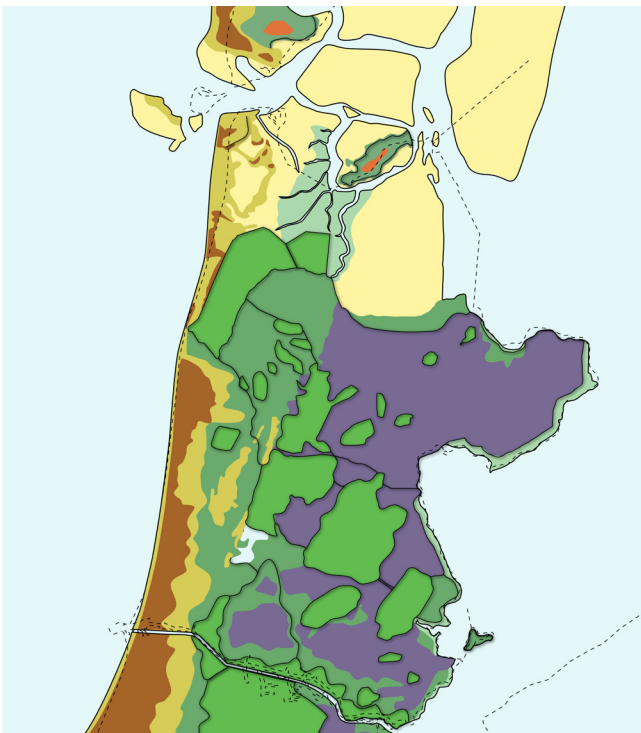
1700 AD. Almost all the natural and manmade waters are reclaimed such as the Zijpe finished in 1597.
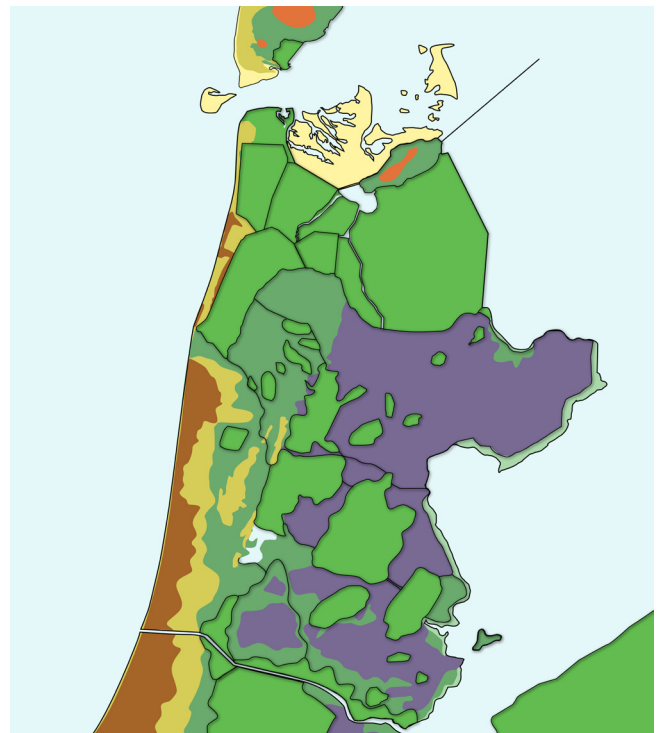
2011 AD. New land was recliamed in 1846 Anna Paulowna polder and Wieringermeer polder dating from 1934. The coastline is now fixed by strong dykes and sand strategic sand nourishments.

Figure 49: Topographic map of north Noord Holland and Petten.

Photograph 36 Petten behind the Hondsbossche and Pettemer Sea Dyke. In the background the Pettemer dunes, ECN and Zwanewater

6.4 Resort Network: Petten

The previous chapter explained how I decided on an identity and narrative for Noord Holland. Noord Holland is about peace and quiet, it's about experiencing nature and culture. A narrative about the Dutch fight against the sea is coherent with the identity and culture aspect. Within the region of north Noord Holland the small coastal community of Petten exists. As explained Petten is part of a bigger regional network but can itself also be seen as a (smaller) network. Different actors at Petten constitute the tourist product. Also here the network consist of tangible objects that can be designed. A narrative of the local level dictates the way, and what objects are distributed, shaped and used. First I will look into an identity for Petten. This identity on the local level should be coherent with the identity of the regional level. It would be weird if the region wants to express peace and quiet while the product offering at Petten resembles a carnival. And finally I will choose a narrative which is also consistent with the regional narrative of the fight against the sea.

6.4.1 Identity of Petten

As told Petten is a small coastal community in the municipality of Zijpe. It's a relative new village with the oldest houses dating from 1946 (zijpe.nl). During WWII the old village was destroyed by the Germans to build fortifications as part of the Atlantic Wall. After the war Petten was rebuilt some distance from where the old village was located. It has some tourist and daily facilities at the rather dull village centre. In term of tourist attractions Petten has little to offer. Its product exists mainly out of natural attractions, the sea, the beach and dunes to the north. The dune area between Callantsoog and Petten is home to a, for bird watchers important nature conservation area called 'Zwanewater'. To the south, just behind the Hondsbossche 'de Putten' is a second important nature area in the region which attracts many bird enthusiasts. For cultural attractions Petten has few things worth visiting. There's a church floor and cemetery that were spared when the Germans demolished the old village. Another, more imposing cultural attraction is the enormous sea dyke. The village lies directly behind the Hondsbossche zeewering (sea dyke) at the spot where the dyke enters the dune area to the north. On the other end the dyke connects to the dunes at Camperduin. It is a 5.5 kilometre manmade intervention to replace the absent of natural dunes. Actually the sea dyke constitutes out of two parts: the Hondsbosscche and Pettemer part, but they are experienced as one whole. The dyke is an important part of the identity of Petten. It is very much connected to the history and raison d'être of the village, without it Petten would wash away into the ocean. Its prominence becomes clear in a narrative I heard at a visit with the provincial project leaders of 'Identity of Coastal Resorts Noord Holland'. They explained that at some point there were plans to flood part of the land just behind the dyke south of Petten to develop a nature conservation and recreation area. This lead to strong local opposition. After several public discussions one narrative made an impression on one of the project leaders. The narrative concerns a local resident whose house is located close to the dyke. To the resident the dyke had a special meaning. His grandfather used to be responsible for repositioning the large basalt blocks that are placed affront of the dyke. He did this manually for many years to earn a little on the side. It was tradition for men in the community to work on the dyke. For the community members the dyke meant more than just a defensive structure, it was part of the narrative of Petten, the identity and meaning of place. It also has a visitors centre (dijk te kijk). Petten has two big camping sites: Corfwater and the Watersnip. Many tourists actually come to Petten because of the lack of facilities and attractions. In general there are many German tourists that come for the typical Dutch feeling of Petten and its surroundings, older couples and young families. It is the quietness and emptiness that attracts many tourists to Petten (workshop). In short the identity of Petten is, like the regional identity a quiet, and nothingness. There are not many attractions and relative few tourists. The Hondsbossche sea dyke is interwoven with the identity of Petten. Petten and the Hondsbossche are one.

Photograph 37: The Hondsbossche dyke viewed from Camperduin

Photograph 38: the Hondsbossche zeewering

Photograph 39: Old ' kinderkoloniehuis' (1933-34) at Corfwater area north side of Petten. It served as a place where children from the cities could recuperate. It now functions as a dormitory for migrant workers.

Photograph 40: The beach at Petten where the Hondsbossche enters the dunes

Photograph 41: the Hondsbossche zeewering and the town of Petten

Photograph 42: The centre of Petten has some facilities but lacks atmosphere

Photograph 43: Pettemer duinen. The dune area to the north of Petten. In the background the nuclear reactor of ECN (Energy research Centre of the Netherlands).

6.4.2 Narrative for Petten

Petten is a quiet little town with few big attractions. The Hondsbossche sea dyke can be identified with the town. On a regional level the dyke is part of the regional narrative: the fight against the sea. Without the Hondsbossche there would be nothing between the sea and the low lying polders. In that way the Hondsbossche sea dyke is a symbol for man's effort to harness the violence of the ocean. Before the construction of the dyke the sea eroded 3.5-5.0 metres of Pettemer beach a year (Hisgen & Laane, 2008)(see fig. 50). Several floods helped to wash away parts of the dunes and villages like Petten. In fact Petten has been rebuilt three times. The town we see now is number four. First the old village dating from 739 was destroyed by the St. Elisabeth Flood of 1421 and rebuilt more landwards. This second village, surviving the All Saint's Flood of 1570 was moved behind the finished Hondsbossche sea dyke more landwards resulting in village number three. And already mentioned before, this village was destroyed by the Germans during WWII to build defensive structures. After the war the village was rebuilt at its current location, number four. This narrative of the rebuilding of Petten more and more landwards, giving way to the might of the sea is an interesting story to tell. The role the Hondsbossche play in this narrative is clear. It also links the local narrative to the regional narrative. Both tell the story of the Dutch/ Pettens struggle to contain the sea. At first the sea took much land, later due to the construction of the Hondsbossche the Pettemers have put a halt to it.

Figure 50: Over the centuries the coast at Petten has eroded several kilometres landward. From 1400 to now about 2 km.

1

2

3

4

PETTEN

1400

1550

1600

1650

1700

1750

ZIJPE POLDER
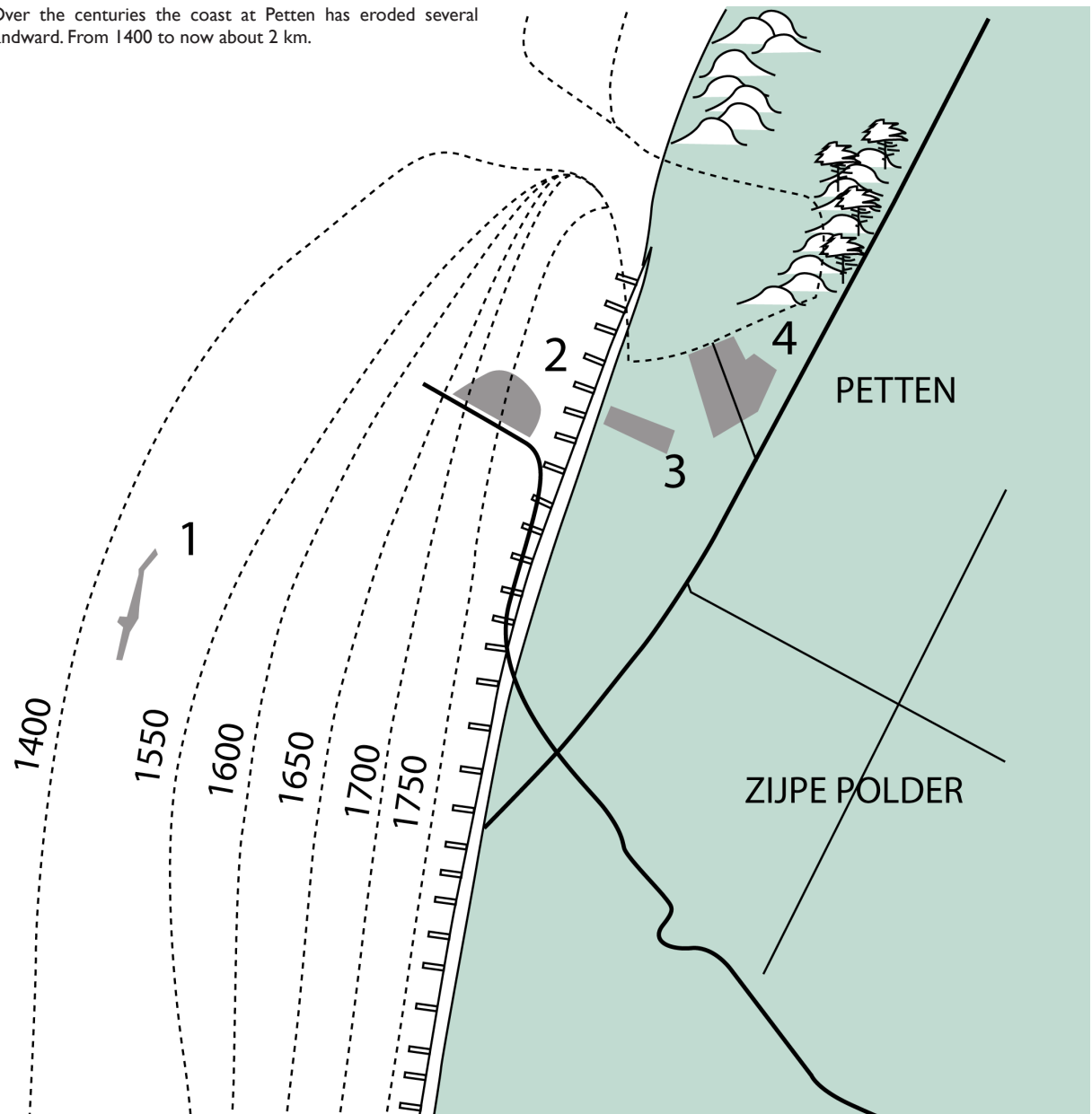
6.5 Design Principle: Coastal Defence Strategy

Climate change and sea level rise may cause dangerous situations at some spots along the Dutch coast. Places where the dunes are narrow such as between Petten and Den Helder are more at risk of breaching in case of intense storms. This is especially the case near Callantsoog where the dune area is no wider than a single dune. The natural coastal defences are inadequate. Also the Hondsbossche zeewering is lacking and is at present a weak link (see fig. 53). It needs to be strengthened. Extra vulnerable is the spot where the dyke runs into dune area. Coastal erosion is still a very prominent problem at this part of the Dutch coast, it has been for centuries. The beach on the outward edges of the Hondsbossche and Pettemer dyke eroded while the dyke stayed in its current position. In that way the dyke seem to stick out which causes extra erosion. Because of this these spot are weak and need extra strengthening. The existing strategy to deal with erosion is to add sand into the coastal profile (main dyke till -20 metre depth line) so the loss is compensated. Yet the sea level rise demands more rigorous measures. The Deltacommisson advices to let the Dutch coast grow seawards (fig. 54) by adding more sand than needed to compensate erosion. 2 kilometres over 50 years. Also in front of the Hondsbossche and Pettemer zeewering. This would be more than enough to mitigate the sea level rise. There are however next to the soft option of sand nourishment other strategies to consider. Today mankind can do almost anything. Current technological standards allow us to experiment.

