

Barn Raising in Noord-Belevenland

Triad B Analyses Report

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Academic Consultancy Training

Barn Raising in Noord-Belevenland

Triad B

Analyses Report

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This report is part of a triad of products to answer the research question which can be approached from different angles. This allows people from different backgrounds to start at an angle in which they are most interested in. The products are combined in such a way that it is possible to switch between any unit of the triad in whatever way the reader finds interesting. The triad firstly consists of an 'Idea Book' focused on the possibilities for 'Evenementenlocatie Land & Zeezicht' B.V.'. Secondly a 'Scientific Report' has been written, which mainly describes the scientific background of the project, namely, the research questions, the theoretical foundation and methodological practices of the project. This third product of the triad, the 'Analyses Report' describes the main results of the research, which focuses especially on the possibilities there are to facilitate sustainable development in Noord-Beveland.

For this project we chose the name 'Barn Raising in Noord-Belevenland'. The first part of this name is based on the key feature of this project; the barn 'Evenementenlocatie Land & Zeezicht BV'. Barn raising is an event where a community comes together to build a barn for one or more families. Barn raising occurred in a social framework, and despite traditions of independence and self-sufficiency, community barn raising was a part of life (www.barnraising.org). This description fits well to our project because we aim to give the barn 'Land & Zeezicht' a new purpose which contributes to the development of Noord-Beveland. The barn can get people together and create linkages and (social) networks. The second part of this name, Noord-Belevenland, came forward during the workshop we organised in Kamperland. Although we did not come up with this definition ourselves, it definitely represents the vision we have of Noord-Beveland. This island is full of potential and there is a lot to experience and discover. Hence, 'Barn Raising in Noord-Belevenland'. A little wink is that the name is in both Dutch and English, just as our project.

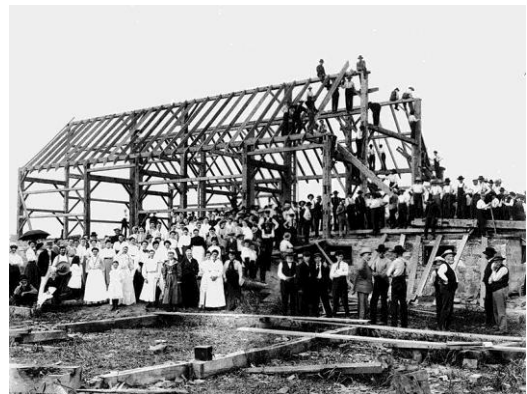


Figure 1: A Barn raising in Canada in the 1900s
Source: www.wikipedia.org/wiki/Barn_raising

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It was a delight to work on this project with all those warm and open people from the beautiful province of Zeeland. The team felt welcome from the moment they entered Zeeland. The team sincerely hopes that Simon de Koning and Thomas Pillen will be pleased with the products of the triad.

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Summary

Following the request of the commissioner Simon de Koning of 'Evenementenlocatie Land & Zeezicht BV' and financed by Thomas Pillen of Kenniswerkplaats Zuidwest Delta, the team of students from Wageningen University investigated questions concerning the creation of opportunities for the monumental barn 'Land & Zeezicht' located in Kamperland, Noord-Beveland in the province of Zeeland. These opportunities are linked to several trends visible in the province. The aim is to create ideas and facilitate linkages and networks as a foundation for future developments of 'Land & Zeezicht' and Noord-Beveland. However, this can also work the other way around. The barn can play a role in creating these linkages too. These links are important because they allow different actors in the area to get involved and use their strength to work together.

Through a destination, marketing, stakeholder and discourse analyses, the ACT team was able to recognise different developments and trends in Zeeland, Noord-Beveland and Kamperland, analyse the actors in the area (possible stakeholders) for 'Land & Zeezicht' and develop creative scenarios which have come out of six discourses. The discourses are *Fruitful Zeeland*, *Branding Zeeland – Noord-Beveland*, *Authenticity*, *Islandism*, *Beautiful Zeeland* and *Rhythm of the Seasons*. These discourses are linked to six themes of *Nature*, *Culture*, *Tourism*, *Recreation*, *Economy* and *Image* out of which more than thirty six scenarios were developed. Each of these scenarios consists of ideas that contribute to economic development of Zeeland and how these activities can be linked to 'Land & Zeezicht'. The scenarios are oriented on idea generation, which led to some of the cases being more extreme than others, but which also means that some of the discourses and themes can be combined or show some overlap with each other.

All of these analyses have been very useful for gathering information which was needed in order to reach the goal of this project. From these analyses it can be concluded that it is important to be up to date when it comes to developments and trends in the area in order to develop new ideas and scenarios. Knowing which actors can be potential stakeholders is also of importance when linkages need to be created between each other, but also with 'Land & Zeezicht'. The scenarios show that there are many possibilities in which Zeeland can develop itself economically and how 'Land & Zeezicht' can contribute to this development. However, it also shows many different ways in how Noord-Beveland can play a part and contribute to the future developments of 'Land & Zeezicht'.

1. Introduction

This first chapter provides information about the ACT project and the barn 'Land & Zeezicht' which is a key feature in this project. Secondly, the history of Zeeland, Noord-Bevelenland and Kamperland is described, to provide some characteristics of the study area. Finally, an outline of the continuation of this analysis report is given.

1.1. The project

In Zeeland, a province in the South-West of the Netherlands, there are constant changes and developments taking place in different areas such as population, environment, living conditions and work. Think about the changing number of inhabitants or the greying of the population. One of the sectors in which changes are clearly visible is the agricultural sector. Traditionally, Zeeland is a province mainly involved in farming and although it is still very important, agriculture is now declining. Not just in Zeeland, but also in other parts of the Netherlands sale prices are declining and costs are rising. However, Zeeland tries to turn this development into something positive by, for example changing the purpose of farms and barns for more common usages (Provincie Zeeland, 2011). This has also been the case for the barn 'Evenementenlocatie Land & Zeezicht B.V.'.

This former agricultural barn is situated in Kamperland, a town on the island of Noord-Bevelenland in Zeeland. In 2010, it has been transformed from its agricultural purpose into a location where parties and events take place. The barn was originally built in 1823 by Cornelis Jacobus Versluis, right after the lake 'Veerse Gat' had been drained in 1821. This meant that new land had emerged which was ready for agricultural use. Originally, the barn was used for storing the rapeseed crop, the dominant crop on the newly emerged agricultural land. Since rapeseed was a pricey crop with a high yield, the return on investment was quickly obtained. In 1967 the barn was placed and put on the list of national monuments. Although it had been used as a storage barn, it now became a protected building and its survival was guaranteed by the Dutch government (Land & Zeezicht, 2011). In the last decades much has changed in the agricultural sector, but the barn and its owners always managed to adapt to new situations. In 2010 the new owners Simon and Arie de Koning changed the purpose of the barn and with subsidy from the government it was restored.



Figure 3: Boerderij Land en Zeezicht 2
Source: www.boerderijlandenzeezicht.nl



Figure 2: Boerderij Land en Zeezicht 1
Source: www.boerderijlandenzeezicht.nl

Simon de Koning, co-owner of the barn with Arie de Koning, initiated this project and is looking for new creative ideas which contribute to securing the economic viability of the barn. Thomas Pillen works for the Kenniswerkplaats Zuidwest Delta and is the financier of the project. His organisation is part of a bigger network: Kenniswerkplaats Nederland. Their aim is to link education, research, government, entrepreneurs and the environment for cooperation to secure the sustainable development of the Netherlands. Complex regional issues are tackled with this knowledge infrastructure. Kenniswerkplaats Zuidwest Delta is looking for new possible linkages in Zeeland to secure the sustainable development of Zeeland. Thomas Pillen and Simon the Koning both see the barn as an opportunity to create new linkages which are beneficial for the region of Noord- Bevelenland.

1.2. Project goal

The goal of this project consist of two subjects. The goal is to 1) facilitate the creation of linkages amongst the many stakeholders of Noord-Beveland and 2) to create new ideas for the barn 'Evenementenlocatie Land & Zeezicht BV'.

The first goal is important for the development of Noord-Beveland because the links allow different actors in the area to get involved and use their strengths to work together. The linkages generate a network which is useful for different developments in Zeeland. In the case of opportunities, more parties can benefit because of a bigger network and with the arrival of new threats, the actors stand stronger when they work together. The second goal is important in order to find possibilities that achieve economic viability of the barn and with that its future existence.

However, these two goals are strongly interrelated. On the one hand, this project focuses on ideas for 'Land & Zeezicht' which facilitate the creation of linkages and on the other hand, this project looks at how the linkages amongst actors can be beneficial for the barn. In this project the subjects interact and there is no clear division, both are of great importance.

1.3. History of the area

Zeeland is the most South-West province of the Netherlands and is characterized by its connection with the water. These days, Zeeland knows different estuaries, lakes, rivers, canals and even connects to the North Sea. Because of the on-going battle with the sea, Zeeland's shape has changed many times over the years. Tidal flows, dike breaches and inundations have made Zeeland the diverse, attractive landscape it is today.

The present landscape in Zeeland is largely influenced by the last ice ages. In the Pleistocene epoch, during the ice ages, a large pack of cover sand was deposited in Zeeland. This was done by the wind and the sand came from the bottom of the North Sea, which had run dry. Later, in the Holocene era, new sediment was dropped on the base of cover sand. Because the Holocene was warmer and wetter than the Pleistocene, the polar caps melted and the North Sea flooded again. This resulted in a higher ground water level.

This can still be seen on Walcheren and in Zuid-Beveland. About a 1000 years ago, men started influencing the landscape by the building of dikes. Since then the inhabitants of Zeeland have been battling the water, eventually resulting in the landscape we know today.

Noord-Beveland was one of the first places in Zeeland to be permanently inhabited. The Romans had built a temple, the Nehalennia temple, close to where Colijnsplaat is now. This tells us that the Romans have lived here, until invasions of Germanic tribes and floods made an end to their presence around 300 A.D. At around 700 A.D. the number of floods decreased and the marshes became populated again. The first dikes were built in 1014 after a big flood and in 1100 the first church was built on the island of Noord-Beveland. However, in 1530 and 1532 two big floods (the St. Felix flood and the 'Allerheiligen' flood) washed everything on the whole island away, except for the church towers of Kortgene and Wissenkerke. In 1598, some dikes in Noord-Beveland were rebuilt and this process was finished in 1684, when the whole island was protected from the sea again. Based on the local accent, it was found that a big part of the inhabitants of Noord-Beveland came from the islands of Schouwen and Duiveland.



The village Kamperland, situated on the edge of the Veerse lake, was built in 1699. In building Kamperland there was by no means a systematic design. The Veerweg was the main street and both sides of this street were just built up. This way, many side streets occurred and the village of Kamperland was established. With no systematic design, Kamperland is an exception to the other villages in Noord-Bevelenland (www.noordbevelenlandtoerisme.nl).

Figure 4: The village of Kamperland
Source: www.streekproducten.orgg

1.4. Report Outline

This analyses report will continue with the destination analysis, where the economy of Zeeland, demographics, destination characteristics and a market analysis are discussed. In chapter three a case study has been made, based on two interviews that were taken in Kamperland. Then the stakeholders of this project have been analysed in chapter four, based on the stakeholder theory and the stake model. The final chapter provides a discourse analysis that has been made, that describes six different discourses that have been connected to six different themes out of which scenarios for the idea-book were created. Every methodology answers at least one of the sub questions. So, at the end it is possible to answer the main question in the conclusion.

2. Destination analysis

This chapter has been written in order to have some basic information for further scenario development. Destination analyses give a deeper understanding of the situation in the destination, its main attractions, visitors and related actors. Based on the information gathered through field research, desk research and the workshop, scenarios for the further development of Noord-Bevelenland will be created. In order to gather various insights of the destination, chapter will focus on the following subjects: economy, demographics, destination characteristics, market analysis and stakeholder analysis.

2.1. Economy

Due to its remote location Zeeland is experiencing less economic development than some other regions of the Netherlands. Nevertheless, within the last decades it has undergone deep economic and landscape transformations, including water management, tourism development and industrialization (Renard, 1991). Zeeland's provincial government currently has set sustainable development as its main goal. In this perspective, economic growth is aimed on integral benefits which are orientated on the people, the environment and on the added value (Provincie Zeeland, 2010); Corporate Social Responsibility (CSR) is an essential condition for continuity, and it is a widely supported vision of Zeeland. In addition, corporation and harmonisation between various actors are set as basic circumstances for offering sufficient product quality on a higher scale (Zeeland provincial government, 2008).

The economic growth in Zeeland is closely related to the proximity of the water. The combination of wetlands and dry lands make the region unique in its history, infrastructure, landscape, people and economic opportunities. The 'Provincie Zeeland' distinguishes four different sectors (2010): agriculture and fisheries; industry (harbours/ports); service sector, and public administration, education, health care. The wealth of Zeeland is greatly dependent on livelihoods, inhabitants themselves and employment possibilities in the region. In order to increase the local viability the primary objective of Zeeland's government is to raise prosperity per inhabitant and to increase a good supply and demand balance in the labour market (Zeeland provinciale overheid, 2008).

According to the statistical data published in 'Provincie Zeeland' (2010), the service sector is currently providing job possibilities to almost half (46.7%) of the actual manpower of the region, which makes it the dominant economic sector in terms of employment and job opportunities. The public sector (administration, education, health care) is the second biggest sector in terms of employment in Zeeland. This sector is followed by the industry in which 21.7% of the total inhabitants are employed. In comparison, the smaller, agriculture and fishery sector experiences increasing difficulties due to various European enhancements (Provincie Zeeland, 2007), which provide employment to 6.6% of Zeeland's inhabitants.

Agriculture and fishery is the smallest economic sector in terms of employment, the main focus of the province is on small to medium-sized enterprises related to agriculture, horticulture and tourism (Provincie Zeeland, 2010). These three sectors are well connected with rural development and might contribute to the main provincial aim: a sustainable Zeeland, with an excellent quality of life (Provincie Zeeland, 2010). In order to achieve this, the provincial government actively takes part in a rural development European programme POP-2 by following main objectives:

1. Strengthening the competitiveness of the sectors of agriculture and forestry
2. Improving the environment in the countryside
3. Improving the rural quality of life and the diversification of the rural economy (Provincie Zeeland, 2010).

During this programme, municipalities and the province are developing plans to make the villages more attractive and comfortable with the main motto: Strengthen, Sustain, Stimulate (Provincie Zeeland, 2010). The 'Evenementenlocatie Land & Zeezicht' B.V.' is a small enterprise related to service (tourism) sector. The activities of the barn occur in the rural surrounding of Kamperland which is affected by the main provincial goal concerning sustainability.

2.2. Demographics in focus to trends

On the first of January 2011, The Netherlands counted 16,7 million inhabitants (CBS, 2008). The prognoses of CBS (Centraal Bureau voor Statistiek) for 2040 is that there will be 17.8 million inhabitants in the Netherlands of which 4.6 million are 65 years or older. In the coming 30 years the number of inhabitant is expected to grow with 360.000 people more than the prognoses in 2008. The life expectancy will increase the coming 50 years, for men from 78.8 to 84.5 years and for women from 82.7 to 87.4 years of age. Those two trends stated by CBS (2008) show that the inhabitants of the Netherlands are greying even faster and have a higher life expectation than what was expected in the prognoses of 2008 (CBS, 2008).

Zeeland

In January 2011 there were 380.000 inhabitants in Zeeland, that is 2.3 % of the total population of the Netherlands. The prognoses for 2025 is that the amount of inhabitants will remain stable, but after 2025 this number will decrease. The next 15 years there is a decrease of 15% of young inhabitants (from 0 to 30 years) (Provincie Zeeland, 2008). The group of 30 to 60 years of age will decrease with 20% until 2030 (Provincie Zeeland, 2008). Only the amount of elderly, 60 to 80 years old, will increase until 2030 with 43 %. In 2025 there will be 97.000 inhabitants of 65 years of age or older in Zeeland (Provincie Zeeland, 2008).

Noord-Beveland

Noord-Beveland is the smallest community of Zeeland with 7474 inhabitants. Because there is a lot of migration from the rest of the Netherlands to Noord-Beveland the number of inhabitants will increase until 2030. From 2030 onwards this number will decrease and the number of inhabitants will decrease slowly (Provincie Zeeland, 2008). Out of all the communities in Zeeland, Noord-Beveland has the highest increase of people older than 65 years with a growth of 3.5 % in 2007 (CBS, 2008).

Netherlands, Zeeland and Noord-Beveland compared

According to these statistics (Provincie Zeeland, 2008; CBS, 2008), Zeeland does not always follow the general trends visible in the Netherlands. The amount of inhabitants are increasing in the Netherlands, while it is stable in Zeeland until 2025, after 2025 it will decrease. The amount of inhabitants in Noord-Beveland initially increases because of immigration, and will decrease after 2030.

The province of Zeeland (2008) and CBS (2008) confirm that the amount of elderly is growing in the Netherlands, which is the same for Zeeland and Noord-Beveland. In 2030 the biggest group in the Netherlands is still the group of 20-65 year olds, in Zeeland this is the same. However the elderly population in Zeeland is bigger than the young in habitants (0-20 year) in 2030 while this is the other way around in the Netherlands (CBS, 2008).

What does this mean for 'Land & Zeezicht'?

Knowledge about trends in the demographics can help a business respond to those trends and have an advantage in comparison to other competing businesses. If the barn is focussing on the inhabitants of Zeeland it might be useful to focus on elderly people the next years because this group is getting bigger. However the biggest group is still 20 until 65 year old.

If the barn focuses on the inhabitants of Noord-Bevelenland as costumers, they should also shift their activities more to the elderly people in the future. Noord-Bevelenland is one of the few municipalities in Zeeland which has a growing number of inhabitants because of immigration so the business strategy of the barn could also be adapted to reach the immigrated group. There is no data available about the population which is immigrating to Zeeland but different local people mentioned during the workshop that the immigration population are people with money and are older than 50 years old. They are moving to Zeeland to spend their retirement there.

2.3. Destination characteristics

Zeeland is an outstanding province of the Netherlands. In terms of visitors, the area is heavily dependent on seasonality and weather conditions. However, not only the sea is of great interest to the visitors, but also historical heritage. Towns such as Middelburg and Veere attract a lot of people. The natural beauty and the possibility to discover the province on a bicycle (by using the bicycle network) is another visitor attraction. This section discusses the different attractions of Kamperland and its surrounding, discusses accommodation and food facilities, analyses transportation with a focus on public transport as well as the stakeholders related to the barn.

2.3.1 Attractions

There are several nature based, cultural and historical attractions in Kamperland and its surrounding areas. The main strengths of the area, diagnosed through conversation with the representative of VVV Kamperland, are: the nature of Zeeland, the open space, the cleanliness (air, sky, beaches) and the quietness of the site. Proximity to the touristic town Veere is another advantage of Kamperland and Noord-Bevelenland in terms of visitor attraction. Veere as a historical city is a popular holiday destination with magnificent merchant's houses with step gables, spout gables, cornice facades and bell or Dutch gables (Gementehuis Veere, 2011). Since there is a regular ferry connection between Veere and Kamperland during the high season (1st of May – 30th of September) (Rondje Pontje, 2011), many visitors arrive in the village through this ferry.

The ferry is suitable for carrying persons, bicycles, kid-cars, carrier cycles (bakfietsen) and pets. Since Noord-Bevelenland is known for its well organised cycling and walking routes, demonstrated in Figure 4, many persons come to spend an active day in the nature there. The natural attractions of the island are an important trigger for attracting diverse target groups. In addition to this, based on the workshop analysis, there are target groups who visit Kamperland with an aim to enjoy water related activities (surfing, sailing, water-skiing, diving etc.). Related to this, local beaches are an important trigger as well. Therefore, due to the specifics of the destination, weather conditions are of great importance for the attractiveness of the destination. Consequently, the weather is the biggest opportunity and threat not only for Kamperland and Noord-Bevelenland, but Zeeland as a whole.



Figure 5: Hiking and cycling map of Noord-Beveland
Source: D'ART Communications, 2011

According to the harbour master there is a high correlation between weather conditions and people visiting the site. Small numbers of visitors are attracted during grey or “Dutch” weather, but sunny and warm weather often causes traffic jams all over the province. During the field research it was observed that local entrepreneurs have noticed the necessity of indoor activities by which visitors could be attracted also during bad weather conditions. In the text below the main activities of Kamperland are named and explained.

The VVV centre

Since the only official VVV (Vereniging voor Vreemdelingenverkeer) of the Noord-Beveland is located in Kamperland, it is a kind of ‘central point’ of the island. In this tourism information centre visitors might not only receive practical information about the activities and possibilities of the area and the surroundings, but are also able to buy some souvenirs and locally produced goods. The information provided is not only about the island and Zeeland, but also the Netherlands as a country.

The UitHaven

The UitHaven attraction centre has been recently developed as an activity complex in which the following attractions might be found: a planetarium, a laser game hall and ‘t Spuistraatje. All of these attractions are owned by the same owner and are located in the area of the harbour. They are being used either by individuals, organised and non-organised groups. The *planetarium* can fit about 50 people at once. It is designed in a way that the exit of the planetarium leads to the shopping hall ‘t Spuistraatje. ‘t *Spuistraatje* is a small, modern indoor shopping street with several ‘fun-shop’ opportunities (D’ART Communications, 2011) for various interests. The *Laser Game Hall* is focused on groups of people who are interested in entertaining activities.

Emelisse brewery

The brewery is situated at the edge of Kamperland in between the crossing of two regionally important roads. The visitors of the brewery have an opportunity not only to take a guided tour there, but also to have dinner and lunch in the grand café and restaurant of the brewery. The speciality of the Brewery is the choice and assortment of the special beers (Emelisse, 2011).

The wellness centre

Another indoor activity is the wellness centre situated in Amadore Grand Hotel De Kamperduinen, Kamperland. This centre is a part of the luxury hotel and is open either for the guests of the hotel, visitors of the site or local people. The main focus is orientated on the activities related to recreation and relaxation.

The municipal boat harbour

According to the harbour master, the boat harbour of Kamperland as a central part of the village has been inviting its visitors for the last 30 years. Originally it was developed for the needs of local farmers and transportation of goods. Currently, it is used as a boat marina for sailing boats and private yachts. According to the harbour master, people often pass through the harbour during their walking and cycling tours. In addition, many boats there are owned and kept there by non-locals (e.g. many of them are from Germany).

Additional businesses

In remote areas of the village locals and visitors might visit *farms* which sell their production as well as the *fishmonger* with a refreshment room (D'ART Communications, 2011). In addition to that, a mini golf field and other playgrounds are provided by local accommodation suppliers (D'ART Communications, 2011). For more activity orientated people several *water sports* possibilities are provided in the surroundings of Kamperland.

Watersports

At Watercentrum de Schotsman water skiing on a cable and wind surfing can be done. In collaboration with Roha Active Sports also Kayaking, banana-ride, long-boat sailing and other outdoor activities are provided there as well. The activities of this water-centrum can be adjusted to diverse interests and sizes of the groups (Waterskicentrum Schotmans, 2011).

The data gathered during the research shows the tendency to develop new touristic and non-touristic activities in Kamperland. The variety of the products is increasing and the supply of activities is becoming more diverse. This trend can be seen as a future opportunity for the barn. Although currently the product of the barn 'Land en Zeezicht' is mainly orientated on organised events for big groups of people, in the future the barn could also be used for individual visitors, local people and family events. It has been noticed that Kamperland is lacking evening activities. This could be another scenario for the development of the barn.

2.3.2 Accommodation and food facilities

It has been found that in most of the accommodations also food is provided. In this section accommodation and food facilities are analysed as related services. It has been noticed during the communication with the employee of the VVV Kamperland, that Kamperland and the island are often seen as linked areas when serving the visitors. This could be explained with the fact that the VVV centre is the only tourism information centre in Noord-Beveland. Nevertheless, in terms of this paper, the main attention will be orientated only on the accommodations and food facilities in the village itself.

Accommodation

According to the information gathered at the VVV centre, there are two luxury hotels, six big camping sites and twenty-five smaller campings at the farmer in Kamperland. Both luxury accommodation providers Amadore Grand Hotel De Kamperduinen and Roompot Beach Resort are located in the surrounding of Kamperland. The proximity of both of these hotels from the perspective of several local stakeholders has been mentioned as a future possibility for increasing the demand for attraction and facilities of the area.

Based on information published on the ‘Recreatie Zeeland’ webpage (www.recreatiezeeland.nl/rz/), a total number of 34 various accommodation possibilities are provided in the village. According to the organisation’s division there are two pensions, one hotel, four camping, eighteen bungalows, one group accommodation, three mini campings, two bed and breakfasts, three apartments, and six holiday houses in Kamperland. These numbers show that the accommodation is orientated on various target groups which is partly ensuring the steady flow of guests to the area.

Since there are no accommodation possibilities in the barn ‘Land & Zeezicht’, diversity of the lodging makes the existing product feasible. Therefore, a variety of accommodation possibilities is as a base for current activities of the barn and future development of Kamperland.

Food facilities

Not only the accommodation sector provides a big variety in product supply, but diversity can be a trend in the food provision of Kamperland. Apart from the fact that most of the accommodation providers offer food opportunities, there is also a variety of restaurants and cafes in Kamperland. In the Emelisse Brouwerij and Grand café traditional local food and locally brewed beer can be enjoyed. In Beach pavilion De Banjaard, fries and snacks are served during the touristic season (March till November). Restaurant De Polderkamer is recognised due to its fish speciality. For people who are looking for more diversity, there is a possibility for Greek food (Restaurant de Griek) and Italian food (Campobianco Culinaria) in Kamperland (VVV Walcheren en Noord-Beveland, 2011). In addition to already mentioned food possibilities the proximity of Veere and other surrounding places also adds up to the variety of the supply.

By linking the food facilities to the current activities of the barn, only caters specialised in big groups of people are of a great importance. According to the owner of the barn, the local company Kallewaard Catering is a significant stakeholder since it not only feeds the guests, but also connects them to the local environment. In addition, since the clientele of the barn often arrive by private transport, local restaurants and cafes also might benefit of the activities in the barn.

2.3.3 Transport

One of the plans of the local government of Zeeland is the improvement of accessibility to and within Zeeland (Zeeland provincial government, 2008). Zeeland is easily accessible by the road A58 from Noord-Brabant. This road connects the three biggest cities of the region: Goes, Middelburg and Vlissingen. As an alternative to road transportation the train connection from Bergen op Zoom to Vlissingen (Provincie Zeeland, 2007) provides a possibility to reach Zeeland by train. Also the water connections provide possibility to reach Zeeland by private as well as public boats. Nevertheless, mobility issues in Zeeland are existing and the present idea that everybody must be reachable everywhere by public transport is no longer plausible (Zeeland provincial government, 2008).

According to the harbourmaster, local inhabitants in Zeeland are used to using personal vehicles (e.g. a car, a bicycle) for getting around, that is why public busses are mainly empty or carry only a small number of passengers. In order to avoid this trend on the provincial level, the local governmental planners are working on possibilities to integrate special transport provided under the Social Support Act (Zeeland provincial government, 2008). This new transport system in Zeeland is planned to be implemented in 2015 and is aimed on: provision of special transport outside the operating hours of regular public transport; and improving the usability of the public transport (Zeeland provincial government, 2008). This new service is orientated on accessibility improvement either for the locals and the visitors of the province. These activities and changes in public transport services are important for both the accessibility of the region and Kamperland as a destination in it.

According to the harbourmaster, public transport is a problem in Kamperland. On the one hand, there is limited number of public buses running and on the other hand local people are not willing to use them because they are getting around by a private car or a bicycle. As acknowledged by the employee of VVV centre Kamperland, most of the visitors reach the destination by car, by boat or by bicycle. Mobility plays an important role due to destination accessibility. The location and accessibility can be characterised as a weaknesses of 'Land & Zeezicht', since people from Amsterdam and other places in the Netherlands are classified as a potential target groups.

2.4. Market analyses

Before the development of a new product it is important to know which target group is interested in it. In order to find out what the most feasible market groups in Zeeland and Noord-Beveland are, a market analysis has been made. This section is orientated on visitor statistics in national, regional and local level.

2.4.1. The Netherlands

Tourism is one of the fastest growing sectors worldwide and by some authors it is described as the major global economic force (Milne and Altjevic, 2001). According to the 'Nederlands Bureau voor Toerisme & Congressen' (NBTC, 2010), the tourism sector, with an approximate amount of 35 billion Euros of revenue in 2009, has had a significant contribution to the Dutch economy. Annually the country was visited by almost 10 million visitors in 2009 and some 400.000 inhabitants of the Netherlands were directly employed in the tourism sector (Kenniscentrum (Kust) toerisme, 2010).

The growth of the tourism sector in the Netherlands has been a dynamic process. Due to different causes there have been both increases and decreases in the number of tourists visiting the Netherlands. In Figure 5 it can be seen how global and local events are reflected in the numbers of visitors. Through comparison of the data it can be seen that the 'Rembrandt year' and the 'Floriade' (2006 and 2007 respectively) had a positive influence on the number of tourists in the Netherlands whereas the SARS epidemic and the 9/11 terrorist attacks in the United States had a negative influence on the total number of tourists visiting the country (NBTC, 2010).

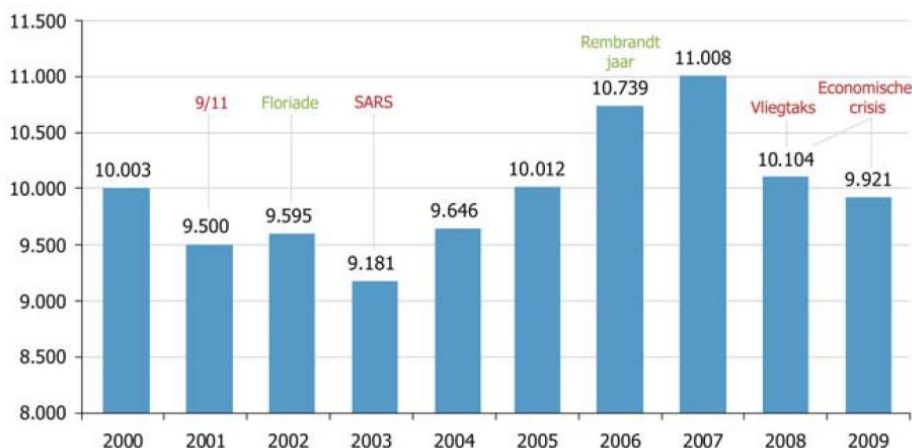


Figure 6: Ontwikkeling inkomend toerisme naar aantal aankomsten 2000-2009
Source: Kenniscentrum (Kust) toerisme, 2010

Based on the NBTC (2010) the majority of visitors in the Netherlands come from European countries of which Germany, Great-Britain and Belgium are the biggest markets. This could be explained by the proximity of the countries. The visitors from United States are another significant target group. These are mainly short time visitors and presumably the Netherlands is one of the destinations during their Europe-tour. Another trend is a raising number of visitors from the BRIC-countries (Brazil, Russia, India and China) visiting the Netherlands (NBTC, 2010). This could be explained by to the economic growth in these countries, which could stimulate an increasing numbers of visitors also in the future.

Evaluated by the visitors, the four biggest cities of the Netherlands: Amsterdam, The Hague, Rotterdam and Utrecht; attracted 4.4 million tourists which is around 43% of the total number. The beaches with 16% (1.6 million) are the second most popular attraction (NBTC, 2010). Presented in figure 6, the most popular/important activities are hiking, visiting historical places, going to the beach, cycling and museum visits. Since three of the mentioned motivations are the main characteristics of Zeeland, it can be assumed that the province has a good potential in the eyes of current markets coming to the Netherlands.

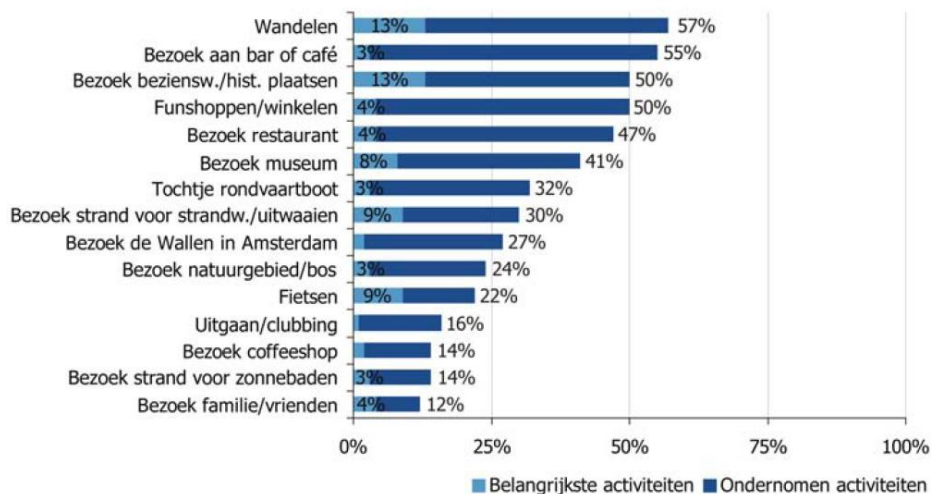


Figure 7: Top-15 ondernomen en belangrijkste activiteiten in Nederland 2009

Source: Kenniscentrum (Kust) toerisme, 2010

2.4.2. Zeeland

Other than in the rest of the Netherlands, a staggering number of 95% of the visitors in Zeeland visit the province with a holiday motive (Kenniscentrum (kust)toerisme, 2010). Only 4% of the visitors in Zeeland visit with a business motive, while nationally it is 26% of the total number of visitors. The difference in the percentages shows that the overall travel statistics of Zeeland in comparison with the traveller motivation in national level differs. However, although business travellers are not a significant market in Zeeland; it is something the province might want to look into for future growth. According to the report 'Inkomend toerisme in Zeeland' (2010), Zeeland has the potential to develop itself as a wellness province, since Zeeland possesses the physical characteristics needed for such a development.