6.5.1 Currents and Erosion at the Dutch Coast

We speak of erosion if more sand is transported out of the coastal profile than in. In normal circumstances sand moves in and out the surf with the tides. Some kilometres out of the coast there's a current transporting sand north towards the Wadden (see fig. 51 & 52). At the moment we don't have much data on the current, scientists are still researching it (HHNK). At Petten more sand is transported out of the profile towards the Wadden than sand enters from the south. Although a burden for the Noord Holland coast it is vital for the existence of the Wadden. Without a steady influx of sand the UNESCO heritage site will vanish into the sea. Another aspect that needs attention is the presence of deep trenches in front of the coast in the northern part of the province (see fig. 54). Between the island of Texel and Den Helder at Marsdiep the ocean floor drops to -45 metres just outside Den Helder (Prov.NH & HHNK, 2008). The current at Marsdiep is very strong. It's an important shipping corridor and sand transportation link to the Wadden. Blocking it by means of dams or sand is not only very difficult (strong current and steep trench) it also is unwise.

Figure 51: Tide current along coast
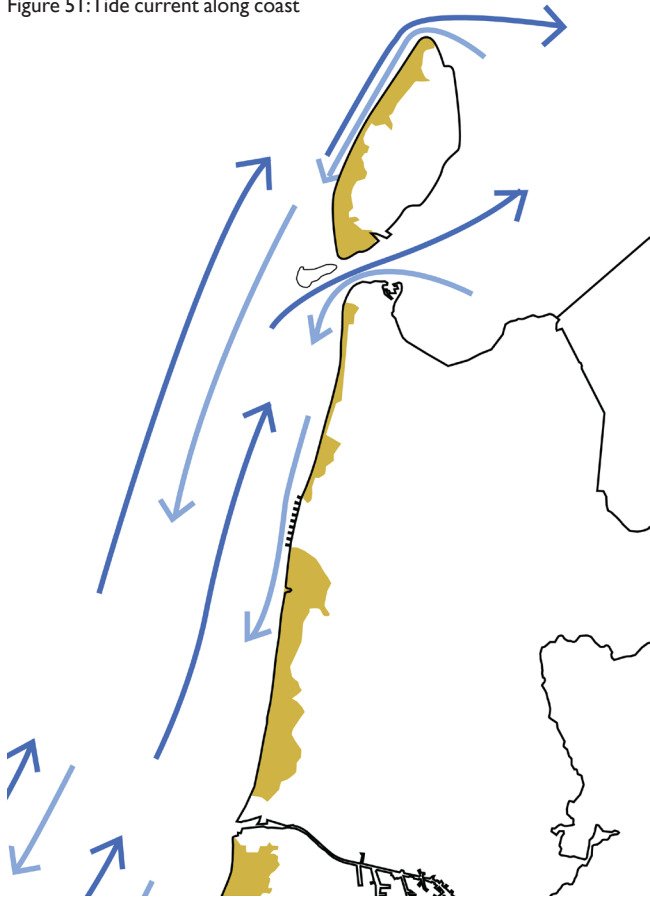
Figure 52: Sand is transported to the Wadden
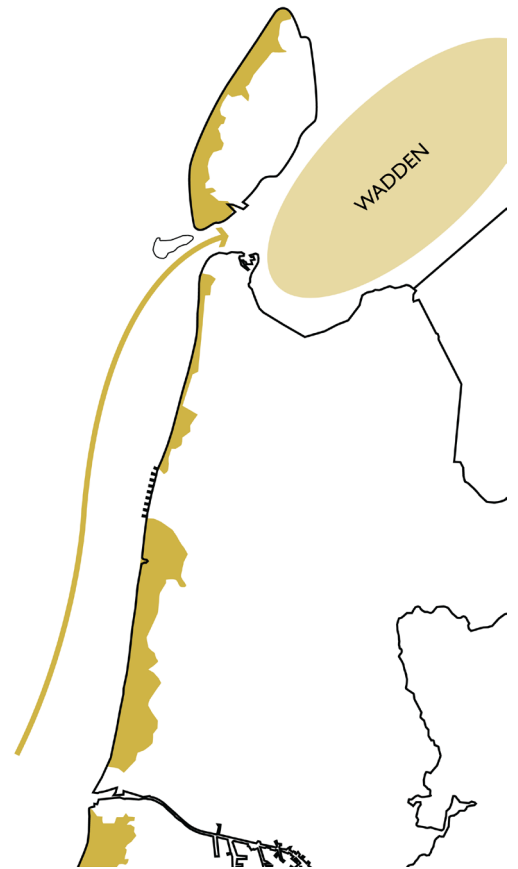
Figure 53: The Hondsbossche and Pettemer sea dyke, and the dunes between Petten and Den Helder are weak links. Steep trenches at Marsdiep and near Callantsoog
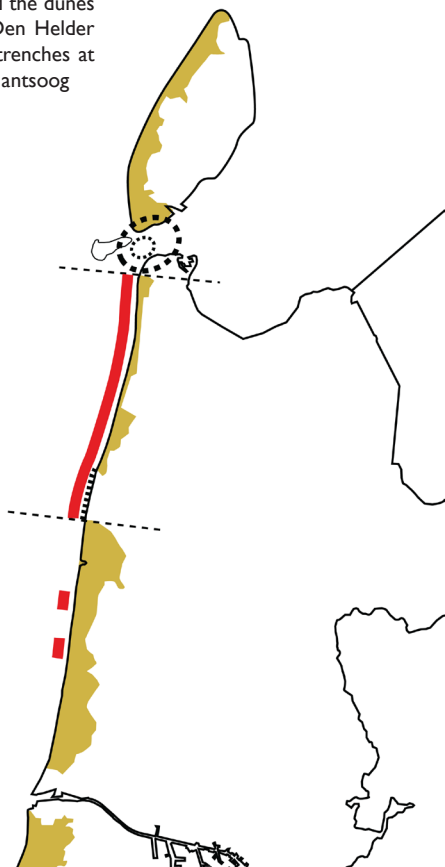
Figure 54: The Deltacommission advocates sand nourishments
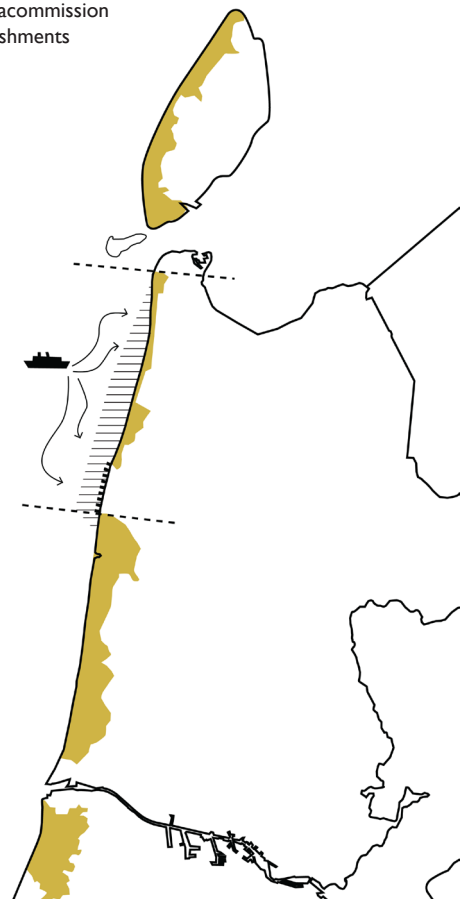
6.5.2 Sand Engine Principle

This principle is mentioned earlier. At Ter Heijde (Zuid Holland) the sand engine was tested (zandmotor). The idea is to deposit large amounts of sand at one point in sea in front of the coast that needs to be strengthened (instead of nourishing a stretch of beach). Over time the sand will be transported towards the beach in northern direction by currents and wind (see fig. 55-58). Some sand will be blown into the dunes adding to their strength. The end result will be a broader coast, safe enough to withstand the sea level rise. At the Hondsbossche there will emerge, in case of mass sand nourishment by the sand engine principle a new beach. It has to be a minimal of 200 metres wide. The result will be an unfragmented single coastline from Wijk aan Zee to Den Helder.
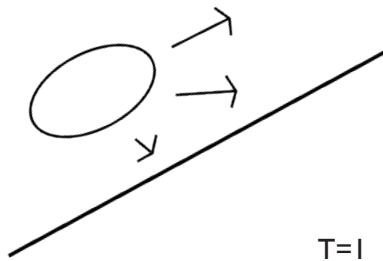
Figure 55: Large amounts of sand are brought in front of the coast at a single location.
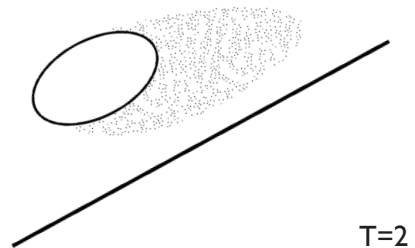
Figure 56: Sea currents and wind start to transport sand towards the coast and further north.
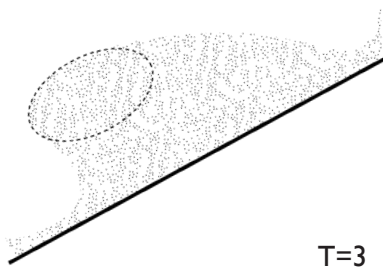
Figure 57: The sand connects to the existing beach.
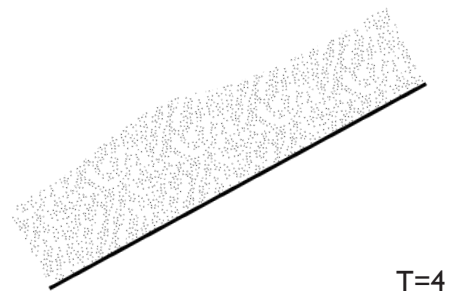
Figure 58: The beach is wider and more resistant to future sea level rise.

6.5.3 Dams vertical on the Coast (strekdammen)

Along the coast of the Netherlands where erosion is severe the Dutch have built dams from land into sea. These dams constructed out of large basalt stones hinders the eroding current flowing parallel to the coast. Depending on the angle and length of the dams, the intensity of the erosion, the spacing between the dams is wider or closer. The dams themselves cause currents along the sides and head (see fig. 60). Sand that is caught in the compartment between two dams slowly moves, due to these currents from one compartments to the next upstream. Depending on the spacing between the dykes more or less sand is caught between the sections. If the spacing is very close more sand is hold. Along the Hondsbossche dyke the dams are about 90 metres long, 30-35 metres wide and spaced 100 metres. But longer dams are possible. At the northeast point of Texel engineers experimented with a 750 metres long dam. This dam was able to catch sand flowing parallel of the coast which accumulated in the corners (see pic. 44).

Photograph 44: Vertical dam at north Texel
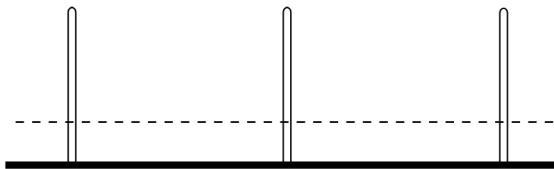
Figure 59: Fictive situation with longer dams at Hondsbossche sea dyke. The dotted line indicates the minimal needed width of 200m. sand in front of the dyke in case sand nourishments. The would than prevent the sand from eroding too quickly.
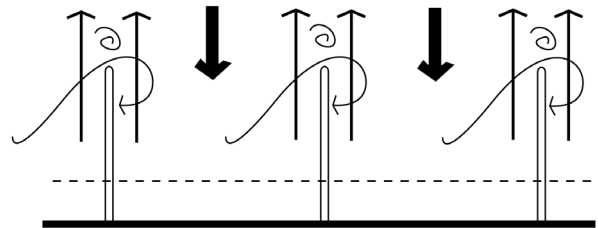
Figure 60: Current present at dams. The thick arrows indicate the natural direction of sea waves. The arrows at the dams cause turbulence (muistroom) which is dangerous for swimmers.
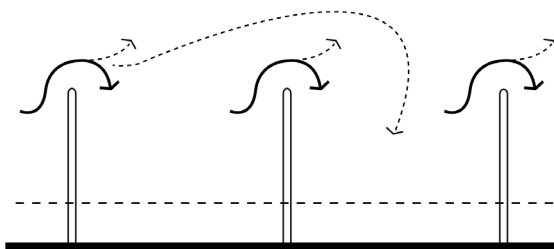
Figure 61: Sand transportation (bypass) at dams. Outside the coast the currents transport sand towards the Wadden. Some sand will be caught between the dams. Due to currents of fig.77 sand flows to the next sections.
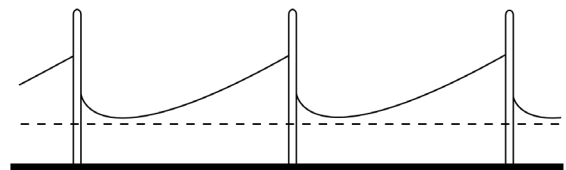
Figure 62: A situation of equilibrium. Sand will assume a parabola like shape.