Another interesting feature of Zeeland is the fact that 30% of the visits to Zeeland are repeat visitors, compared to the nationwide average of 10% (NBTC, 2010). On the one hand it could be assumed that once people have discovered Zeeland, they have an above average need to return to the province; on the other hand many visitors own their holiday houses there. This is something that should be kept in mind when thinking about the scenarios.

Top 10	Activiteit	Percentage
1	Strand voor strandwandeling/uitwaaien	86%
2	Strand voor zonnebaden	52%
3	Funshoppen/winkelen	51%
4	Bar/café	50%
5	Wandelen	50%
6	Gastronomisch/restaurant	49%
7	Bezienswaardigheden/historische plaatsen/locaties	47%
8	Natuurgebied/bos	43%
9	Fietsen	41%
10	Museum	22%

Figure 8: Top-10 ondernomen activiteiten tijdens het verblijf in Zeeland
Source: Kenniscentrum (Kust) toerisme, 2010

Mentioned previously, people visiting Zeeland have different interests than the data represented in the statistics of average visitor motivation for tourism attractions in the Netherlands. This could be explained with Zeeland's spacious character and easy accessibility to the province's beaches. Different than the national average, 86% of the visitors of Zeeland pay a visit to one of the many beaches. Represented in figure 7 the visits on the beach, with 86%, is an outstanding attraction the province while museum visits has been evaluated the lowest. The other activities evaluated at the range of 41-52%, are in general of equal importance due to visitor attraction. According to the NBTC (2010) report only few people visit Zeeland for a water holiday, even though Zeeland has a lot of potential for this type of holiday with its unique network of estuaries, rivers and lakes.

2.4.3. Kamperland

If in the past people were visiting Noord-Beveland for three to four weeks, then currently (according to the employee of VVV in Kamperland) this tendency is changing. Frequently short stays are more popular and people are mainly coming for long weekends or mid-week stays. Around 40% of the visitors who arrive by boat have their second house in the area. This could mean that visits are shorter, but more frequent. Thus, based on field work results, there are small market segments who visit Kamperland and Noord-Beveland during low season or winter months. Nevertheless, Local people have acknowledged that they love the "silence" and calmness during the winter and would like to keep it that way.

According to the statistics provided by VVV Kamperland, 70 to 80% of all visitors in Noord-Beveland come from Germany, whereas other 20 to 30% is mainly from Belgian, English and Dutch origin. It has been acknowledged by the representative of VVV, Kamperland that about 40% of the visitors coming to Kamperland by boat have their second houses there.

Based on the observations of harbour master, visitors in Kamperland are mostly middle aged persons, the majority of the visitors are above the age of 50. Another growing market group are families with children.

What does this mean for 'Land & Zeezicht'?

Since 95% of the tourists in Zeeland have a holiday purpose, and only 4% arrive with a business purpose, the market of business tourists should be explored. Business people have more money to spend than other types of tourists (Deltaplan toerisme Zeeland, 2008) and are therefore an interesting source of income.

Also, the fact that most tourists come to Zeeland to visit the beaches, to hike/walk around, to shop, to visit historic places and to visit restaurants could work out positively for 'Land & Zeezicht'. The barn is strategically located in between those 'activities', close to beaches, (historic) city centres, walking paths and bicycle paths. Based on that, the entrepreneurs there should not only orientate on visitor groups, but also look for opportunities to attract individuals. Therefore a link between those activities and the barn has been made within the scenarios in a later stage of this report.

According to the chamber of commerce in Zeeland, the province has a lot to offer visitors. They have classified different themes such as nature, sports, wellness, care tourism, culture and rural tourism. 'Land & Zeezicht' could respond to some of these themes. Because of its location, the barn might be of meaning to for example (water) sports visitors. Also the theme of wellness and care tourism could be looked into. Lastly, because 'Land & Zeezicht' is a former barn, the direction of rural tourism might be explored.

Looking at the number of people visiting Zeeland, 75% of the visitors are German. Up to now, 'Land & Zeezicht' is not taking this fact into account; the website is only in Dutch and not in German. Furthermore, tourists visit Zeeland more and more throughout the whole year, with a peak in the spring and summer period. When offering the right supply, visitors could also be attracted in the fall and winter period. When thinking about the scenarios it was important to keep this in mind. Since almost 75% of the province's visitors stay in hotels, it is recommended to keep a close contact with the different hotels and other stakeholders close to the barn.

2.5. Conclusion

In this chapter Zeeland, Noord-Beveland and Kamperland have been analysed from different perspectives. According to some, Zeeland as a whole is experiencing less economic development than other regions in the Netherlands. The Province of Zeeland has made its ambitions clear; Zeeland must become a leading area in the field of sustainable developments. The economic growth of Zeeland has been closely related with the proximity of water. However, the biggest sector of employment is the service sector, followed by the public sector. The agricultural sector has only few people employed. Yet, this sector is of great importance since it dominates the landscape and dominates the public space outside the cities.

Noord-Beveland is one of the least dense municipalities in the Netherlands. In contrast to the whole of the Netherlands, Zeeland has a stable number of inhabitants. In Zeeland and Noord-Beveland, the group of elderly people will be bigger than the group of younger people by the year 2030, which is in contrast with the national trend. 'Land & Zeezicht' can take these trends into account and start focussing more on elderly people in the (near) future, since this will be the biggest target group within a few years.

When talking about attractions, Zeeland is known for its beaches and the proximity to water for water sports activities. Furthermore, famous old city centres, such as Veere, attract many visitors yearly. However, Zeeland seems hard to reach. If the weather is nice traffic jams are more rule than an exception and public transport in Zeeland is poorly arranged. Tourism is one of the quickest growing sectors of in the world. A staggering number of visitors in Zeeland visit the province with a

holiday motive. Zeeland has a high percentage of repeat-visits. Popular activities for visitors are walking in the environment and spending time at the beach.

‘Land & Zeezicht’ has a fairly central position when looking at old city centres which could work in its advantage if attracting tourists. Furthermore, water and beaches are close by, which is attractive to water sport fanatics. Since people are ageing it is important to take this target group into account. Also, many of the visitors in Zeeland are German tourists, so it is important to notice that market as well. It might be interesting to explore the field of ‘business tourism’, there are new possibilities here.

The report will continue with a case study that has been made out of two interviews that were taken in Kamperland, during field research.

3. Case study

For the case study, two informal interviews were held during the second visit to Kamperland. One interview was with an employee of the tourists information office 'VVV Kamperland' and the second interviewee was the harbourmaster of the municipal harbour in Kamperland. Both the interviews were very helpful because the interviewees were willing to answer questions about the area. It was very interesting to talk to these people as they were very open. They contributed to getting a better understanding of the developments in Kamperland and how these are of influence on stakeholders in the area. They were both very engaged with the development of Kamperland.

Visitors

The VVV employee said that 70% of the people visiting the area come from Germany, while the other 30% come from countries like Belgium, England and the Netherlands itself. 80% of these visitors are middle aged, above the age of 50. Other visitors of Zeeland are mostly families with young children. Most people visiting the area come in through the municipal harbour sailing in with their own boats, by bicycle or car. The employee from the VVV explains that in the summertime, previously people would stay three to four weeks, but the last couple of years, short stays are more popular. For example, (long) weekends en mid-week stays. 40% of the visitors that come by boat and have a second house in the area. She explained that there are also accommodation possibilities in the area, for example the hotel Kamperduinen and camping site Roompot. There are six big camping sites and 25 smaller camping sites spread across the island of Noord-Bevelenland, where people can stay at farms.

According to the harbourmaster "It all hangs together". Before tourism, it was a poor area. Tourism provides seasonal work in the summer. When German visitors come and stay in their houses in Zeeland, they make use of local work. They hire a local gardener or painter for their summer house, but they also visit restaurants, attractions etc.

Attractions and activities

Both the employee from the VVV and the harbourmaster mentioned that the biggest attraction of Zeeland is the nature, the open space, the clean air and sky and the quietness of the area. Because of the big cycle network a lot of people come to cycle in the area and can make use of the various guided cycle tours. They come mainly too cycle in the area of Veere, Middelburg, Goes and Zeerikzee.

According to the VVV employee, day trips are popular in Zeeland. These trips include activities like water sports (surfing, water-skiing), trips by boat, renting sail boats and wellness activities (which are just starting up at the Kamperduinen hotel). Noord-Bevelenland has one of the best beaches in Europe that attracts people as well. A problem in the summertime is the weather, because people cannot depend on good weather for sunbathing at these beaches. The small old towns of the area also attract people to the area. They can make use of the ferry between Veere and Kamperland. This ferry is used by everybody; walkers, cyclers, locals and tourists. The ferry crosses the lake 'Veerse Meer' every day in summer time. Most tourists have their own bicycle and travel around the area. Many people are also very fond of the markets of Zeeland. There are regular markets, which are open from 12:00h - 19:00h and summer markets, open from 12:00h – 21:00h. There also festivals people can go to jazz festivals and an art festivals and they also have music on the beaches in the summer and there are various places for books and antiques. They also have indoor events for rainy (or winter) days. There is a planetarium where people can watch where movies are shown that can fit about 50 people. The exit of the planetarium leads to a small indoor shopping hall 't Spuistraatje, and they also have a Laser game hall and a play and learn farm for young children. People can also go to the cinema in Goes or Vlissingen.

Even though these events exist, according to the VVV employee, Noord-Bevelenland does not have much to offer in the winter time. The harbour master mentioned that there is a big difference in activities and atmosphere in the summer and winter. In the first few months, he thinks, it is pleasant for the locals to enjoy the quietness and the peace that has returned to their town, but after a month or two, around January, they all start to look forward to start preparing for the coming summer.

The harbour and pier

The harbour has existed for 30 years. It was originally used as a private harbour by farmers, locally owned for traveling goods. Within 25 years the harbour has expanded with 25 additional places. According to the harbourmaster, the way it looks now, it will not grow any bigger. He likes it this way, small scale, and cannot imagine big yachts in the area.

The pier in Kamperland is about 50 years old. The lake used to be open to the sea but this is not the case anymore. The municipality wants to make use of it again, but the Waterboard has a big influence on it. It is now a historical monument and needs reparation, which needs money. The municipality has a lot of plans for developments of the area for the coming ten to twenty years, and currently they are working on a new project of building houses and apartments in the area.

When it comes to public transport in Noord-Bevelenland, both the harbour master and the VVV employee, see it as a big problem. As they explain it, on Sunday you can find one or two busses the whole day. But the harbour master also observed that the locals do not even make use of public transport now. "On Monday there is one person on the bus, on Tuesday there are three persons, because there is market, on Wednesday there is one person again. On Sunday nobody travels by bus". So there is no real need of the improvement of public transport, at least not for the locals. The harbour master also mentioned the fact that there are big busses in Zeeland, while smaller ones would fit better in this area. He said it would look suspicious to tourists that there is no one on the bus with them, they could wonder what they are doing there.

A pitfall of this case study is the lack of variety amongst the interviewees. They both work in the tourism sector and although the information is really well underpinned, it is a narrow focus. Though, it is possible to find some underlying trends in this case study. For example, the fact that mostly elderly visit the area, shows some insight in the trend of greying. An improvement for a next time would be more alternative interviewees. However, their profession is also a strong point of this case study because they both come in contact with different stakeholders in the area. They know what is going on and how people think about current developments.

There is no straightforward answer to the question mentioned earlier, what are the current developments in Zeeland and how are these developments of influence on the stakeholders of Kamperland. After talking to these two people it is clear that there are some developments visible for everybody. However, these developments are experienced in different ways. What might be a problem for some, can be an opportunity for another. Stakeholders experience developments differently and they all have various ideas of what is best for the region.

Chapter four will discuss the different actors in Zeeland which can be possible stakeholders for 'Land & Zeezicht' and how these can be connected to each other.

4. Stakeholder analysis

In this chapter the possible stakeholders will be addressed and discussed. Please note that most of these stakeholders mentioned here are the ones that were defined by Simon de Koning and Thomas Pillen to be of importance for the barn. A stakeholder can be defined as *“any individual or group that can have influence on or can be affected by the achievement of the objectives of an organization”* (Freeman, 1984 in Key, 1999). This means that the parties or persons written down in this analysis already have a connection to ‘Land & Zeezicht’ or parties and persons for which it could be interesting to create a connection to the barn.

In this part brief descriptions of all the stakeholders will be made and their (possible) connection to the barn. This will be done by making use of the stakeholder theory and stake model (Fassin, 2008), which can be found in the scientific report. This part of the analysis will be of importance when working on the scenarios. It became clear to both the team as well as Simon de Koning to know how to link possible interesting activities to each other.

The Netherlands

Government

The Dutch government is connected to the barn in the form of subsidies. Since the barn ‘Evenementenlocatie Land & Zeezicht’ is a National Monument it was partly renovated with governmental money. The barn is therefore included in the list of National Monuments, where it has been since 1967. Since it is part of the list only few adjustments can take place; the view and framework of the barn has to remain the same no matter what.

Networks which serve the promotion of the barn

An important part of the success of the barn could be reached through the right promotion activities. National networks could be a key factor in this process. Websites which promote: conference rooms, meeting rooms, wedding locations etc. should all be notified in order to create more awareness of the possibilities of the barn. Furthermore, a folder or leaflet could be used to hand to visitors. In this way, visitors of the barn themselves could spread the word *and* immediately show pictures about the barn and the atmosphere to others. The usage of these networks is important to create a clientele.

Zeeland

Waterboard

Together with the Province, the Waterboard manages the public space in the province. The Waterboard maintains the dunes and dikes, controls the water levels, manages the roads in the province, creates and maintains parking areas throughout the province and deals with nature and recreation. The Waterboard is a versatile organization. If anything has to be done about public facilities around the barn the Waterboard will be the organization taking care of this and therefore, they play an important role in the possible future developments around the barn. They will need to be connected as the owner, Simon de Koning, is looking for possibilities to build a small dock with a stairs that would connect the barn to the water directly.

Bruine Vloot

The Bruine Vloot is a group of sailing boats located throughout the Netherlands. People can rent one of these boats together with a crew and spend a day or more on the water. Since the province of Zeeland has a lot of water and harbours, this could be an interesting opportunity to create linkages to the barn. Kamperland has a harbour and the barn has enough room to facilitate people.

Kallewaard Catering

Kallewaard catering is an organization working together with Simon de Koning of ‘Land & Zeezicht’. If there is a party or event in the barn, Simon de Koning contacts Kallewaard catering to provide the foods and beverages during this party or event.

Kenniswerkplaats Zuidwest Delta

The 'Kenniswerkplaats Zuidwest Delta' is a partnership between different organizations in the region of Zeeland. This partnership is one of the fifteen partnerships in the Netherlands and consists of the following parties: the EDUDelta education group, Wageningen University and Imares, Van Hall Larenstein, Hogeschool Zeeland, ROC Zeeland and the ROC Westerschelde. These organizations work together to find solutions for ('green') problems in the region of Zeeland, like for example the 'Evenementenlocatie Land & Zeezicht'. Thomas Pillen of the 'Kenniswerkplaats Zuidwest Delta' is the financier of this ACT project and works together with other projects like this one. The 'Kenniswerkplaats' can help in creating linkages between different stakeholders in the area when thinking about the future of Noord-Beveland and the barn, as this is one of the main goals of this project.

Bicycle network Zeeland

Walcheren and Noord-Beveland have a combined bicycle route network of over 500 kilometres. Since a lot of visitors visit Zeeland because of its large bicycle route network, it is important to take this into account when thinking about the scenario's. Although the route itself is not a stakeholder, the organizations behind the network (like the Waterboard and the VVV) are. If linkages could be made to the network, possibilities will be created for businesses in the area.

Noord-Beveland

Municipality Noord-Beveland

The municipality of Noord-Beveland is the administrative body of the island. The municipality council establishes the policies, the local law and regulations in Noord-Beveland. They make the most important decisions, whether or not coming from the Province or the National Government. The council consists of thirteen people from different political parties.

Cultural village centres

The Dutch 'dorpshuis' or cultural village centre is a central place in a village where villagers can gather to play games, have a party or have meetings. Each village on Noord-Beveland has one. However, the centres in the four biggest villages (Kamperland, Wissenkerke, Colijnsplaat and Kortgene) are not working well, since those villages provide enough alternatives for the centre, like a café. The centres in Kats and Geersdijk are doing better, since those villages provide no other facilities. Since the centres in most villages are both old and unpopular, the barn could fulfil this role for the municipality.

Ferry to Veere

The ferry from Kamperland to Veere is an important tourist attraction as well as a functional way of transport for people walking or cycling around in the area. The ferry is in use from May until September with regular departures in July and August; four times per day, every day. This ferry route is well-known in the area and is a reinstated route, from back in the time when Walcheren and Noord-Beveland were separated islands and not connected by roads yet. The ferry brings tourists to Kamperland and Veere each day in the summertime. These tourists are all potential visitors for the barn and should be stimulated to visit the barn.

Seafarm B.V.

Seafarm is a producing and processing company for fish and shellfish. They are located in the Jacoba harbour in Kamperland and are known for their sustainable way of business. Because of their inventive and sustainable approach they have made name internationally, meaning they have contacts in a lot of countries. Because of this international fame links should be created to the barn; big groups of people could visit this innovative company in combination with a visit (in the form of a lunch or dinner, a congress or team building event) to the renovated barn in some way; old and new will be combined.

Hotel Kamperduinen

Hotel Kamperduinen is a new hotel located on the West end of the island of Noord-Bevelenland and presents itself as a 'wellness' hotel. It is located in between the dunes and Kamperland and can receive both individuals as (big) groups. The hotel and the 'Evenementenlocatie Land & Zeezicht' have been working together on a few occasions, for example with a wedding in the barn. The wedding took place at the barn and the guests slept in the hotel.

Roompot

The Roompot is a holiday organization in Kamperland and offers holidays for (mostly) families. The Roompot has many campings and holiday parks in the area, for example in Kamperland itself, at the West end of the island and in Domburg. Many (international) guests visit these parks each year and they are the biggest player on the tourism market in Zeeland.

'Zeeuwse Rozentuin': Rose garden in Kats

The rose garden in Kats is one of the biggest in its kind, with over 40.000 square metres of garden available and open for public. Although it is not a big attraction yet, it has potential to grow if it is better known amongst the tourists. If for example a bicycle route around the island will be created different initiatives like the rose garden and the barn could be combined to create an attractive package for visitors of the area.

Fish auction in Colijnsplaat

The fish auction in Colijnsplaat is known for the fresh fish coming in each Thursday. On Friday morning individuals can buy their fish there fresh off the boat. The quality of the fish is well known in the area and also the 'Oosterschelde' lobster has world fame because of its distinctive taste. Just like with the rose garden, linkages between different companies should be created, with the barn in the middle of those linkages, for example to create a culinary tour around the island.

Kamperland

Local harbour

By local harbour we mean the harbour itself, the Snackbar/ Restaurant, the Planetarium, the Shopping mall 't Spuistraatje' and the Lasergame hall. The harbour and its surrounding attractions could be seen as the heart of Kamperland. Not only local boat owners use the harbour, but also people from other towns in the surrounding area make use of this harbour. Furthermore, the surrounding attractions attract day visitors from the area which makes this place a dynamic heart within the village of Kamperland.

Touristic harbour

The touristic harbour of Kamperland is located right at the entrance of the canal towards Kamperland. With its location at the 'Veerse meer', this harbour attracts loads of water sport tourists each year. According to the harbour master, 80% of his guests are of German origin. Since the course of different visitors through the season is quite high, day trips with the barn processed in those trips could emerge.

VVV Kamperland

The VVV offers tourists tips and advice on what to do and where to stay during their visit or holiday. The VVV office in Kamperland is opened six days a week in high season to serve visitors of the area. They play a big role in the distribution of visitors since visitors often follow the advice they get. Companies who offer products and information to the VVV office will receive more promotion. If the barn has a use besides the one as 'Evenementenlocatie Land en Zeezicht' the products/folders can be stored at the VVV offices in the area for extra promotion.

Emelisse brewery

The Emelisse brewery is situated at the 'entrance' of Kamperland. It is known for its homemade beer and is also a location to enjoy a lunch or a diner. Because of this, it is also possible to put the brewery

on the bicycle network. By offering tours inside of the brewery, people would get to know the product and therefore awareness of the product is created. The brewery can also be linked to other businesses like catering companies and restaurants. This linkage to the network can attract more visitors, which can also result in more visitors to the barn.

The stakeholders mentioned above have now been analysed and distinguished according to the stake model, which made clear which of the stakeholders are more ‘powerful’ than others and the role they play.

‘Stakekeepers’ can be seen as regulators who impose external control and regulations on the firm, however they do not have any claim in it. These stakeholders have no real stake in what happens to the barn, but they are the ones who have to provide certification and verification services to investors (Fassin, 2008). The Dutch government can be considered to be a ‘stakekeeper’. The municipality of Noord-Bevelenland falls under the Dutch government and is therefore a powerful stakeholder as well. Although they have no real stake in what happens to the barn, they are the ones who have to provide certification or verification services to investors (Fassin, 2008), which gives them the power to have a certain amount of influence on what happens to the barn. The Waterboard is a ‘stakekeeper’ as well, because they are obliged to follow guidelines, rules and regulations. They also have a certain amount of influence on what happens to the barn as they also are the ones who provide certain permits, mainly when it comes to scenarios which include connecting the barn to the water from the Veerse lake. or with organizations like the Bruine Vloot. This is also the case when it comes to the touristic harbour at the ‘Veerse Meer’. If the barn were to be included in daytrips of the visitors, the connection with the barn and the surrounding area could be increased, although this can only happen in collaboration and agreement with the Waterboard. This goes for the ferry as well, if it is decided that barn can somehow come to a collaboration with the ferry, it will probably have to be approved and agreed upon by the Waterboard. Also the National Networks are ‘stakekeepers’. Not only do ‘stakekeepers’ find their expressions in laws, codes, but it can also be found in publications from the press and the media. They can be seen as another important grouping of ‘stakekeepers’ (Fassin, 2008).

The next group of stakeholders play the role of ‘stakewatchers’ and the first one is Kenniswerkplaats Zuidwest Delta. As previously explained, ‘stakewatchers’ are the stakeholders that protect the interest of the classic stakeholders. As Kenniswerkplaats Zuidwest Delta consists of more organizations working together, they will look after each other’s stakes with care and attention. Collaboration between the barn and Zuidwest Delta can be of importance, not only to create linkages, but also because it can help the barn to play a bigger role in the future developments of Noord-Bevelenland. Also the Bicycle network of Noord-Bevelenland and Walcheren can be considered to be a ‘stakewatcher’. Because the Bicycle Network is important within the area of Noord-Bevelenland, it will also be included when thinking of the scenarios for the barn. Within this scenario the organizations behind this network are the ones who will be looking after the stakes of the users of this network, who in turn, can be seen as the ‘classic stakeholders’ of the barn, when they will be able to make use of it in any way. If these organizations do not agree with what has been planned for the barn (because for example it does not coincide with the interest of the users of the network) they can decide not to work together, which also means that they can exert some influence in these plans.

The townhouses of Noord-Bevelenland is in hands of the community and can therefore be considered as ‘stakewatcher’. As suggested before, the barn can be used as a townhouse for the community, but this will depend on whether or not the community would want this and if they see the benefit.

The last group of stakeholders mentioned, are the ‘classic stakeholders’. The current real, ‘classic stakeholders’ is the Kallewaard catering. Working directly with the barn already, they can exert some influence on what will happen to it, but more importantly, they can be affected by it. Either way, they are the ones with a positive and (expected) loyal interest to the barn.

The next mentioned stakeholders are the ones the barn can possibly collaborate with in the future. One of these is the Bruine Vloot. The barn can decide to work directly together with the Bruine Vloot, which would make it a 'classic stakeholder'. Another possible 'classic stakeholder' could be Seafarm as it can create international fame links to the barn.

Hotel Kamperduinen and Roompot can also be included in this list of 'classic stakeholders'. As they contribute to the tourism in Zeeland, having them as a stakeholder would mean a great increase in visitors of the barn. On the other hand, people who use the barn to have their parties or weddings can make use of these accommodations in return.

The list continues with some stakeholders that could be mentioned on the Bicycle network, like the Rose garden, the fish auction and the Emelisse brewery. If these and the barn were on a bicycle route, it would be more attractive and more accessible for people to visit. It would therefore be necessary that the garden, the fish auction, the brewery and the barn can collaborate with the organizations behind the Bicycle network in order to improve the network, or to create a whole new one. This will create more benefit for all the organizations, it becomes more attractive and accessible and more visitors will come to visit.

In figure 8 a visual representation of the stakeholders and linkages is made. It is a useful image to see what possibilities there are and which ones are made used or not. The arrows show the main connections between stakeholders and the tourists and local populations. The thickness describes the intensity of these links. Not all link are describes in this picture but the main ones are there. The dotted arrows describe possible links that can be made.

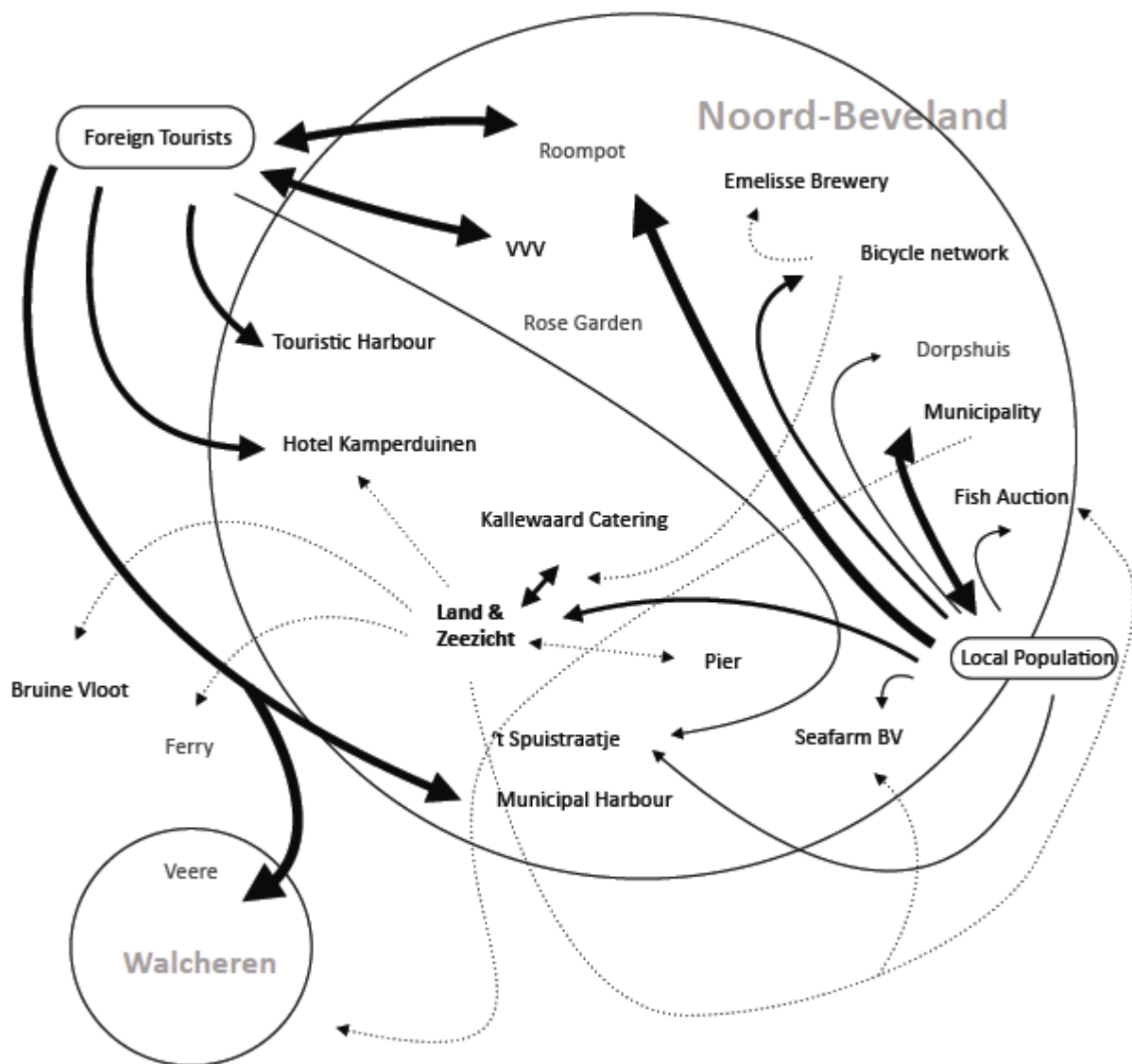


Figure 9: Visual Network analysis of the stakeholders

Conclusion

To conclude, all of these stakeholders can be important for the developments of the barn. Even though some of them are needed more than others, because they have more power and influence, all of them are of equal importance in making linkages to the barn and connecting activities together. The organizations behind the bicycle network already form a strong link in the network, but by adding more organizations (stakeholders) to this network, the activities within this network can be increased, which will result in the increase of economic benefit. Also collaboration with the Zuidwest Delta can strengthen this network, as they already form a strong partnership together.

It was therefore important to recognize these stakeholders to be able to invite them to participate in the workshop, so that their discourses could be recognized. The next chapter consist of an analysis of these discourses from which multiple scenarios could be created.

5. Discourse Analysis

In order to develop creative ideas for Zeeland and ‘Land & Zeezicht’, a workshop has been organised for the stakeholders in the area to discuss the different trends and developments in Zeeland. From the workshop it was possible to recognize the different discourses from the participants. The concept of a discourse can be understood as a perspective or a way of perceiving the world and certain processes in it (Alvesson and Kärreman, 2000). This chapter describes six different discourses that have come out of the workshop. To describe the possibilities of Zeeland, different scenarios are linked to the following themes: Nature, Culture, Recreation, Tourism, Economy and Image. The scenarios are not orientated on provision of exact plans, but rather on idea generation and are extreme cases of how Zeeland could be developed. Underneath each scenario there is an explanation of the essence of that scenario. How the barn ‘Land en Zeezicht’ can be part of this scenario is also discussed. The discourses are written in different styles to suit the atmosphere that needs to be portrayed for the different scenarios.

When reading these fragments, it is important to keep in mind that it is written in extremes. The reader should not take this literally because the discourse and the scenarios are often unrealistic and highly exaggerated. The intention is that people get out of it what they think is important. The essence of the scenarios are given, but there is still the possibility to think ‘out of the box’. The reader can find his or her own value and meaning out of this fragment.

5.1. Fruitful Future – Pluk de vruchten

‘Fruitful Future’ is a discourse which focuses on the possibility for Zeeland to increase its economic development. Investments are a way to gain profit in the long term. There are two different forms of profit, direct and indirect. With direct profit, the proposed activity/plan causes a direct money flow to the involved entrepreneurs. By indirect profit the profit does not go straight to the entrepreneurs but via an intermediate stop. For the discourse ‘Fruitful Future’ the focus will be on one aspect which can be an innovative idea. This field can already exist but maybe not in Zeeland, or can have a new focus for Zeeland. New businesses, entrepreneurs and industries all belong to the possibilities for this discourse. Change and innovative thinking are the keywords for the discourse. Do not let your feeling tell you this is a wrong, bad or even evil plan but try to stay open minded and look for the possibilities and strong aspects in the different scenarios.

Recreation & Sports

“Social Club Events”

To gain profit of recreation or sport, people with money are needed. Events which attract people with money can be organised, like rowing contests, different events with animals like dogs and horses (auctions, contests and matches). The upper class likes good drinks and food and do not mind paying for good quality.

The role of the barn can be a ‘Social Club’ where those events can be organised. The ‘Social Club’ needs an exclusive and luxurious place and the barn can fulfil that role. An entrepreneur specialised in these events can organise this and rent the barn for those meetings. Catering will also be needed, so collaboration with a catering company will be necessary. The harbour is close by so club members can also arrive by boat, with a taxi service to the barn.

“New guru”

People like Sonja Bakker, Emiel Ratelband, Oprah Winfrey and Cesar Millan have a lot of followers because people believe in them, get energy from them and are motivated by them. People need

leading figures and by nominating or assigning a new guru, which has its roots in Zeeland, one can attract a lot of people from the Netherlands to come and meet this person. Events can be organised to attract people from the Netherlands for a one or more day visit to do a workshop with the new guru. The barn can be rented by the organiser of the events of the guru and people would be invited to the 'Land & Zeezicht' to meet this person. For these events catering will also be needed to provide the guests with some food and drinks.

Culture

"Religion"

Zeeland is originally very religious, it is part of the 'bible belt' in the Netherlands. The biggest religion is Reformed. The protestants also represent a big part of the religious inhabitants in Zeeland. Overijssel and Zeeland belong to the two provinces with the most church visits. The amount of religious people and their church visits is declining in the Netherlands and this trend is also occurring in Zeeland (CBS, 2009).

Nowadays there are a lot of uncertainties in the world: economic crisis, war, nuclear disaster, earthquakes, volcano eruption, sea level rising etc. We as humans do not have any influence on those phenomena. This can scare us. Humans need certainty otherwise they live in fear. Religion is a thing which can help people to deal with those uncertainties and fears (R. Scott, 2003). That is why more people are going to church more often. It is not the intention to build new churches in Zeeland but organized events with a religious background are becoming very popular and a new market is rising. One can think of events like meetings (e.g. EO-jongerendag), speeches, workshops, plays, Easter fire (e.g. Paaspop), and even festivals like the XNoize Flevo Festival with every year around 10.000 visitors. Organising those activities costs money. It also attracts a lot of people from Zeeland and if the event is big enough, it can even attract visitors from outside of Zeeland. Those people need food, drinks, parking places, and other services. Because of those side-lines it is interesting for entrepreneurs to invest in those kind of religious events and gain profit of selling goods or delivering services.

The Barn can play a role in these kind of events, because inside you can organise events like meetings, speeches, workshops, plays and performances. Outside there is a possibility for events like a Easter fire and a (mini) festival.