6.5.4 Manmade Reef parallel to the Coast

An unfamiliar strategy in the Netherlands but more common in England and some parts of the Mediterranean (HHNK). Dams or island are constructed parallel to the coast. High waves coming from the ocean are reduced so the defences behind them aren't severely battered. If the distance between the dam and the shore is as wide as the dam, sand will be accumulated until the body of water between the dam and the shore is turned into beach (HHNK)(see fig. 63-67).
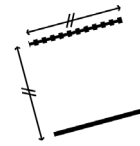
Figure 63: The length of the horizontal dam/ reef = the distance between the dam and land >> see fig. 65-68.
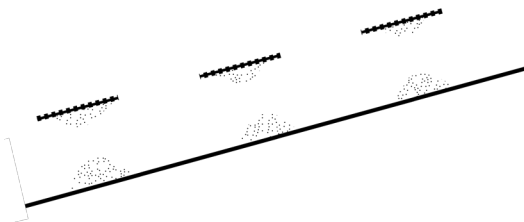
Figure 64: Sand accumulates in the shelter behind the dam.
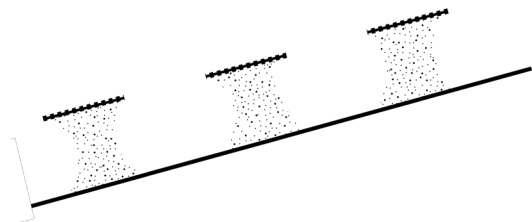
Figure 65: Sand behind dam start to grow more toward land
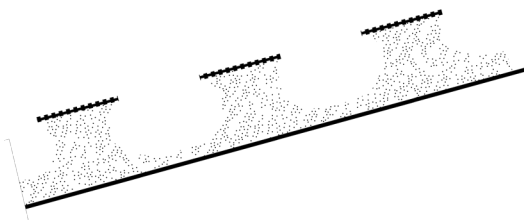
Figure 66: And more...
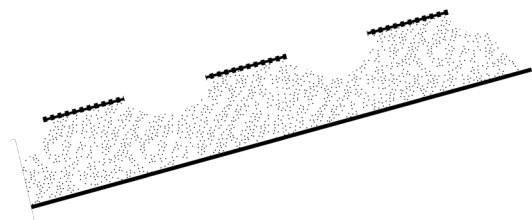
Figure 67; Untill a new beach is formed

6.5.5 Dyke Strategies

The traditional strategy to enhance coastal defences is by making the dyke bigger. Engineers calculated the new dimensions for the Hondsbossche and Pettemer sea dyke to prevent even the highest waves to wash over. The Pettemer section needs to be raised 5 m. (± 1.5 m.) and the Hondsbossche 4 m. (± 1.5m.) (Deltacommissie, 2008). Every metre upwards means 6 metres wider on the land side (see reservation area behind the dyke). In case of 5 m. higher the dyke would be 30 m. broader (see fig. 69).

Other measures for strengthening dykes: The base and slope in front of the dyke could be made longer and rugged by adding basalt stones in front (fig. 70). This will diminish the builtup of waves. Another option is to roughe the entire slope (fig. 71). And as discussed earlier mass sand nourishment in front of the dyke (fig. 72)
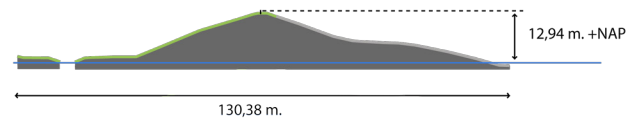
Figure 68: The Pettemer dyke section at present state. Note the sea is to the right and the town to the left.

0 m.   100 m.

1:1000
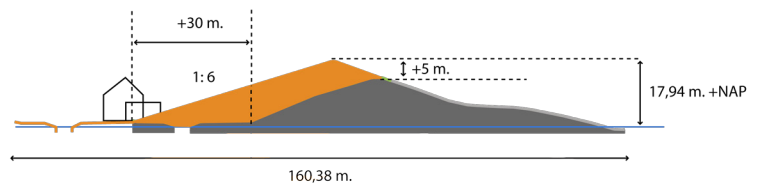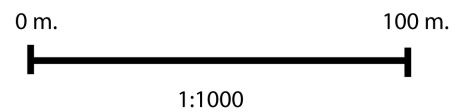
Figure 69: Raising the dyke from 12,94 to 17,94 metre. At some spots houses need to be displaced.
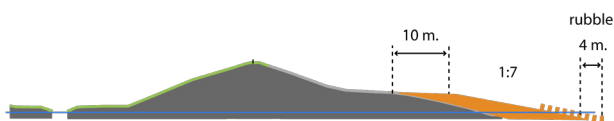
Figure 70: Making the base and slope longer will reduce the effect of waves.
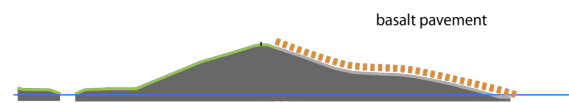
Figure 71: The slope on the sea side is covered with basalt stones
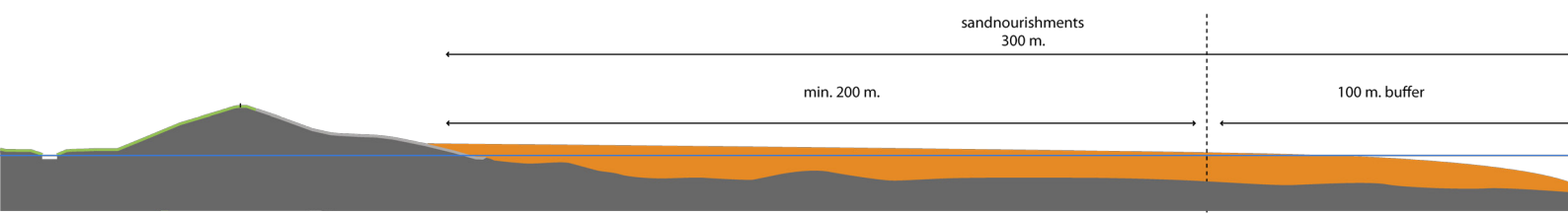
Figure 72: Sand in front of the dyke. The coastline is placed 300 m. towards the sea. On the long term the advice of the Delta Committee is to extend the beach even further into sea

6.5.6 Pros and Cons

I will shortly reflect on the strategies mentioned. A pro to use sand nourishment is that it is a cheap way to strengthen the coast and dyke. It's also very flexible and more 'natural' so sea life will not be affected too much. Also the sand engine proves successful at Ter Heijde and seem to speak to the imagination of the public turning it into place to visit. of the public. On the other hand it needs to be maintained constantly otherwise it will erode. But more importantly the sand in front of the dyke will disturb the unique quality (see fig. 75-77) of the Hondsbossche dyk: that there's a sharp edge effect. It's water - land, not water - beach - dunes - land! Using dams vertical on the coast is an initial expensive measure but needs less frequent maintenance. Also engineers and scientists do not yet know what kind of long term effects very long dams have upstream and downstream. However this should not be an issue in this thesis. About dams, reefs or islands in front of the coast there's little information. But an island outside the coast has more points of contact that needs protection (if inhabited) thus extending the coastline and maintenance costs. Higher dykes is a solid way to enhance coastal safety, a downside however is the space it takes up on the landside. In case of the Pettemer dyke the base of the dyke moves 30 m. inland. This will cause problems for the houses that are positioned close to it. Some have to be removed. At the Hondsbossche section most land behind it is agricultural with the exception of nature conservation area "de Putten".

6.6 Design Principle: Spatial Qualities of the Hondsbossche & Pettemer Sea Dyke and surroundings.

A major part of what makes Petten an unique coastal community is its location on the Hondsbossche Sea Dyke: an extraordinary part of the Dutch coastline. Instead of dunes and beaches there's a huge sea dyke protecting Petten and large parts of the province from the ocean. It's a manmade intervention, a technical solution to the hazards coming from the sea, it's man versus nature. The dyke is more than just a wall of sand, basalt and concrete to protect the land and people behind it, it's a symbol that represents the Dutch age old battle against water. It is "Holland" in a nutshell.

Next to its symbolic quality there qualities based on physical appearance, use, psychological and cultural history. The dyke with its 5.5 km length has a big impact on the landscape and the experience of it. It visually dominates the polder landscape in which it stands. A couple of qualities are (based on HHNK= Hoogheemraadschap Hollands Noorderkwartier, 2008 p.38-39):
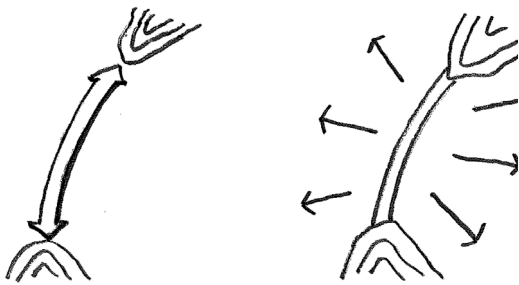
Figure 73-74: **Size and scale**. The Hondsbossche sea dyke is big and unambiguous, everything along or on the dyke is large and extensive. Also the polder landscape on the landside of the dyke and the ocean in the west has the same large scale and unambiguousness.
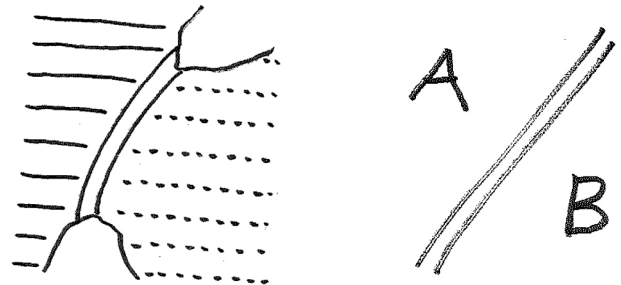

Figure 75-76: **Sharp transition**. The dyke embodies a strict border between land and sea. Sea-dyke-land are separated in clean entities without intermediate zones. The seawater touches the dyke without presence of a beach. Directly behind the dyke starts the historic polder landscape with its wide views and grassy meadows. Such a strict separation between sea and cultural land whereby just one sea dyke forms the border is rare in the Netherlands. A similar situation can only be found at Westkapelle and Den Helder.

ASPHALT   GRAS
BASALT
CONCRETE
HARD   SOFT
GREY   GREEN
STORM   SHELTER
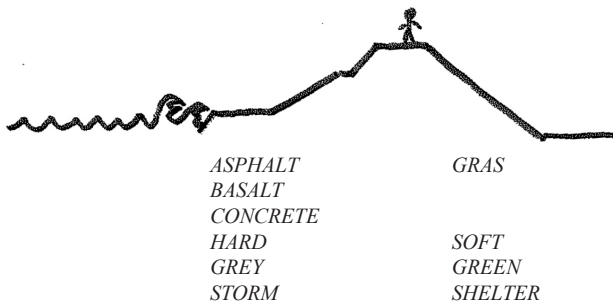
Figure 77: **Contrast.** The dyke is rich in contrasts: grass on the inside, basalt, asphalt and concrete on the outside. Soft and green on the inside, hard and grey on the outside. Storm and wind on the outside, shelter and fog on the inside.
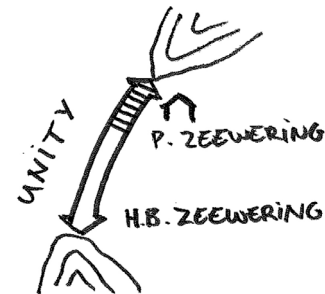
Figure 78: **Coherence.** The dyke can be read as one entity, as a coherent whole. Although technically two parts, the Hondsbossche and Pettemer sea dyke are experienced as one. Also both dyke share a common right of existence: the dyke stretching from Petten to Camperduin has to withstand the ocean.
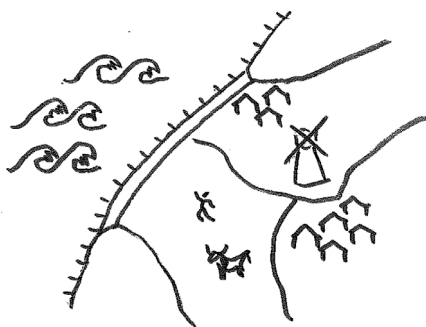

Figure 79: **Historical geography & feeling of safety.** There is a high readability of shaping process of the cultural landscape. Anyone who visits the dyke understands at the first glance how this area has come into existence. The dyke connects two separate dune areas. It safeguards the vulnerable land in between from flooding, a place historically flooded several times. It is a place where man resisted the power of the ocean with technology and determination. The genesis of the North Holland landscape is symbolized by the Hondsbossche and Pettemer Sea Dyke.
The mighty dyke that holds back the sea and defies the waves evokes a feeling of safety. People have always inhabited the land behind the dyke. It's a nice contrast between the large scale of the dyke and humble size of the houses against the dyke.

Figure 80-81: **Different Worlds: use and activities, zoning and different 'heads'.** The dyke is enormous, it offers space for all kinds of planned and unplanned activities. Examples are promenading along the dyke, bicycling, fishing and kiting. The dyke is used in both vertical and horizontal direction (sunbathing, viewing, fishing). The top of the dyke offers a great panoramic viewpoint on the surrounding land and sea. The dyke and its direct environment constitutes a relative quiet area between the spatial and recreational intensely used dune areas on the north- and south side. This area is about space and quietness of the polder landscape, the dyke and the sea. Also the ends of the dyke where it connect to the dunes are different. On the south the dunes are much higher and forested while in the north they are lower and bare.

6.7 Design for Petten

In previously chapters I discussed several design principles I use to make a design for Petten. We acquired principles from coastal defence strategies and spatial qualities of the Hondsbossche and Pettemer sea dyke and surroundings. We also noticed that all coastal defence strategies have flaws. Some defensive strategies are undesirable in terms of disrupting present spatial qualities. I made a choice not to use sand nourishment in front of the dyke for two reasons. First, the sand in front of the dyke takes the form of a beach thus adding an intermediary to the present sharp sea – land transition quality. Secondly the identity of Petten is connected to the sea dyke. The prominence of the dyke diminishes when it's put into sand. The Hondsbossche and Pettemer dyke needs to be strengthened is some other way.

I decided to separate the coast at Petten in two sections in terms of coastal defence measures. The first section is the Hondsbossche-Pettemer sea dyke which runs from Camperduin till Petten and the second section is all the coast from Petten till Julianadorp

6.7.1 Section Camperduin-Petten

I decided not to use sand nourishments in front of the dyke in such a way new beach is created. As explained a beach in front of the Hondsbossche would harm the unique quality of the dyke. Instead I choose to use a combination of defence strategies (fig. 82). First underwater sand nourishments. This differs in that sand is applied under water level so it's not visible. The idea is to create an extensive underwater flat that diminishes the built up of high waves during storming conditions. The underwater coastal flat will be exposed in low tides which reveal a kind of Wadden environment. By this the dynamics, the tides of the ocean are showed and can be experienced more strongly since the effect is more prominent. With high tides the ocean waves batter the dyke, and at low tide a different world is exposed.

To prevent the underwater coastal flat from eroding too fast I decided to hold it by combining it with vertical dams (fig. 83). Some of the existing dams along the Hondsbossche-Pettemer sea dyke are extended to 500 m. seaward. The spacing between the extended dykes is 1500 m. In that way the erosion is controlled while no new beach is formed, however much about this is uncertain. The spacing will be used along both coast parts.

However the underwater nourishment alone will not be enough to strengthen the Hondsbossche in case of heavy storms combined with sea level rise. Big waves will still wash over causing the backside of the dyke to erode and hinder to inhabitants. I decided to combine the underwater sand nourishment with the traditional way of strengthening a dyke: making it bigger. Although the 5 m. raise in case of just heightening the dyke can be reduced. Instead the dyke is raised 3 m. which has significant advantages since less space is needed (18m. instead of 30 m.). By making the dyke higher it becomes more dominant and prominent in the landscape, strengthening the idea of a manmade structure between two dune areas holding back the sea. In addition it also strengthens the identity of Petten as 'the town at the dyke'.
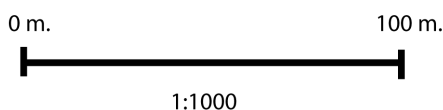
0 m.　　　　　　　　　100 m.

1:1000

Figure 82: Design of Hondsbossche-Pettemer sea dyke. A combination of underwater sand nourishments and traditional raising the dyke is used. The underwater coastal flat is about 500m. wide. At low tide the mud flat is exposed.

6.7.2 Section Petten-Julianadorp

This section of the coast possess a narrow strip of dunes from Callantsoog to Julianadorp in need of strengthening. The Pettemer dunes between Petten and Callantsoog are actually wide and safe enough. I decided to use sand nourishments on the whole section from Petten to Julianadorp so a new beach is created. This will be done by the sand engine principle (fig. 84-87 next page). Again, to prevent the sand from eroding too fast some existing dams are extended to hold the sand longer in position. However eventually also this beach needs maintenance. Here is room for creativity. Within the section holding sand one can 'design' all kinds of shapes by dredging the parts you want or by adding more sand. The following sketches show some ideas how we can use sand nourishments.

Figure 83: The sand from the nourishments is kept in check by the dams. All kinds of formations are possible (see next page.)

15,03 m. (+3m.) +NAP

157,60 m. (+18m.)

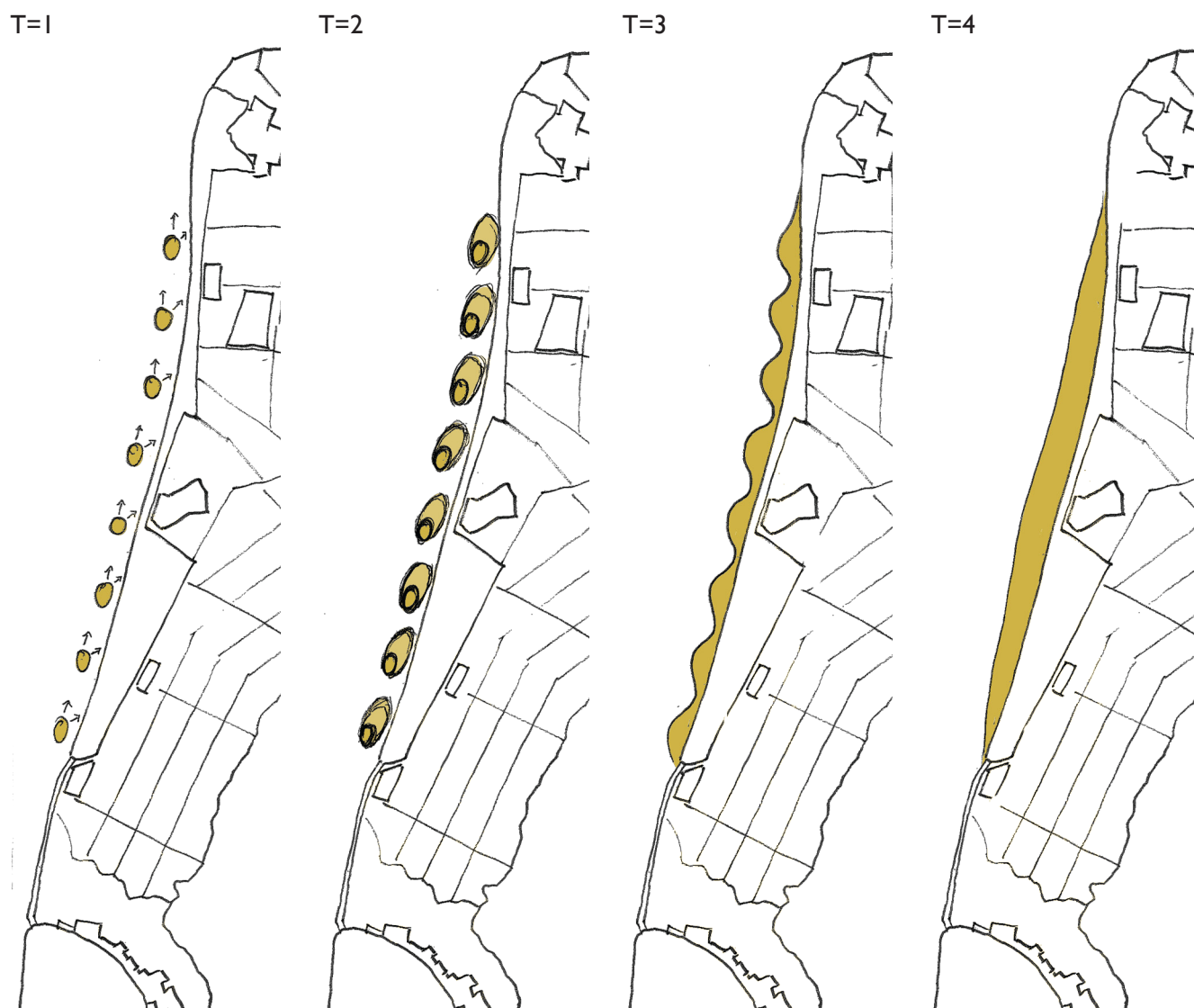T=1   T=2   T=3   T=4
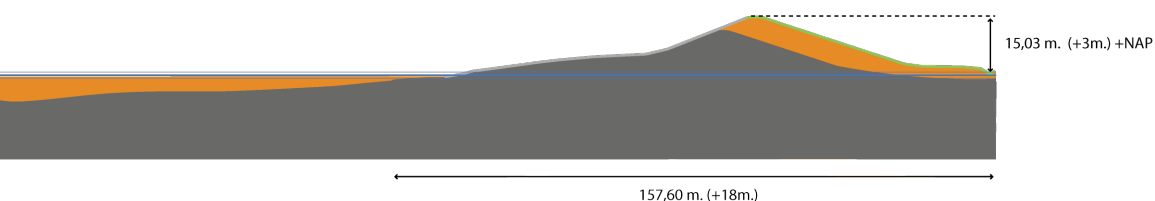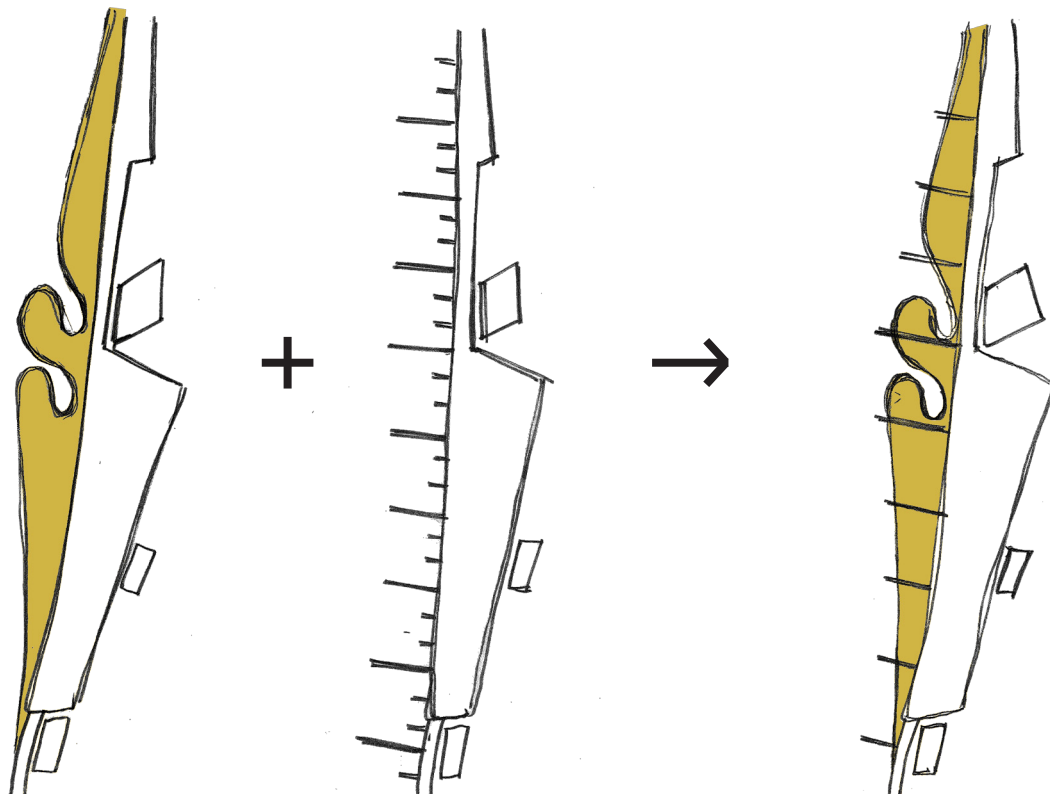
Figure 84-87: The sand engine principle applied at the coast between Petten and Julianadorp. Over time the whole section will be strengthened. By using the existing dams along the coastline, and making them longer the sand stays in position for a longer period (see opposing page).

'Bob Ross'

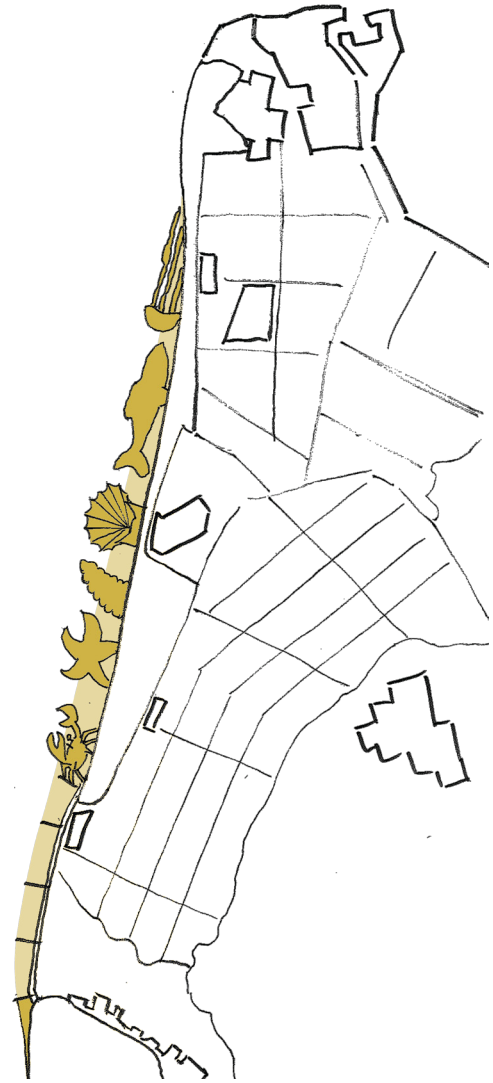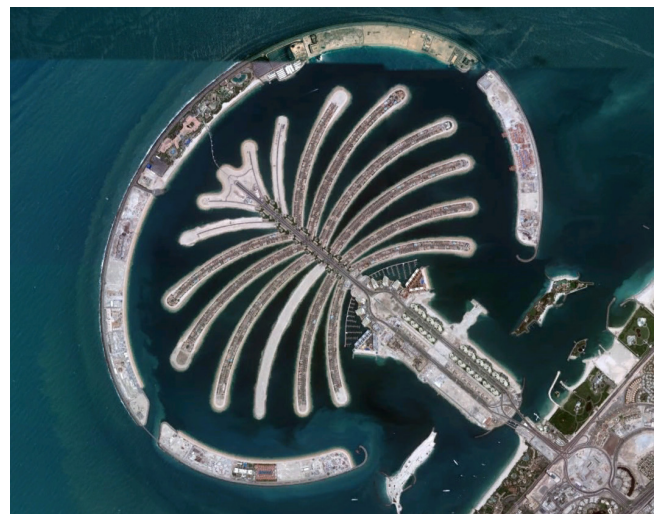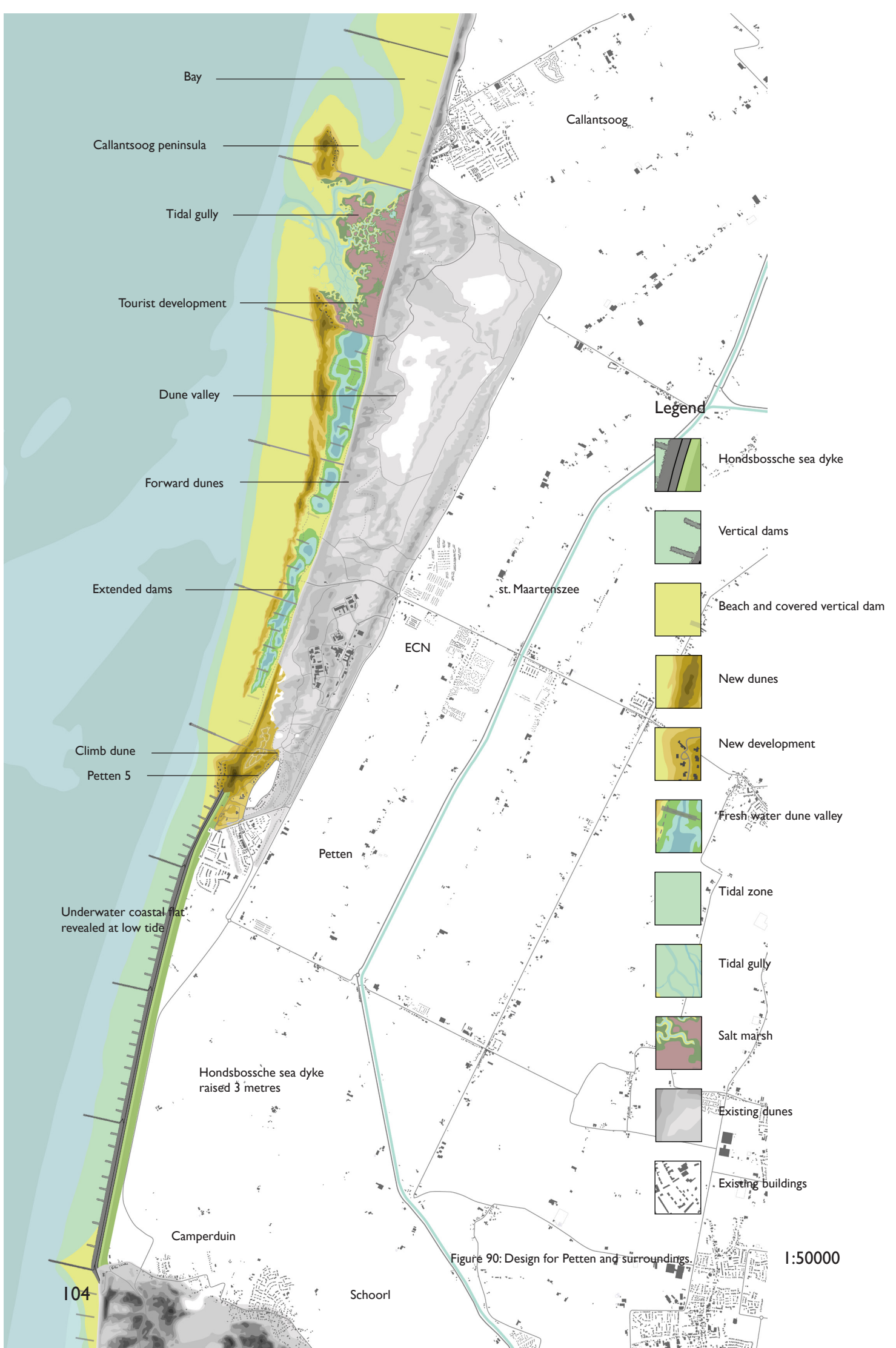Figure 88: Afterwards the coastline needs occasional maintenance by additional sand nourishments.