"Art tour"

More elderly people move to Zeeland and Noord-Bevelenland is a popular immigration place for those people. Elderly have money and move to Zeeland for the peace, quietness and beautiful landscape. Because they have money they also like expensive things and more importantly, they can afford expensive things like paintings and sculptures in their new houses and gardens. So working together with a gallery or an artist (or more artists) to organise an exposition once in a while with drinks and snacks is a way of stimulating this. This gallery does not need an establishment in Zeeland but can be a fancy and famous one from Amsterdam. The arts and sculptures they exhibit need to have a focus on elderly people.

On Schouwen-Duiveland they organise the 'Kunstschauw' (www.kunstschauw.nl). This is an art tour on the island Schouwen-Duiveland which is organised in the first week of June. More than 200 artists show their work. This attracts thousands of visitors each year. This art event is the biggest in Zeeland. Expanding this art event to Noord-Bevelenland is an opportunity for the organisation to expand their art tour and gain an even bigger competitive position to other art tours in the Netherlands. 'Kunstspoor' is the art tour of Noord-Bevelenland. This art tour is much smaller and it can be interesting for both 'Kunstspoor' and 'Kunstschauw' to combine their forces and create their own art tour for Schouwen-Duiveland and Noord-Bevelenland. A route can be made from Zeeland to the Pijlerdam, because of the Zeeland bridge between the two islands.

Prime minister Mark Rutte and his associates are lowering the subsidy, so there is a shortage of money for those kind of events. However, this is why it is even more interesting to work together with Schouwen-Duiveland, in order to make the event bigger and to attract more visitors and sponsors.

The location and the space of the barn are very good for an exposition. The barn 'Land & Zeezicht' is situated close to the centre of Kamperland, the water and in the middle of a agriculture landscape, so rest and quietness are present. The inside of the barn is very spacious, historical, modern, old fashion and atmospheric. The ambiance inside and outside the barn are unique which is good for an exclusive event like an art exposition. People will visit this place, not only because there is an art exposition but also to get the opportunity to have a look inside the renovated barn and experience his ambiance and enjoy the art exposition at the same time.

The barn is very easy to transform into a temporary art gallery. That is why you only need to find more locations and artists who are interested in exposing their art works. The art gallery organizes everything, from drinks and food to transportation. Promotion of the event is crucial for both parties because both parties get a percentage of each sold art work.

The barn can be an exposition spot for the art tour. It is an impressive, dry and big space which makes it very suitable for big art but also for a lot of smaller art works. In exchange for the use of the barn an agreement on a percentage of each sold art work can be made. You do not have to organise a lot for this event but you will get an income. Furthermore, this scenario does not only have to be aimed at the elderly. Younger people with an interest in art and culture can be attracted as well by these events.

Nature

"Building in Nature"

The discussion about how much is nature worth is often raised by the debate about building within a nature area. Money is a key ingredient in making decisions. If something costs a lot of money, people often do not like that, but if you can earn a lot of money, a lot of people are interested. For making money nature is likewise not interesting, one may think. This is, however, not totally true because nature can have an indirect effect on the price of a good, for example, a house. A house next to water, in a forest or in a grassland is worth more than the same house in an urban area.

So building more houses in the nature of Zeeland is a way to earn money by nature. Houses on the water are also a way to create extra places to build these new houses, that is an exclusive way of building and can attracting people with money who are in need for living differently. Those new people who are attracted by the nature of Zeeland will spend their money on the daily groceries in Zeeland, need a gardener, painter, construction worker, harbour master, dentists and entertainment. Local entrepreneurs will benefit of those expenditures of the imported relatively rich people who like to live in rural Zeeland and her beauty.

The barn has no direct role in the scenario of (expensive) houses. However, wealthy people can be a new target group so organising events focused on this target group can be an opportunity.

"Using natural resources"

Natural resources are worth money. The biggest natural resource in Zeeland is water. This water can be used for companies who are in need for cooling water during the production processes. For companies next to the Rhine who use water for cooling there are strict rules for using the water because the Rhine cannot get too warm. Those companies move to Zeeland and can use the big amount of surface water as cooling water.

The water can also be used because of the tides of the sea. Because of the tides a lot of water is moving with a big force. This movement of water can be used to generate power with water turbines. Environmental friendly power (green energy) is getting more popular and a proof with generating energy with the tides is already started in Zeeland.

In the scenario of using natural resources for a positive effect on the economy there is an indirect role for 'Land en Zeezicht'. Because of the increased companies, which use the water for cooling, the barn could be rented more often for company parties or meetings. Those companies are big and there is a lot of money involved. New investors and partners need to be attracted to make money. So they need a very nice place to pamper the new investors and partners. The barn is ideal because it is unique. The outside and the surrounding area are typical for Zeeland and will impress the clients. 'Land & Zeezicht' is not only used to pamper the external people but also the employees need some attention now and then. An enterprise party for all the employees is a returning yearly event. For the management of those energy companies is a teambuilding event, for example sailing, necessary to create a good atmosphere on the workplace for collaboration.

Tourism

"Mass tourism"

More people means more wallets, which means more money, so focussing on mass tourism and attract as much people as possible is needed. Building new hotels, apartments, and new camping places is important for the tourists to have a place to stay. This kind of tourism focuses on quantity, the quality of the tourist experience doesn't matter. Furthermore, you have to improve the infrastructure, because you have to get to Zeeland. Because more tourists are coming, more facilities like beaches with facilities, restaurants and bars are needed. New entrepreneurs are attracted by those big numbers of tourists and existing local entrepreneurs make more money.

"Saint Tropez"

The barn can focus on day activities for the big flow of tourists. The sun is not shining everyday so an inside activity can attract a lot of tourists on a rainy day. Also in the winter this can attract tourists. This is a permanent activity during the high season. Also the increased infrastructure makes the barn easier accessible. The selling point of Zeeland is the peace, quietness and openness. To ensure those qualities it is good to have only a few tourists who want to pay a lot for those qualities. Zeeland is going to be the new 'Saint Tropez' which is only for the crème de la crème. Only a few villa's with a private harbour or peer on a remote part of an island are allowed. New exclusive restaurants are needed with very good food, clubs or bars which you only can enter with a member card. A golf course cannot be missed. Long distances are not a problem for those people because they have a private driver. The locals keep their rest and Zeeland stays as it is and the tourists do not have such a big influence on the landscape and social life in Zeeland.

The barn can focus on the upper class by organising events for members, like a weekly social club, meeting places for informal business meetings, network club or golf club house. This attracts people from the upper class who have time and money which they want to spend. Because of the focus on this exclusive group 'Land & Zeezicht' also stays unique and exclusive.

Economy

"Heavy Industry"

The traditional agriculture sector has not many chances for the future according to 'Provincie Zeeland' (2008). The farmer families also have troubles to find new farmers because their sons and daughters do not want to be a farmer. Other sectors can have a future in Zeeland. Heavy industry with a high level pollution and risk is not very attractive for municipalities. To locate them in Zeeland means a smaller risk when something would go wrong because there are only 381.500 people (2010, 1st January) of the total 16.5 million of the Netherlands living in Zeeland. This industry can gain working places for the locals. Zeeland as place for the heavy industry with good accessibility so new roads and rail ways are needed to connect Zeeland with the rest of the world. (Provincie Zeeland, 2008).

"Harbour"

The 3th biggest harbour of the Netherlands located in Vlissingen (Zeeland Seaports, 2011). Zeeland can focus more on harbour activities as an extension of the already existing harbour, in order to

create a good competitive position to the harbours in Rotterdam and Antwerp. This expanded harbour can also collaborate with the harbours from Rotterdam and Antwerp. They all specialize on one particular good, like containers, oil and bulk transport. For this new harbour a good infrastructure (road, rail, and maybe even air) is needed. Employees are needed and people will move to Zeeland.

In those scenario's there is no direct role for the barn, but the barn can profit of the better accessibility of Zeeland. The travel time to the barn decreases and the region where the users of the barn come from increases. So more possible users will results in more rents of the barn. Also the new companies in relation to the expanded harbour are a new market group. Company events like parties, meetings and teambuilding all belong to the possibilities for 'Land & Zeezicht'.

Image

"Branding"

Invest in (inter) national branding of the local beer, fish products, agriculture products, meat products, milk products or animals. This costs a lot of money but Zeeland will be promoted through those products. Also services or goods from Zeeland can be promoted, like Twente and its beer brand Grolsch, Friesland and its Friese peperkoek, suikerbrood and Beerenburg, Rotterdam its economic knowledge centre, Brussels and its waffles, Belgium and its famous beers, the German Ruhr area and its industry. Zeeland could be the centre of fishery and the culinary centre of the Netherlands. This branding costs a lot of money and has no direct return, but by selling Zeeland with an image that speaks to the imagination of a lot of people, can promote itself by this image and generate more income by attracting more tourists and day visitors. Furthermore investors and companies would want to settle in Zeeland because of the new image and because they see the image of Zeeland as an image that fits to their company, which can have an double positive effect because of agglomeration benefits.

The barn can benefit from those new companies (events, parties and meetings) but also the tourists and day visitors can make use of the barn as location for a workshop or event. Furthermore 'Land & Zeezicht' can be the centre of creative, new innovative ideas to create a new image for Zeeland. Like a 'think tank' location where people come together and brainstorm and develop new plans.

Conclusion/ discussion

Some scenarios are more realistic than others and some can be implemented at the same time because they can reinforce each other. The scenarios of nature, economy and tourism can reinforce each other. The water energy of the nature scenario can be used for the heavy industry, harbour and/or mass tourism facilities.

Furthermore, the scenarios of heavy industry, harbour and mass tourism, art tour, new guru and the social club are in need of a good infrastructure. Some of those scenarios are direct in need of a good infrastructure like the heavy industry, harbour, mass tourism, while other scenarios can benefit of those improved accessibility. When there is a good infrastructure the barn is also better accessible from the region around Zeeland (e.g. Belgium, Randstad and even the German Ruhr area) which is good for the barn as event location but also for other attractions and scenarios of Zeeland.

Some scenarios are better applicable to improve the regional sustainable development of Zeeland by using the barn than others. In table 1 there is given an overview of how good each scenario fits to this goal.

Table 1: Discourse Fruitful Zeeland

Themes	Scenarios	Discourse: Fruitful Zeeland	Signs
Nature & water	<i>Building in nature</i>	+-	++ = Very good
	<i>Using natural resources</i>	+-	
Culture & food	<i>Religion</i>	++	+ = Good
	<i>Art tour</i>	++	
Recreation & sports	<i>Social club events</i>	+-	+/- = Decent
	<i>New guru</i>	+-	
Tourism	<i>Mass tourism</i>	+-	- = Unsatisfactory
	<i>Siant Tropez</i>	+	
Economy	<i>Heavy industry</i>	+-	-- = Bad
	<i>Harbour</i>	+-	
Image	<i>Branding</i>	+	

Culture and food is a theme which suits the barn the best for the discourse ‘Fruitful Zeeland’. The scenario religion and the art tour of this discourse can generate more income for the barn and the region can profit from those activities as well. It is small scale so Noord-Bevelenland is not very effected but the benefits are good for the entrepreneurs and the community of Noord-Bevelenland and his region.

Furthermore, the theme tourism is also applicable for the discourse ‘Fruitful Zeeland’. Tourism is already a big part of the income of the community and they are tourist orientated. Attracting more tourists will increase the economic situation of Zeeland and Noord-Bevelenland but decrease the liveability. The scenario Saint Tropez will increase the economic situation and will have a little effect on the liveability of the Zeeland. Because of the attracted upper class there are more facilities like shops and attractions focussed on this group. The locals can make use of those facilities but they are more expensive which will exclude some locals.

Scenarios like building in nature, social club events and a new guru are not very likely to happen. Even if those scenarios occur the barn and therefore also the region will not benefit very much of those scenarios.

Other scenarios like using natural resources, heavy industry and a big harbour do not contribute very much to the improvement of the use of the barn. The liveability of Zeeland decreases because of the negative effects of those developments (air, skyline, water, smell and sound pollution). The accessibility of Zeeland will increase and people will move because of their work to Zeeland which is good for ‘Land & Zeezicht’ because more people means more private parties and more companies means more company parties, meetings and events.

Branding of Zeeland is a very good option for the sustainable development. This branding will attract more companies, people, tourists and day visitors which all can do activities in ‘Land & Zeezicht’. But branding a region is difficult and costs time and money and needs a good strategy.

5.2. Brand of Zeeland – Noord-Belevenland

The discourse ‘Brand of Zeeland/ Noord-Beveland’ is about what the area has to offer its visitors and tourists. The current brand of Noord-Beveland stands for its beautiful nature, its tranquillity and possibilities for recreation (especially water sports). However, if it were (and would want) to attract more visitors, tourists, businesses or entrepreneurs, it needs a brand that can show that Noord-Beveland could have and has much more to offer, which will make the (city) brand stronger. A strong community brand can bring a lot of advantages not only for the visitors, but also for the community’s marketers and more importantly, for the community itself. A strong community brand “creates a unifying focus for all public, private, and non-profit sector organizations that rely on the image of the place and its attractiveness.”(Baker, 2007, p. 41) It is also important to mention that the city brand is something also the community needs to agree on, as this is the image they want to present to the outside world.

Nature

“National Park Noord-Beveland”

Because a destination brand is something that is “a totality of perceptions, thoughts and feelings that customers hold about a place” (Baker, 2007, p.26), it is important that nature, which is currently one of the main attractions of the area, is integrated in the brand of Noord-Beveland.

In this scenario the island Noord-Beveland has been transformed into a national park, rich with flora and fauna and beautiful landscapes. The park is open to all who want to enjoy the beauty and tranquillity of nature. The park is divided in several areas where only a small amount of people are allowed in at the same time, in order to maintain what the locals treasure about their island, the open space and peace that the surrounding nature brings.

In this theme of nature, water plays an important role as well, but not with the active meaning it has today. In this scenario the aspect of water encompasses the beauty of nature, open space and peace. The beaches are especially for relaxation and any form of sports is prohibited.

Furthermore, everything in the park is devoted to protection of the environment and sustainable practises of businesses. For example, it is mandatory within the towns of Noord-Beveland, that people walk and ride bikes and water bikes to decrease air pollution of car traffic.

This scenario is maybe somewhat extreme and perhaps not easy to realise. The barn, however, can have different roles within this scenario. It can be an information centre for visitors to gather information about the island as a national park, or perhaps maybe even the place where the park management and rangers are located. The barn can also function as a meeting point for businesses to come together and talk about future possibilities in sustainable development and environmental protection.

Food and Culture

“Experiencing culinary and cultural Noord-Beveland”

Noord-Beveland has more to offer than just its beautiful nature and the surrounding water. When it comes to culture and food, Noord-Beveland can also develop a strong point in this area, to brand itself with.

In this scenario Noord-Beveland is branded as THE island where one can have an memorable experience when it comes to food and culture. In this scenario the abundance of local food is used and developed into one of the islands strong and attractive points. With the company Seafarm B.V. situated at the Oosterschelde, and the fact that sustainable fishery appears to be a hot issue, Noord-Beveland uses this aspect of (sustainable) food in its advantage to develop itself to become a well-known Dutch culinary destination. Organising various activities like an information tour in the Seafarm company, that shows how they work, a culinary tour on the island that passes the local

restaurants, a food-festival, an annual picnic event, or maybe even a cooking workshop in a cooking atelier, are only examples of how local food and regional products of Noord-Bevelenland have become more than just food and have become something with a different meaning to the island.

The aspect of culture was not well represented on the island of Noord-Bevelenland, a weak point that now has been turned into a strong point. At the workshop some of the participants said that the cultural offers were poor, so Noord-Bevelenland has been transformed into the island where many cultural activities are being held. Where some agreed to the fact that there is no history we can feel on the island or even the feeling of being on an island, Noord-Bevelenland has promoted itself to be an island that is young, fresh and new, and has been using these activities to promote this 'young' island. As food is intrinsically linked to culture, these two aspects were combined and a whole new scenario was created. At the annual picnic event or food festival where only local and regional food products are used and sold, also dance and music performances are being held. There are many art expositions throughout the year where people can consume only local and regional products. Activities that not only the islanders can enjoy, but which also attract all sorts of people from outside the island to come and experience these events. The aspect of food now has a different meaning, especially combined with these cultural aspects and it has become one of the strongest brands of the islands in Zeeland.

Within this scenario, it is perfectly possible to use the barn as a place where some of these activities can be held. Cooking workshops, picnicking, expositions are all activities for which the barn has enough space. The barn can also be used for these activities to promote the feeling of the farming life in Noord-Bevelenland, because of its appearance and historical context, which is typical for the area.

Recreation and Sports

"Interactive Noord-Bevelenland"

A lot of people have been visiting the beaches of Noord-Bevelenland because of the many possibilities for water sports, one of the strong points of the island. This can definitely be used in branding the island as an interactive destination, however more a bigger focus should be put on the activities in order to attract more target groups (locals, visitors, tourists, maybe even entrepreneurs who want to participate).