Figure 89: It is possible to create all kinds of shapes. By adding or removing sand in certain positions we can design extraordinary forms.

Photograph 45: Dutch engineering in Dubai. The well known Palm Tree Island in front of the coast is a good example to show what technologically possible today.
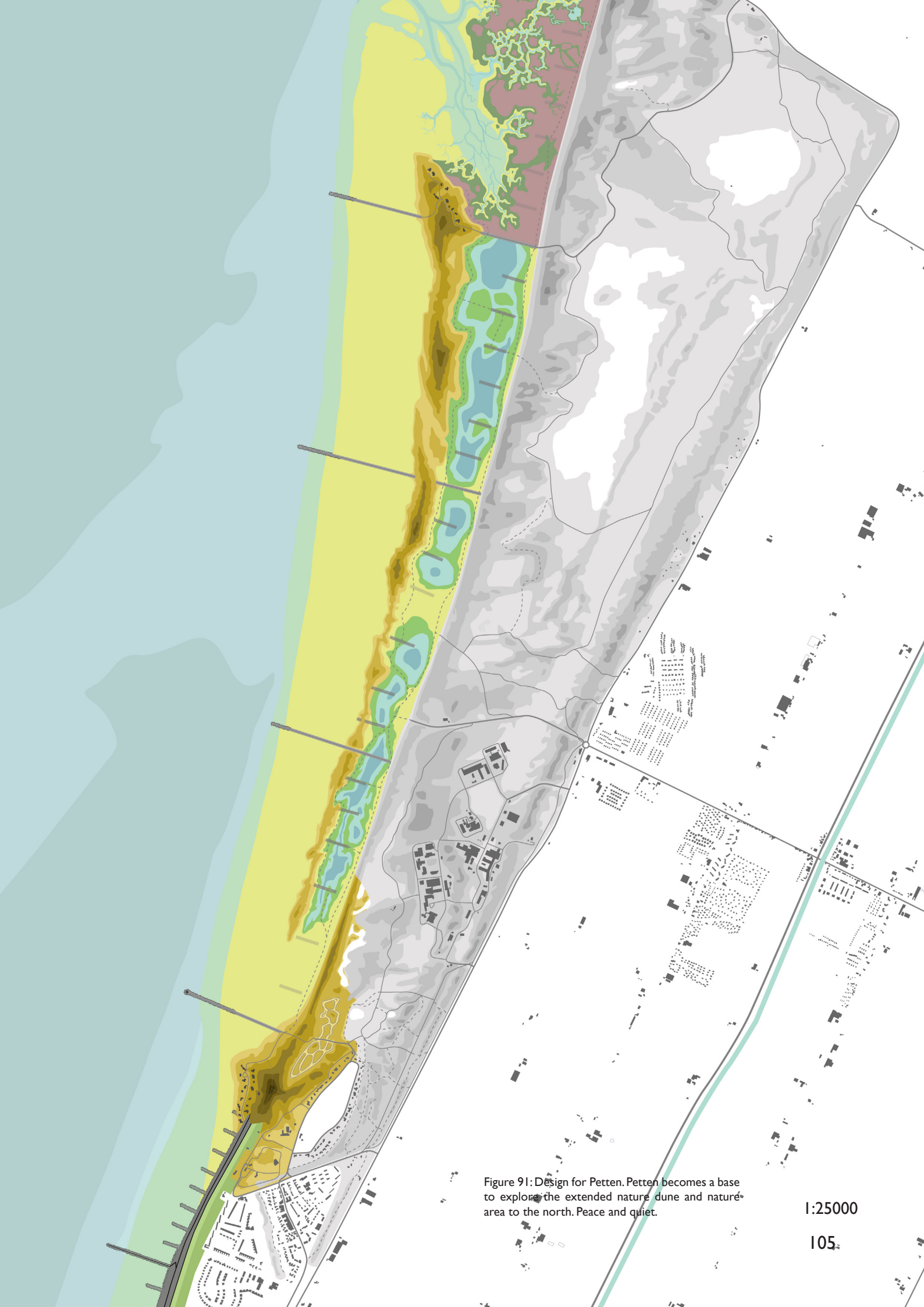
Bay

Callantsoog peninsula

Tidal gully

Tourist development

Dune valley

Forward dunes

Extended dams

Climb dune

Petten 5

Underwater coastal flat
revealed at low tide

Hondsbossche sea dyke
raised 3 metres

Callantsoog

st. Maartenszee

ECN

Petten

Camperduin

Schoorl

Legend

	Hondsbossche sea dyke
	Vertical dams
	Beach and covered vertical dam
	New dunes
	New development
	Fresh water dune valley
	Tidal zone
	Tidal gully
	Salt marsh
	Existing dunes
	Existing buildings

Figure 90: Design for Petten and surroundings.

1:50000

Figure 91: Design for Petten. Petten becomes a base to explore the extended nature dune and nature area to the north. Peace and quiet.

1:25000

Figure 92 View from the climb dune at Petten. Dutch fight against the sea becomes meaningful at stormy conditions!

1:10000

ECN Eco-dam
converts the tides into electricity
Ocean organ

Petten 5

Climb dune with platform

Beach

Hondsbossche-Pettemer sea dyke
Tides reveal coastal flat under water

Parking

Het Korfwater

Koloniehuis

Camping site
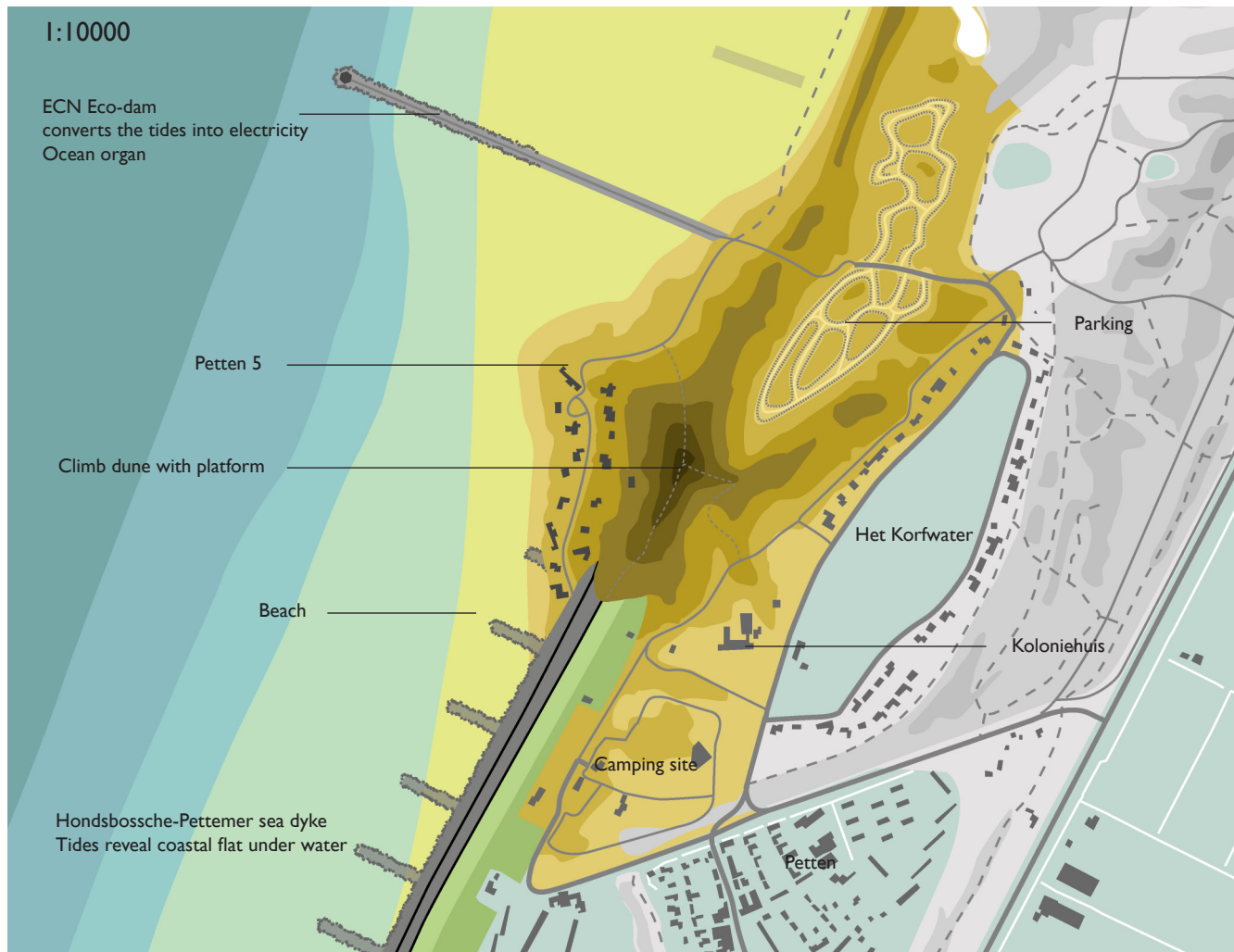
Petten

Figure 93: The northern part of Petten

Beach flat

Figure 94: Design for Hondbossche-Pettemer sea dyke. A combination of hard and soft coastal defence strategies are used. The sand (soft) is kept in position by vertical dams (hard) which creates an interesting effect. There's also room to 'play' with the sand. A second line of dunes is created that shelters the valley behind it from salty conditions. The fresh water environment will attract wildlife and tourists looking for peace and quiet experience. The dune slopes on the sea side of the newly created line of dunes will be dynamic in that it will occasionally erode creating space for pioneer vegetation to emerge. Moving from the ocean towards land one encounters many different environs which makes this area special.

Figure 95: Sea dyke at present state

Figure 96: View from platform on top of the climb dune at Petten

The following pages will explain the design in more detail. The area around Petten. What stands out is the 30 m. high dune where the Hondsbossche enters the Pettemer dunes on the north edge of the town. The motivation to apply the dune is to extra strengthen that section since it's more vulnerable to erosion. By dumping large amounts of sand a new dune emerges. This new high dune can be an attraction in itself. Tourists can climb it and on top a platform which allows an unobstructed panoramic view over the newly created coastal flat and dune valley. An the left slope there is some tourist development. High quality vacation houses that breath a coastal experience. This will be Petten 5 which relates to Petten's history with floodings. In a cavity at the base of the new dune, accessible by Het Korfwater there will be room for parking. The old koloniehuis at Het Korfwater could reopen its doors to accommodate visitors.

New dunes   Dune valley   Development   Climb dune   Petten

100 m.