In this scenario Noord-Bevelenland is known as an "Interactive Island", so the emphasis is on being active. Not only are there many activities in water sports, there are also events and activities for different target groups and for all ages. Examples:

- In an Underwater world, young and elderly visitors, locals and tourists can enjoy and learn interactively about life under the sea. They can watch the fish and feed them and learn about the nature around them, the fish and the history of the different islands.
- There is a network of Hop-on Hop-off boats that sail from one island to the other the whole day, where visitors and tourists can get to know each island of Zeeland and which is also used as a mode of public transport, which is perfect for all target groups on the island and especially for the elderly.
- There is an annual triathlon (running, swimming and cycling) for everyone who is interested. The triathlon is especially focussed on the different target groups and is for all ages, as the triathlon is also adjusted to the different age groups.
- There is a playing centre that is both in- and outdoor especially for young children to play in during the whole year, which is also educational and interactive. This means that while playing the children also learn in a fun way about different topics like nature, history, etc.
- Even though water sports was already a big attraction of Zeeland and Noord-Bevelenland, in this scenario it is now possible to participate in more extreme water sports as well. Also extreme sports like parachute and bungee jumping are now offered.

- There are also a lot of sports activities which can be held in- and out-doors like rollerblading, ice-skating, football and volleyball matches.
- Organising game evenings for groups of people to play games like bingo, charades, “who-am-I”, domino and board games like monopoly, ‘mens-erger-je-niet’, etc.
- The whole year through there are many different workshops in which people can participate in and everyone is welcome. The workshops vary from ice-sculpting to painting, knitting, hair-dressing, designing clothes, etc.
- Furthermore there is also the possibility for people to participate in horseback riding. This could be done in a horseback riding school, or perhaps in a riding tour across the island.

All these activities are contributing to the brand of “Interactive Noord-Beveland” and can attract more people to the island, not only tourists and visitors, but also businesses and companies that organise events and sports activities can be attracted to move their businesses to the island. It may also attract younger people to move back and it is also perfect to entertain the locals and giving them the opportunity to participate in being active and busy. In this scenario the barn can play an important role, because it can be used for many of these activities, interactive events and workshops that need a place to be held in. It is also possible to build a survival park around the barn, in which the barn can be the centre of the park or maybe just a location where indoor activities can be held in.

Tourism

“The islands of Peace and Wellness”

Tourism is evolving and therefore people need more than the destination as a product, they want an experience. In order for Noord-Beveland to develop itself more as a tourism destination and offering a memorable experience to its tourists and visitors, the whole province of Zeeland needs to be developed in the same way. This can happen in many different ways. A lot of these ways have been mentioned above to brand Noord-Beveland, but in order to brand Zeeland as a specific tourism destination, it has to distinguish itself from other provinces in the Netherlands by making use of unique selling points and branding itself as a whole, a unity of islands.

Because Zeeland is especially known for its peacefulness and tranquillity within a beautiful nature area, it can be combined by the aspect of wellness, which is a current trend (based on market analysis). This scenario is extremely different from the last one, which is focused on stimulating activity for the young and the elderly, while this scenario is emphasised on peace and relaxation. In this scenario Zeeland is branded as a well-known peace and wellness destination, not only in the Netherlands, but in the whole of Europe. Every island is focused on different wellness activities and there are different wellness-hotels as well that promote their rest, peace and relaxation. The visitors and tourists have the possibility to choose which of the islands they want to visit, however, because each of the islands offer something that the other one does not, they will be inclined to visit more than one island.

The nature areas in Noord-Beveland and on the other islands that were untouched, can be used as relaxation spots where people have the chance to redeem themselves and come to rest. This scenario is also perfect for the local people of the islands, as there has been some contradiction to whether or not tourism is needed (for economic reasons and labour possibilities) and wanted (by the locals), especially in winter season. The visitors and tourist that are now attracted to the area by this brand of wellness, are people looking for rest and relaxation and the peace of the island will not be disturbed.

In this scenario the barn can be used as a place where one can rest and relax. The barn is directly connected to the ‘Veerse Meer’, which means that tourists and visitors can arrive per boat and can get off here. In the barn they can buy fruit smoothies and fruit salads and have the opportunity to relax on lounge chairs, either inside the barn or perhaps outside, if they prefer to enjoy the nature. They can also get a massage while resting (varying from full body massages to only feet, back or head

massages) or even participate in yoga sessions, Pilates or Tai-Chi sessions, which could be given in the barn, that help relieve stress.

The barn can also be used by cyclers that use the bicycle network, as the barn can now be found on this network. Here they can stop and take a moment to rest and relax and enjoy the surrounding nature. However, the amount of cyclers is regulated by small groups of cyclers (with a maximum of five) that are allowed to ride together, in order not to disturb the peace.

It is also possible to give wellness seminars or health fairs in the barn, or perhaps even workshops on stress management, weight loss or weight management, smoking cessation programmes, etc.

Economy

“The island that connects”

When it comes to the theme economy, Noord-Bevelenland could brand itself as the island that connects businesses in Zeeland to each other, in order to create a strong network, a unity of the islands as a whole. According to the provincial website, the economy of Zeeland consists of the (chemical) industry, harbour activities, recreation and tourism, aqua- and agriculture and a service sector. Within the different sectors, businesses need to find ways in which a collaboration can be developed. Zuidwest Delta is a perfect example of organizations collaborating and creating a partnership together. If the organizations behind the bicycle network in Noord-Bevelenland were to collaborate with businesses (like ‘Emelisse brewery’, the ‘Zeeuwse Rozentuinen’ etc., which have been mentioned in the stakeholder analysis), the connectedness of the businesses will grow stronger, which means they can provide a better product and better service to its customers. By doing the same, connecting important businesses of all islands to each other, Zeeland as a whole will have a stronger product to offer.

Noord-Bevelenland can be the centre of this network, where the entrepreneurs can come together to interlink their businesses and discuss collaborations and future possibilities for economic development for Zeeland. Themes like sustainable developments, greying, seasonality etc. can be discussed to come up with ideas of how to cope with them. In this scenario the barn can be used as a conference centre, a meeting point where these entrepreneurs can come together on a regular bases to discuss their possibilities, potential and chances for the future. It will be the one focus point in Zeeland where ideas can be presented and partnerships can be created. However, in order for the barn to function in this role, it is important that the infrastructure is improved, the barn should be easily accessible.

Image

“Present Noord-Bevelenland to the world”

All of the scenarios mentioned above that have been linked to the different themes have to do with what kind of image Noord-Bevelenland wants to present to the outside world and also what kind of image the locals have in mind when thinking of their home town and the future of the island. Image is therefore an important part of branding, it goes hand in hand with each other. When the community has decided on which brand they want to have, it is important that it represents the right image. This brand should be presented and promoted to the outside world by displaying it in television commercials and on the internet on various websites, starting with island’s website and the website of the province of Zeeland. But also websites of travel agencies within and outside of the Netherlands will help to spread the image and attract more people.

Conclusion

There are many ways in which a destination can be branded, this has been made clear through the different themes that have been discussed just now. It is however up to the destination itself what image it wants to present to the outside world and what kind of visitors, tourists, businesses and entrepreneurs they want to attract. All of the above mentioned themes are possibilities for Noord-

Bevelenland to brand itself with. Some of the themes can also be combined, as it is not only one theme or attraction that a destination has to offer. It is important though to have a clear strategy and to make sure that this is what the inhabitants of Noord-Bevelenland want as well.

In the table below, the scenarios have been connected to the themes. The minus and plus signs imply how well the scenarios fit the discourse. The scenario *“National Park Noord-Bevelenland”* has been stated as ‘Descent’ as this is a good idea in theory, however not realisable in practice. Combining the aspects of *Culture* and *Food* in the scenario *“Experiencing culinary and cultural Noord-Bevelenland”* is a scenario that is somewhat more realistic and can be developed in Zeeland if this brand suits the needs and wants of the community as well. The scenarios *“Interactive Noord-Bevelenland”* and *“The islands of Peace and Wellness”* have been stated to fit the discourse of Branding as ‘Very good’, as these scenarios fit the discourse of branding well. Although they are very contradictive of each other, both of them have the potential of becoming an actual brand of Noord-Bevelenland. The question however, is whether the community is willing to be an active destination, attracting more younger people to the area, or whether they want to be a wellness destination, which means that the peace and tranquillity of the island(s) will probably remain the same. The scenario *“The Islands that connects”* has also been seen to be ‘Descent’ as it depends on the willingness of the different businesses whether or not they want to work together and create these linkages. It is therefore important for them to realise what kind of economic benefit they will get from it, but also how it can benefit Zeeland as a whole as well. The lowest fit to the discourse was the theme *Image* as this actually goes hand in hand with each other and it does not stand on its own. This theme actually goes for all the scenarios that have been created in each of the discourses, because all these scenarios are connected to a certain image to which people have to be attracted to.

Table 2: Discourse Branding

Themes	Scenarios	Discourse: Branding	Signs
Nature & water	<i>“National Park Noord-Bevelenland”</i>	+/-	++ = Very good
Culture & food	<i>“Experiencing culinary and cultural Noord-Bevelenland”</i>	+	+ = Good
Recreation & sports	<i>“Interactive Noord-Bevelenland”</i>	++	+/- = Decent
Tourism	<i>“The islands of Peace and Wellness”</i>	++	- = Unsatisfactory
Economy	<i>“The island that connects”</i>	+/-	-- = Bad
Image	<i>All of the above</i>	-	

5.3. Islandism – Eilandisme

The discourse of ‘Islandism’ is about people having a strong sense of community and having a strong local network. It is about the creation of an island feeling where the community support and local awareness are high. The discourse of ‘Islandism’ means that every island in Zeeland is on its own again. The islands are separated and only accessible by boat. Each island has its own speciality. And although there is no rivalry between the islands, there is also no desire to work with other islands. Everyone is working together in order to develop their island and get the best out of it.

The thirteen islands of Zeeland



Figure 10: The thirteen islands of Zeeland

- | | |
|-------------------|-----------------------|
| 1. Borsele | 8. Schouwen-Duiveland |
| 2. Goes | 9. Sluis |
| 3. Hulst | 10. Terneuzen |
| 4. Kapelle | 11. Tholen |
| 5. Middelburg | 12. Veere |
| 6. Noord-Beveland | 13. Vlissingen |
| 7. Reimerswaal | |

Nature and water

“A boat for Christmas “

Since the islands are separated and therefore no longer accessible by roads, the water is now even more important in Zeeland for transport. For this reason, the municipality of Noord-Beveland is giving all the inhabitants of the island a subsidy to buy their own boat. There are still ferries between the islands for cars, but the municipality wanted to surprise the people by giving them this present for Christmas.

“Off the track”

Tourists all want to visit Noord-Beveland because this island has tackled the problem of too much traffic in summer times. All the tourists can park their car in Kamperland at the barn ‘Land & Zeezicht’ and from take their own chosen other mode of transport. The rollercoaster with different stops on the island is still very popular amongst children. Parents often choose the plane and for the elderly, the horse carriage is still the most chosen mode of transport.

The province of Zeeland has plans for the improvement of accessibility to and within Zeeland. Since public transport is no longer plausible (www.zeeland.nl), water transport is becoming more important for the region. In the discourse of ‘Islandism’, water transport is vital for the improvement of accessibility. Water provides the possibility to reach Zeeland by private as well as public boats.

The barn consists of a big area for parking and this can be used within this scenario. The barn can serve the function of a ‘Transferium’ or a ‘carpool’ area. ‘Transferium’ is an inexpensive solution for transport. People can park their car on the outskirts of a town or village and continue their journey by public transport or in this case by public or private boat. For this idea, it is important that there is a dock or pier near the barn where boats can stop. As a ‘Transferium’ the barn generates profit and will receive free promotion. The barn will also contribute to the improvement of accessibility to and within Zeeland.

Culture

“Zeeland; the cultural core of the Netherlands”

Due to the detachment of the islands, the cultural setting in Zeeland has got a whole new meaning. Every island now has a different cultural focus, one island is famous for its museums, while another offers expositions for paintings, photo's, sculpture etc. Last week, André Rieu had a performance in a converted barn in Kamperland, a small village on the island Noord-Bevelenland. The island of Noord-Bevelenland offers classical music concerts on different locations.

In tourism the main target group of Zeeland is elderly people. This target group is interested in cultural activities. Therefore, this theme could contribute to the development of Noord-Bevelenland. Within the discourse of 'Islandism' every island has something interesting to offer and because of the differences in the supply, there is something interesting to find for everyone. Besides, cultural activities are good for the development of people. Through cultural activities, people experience positive sides and opportunities of other people. It can be hard to deal with differences, but this is important in order to live in an enjoyable community. It is important to be open and tolerant in this modern and globalised world.

The barn can facilitate all kinds of different cultural activities. For example concerts, expositions, workshops, dance and theatre performances, courses etc. Within this context the barn can attract professional activities, but also help local cultural activities. Think about the local dance school for children or a local painter who wants to show his or her work.

Recreation and sport

“Zeeland to the Olympics”

From the Netherlands, the contestants from Zeeland will make the best chance of winning the water sports at the Olympics 2012. Since all the islands have one water sport they focus on, there are some extraordinary good athletes found in the most South-West province of the Netherlands. The expectations are especially high for the rowing team of the island of Noord-Bevelenland. They won all the races so far, not just in the Netherlands but also in Europe. In 2012 they can show the world that they are also the champions on this earth. On the island it is no longer allowed to perform any other water sport in order to get and keep the status of the best rowing team of the world. On Noord-Bevelenland the converted barn 'Land en Zeezicht' contributed to this development by sponsoring the rowing team of the island by providing them a place where they can come together. To meet and prepare matches, but also for parties and events.

Zeeland is already popular for water sports and this could be used for the development of Zeeland. When the islands are separated, the larger water surface could be used for national or maybe even international matches of water sports. Within the discourse of 'Islandism' there could even be a trail around all the different islands. Use the separation of the island for the creation of connections. (Water) Sport can bring people of different islands together.

The barn can be of great use for these events. The athletes need a place to gather, but also the organisation needs a central point for questions. The barn is even large enough for both of these purposes. Besides water sports, there could even be matches held within the barn. Think about volleyball, badminton etc.

Tourism

“The thirteen countries of Zeeland”

When you visit Zeeland you find tourists from all over the world. They stay for a minimum of three weeks because they want to visit every island. You cannot miss one, because otherwise your journey is not complete. Nowhere in the world you can find so many “little countries” in one province. The thirteen separated islands are called “little countries” because they all have their own unique facilities, culture, habits, values, job sectors, leisure activities etc. But most of all because they speak a different dialect on each island. Besides, every island is known because of one speciality. For

example Noord-Bevelenland, which is famous for its only car-free area. Noord-Bevelenland is unique in remaining a sizable functioning island in the 21st century entirely without motorcars or trucks.

Tourism is already a very important sector in Zeeland and Noord-Bevelenland. Around 95% of the visitors in Zeeland come there with a holiday motive. ‘Islandism’ can contribute to this development. For example one island is focused on tourism. A second option is that each island has a tourism focus but with each a different speciality. One island for history, one food, one attractions etc. Visitors and tourists can buy one ticket and with that travel per boat to all the islands.

The use of the barn depends on the speciality of Noord-Bevelenland. However, it could be a starting point with information of all the specialities of the islands. In the barn, tourists can find Zeeland in miniature and see what the specialities are on each island.

Economy

“Zeeland takes the lead”

Since the separation, Zeeland has become a role model for the rest of the Netherlands. There is a strong community feeling on all of the islands. For example, on Noord-Bevelenland people work together in order to develop their island and get the best out of it. Because of the single speciality, in their case food, there is a strong cohesion between entrepreneurs of different sectors. Everybody knows each other and therefore it is important to deliver good work and work hard. Although the islands do not work together, there is no competition between the islands. For this reason sale prices are rising and costs are declining. Locals feel responsible for each other and look after one and another. There is a sense of trust, achievement and power because everyone works towards a shared goal.

There is already a strong community sense in Zeeland and ‘Islandism’ would strengthen this even more. When each island has a speciality, for example tourism, agriculture and industry, it would enforce the connections within the island. The feeling of belonging and having a shared responsibility is one of the strongest points of this discourse. Those connections and linkages are at the moment not used to its full potential in Zeeland.

The barn could create a place for the local community to come together. For example a community house or a place for community events, festivals or activities. However, also in the more formal setting the barn could be of use. It can serve as a location for meetings, congresses etc. But also a place for entrepreneurs to present their ideas and to see how they can connect and work together. So most importantly the barn in this scenario can facilitate the creation of new linkages, both in a formal and informal setting.

Image

“North-islands(‘Noord-Eilanden’) in the south of the Netherlands”

It is now possible for people in the south of the Netherlands to experience the ‘Waddeneilanden’ without traveling for hours. The ‘Waddeneilanden’ are well promoted and many people want to live there or spend their holidays on one of the islands. These islands are promoted as a different world and are famous for its beautiful nature. Zeeland too has a beautiful nature and therefore the concept is now used for the separate islands of Zeeland. The name North-islands sounds like a paradox because the islands are located in the south. However, this name is chosen because the ‘Waddeneilanden’ serve as an example. These islands are named ‘Waddeneilanden’ because between the islands and the mainland you find the Waddenzee (Wadden Sea). Since the islands of Zeeland are located in the Noordzee (North Sea), they are named North-islands.