1:1000

Hondsbossche-Pettemer sea dyke

100 m.
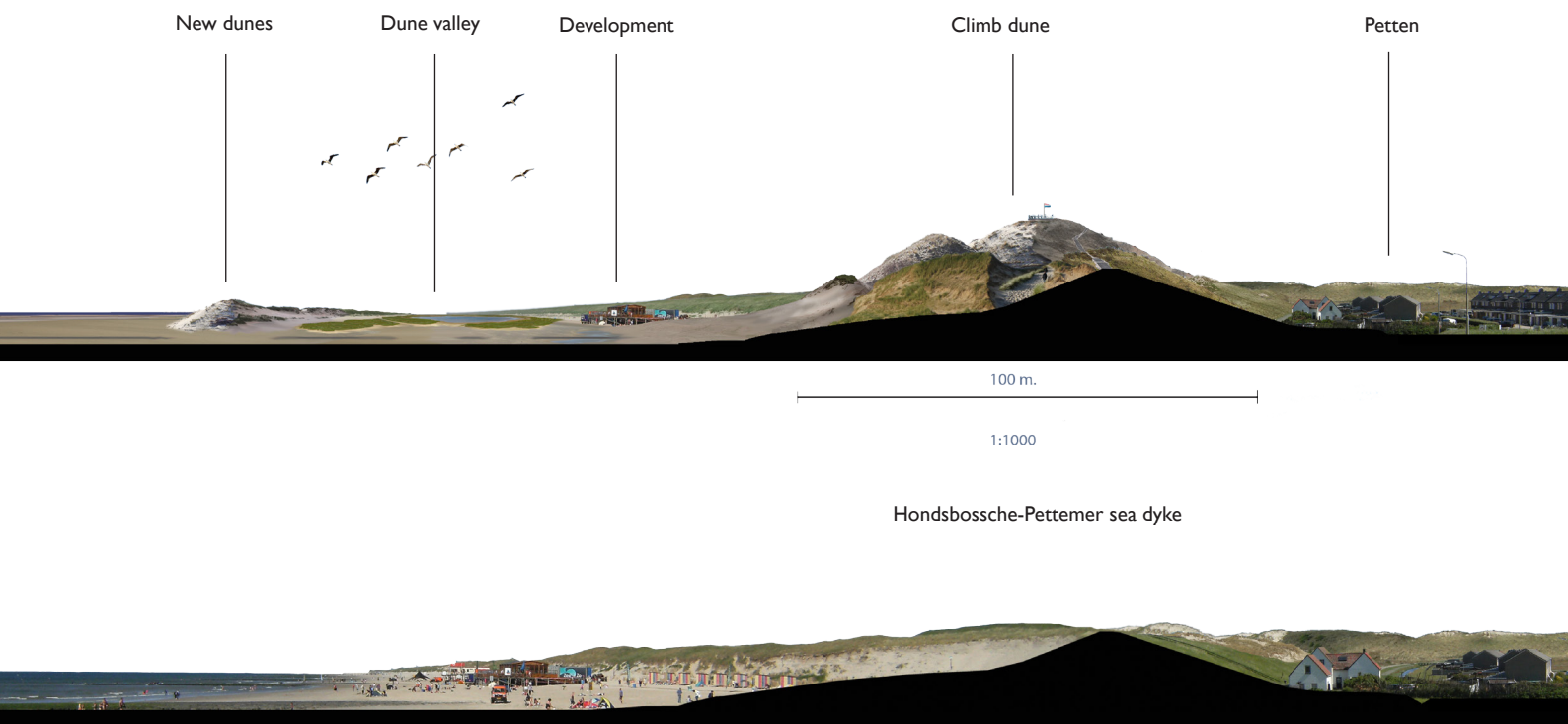
Figure 97: Visualisation of salt water tidal gully. The power of the sea evokes a feeling of the sublime.

1:10000

Tidal gully (salty) ———————

Salty marsh

New Beach

Tourist development ————————

Figure 98: Area south west of Callantoog.

Not like this....

Photograph 46-50: New development at Petten 5, the peninsula near Callantsoog and near the tidal gully. The developments are small scale, high quality houses that must evoke a coastal atmosphere. There's no room for standardization, unimaginative bungalow parks and apartment buildings. Instead use typical, authentic coastal architecture.

Figure 99: View from left upper corner looking north east

The tidal gully area. With the coming and going of the tide salty water enters the beach flat near Callantsoog. Here a salt water marsh environment evolves intersected by numerous small creeks that drain to the deeper gully. Visitors can enter the area by means of the extended vertical dams or walking paths. The area will surely attract many birds feeding and breeding in a brackish or salty environment. To the right lies the peninsula of Callantsoog which is bordered by a bay on the other side. This peninsula shape is intentional. Now Callantsoog has its 'eye' back (oog = eye which means island) referring to the historic conditions when Callantsoog was a separate island.

....but like this

Chapter VII
Conclusions, Discussion and Recommentdations

7.1 Main Conclusions

This chapter will start with a short summary of past chapters. It also reflects on the finding of the research questions stated in the beginning. At its core the storyline of this thesis is: a problem of declining coastal tourism in the Netherlands. Problem caused by out-dated product offered at resorts. Find new product that meets current demands. Find a way to apply the new product. Develop a design approach. Test the approach by making a design.

We started this thesis with the problem of declining coastal tourism at Dutch seaside resorts. Tourists spent shorter vacations at the Dutch coast while long vacations at coastal destinations in warmer climate zones increase. Dutch seaside resorts are reduced to daytrip destinations. The Dutch coast is losing the global competition for the tourist attention. Coastal communities and entrepreneurs are feeling the consequences. Also the nation's reputation as a coastal destination is at stake. We concluded that the decline of coastal tourism is caused by two major factors: first increased competition from especially the resorts in warmer climate zones and second the Dutch resorts offer an outdated touristic product. Since competition is inclined to a free market we have to focus on our own product to compete. Too long has the Dutch coast competed in a disadvantaged position. The Dutch touristic coastal product heavily relies on the 'good weather sunshine' product. This a competition Dutch coldwater resorts cannot win. Instead they should compete on a total different level. This thesis set out on a quest to formulate what this level or new product offering should be.

Research question one. First the problem of declining tourism is viewed from market perspective. In market there are two sides: a demand and a supply side. There is a demand from society for a certain way of coastal recreation and the seaside should supply what is demanded. In that the resort is a mirror of society. When supply and demand coincide the market blossoms, if not it declines. We concluded that the supplied touristic product at Dutch seaside resorts hasn't really changed the last 50-60 years. It's still based on the mass tourism product, while global competition and the cliché formulas to deal with the competition made the resorts look and feel alike. On the other side society has changed from a modern to a postmodern society. This has changed society's demands in terms of coastal tourism. In a globalized world people are more and more looking for authenticity and identity of place. There's a growing interest for local habits and regional traditions. Moreover in our hedonistic society where consumption is an end in itself

the postmodern consumer uses experiences to construct a social identity. The experience economy and that this also applies to visiting places is an important aspect of our current society and thus demand. From this we learned the mirror is broken but also how to fix it. To let supply and demand coincide the supply side has to evolve to what postmodern society demands: authentic experiences of place identity. This is the new product by which seaside resorts and therefore the Dutch coast is going to compete on the global tourism market.

Research question two. From here we set out to find a way to apply the new product offering at Dutch seaside resorts. I regarded the concept of place identity as a combination of a hard and a soft side. The hard side is discussed through landscape architecture. In landscape architecture the physical appearance of landscape is the result of a logic causality of physical conditions and man's effort to cultivate, settle and control it. From this causality a sense of physical identity of place can be distilled. From the soft side place identity means something different from individual to individual and from social group to social group. Here we see that place identity is a complex narrative of physical elements of space and communities meanings and feelings of it. An important way to communicate and experience place identity is using narratives about the place. So the new product (authentic place identity) can be applied by telling narratives. These narratives are told by means of actor networks on different scale levels; the local, regional and national level. All actors in a region or seaside resort that make up the touristic product will collaborate to express a single destination personality, image and identity. The idea is that through designing and arranging the physical elements that make the 'hardware' of the network the narrative is conveyed and thus experienced. By ways of making a design for Petten I tested the design approach. In the design phase I worked through 5 loosely set stages. First two stages were about one, determining the identity and two, a narrative for the regional network level of Noord Holland. For the local network level the same was done. The fifth stage was about acquiring further design principles on coastal safety strategies and landscape qualities of the Hondsbossche dyke and surroundings. Eventually the mix of all aspects: regional identity and narrative, local identity and narrative, coastal safety and qualities lead to the design of Petten.

7.1.1 On the Thesis Aim

In this part I will reflect on the aim of this thesis while using the example of Petten. The aim/ goal of the thesis was: to develop an approach to design coldwater resorts, that attract new tourists and increases competiveness. The obvious question here is: is the goal reached. Did I successfully develop a design approach for Dutch seaside resorts to develop and attract new tourism? This is rather ambiguous since there isn't an outcome with 'yes' or 'no' that can be checked like in quantitative research. Instead in landscape architecture the successfulness of the approach is tested by means of a design/ model, a representation of a desired situation. To really know if the proposed design works it has to be executed and monitored. However this isn't possible and so success or failure of the approach is hypothetical. The question is also what success is and when it's reached. Is it just about tourist numbers? The goal of the thesis was after all to attract new tourism. I think we have to be realistic about our expectations of success. I don't expect a full-scale revival of the coldwater resorts. They will never function and attract visitors to an extend as they did in their 'golden days'. We cannot expect the Dutch resorts to become a popular destination for long (more than five days) vacations for the Dutch masses. There are just to many pulling factors favouring warmer overseas resorts. Cheap and easy to book flights, an almost certainty of sunshine. The sun, sea, climate product remain a very dominant factor when choosing a beach destination for the broad public. Coldwater resorts just can't guarantee sunshine like for example Mediterranean resorts can. Furthermore Dutch resorts are easily accessible and relatively close by to major urban centres which makes daytrips possible. But I do think the 'identity and narrative' product that I propose would attract a new public. People looking for authentic experiences. People that had enough of the kind of experiences found in Salou, Alanya or Rimini. In our postmodern society people are increasingly looking for meaningful vacations and traditional 'in touch with the environment' lifestyles, which explains the popularity of recreating in rural areas where time didn't change much. Moreover people are now more aware of their ecological footprint. Air travel is known to most people to be very polluting. I believe there are many that take it into consideration and therefore rather spend their vacation close by. But don't want to deprive themselves from luxury. So it are people with money to spend looking for meaningful, luxurious, short 3-5 day vacations that will be attracted to the Dutch coast. The masses would still choose for the cheaper destinations in warmer climate zones for their long coastal vacations and the larger developed Dutch

resorts like Scheveningen and Zandvoort for daytrips. For me this would mean the design approach is an success.

7.2 Discussion

While reading literature on place identity a couple of ideas were formed. One is about authenticity of place identity: what is real identity of place and can you tell the difference. The other idea is more a side track to the thesis and interest me on a personal level. It's about social identity and how it approaches nationalism and even racism.

7.2.1 On Authenticity

In the thesis I struggled much with the concepts of 'place identity', 'themes' and 'authenticity'. They can easily be seen related to each other but mean something different. In the first place one has to understand that there isn't one single identity for a place. From the literature we know that place means something different from social group to social group and therefore place has many identities. But there's also the issue of authenticity: what is real identity of place? In my thesis I mean when mentioning to develop an identity, an authentic identity based on affirmed historical background and existing social structures. However identity of place can also be developed by themes, this doesn't necessary imply authentic. For example one could brand (developing a theme) the seaside community Petten as a pirate village. At the entrance of the village there's a big skull and bones flag and townsmen wear eye patches or wooden legs. This could be a touristic identity for Petten that visitors can experience as authentic. From historical sources (or common sense) we know that Petten never has been a pirate village so it's unauthentic. But does the public know or even care? Of course the pirate village is an extreme example but situations closer to a historical correct identity can be imagined. So the point is does it really matter if an identity is authentic or not? Authentic experiences can be based on unauthentic situations if believed to be true. Isn't this the same as telling a lie? Until discovered to be untrue the story is believed. So the visitor can be tricked or manipulated by making design decisions that would favour a certain identity over another. In that way a policymaker, planner or landscape architect has much influence.

7.2.2 On Social Identity

Another aspect of identity, of social identity is that it includes and excludes individuals or other groups. As discussed in literature individuals in a group have a sense of belonging to place and others in the group through a complex body of shared history and meaning of place. Individuals in the group share the same narratives that make them identify with each other. So identity is about similarities that unite people into groups. But also contrast, people that don't share the similarities are excluded from the group and are regarded as 'others'. It's about 'us' and 'them'. From here the step towards nationalism and racism is fairly small. We speak of 'we the Dutch' and 'those French' or 'those Moroccans'. This made me think about the effects of globalization on social and place identities and the reaction of communities. Castells (2000) tells us that when social differences diminish the will to distinguish increases. And when you compare this to the current (2011) political situation in the Netherlands you can see some truth in it. Our multicultural society with Surinamese, Turkish and Moroccan communities with their own habits, religion and lifestyles feel threatening to some indigenous Dutch. They feel that their own Dutch culture is disappearing and therefore vote for populist parties that exploit these emotions by conveniently standing for traditional Dutch values. One can question if the homogeneous effects of globalization, a single world culture would end exclusion, racism and nationalism since we then would all be the same.

7.2.3 TALC and the Dutch Coast

And of course there is a mental aspect as well why Dutch resorts will never regain the position they used to have. Gale (2005) has shown that leisure time, next to consumption, and the way it is spend defines social status and identity. People differentiate themselves by the experiences they consume. So the leisure destination and the kind of activities you partake in defines you as a person (Urry, 1995). Vacations have become a status symbol. This is a major change with 60 years ago when vacations were still considered paid leave to increase productivity of workers. Today, in my opinion, the destination of the vacation determines whether you are upper or lower social class in our postmodern society. Of course this reveals itself more in perceived admiration or contempt than in outspoken recognition. Visiting the Dutch coast used to be something very special to the post war generation but was considered old fashioned by the next.