Within ‘Islandism’ the emphasis lies on the islands being separated. Especially because it was hard work connecting them in the past. Creating connections is still an important plan in the province of Zeeland, more and more roads are created in order to make it possible for everyone to come everywhere. However, for tourists places that are hard to reach are often seen as interesting. The

“problems” of accessibility could be used a change for promoting this beautiful area in the Netherlands. It will slow people down in order to enjoy the views and landscapes.

The barn does not fit very well into this theme, because although the barn is beautiful, it is not an object that can be used for the promotion of Zeeland/Noord-Beveland. However, certain beautiful places can be used as stops along the road to see something of the region. Near the barn is the lake ‘Veerse meer’ were people have a beautiful view on Veere on the other side. People can park their car at the barn and walk further to experience the surrounding they are driving true.

Conclusion

Within the discourse ‘Islandism’ all themes provide relevant possibilities for the development of Zeeland/Noord-Beveland and ideas of how the barn can fit within these possibilities. However, some themes work better with this discourse than others. The themes tourism, transport, water and culture connect the best with this discourse. Essential in this discourse are the special aspects it could bring to the area. Zeeland would not be just a province of the Netherlands but a place to see and go to. It would bring people together, not just on the different islands but also with people from outside. That feeling of a division between insiders and outsiders will probably stay, but this does not have to be a bad thing. People do not have to connect the same way with a hotel manager as with their neighbours. Creating linkages is the heart of this discourse.

Table 3: Discourse Islandism

Themes	Scenarios	Discourse: Islandism	Signs
Nature & water	<i>“A boat for Christmas”</i> <i>“Off the beaten track”</i>	++	++ = Very good
Culture & food	<i>“Zeeland; the cultural core of the Netherlands”</i>	++	+ = Good
Recreation & sports	<i>“Zeeland to the Olympics”</i>	-	+/- = Decent
Tourism	<i>“The thirteen countries of Zeeland”</i>	+	- = Unsatisfactory
Economy	<i>“Zeeland takes the lead”</i>	++	-- = Bad
Image	<i>“North-islands(‘Noord-Eilanden’) in the south of the Netherlands”</i>	-	

5.4. Authenticity - Authenticiteit

The discourse of authenticity can be linked to historical value, provincial life, nature and the good life of Zeeland. Historical value refers to the vibrant cultural history of Zeeland and the specific area of Noord-Bevelenland. It is about imagining what people believe it could have been like here many years ago: merchants, ships, farmland and traditional clothing. The water would play an important role in the lives of all the people.

The provincial life can be interpreted by some as a life of locality, narrow mindedness and unsophistication. An area where religion plays a major role and social control is keeping everyone in line. However, it could also be portrayed as country life, one of peace and tranquillity. Being immersed in the culture of the Zeeuw and the nature and countryside of the region. This discourse intends to portray Zeeland as a place to escape from the busy life of the larger cities that are not so far away from Zeeland, such as Rotterdam. It is a place that contrasts the hasted life of the cities. Authenticity wants to immerse people into the good, slow life. The life of natural rhythm, being outside, using your hands, learning about all that Zeeland has to offer and submitting yourself to it. It is about the pleasure of the environment and man-made beauty, fishing for your own food and eating and drinking what is local. It is about the good life, and exclusivity. The discourse of authenticity should be an individual experience. It should seem like you are the only one who came up with the great idea to come to Zeeland. So mass-tourism does not suit this picture at all.

Authenticity may be related to tourism, but also to other social and recreation activities. Wang (1999) describe several ways of looking at the role of authenticity in tourism. Authenticity can be related to objectivity or they can be socially constructed. Yet, there is another possibility, namely existential authenticity. Here it is irrelevant in the presented image is actually authentic or not (Wang, 1999). This justifies a broad take on the concept of authenticity in this discourse.

In this discourse two contrast show up well. Firstly, the contrast of rural and urban, and secondly, the contrast of local and global. The role of the barn 'Land & Zeezicht' is very clear in this discourse. It fits very well in the discourse of authenticity. It is part of a historical and cultural heritage of Noord-Bevelenland and Kamperland in particular, something that could be capitalised.

Nature

In this discourse nature plays an important role. However, the nature that is described here is the nature touched by man, so the countryside, farming land, the dikes and lakes created. The water is also important here because it is very much a part of Zeeland historically. People like to experience the idea of living on an island, being surrounded by water. It is the uniqueness of Zeeland, and the beauty of the island of Noord-Bevelenland has been expressed many time during the field research.

"Waterland"

With regards to Zeeland in relation to the water there are many possibilities. Zeeland should connect itself to all that the water has to offer. Apart from the obvious beauty it also offers recreational possibilities and food. To combine this with authenticity it can be used to convey a water culture of Zeeland. The Bruine vloot, an historical fleet of ships, can play a significant role in this. These boats are historically suitable for the area and could carry passengers around the island of Noord-Bevelenland. Fishing activities could be done or tours can be given on the water. One can imagine sailing on this boat with a group of friends, enjoying the environment and catching some fish and preparing them on board to devour with a glass of wine. In this scenario the barn could play a central role in creating the link to make this possible, also because it is situated so close to the water. It could be used as a starting point or ending point for the tour. However, the barn need not be dependent on the Bruine vloot, it can also prepare its own tours by boat, with a fisherman/chef on board.

In this theme we can also look at Zeeland and its relation to man-made nature. The intricate dikes and waterways all over the island are a beauty to behold. Where better to enjoy the countryside life

than near the barn, on the beaches, enjoying a moment of peaceful relaxation and indulgence. This is an experience all on its own. Being in Noord-Bevelenland can be an experience. The theme of nature is inextricably linked to the theme of culture. Both can play a central role in the discourse of authenticity.

Culture & Food

The theme of culture can support the discourse of authenticity, culture is what makes this discourse real. The culture of Noord-Bevelenland can be what one makes it to be. It can be a culture of water, of food, of agriculture or sports. In his case people may want to convey a culture of ‘what once was’, this will make it authentic. The famous clogs of the Netherlands are now merely a symbol of what once was, because how many people really wear them anyway? Yet, it is perceived as authentic.

In this theme the scenarios will focus on local food. Zeeland and the separate islands have a lot to offer on local food. They also have a lot to offer on local cooking style and dishes. One could really promote the local food produced in Noord-Bevelenland and strongly link it to their locality and history. This linking is very important because it would connect the food to the location and gives a location its importance. Think of Gouda, it is a household name across the globe.

“The local culture”

Here, two extremes become visible that relate strongly to the globalisation and localisation debate. On the one hand it is the complete exclusion of foreign goods, to produce and consume everything locally that can be very attractive. This gives out an image of sustainability, something Germans seem to appreciate. So, what authenticity means in this scenario is the complete emersion into Zeeland which implies an escape from the outside world. The barn could be a beautiful location for a farmers market. A very large one that sells all the local products of Noord-Bevelenland. Not only the meats, cheeses and beers, but also (organic) vegetables produced in the area. Then it can expand by selling other locally branded products from different areas too. Even the local fishmonger could play a part and sell fresh line fish or haring and ‘kibbeling’ to eat on location. The reputation it expresses would be that of high-class luxury products and organic and sustainable produce, in addition to the luxury of good quality food indulgence. However, local food does not have to be to only local produce. One could sell local handicrafts, like furniture, kitchenware and artwork too. The barn can be a location for vendors who pay a fee to the barn, or the barn can buy and sell the produce itself. Both can be interesting, or a combination can be made. This idea is inspired by Darts Farm in the south of the UK (www.dartsfarm.co.uk/).

“Glocalisation”

On the other hand, culture can also be created anew and brought to Zeeland from the outside. Imagine a cultural music festival across the island of Noord-Bevelenland, where jazz bands from all over the world perform, or even a film festival. These ideas already exist in the area but can be expanded. They can be spread out over many islands and more small scale, that is small stages in many locations. This is not historical heritage of Zeeland per se, but it can be created this way. Zeeland as a province of culture. Also, it is linked to the good life, the experience. The barn is a perfect location to organise music performances, and it expresses a classy and cultured image.

Regarding the weddings for example, which are common at the barn, one can organise country weddings too. Luxury is not only about modernity. A theme wedding with local produce and a local band, could be very original and interesting, the barn is very suitable for it.

Recreation and Sport

Recreation and sports are also able to play a role in this discourse of authenticity. Living the good life is about recreation after the days duties are done. Recreation is a time to kick back or, if you will, to exert yourself.

“The luxury sport”

So, authenticity can be reconnected to yachting. It is a sport that fits well in the (water)culture of Zeeland and is a time to enjoy nature as well. This relaxation on the water can be recreational and can also be combined with culture, like stated before. However, sailing does not need to be the only sport on the island. Another sport that seems to represent the good life is golfing. Something that is not available in Noord-Bevelenland but fits well in this discourse. Added to that, it would also suit the wellness-resort, Kamperduinen, which is also nicely connected to this discourse. The province of Zeeland is not unwilling for the theme of wellness to be significant in the region. The barn can play a role here too, but only in connection with other business. Since the barn does not have a large piece of land to develop a golf course, for example. What the barn could do is be the country club location for the golf course, for example. The authenticity that come across here has to do with the pace of life, the slow life as opposed to the fast-passed life in urban areas. In Zeeland one can really relax at a spa, because at least when you leave the building you will not be run over by a bus.

“Workshops”

Nevertheless, the barn is a perfect location for a myriad of recreational workshops that could be organised by other businesses and held at the barn, or they could be organised by the proprietor of the barn. The barn must not only be a location for big events but also open its doors for smaller and very local events. That is how it can get a reputation too and promote itself.

Tourism

Tourism and authenticity are interesting topics. They can work together very well but they can also stand in each other's way. Tourism is an interesting side of authenticity because it is exactly what is conveyed with the discourse, people can go somewhere to escape their daily lives. Yet, in this discourse, they do not want to be surrounded by the masses. It should instead represent a moment to escape from this. In fact, tourism should be organised so that the guests do not meet other guests, only locals. Authenticity is also very much a discourse for the local communities of Noord-Bevelenland and possible surrounding islands to enjoy their own life. It all also depends on how the tourists view authenticity. Is it something real or is it a mere social construction of reality? It can really be whatever it needs to be.

“Mass-destruction”

So, on the one hand tourism can exploit and then consequentially destroy authenticity. This point of view sees authenticity as something that is already there, that is pre-existing. Suddenly, a bunch of tourists come to enjoy it but instead they bring in the life of where ever it is they came from. Such as all the Dutch (snack) bars on the coast of Spain. The threat of tourism is the import of the global to the local. This is again related to the contrast between localisation and globalisation.

In this scenario, then, tourism fits authenticity only to a certain extent and it should not be allowed to exploit and ruin all that Zeeland has to offer, because once it does there is no authenticity to sell anymore. The barn already plays a role in this because it especially aimed for the local and regional population. People come to the area to enjoy the pleasantries and then leave again. This is no distortion of authenticity. Especially because the barn is a setting of cultural heritage.

“A local network”

On the other hand, if one perceives authentic as a social construction, we can make ‘authentic Zeeland’ whatever we want it to be. And whatever the tourists need it to be. All that needs to be done is to choose what you want Zeeland to represent as authentic. For example, it can be increased by the use branding of products which is discussed in a later theme. It is all about selling yourself. What should come to mind when you think of authentic Zeeland? Sailing? Eating? Water works? Nature? If this is exposed it can be built on. However, what this entails is the creation of a network in either Noord-Bevelenland or even Zeeland as a whole. Tourism, entrepreneurs and businesses should work together and create linkages that can determine the path they choose to take together. This path defines what is authentic. So imagine a network of good quality local food producers. Tourists

can take a horse and cart, a bike or even a car to move around the island and experience Noord-Bevelenland through their taste buds. 'Land & Zeezicht' can be one of the connections in this network, as a cooking workshop, a picnic site or even a restaurant. However, we must not forget that the value of authenticity is the truthfulness of its origin. So it should definitely not seem at all constructed.

Economy

Economy is hard to relate to the discourse of authenticity. Where economy is about making money there are two sides to the coin. Like stated before, authenticity implies a small scale, slow life kind of experience which does not generate heaps of money because of mass sales. Nevertheless, products, experiences and services that are sold can be of a luxurious nature and can generate income through the price. Economics as a theme can also be interpreted differently, as business oriented. In this case there are some opportunities.

"Elderly country"

After a hasted life in the cities the elderly might desire to spend the rest of their lives in Zeeland. They can experience the authentic life without end. The image would be a destination for the elderly who enjoy nature, recreation and the good life will going back to the calm rhythm of nature. Attracting the elderly with money, who want to place their yacht in the harbour, or in their garden for that matter, is a way to get money to the region. 'Land & Zeezicht' would not be able to play a direct role in this scenario.

"Slow-business"

What could also be a suitable scenario is the idea of focusing on business in the atmosphere of authenticity. Doing business out of the big busy city. It is on the one hand in contrast with the discourses idea of moving away from work but it could also be fit in it. Imagine a conference in the middle of nowhere, surrounded by the beautiful environment of Noord-Bevelenland. The food and drinks offered are all of local origin and the atmosphere of complete relaxation combined with energising activities. The barn is an absolute perfect location to supply opportunities for a conference both large and small. The location is very suitable as it is located near the harbour and the shopping hall 't Spuistraatje, which can offer some extra activities. Like boat trips, fishing opportunities and the lake. And for that matter, team building events would be very suitable. Typical, historical Dutch or even local games can be played as an interesting and new way to work on team building and is very appropriate in the local context.

Image

Authenticity is all about image. It is about conveying to the public what Zeeland is and what it has to offer. If this discourse is applied it is about communicating the culture of Zeeland. People will use products because they mean something to them, they say something about the consumer. By consuming people define themselves (Bauman, 2008).

'Land & Zeezicht' is a wonderful location that can use this theme to its advantage whatever it chooses to do. It must make itself much more known. This is related to how it must be branded. When working in the discourse of authenticity the website of the barn needs to portray more ideas about escaping from the busy life as well as send out a message of the good life. The connection can also be made with the water and Kamperland. This can be done with pictures, for example. Regarding the website one can also keep in mind that there are many German tourists. They can be attracted by a German or English website.

"The picnic site"

Authenticity could also be applied to the barn by allowing it to be a location for people to rest and picnic. The barn could have a small site on the land where people can park their car or bike and sit to enjoy the scenery and eat local produce they have just purchased in the area. In this picnic area an information sign should be placed so people can learn more about the history of the 'Land &

Zeezicht’ and the possibilities there are at the location. When driving past the yard it does not invite people to come and take a look, as it seems like a private house. Allowing for a picnic site is very welcoming. ‘Land & Zeezicht’ could also sell baskets at the barn so people have something to eat during the picnic, these baskets are obviously prepared completely locally, and they include produce from all different kinds of businesses.

The theme of image also clearly shows that Noord-Bevelenland should do similar branding as a whole to attract people they want. Here, it is not only aimed at foreigners and tourists from the Netherlands, but also at the people who live in Noord-Bevelenland and the surrounding islands. It is interesting to attract the local population because they will also be in the area in the low season. Furthermore, local people can create a large network which is incredibly useful for the barn as it is now. ‘Land & Zeezicht’ is largely a location to host events such as weddings, this is a good market for the local population but it needs to become known as such.

Discussion

What is interesting in this discourse is the oppositions visible in it. Firstly, there is the issue of the local versus the global. One has to make a choice regarding focus. Do we focus on the locality of Zeeland, its own culture and nature, or do we focus on bringing in the popular culture of the globalised world. Both may work, authenticity can be created, still, one must not forget the choice. Secondly, there is the contradiction between the rural and the urban. This is not only about what it means to be the one or the other, for example, the closed-mindedness of the province versus the fast-passed life of the urban. In this case, the choice for one seems to exclude the other. For the discourse of authenticity, the provincial must be embraced. It is about the slow life, and an escape from the city. If one wishes to create industry and urbanity in Zeeland, the discourse of authenticity would not be suitable.

The discourse of authenticity is a very broad one, and therefore, it fits very well with all of the different themes discussed. Yet, some fit more than others. The theme of nature, culture and recreation are especially well suited. It is the nature that the experience lets you be submerged in. It is the culture one can indulge and it is the recreation than can unwind you. The role of ‘Land & Zeezicht’ herein can be both direct and indirect. The barn can play a key role in the delivery of all that is authentic, such as the idea of the farmers market. Yet, the barn may also be a link, a connection, between different deliverers of services related to this discourse. In this it is key for the barn to create a network from which possibilities can be created. The barn must present itself assertively to become part of, or better yet, create such a network in Noord-Bevelenland and possibly even between other islands as well.