I would like to address this with a personal narrative. My father told me ones that in his youth, in the 60ties, he went to the beach with his brother and parents. It was the first time the family went on vacation and in matter of fact they were amongst the first families in the street to do so. To be completely honest the vacation was more a matter of obligation than a joyful family initiative. As vegetable shop owners my family never took vacations until the government introduced a law obligating shop owners to close a certain days a year. My grandfather reluctantly had to close the shop. They decided to go to the beach. Car ownership was still very low and the trip from south Limburg to the coast was (and still is) a long 3-4 hour drive. To my father the trip to the Dutch coast was an extraordinary experience. In that time not many people did what my grandparents and my father did. Tourism for the public was just beginning. It was special. Later visiting the Dutch coast became very common. In the time my father was a young man himself it was popular to visit other countries in Europe. People travelled to Spain, France and Italy and other upcoming popular destinations in the Mediterranean to spend their coastal vacations. In summertime the route de Soleil was home to the infamous large columns of Dutch caravans clogging the routes southwards. The travel itself was an adventure: would you arrive on time (intact)? Even later with the arrival of cheap package holidays and easy to book flights these 'exotic' destinations became even more accessible. Seaside resorts and camping's in Spain, France and Italy are now crowded with Dutch tourists. Today however many Dutch tourists consider these places as destinations for binge drinking teens. Families tend to avoid these places. They have fallen out of fashion for the social higher strata of society. Today telling at the office you've spend two weeks at the Spanish Costa in Salou wont impress anybody. In fact your co-workers would probably consider it something for construction workers to do. Nowadays Thailand, Mexico and Australia are the new France, Spain or Turkey. It seems the exotic is moving more and more outwards. In today's postmodern society, people who are regarded of socially high status define themselves by traveling to the fringes of what is known, to the exotic. Places that are less developed. In fact they take over the role Butler accredited to painters and other culturally elites (remember Butler's narrative about the emergence of tourism areas: first the painters & high class society and later when the destination gets more developed the common masses arrive hoping the high class allure would rub off on them). These people are adventurous, exciting, open-minded, and popular (doesn't everybody want to be like that!). They are trendsetters. Destinations as Spain, France and of course the Dutch coast are however associated with the opposite;

the familiar. This, in my humble opinion, is also an important reason why Dutch resorts would never be as they use to be: a long stay vacation destination for the big public. Yet things are changing. People are more aware of the impact their travel has on the environment. Ecology and being in touch with the environment is popular, first only for the upper class and now accepted by the middle class. High quality domestic vacations gain popularity (kenniscentrumtoerisme.nl). In a time that people can travel the globe the local is being more appreciated (glocalization). I believe the trendsetter, the upper class of society are rediscovering the Dutch coast and initiate a recycling of Butler's Life Cycle. It would be long until the example is followed by others.

7.3 Recommendations

In this part I would to discuss to recommendations. One is discusses further research and the other one is about how to use the approach.

7.3.1 How to use the Approach

My goal was to develop an approach to design coastal resorts to attract new tourism. However the approach isn't a method with clearly defined steps that tell you what to do next. Although working in different network levels bring a sense of structure to the design part of this thesis. I started with formulating a regional identity for Noord Holland followed by a regional narrative and from their worked towards an identity and narrative for Petten. But in reality during the design phase there was no straight line. Sometimes characteristics on the local level influenced decisions on the regional level. For example the presence of the Hondsbossche sea dyke at Petten inspired me to choose the regional narrative of the Dutch fight against the sea. Actually the whole idea behind the development of the approach is to offer policymakers and entrepreneurs a contemporary and more sensible alternative for Dutch seaside resorts to develop and compete with destinations abroad. It offers them a new way of thinking about coastal tourism in coldwater areas. The function of this approach therefore is inspirational and hopefully convince entrepreneurs, governments, tourist agencies and other actors responsible for the touristic product to join hands.

7.3.2 Further Research

An issue during my design phase was the translation of abstract ideas from theory into design principles. Especially the experience element derived from the experience economy. The idea is that place identity can be experienced through narratives. But how do you design narratives so it can be experienced? From a design viewpoint in this thesis I formulated that it's about selecting, shaping and adding physical objects in such a way it conveys a story. But it's unclear if the intended narrative is experienced as such by visitors. I believe more research is needed on this issue. In literature on place experience Lorentzen (2009) mentions a lack of knowledge when it comes to which elements contribute to a certain experience and to what extent.

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PHOTOGRAPHS

Most photo's are taken by Lars Hanssen, with the exception of the photo's refered below.

- Pic. 2, 4, 6, 8, 10-18, 20, 44, 45, 46, 47, 49 google earth: http://static.panoramio.com/photos/original/

- Pic. 19: http://lloret-de-mar.biz/

- Pic. 23: http://lh5.ggpht.com/_0mbKhqrvEgM/Sl-kllOvUsl/AAAAAAAAIVs/IBzAr4d3UIc/405px-Wd_b027_thumb%5B3%5D.jpg

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FIGURES

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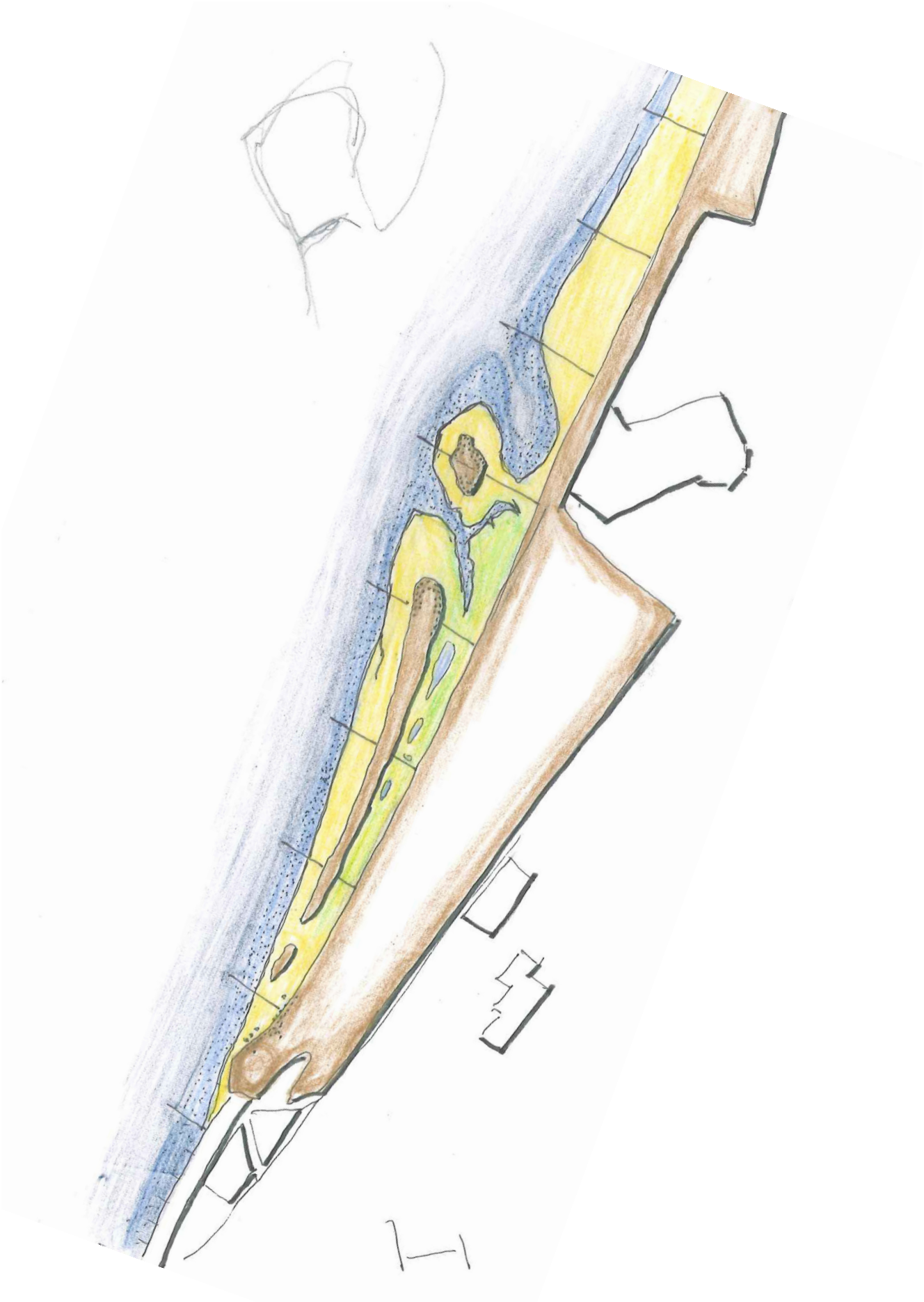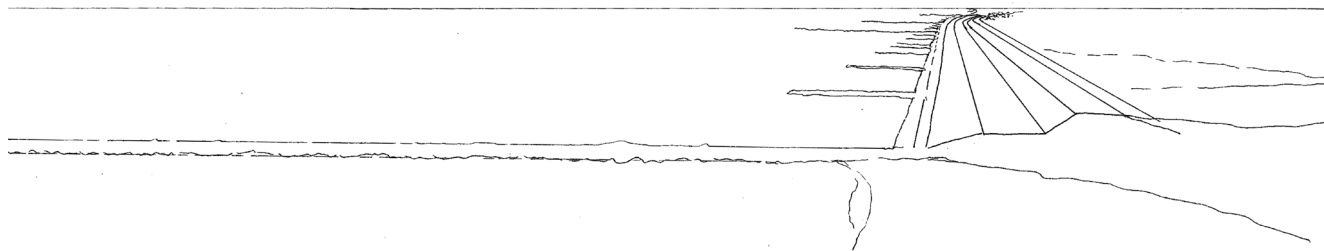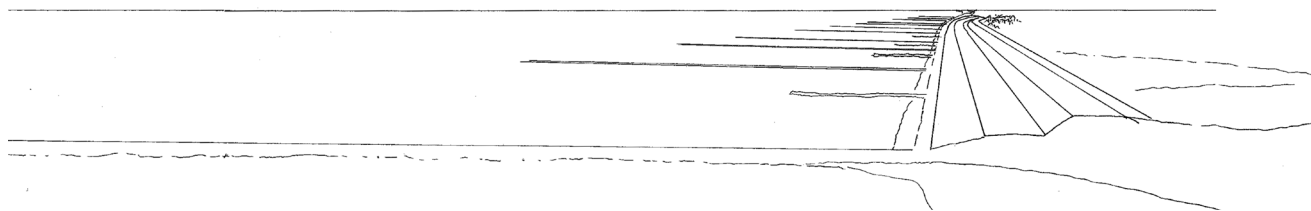
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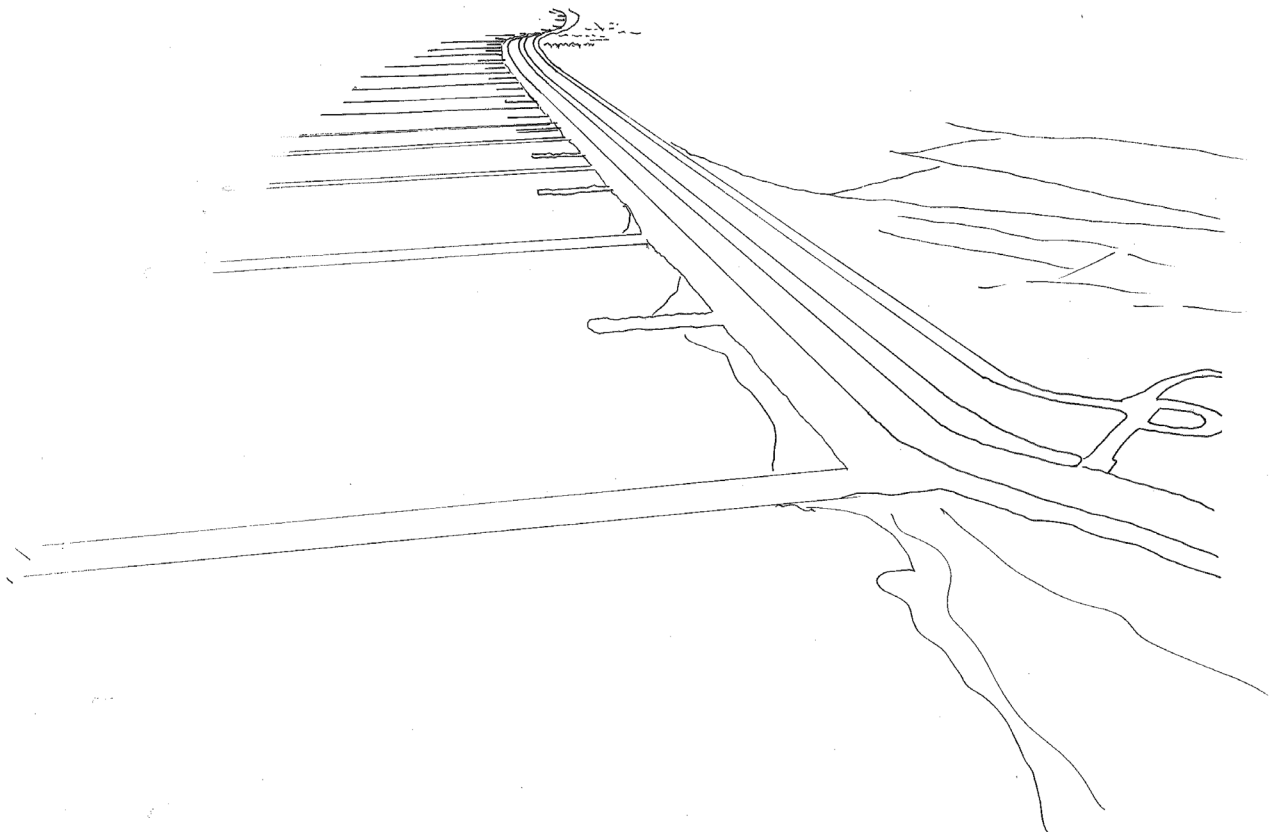500 - 500

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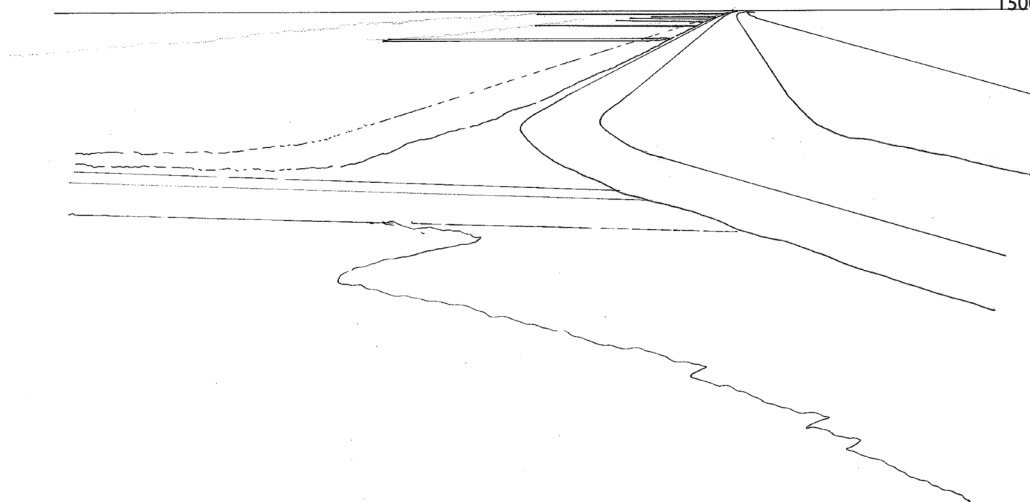
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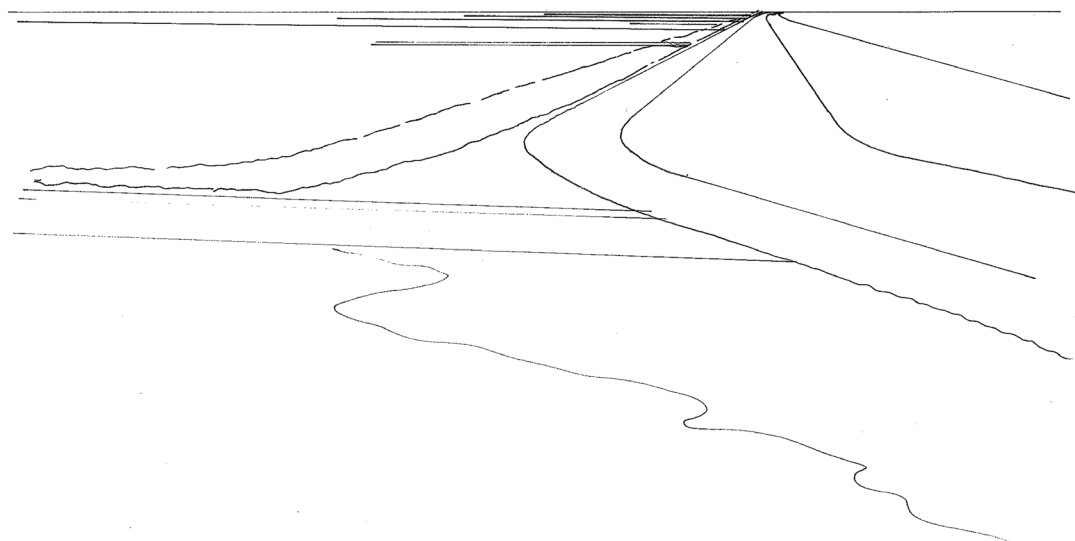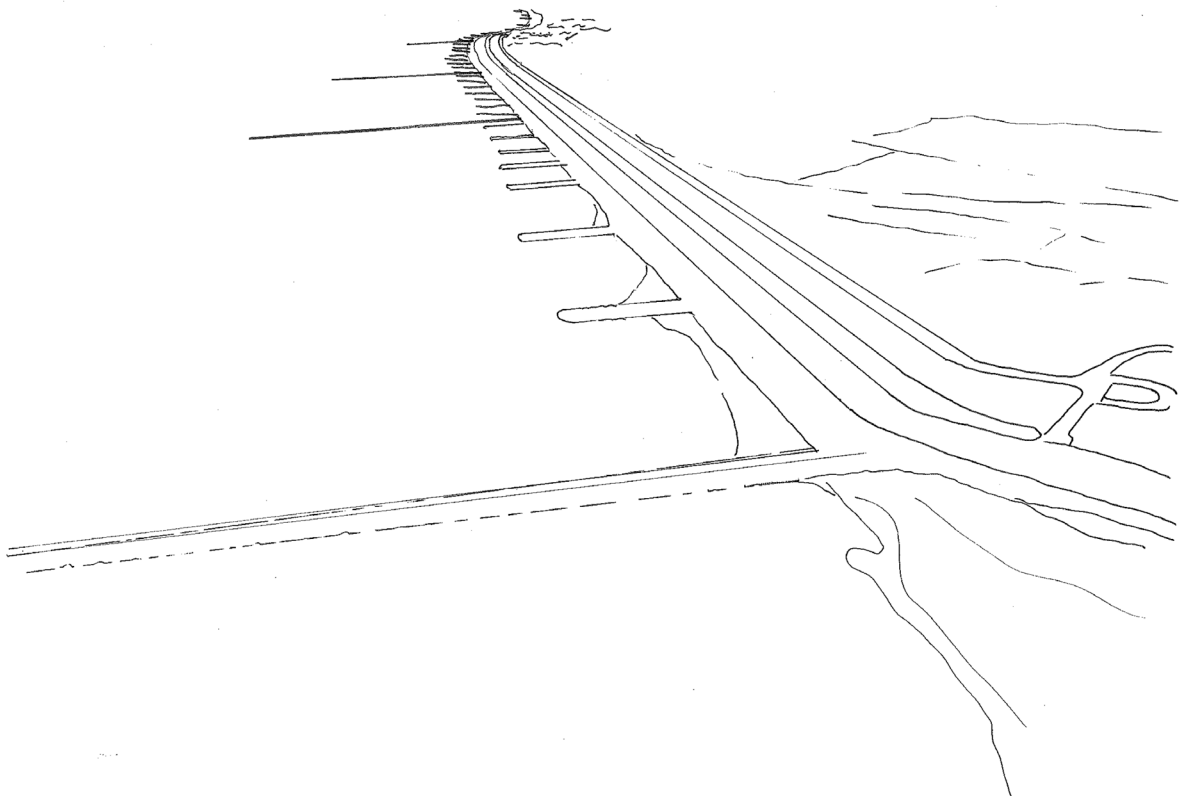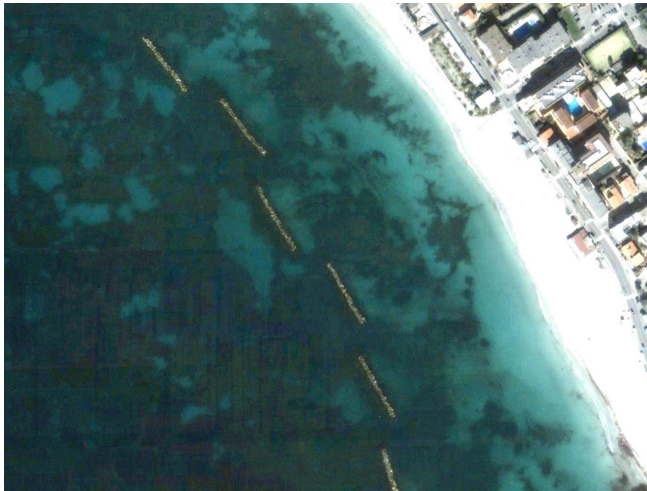
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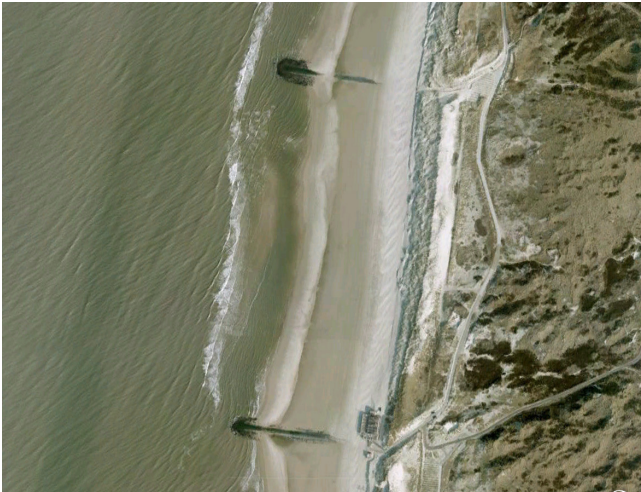

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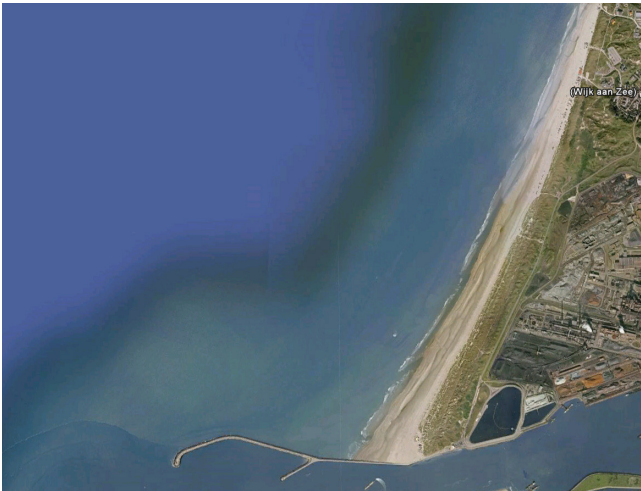
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Barrier at Alghero Sardinia

The 'Slufter' at Texel was an example for the tidal gully at Callantsoog

The sand in the dam segments take different shapes when the distance between the dams changes.
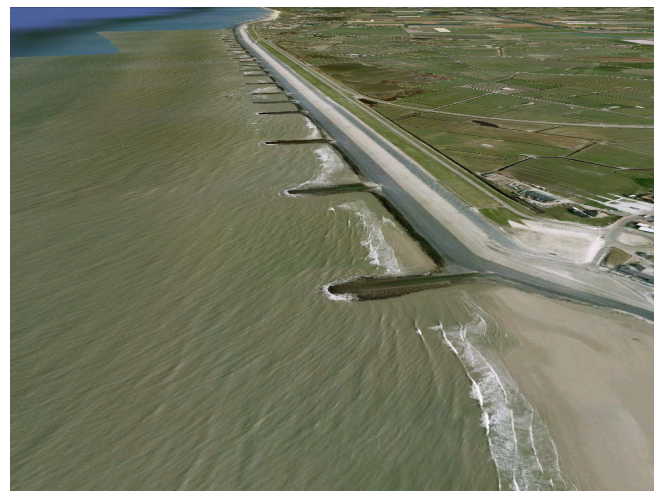

Dams closer to each other tend to catch and hold more sand

Long dams at the harbour entrance at IJmuiden

Detail of dam

Bird eye view from Camperduin toward Petten

Additions and Critics on the TALC Model

Butler realizes the model isn't applicable to the evolution of all tourist areas. Not all areas experience the same or all the stages of the cycle. An example are the instant resorts such as in Cancun Mexico. These complexes are created out of nothing and so actually begin their cycle in the development stage, skipping the exploration and involvement stage. Furthermore the arguments used for the TALC model are general and not grounded on quantitative data. The reason for this was the problem of obtaining data on visitor numbers over long periods of time for specific tourist areas. So originally the TALC is full of knowledge gaps which are explored by fellow researchers while using the model. One can say the TALC model served as a framework theory to which other researchers added or removed parts to make it better and workable. Major additions and critics on the TALC model are advanced by Hovinen (1981, 2002), Haywood (1986), Strapp (1988), Agarwal (2002) and Gale (2005). Although pointing out certain misconceptions and questioning several arguments by Butler, they helped to make the TALC model an operational research concept (Lagiewski in Butler, 2006).

Important considerations according Haywood (1986) when using the TALC as an analytical tool are (a) defining the tourist area, the unit of analysis. Is it an area, an attraction or a hotel? And (b) the number of tourists used on the Y-axis might represent different markets (restaurants, bike rent, amusement parks). Individual markets within a defined tourist area can have their own life cycle and undergo a different evolution. One market could be on decline while another is on the rise. The curve of the model is in that way an oversimplification and could only work when an area depends 100% on one market (Hovinen, 2002; Corak, 2006). In terms of the health and welfare of a tourist area why are (c) visitor numbers and expenditures (growth) indicators for success? According to Haywood this is questionable: is an area's success only determined by growth of visitor numbers and expenditure? Not all kinds of growth lead to development, let alone progress. He also warns for growth as being an objective. Because of the ambiguous nature of growth (what is growth and how?) no clear definitions and measures can serve as valid indicators for achievement. In fact most agencies in tourism have their own preference as to which measure growth. The danger in this lies, according Haywood, that growth targets used by some tourism agencies serve their short-term interests at the expense of other agencies and long term interests. Strapp (1986) proposes using length of stay instead of visitor numbers over time as to conceptualize the evolution of a tourist area. (see also Gale, 2005) The idea is that in the early stage the average duration of stay is longest and declines towards the stagnation stage over time. At first because of inaccessibility of the tourist area visitors have to stay longer. As the area develops, improvements in access makes shorter trips possible and overall length of visits declines. Such was the case at Brighton after the completion of the railroad with London. Alternatively rejuvenation may occur as new resources are tapped, duration of stay increases again (Lagiewski in Butler, 2006). Yet another critique is that the life cycle stages are (d) difficult to identify without the benefit of hindsight (Haywood, 1986; Agarwal, 2002 p.34). How do you know what stage you are in?

Another point of difference is that Butler's life cycle puts too much emphasis on what others call internal factors to decline. Internal here means from the resort's point of view in contrast to a visitor's point of view (external). According to Debbage (1990), Agarwal (2002) and Gale (2005) decline is caused by more than just exceeding the capacity of visitation levels and the deterioration of natural and cultural resources by overuse. There are external factors too, such as changes in expectations and tastes amongst society. External factors are, especially in today's globalized society, very important agents of change (Debbage, 1990; Agarwal, 2002; Gale, 2005). Tourist areas and seaside resorts are increasingly part of a worldwide network in which tourists have countless possibilities to spend their leisure time