Table 4: Discourse Authenticity

Themes	Scenarios	Discourse: Authenticity	Signs
Nature & water	<i>“Waterland”</i>	++	++ = Very good
Culture & food	<i>“Local culture”</i>	++	+ = Good
	<i>“Glocalisation”</i>	++	
Recreation & sports	<i>“The luxury sport”</i>	+/-	+/- = Decent
	<i>“Workshops”</i>	+	
Tourism	<i>“Mass-destruction”</i>	--	- = Unsatisfactory
	<i>“Local network”</i>	++	
Economy	<i>“Elderly country”</i>	+/-	-- = Bad
	<i>“Slow-business”</i>	++	
Image	<i>“The picnic site”</i>	+	

5.5. Beautiful Zeeland –Mijn mooie Zeeland

Zeeland is a beautiful province and is close to the heart of all its inhabitants. There are wonderful nature areas with a great variety of species, there is peace, serenity, endless horizons, lovely small towns and friendly people. The structure of (connected) islands is unique in the whole of Western Europe and the accompanying dunes and dikes protect Zeeland from the water. Through this connection to the water however, Zeeland has known its most prosperous times and even nowadays many people are attracted by the abundance of water in the province.

The elaboration of this discourse is called ‘beautiful Zeeland’. The scenarios of this discourse are about the beauty of Zeeland combined with the different themes of: nature, culture, recreation, tourism, economy and image. These subjects will be linked with the beauty of Zeeland and these will form different scenarios. The scenarios will be described in a narrative form and each scenario will come up with different ideas on how the development of Zeeland, Noord-Bevelenland and the barn could be linked.

Beautiful nature

Zeeland has a rich and diverse landscape and its combination of agricultural areas, old lands and new lands, dunes, dikes, water and other natural areas are unique in the Netherlands, but also in Europe. Zeeland is the only delta in Western Europe where different rivers come together to eventually reach for the sea. The delta works enjoy worldwide fame and are even one of the seven modern world wonders (world wonders, 2011) on the whole planet. Therefore, the province of Zeeland must be the ‘water capital’ of Europe, and Noord-Bevelenland can play an important role in this entity.

With Zeeland being the new-born water capital of Europe, many things have changed. More and more tourists visit Zeeland to enjoy the lakes, estuaries or the North Sea. Not only holiday tourists visit Zeeland, but also many scholars from abroad take a trip to this province, to learn about how to defend the land from the water and how people are able to live below sea level. Knowledge centres have been established in Vlissingen and Middelburg and many companies in Zeeland work together with these broadly oriented knowledge centres.

While the scholars do research and learn about the scientific aspects of the water-land relations, holiday tourists enjoy the many possibilities to recreate in Zeeland. The ‘Veerse meer’, the Oosterschelde and Westerschelde have never seen so many waters port tourists. Boats come and go and many new facilities have been created in a sustainable way; this province must be enjoyed also by future generations. Not only the water sports lovers are attracted by the wide scale of possibilities in Zeeland, also nature has taken a more prominent spot amongst the visitors.

Ever since Zeeland was designated to be an example for other deltas in the world, the Government decided to give nature more space. Many guides were trained to guide tourists through the province. Former event location ‘Land & Zeezicht’ has played an important role in this training process, facilitating the trainings and establishing a visitors centre for the ones interested in the natural beauty of Zeeland. Visitors see the former event location as a gateway to all the natural beauty available since many routes through the nature reservations start here. Furthermore, workshops about nature and important meetings with attendants from all over the world take place in the beautifully renovated barn.

A pleasant incidental accompanying the transformation of Zeeland is the fact that real-estate in the area has gained value. With its specialized knowledge centre on the island of Walcheren Zeeland is now welcoming people from outside the province to live within the province. The once quiet village

of Kamperland now is a vibrant community with people working in the water and tourism business. Many people work in one of the knowledge centres or with the guidance company situated in the former barn. Zeeland as a whole is now being mentioned in the same breath as the Randstad, Antwerp and the Ruhr area; all successful but all for different reasons.

The last remarkable thing is that transportation through the area now mostly goes by boat. Facilities for water transport have been created and this proves to be a convenient way. Moreover, this mode of transportation is much cleaner than transport by car due to the solar panels that are being used. Visitors of 'Land & Zeezicht' also mostly come by boat, which is easy due to the quay built right in front of the barn. Only a small stairs divides the quay from the new nature centre, which is attractive to visitors.

Beautiful Culture

Zeeland is one of the most sparsely inhabited provinces in the Netherlands, only just behind the province of Friesland. With only 138 inhabitants per square kilometre there is plenty of open space to enjoy. Because of the lack of big cities in the province many old city centres and village centres have remained intact, some of them – like for example Veere or Zierikzee – are so beautiful they could be an open-air museum.

However, due to the beautiful sceneries in Zeeland – think of beaches, natural areas, agricultural areas etc. – culture is not one of the things people come to Zeeland for. The cultural offerings in Zeeland are, compared to for example the Randstad, Noord-Brabant and the big cities in Belgium, very low. Big names in music, theatre, comedy and so one seldomly pay a visit to Zeeland and if they do so, their visit is mostly limited to the bigger cities like Middelburg, Vlissingen, Goes, Zierikzee and Terneuzen.

"Artist-magnet"

A real 'artist-magnet' is missing. By artist-magnet we mean that there is no stage or podium which is both intimate as well as capable of hosting many people. Every year there are some events and festivals in Zeeland, but at those events, an intimate atmosphere is missing. The barn could be this place.

Big names in music, arts, dance, theatre and other arts rather go to cities with more facilities like for example Antwerp, Gent, Brussels, Rotterdam, Amsterdam etc. Zeeland only has few nationally known events like for example the 'Film by the sea' festival and the 'concert at sea' festival at the Brouwersdam, while other provinces have many more events during the year, not only in the music and film business, but also regarding the other arts.

Zeeland needs a new impulse in the 'arts' area and 'Land & Zeezicht' can contribute to that. Besides hosting an all year round exposition of up and coming artists the former barn has enough space to create or build a real stage. This stage can be used for many things. Not only dance, theatre or music can take place but also stand-up comedians or lecturers could reach an audience from up there. The barn will be well known throughout the province and because of the regular offer of cultural events people know their way to the barn.

Besides selling tickets for one day events like for example a music performance, a lot of annual passes are being sold to the more elderly inhabitants of our province. Since they do not work anymore they have more time than the younger generation to spend and they like to use this time enhancing themselves in a cultural way.

"Culture through food preparation"

Noord-Beveland is an island with many faces. There are some residential areas, some natural areas, a few campsites, some small scale industry, a few tourism resorts and a bicycle network. However, the biggest part of the island consists of agricultural areas; mostly crops, but also some animals like cows,

fish and goats are being ‘farmed’ at the island. Because of the abundance of different agricultural crops and the fact that there are many small-scaled (hobby-)companies at the island, the municipality decided to come up with the ‘move food around’ program.

The program was an initiative from different company owners at the island to present an attractive day out on the island. Together they thought about Noord-Bevelenland and thought of why it is such a special island. They came to the conclusion that they all had high quality foods but they had difficulty making profit out of it. Since all the owners knew they had the best food in the country, they came up with the following idea: the entrepreneurs created a bicycle route around the island. Not like the small routes that are already present, but a big loop around the island. Furthermore, they made sure all the participating farms were close to the route. All the participants of the ‘move food around’ program have to buy a basket at the former event barn ‘Land & Zeezicht’, which is the starting point of the loop around the island. Then, on their bicycles, they have to follow the specially created route and visit the participating farms. At the first farm, they would buy cherries, at the second farm they would buy yoghurt and at the third farm they would buy carrots, all at a reduced price. When they complete their round around the island, the basket is filled up and the participants have many ingredients to cook with. When back at ‘Land & Zeezicht’, they would start cooking their own food, together with a chef familiar with those regional products. Since the offerings of food change with each season, there are different menus to cook during the year; a spring menu, summer menu, autumn menu and a winter menu, each with their own charm and flavours.

All the companies can continue their old business but generate some more income now. Furthermore, since many tourists now visit Noord-Bevelenland to bike the ‘loop’, the profession of ‘farmer’ has gained more respect. People know about the troubles farmers have to deal with and this stimulates them to buy more local foods, in which way a win-win situation is created.

Beautiful recreation

Zeeland is pre-eminently known as a province to recreate. Every year many tourists and visitors come to this province to enjoy the water, the beaches, the bicycle network etc. Few people only come here to ‘enjoy the sun’, most of them do other things as well. However, Noord-Bevelenland seems to be missing out on this trend. Visitors drive straight through Noord-Bevelenland to get to the beaches, holiday parks, spas etc. as quickly as possible.

In combination with other locations, ‘Land & Zeezicht’ provides a balanced indoor entertainment program for the days with bad weather. Fortunately, there are many days with bad weather in the Netherlands so many visitors will come to recreate. While some places are focused on indoor playing grounds for the kids, or house expositions or museums, ‘Land & Zeezicht’ has taken the beauty of Zeeland into account and is hosting a permanent (modern) art gallery combined with a museum about Zeeland and a place where one can eat and drink local products. Due to the combination of different destinations under the same roof, ‘Land & Zeezicht’ has become a popular ‘rainy day’ attraction amongst either visitors or locals.

Beautiful tourism

Every year, many tourists find their way to Zeeland. 95% Of the tourists come to Zeeland with a ‘holiday’ purpose, which is much higher than in other provinces (destination analysis). One could say that Zeeland is a big Dutch tourism destination. This has long been the case and this is nothing new, but it is important to think about the future and how the barn could play a role in this future.

“Slow tourism”

With the on-going climate change there is a chance that temperatures would increase in the (near) future. Zeeland, with all its beaches and access to water, could welcome even more visitors then. The beaches become over-crowded and campsites and hotels will be packed up with people. It is important to provide a counterweight to the mass tourism Zeeland has to deal with and Noord-Bevelenland is *the* right island to do so.

People who visit Noord-Bevelenland are not there to seek thrills or to be active, but just to relax. They want to do the opposite of what they do at home and at their jobs. Visitors want to sit back and relax, enjoy a good book, have a walk after lunch and then enjoy a nice dinner prepared with local foods. Since out of all the 'islands' in Zeeland Noord-Bevelenland is the most sparsely inhabited one, these slow tourists see this island as an obvious choice. Besides that, local entrepreneurs have responded well to this trend, providing fairly luxurious accommodations combined wine, special beer and food arrangements. Also the bicycle and walking routes have been revised and the networks have never been as well maintained and extensive as they are now.

While the rest of Zeeland only welcomes visitors in the summer time, Noord-Bevelenland is different. Here, since the focus is on relaxation, peace and quietness, visitors also come during the 'off-season', or wintertime. Visitors enjoy nice long walks along the many walking routes on the island and locals welcome these visitors, since they only bring money with them and don't disturb the peace and quietness on the island.

Ever since the beginning, 'Land & Zeezicht' has been a popular destination for 'slow' tourists. The former agricultural barn and event location provides a number of spacious rooms and furthermore, access to the cycling and walking network right next to the barn. Due to the many connections with other farms, local foods can be prepared whenever the guests would like this. The remarkable thing is that no real 'entertainment' has to be presented to the guests, since they actually enjoy the 'nothing' at the island and this is exactly what they come for.

"Agro tourism "

In imitation of the 'slow' tourism, another new form of tourism has made entry in Noord-Bevelenland. Agro tourism is about visitors getting in contact with farmers and their way of life. Through agro tourism people are inspired to live healthier e.g. getting up early, eat and drink healthy products, work hard, do something with the day ('Carpe diem') and go to bed early. Since Noord-Bevelenland knows many farmers, this way of tourism was quickly integrated amongst them.

These kind of holidays are enjoyed by people who have office jobs and live in cities. Their children might not even know where 'milk' comes from. Through these holidays, they get in contact with how life has been for hundreds of years and they learn about the agricultural business as well as about themselves.

'Land & Zeezicht' is the place where the BEMIDDELLINGS bureau is located. This bureau links families and individuals to all the participating farms in Zeeland. Every family or individual has their own wishes, but also the agricultural companies have wishes about what they seek in their guests. One could say this company is an intermediary between 'agro holiday' seekers and 'agro holiday' providers.

Beautiful economy

Since space in the Netherlands is getting more scarce every year, Noord-Bevelenland has a unique extra quality. Ground prices and house prices might rise to high levels and Noord-Bevelenland will become attractive for people who now live in an urbanized area. 'Land & Zeezicht' is now a place of temporary housing, for people who want to leave the busy life in the rest of the country and move to Noord-Bevelenland.

Since it is hard to find a house that suits one immediately, people can temporarily live in 'Land & Zeezicht' until they find the house of their dreams. If they live in the area they get to know people and it will be easier to find a good place to live. 'Land & Zeezicht' could be seen as a sort of hotel, taken to the next level.

Beautiful image

Zeeland is a beautiful province but has to deal with a 'bad' image. People like to come there for a holiday or to recreate, but few people are enthusiastic about living there. This might have to do with

the ‘emptiness’, the ‘quietness’ and the lack of facilities in Zeeland; the whole of the province Zeeland has as much inhabitants as the half of the city Rotterdam!

It is important to ‘brand’ Zeeland and to create a better image of the province. ‘Land & Zeezicht’ has been transformed from an event location to the headquarters of the new ‘Zeeland promotion organization’. From the headquarters, all kinds of different promotion campaigns are being launched to attract more visitors for the province of Zeeland. Not only more Dutch people now visit this beautiful province, also more and more people from Germany, Belgium, France, Great-Britain and Spain come to visit the beautiful places in Zeeland.

Discussion

The visualization of this discourse analysis is represented in the following scheme:

Table 5: Discourse Beautiful Zeeland

Themes	Scenarios	Discourse Beautiful Zeeland	Signs
Nature	Beautiful Nature	++	++ = Very good
Culture	Beautiful Culture “Artist magnet” “Culture through food preparation”	+	+ = Good
Recreation	Beautiful recreation	+	+/- = Decent
Tourism	Beautiful Tourism “Slow Tourism” “Agro tourism”	++	- = Unsatisfactory
Economy	Beautiful Economy	--	-- = Bad
Image	Beautiful Image	-	

This table shows which themes fit the discourse of beautiful Zeeland. Furthermore, the scheme shows which themes should be invested in to get the best chance of success. For example, in this discourse, focussing on an ‘economic’ goal of the barn might not be the best idea; focussing on a ‘nature’ goal for the barn might be a better idea.

Many ideas between the different themes could actually be combined to reach a bigger audience and thus have a better chance of success. The landscape in Noord-Beveland plays a big role in all of the scenarios and therefore it is important to involve the landscape in which ever idea one chooses. Also a collaboration between different entrepreneurs on the island will have a positive influence on the overall success rate of that idea.

5.6. Rhythms of the Season – Het ritme van de seizoenen

The ‘Seasonality’ discourse of Zeeland in Kamperland is perceived in different ways by various stakeholders. While local residents are cherishing their rhythm and calmness during the winter, some entrepreneurs are looking for possibilities to avoid the seasonality problem. But, is seasonality a problem and for whom? From the research it has been concluded that the opinions from various actors differ. And based on previous acknowledgements, the choice of making changes in the local rhythm is a highly hazardous decision and should not be made without giving attention to the wishes of the other parties.

In this section various scenarios are linked to the following themes: Nature, Culture, Recreation, Tourism, Economy and Image. These specific scenarios are not orientated on provision of exact plans, but rather on idea generation. Based on that some unrealistic or extremes orientated scenarios will be created. In this section seasonality is distinguished into low season and high season. With high season the summer months (May till October) are meant while low season reflects the autumn and winter time (November till April). In addition, the main focus within this discourse will be orientated on the low season scenarios, since that time has been characterised as problematic by some of the stakeholders. Thus every theme analysis will include a possible linkage of the scenarios and specific ideas for further development of the “Evenementelocatie ‘Land & Zeezicht’ B.V.”.

Nature

Based on the workshop analysis, the nature, the weather and the landscape of Zeeland are central factors for local inhabitants. They have acknowledged that they strongly connect themselves with the local environment and the nature is a part of local awareness. However, in a wider context there are different opinions of nature as a pull factor. While some stakeholders acknowledge the nature, the space and the atmosphere as the preconditions for (for example) attracting the main market – Germans – there; others do not associate nature’s beauty as a trigger.

Due to the regional specifics there is a natural distinction between low and high season, what has affected the “island’s life” in a way that there is a clear evidence of a certain rhythm – during the high season the life on island is orientated on serving its visitors, while low season is relaxation time for the locals. There is no way the nature could be transformed in order to change the seasonality issue. That is why the activities should be adjusted to the feasible target groups instead. Through extra promotion and image creation new target groups during low season could be attracted. Or as opposite to the current practice, more opportunities for local people should be developed:

“Inhabitants for nature based activities”

These products would be activities which stimulate the collectiveness of the region and the communication. The people there would become a connected village instead of separate municipalities. In order to do that Nordic Walking, horse riding (carrier), country-skiing and skating days should be organised. There should be a clear activity plan for Noord-Beveland. In order to make more connection and raise awareness, all these events should be connected, for example, in a frame of a photography workshop. This means that every time when the event is held participants are asked (optionally) to take pictures of the event and the nature of the island in general. Afterwards the best pictures would be collected and presented in a “traveling” exhibition. Within this scenario the barn could be used in two ways. Firstly, it could be a place where people can gather before and after the nature based events. Secondly, it could also be an exhibition location (for exhibiting nature pictures or maybe even ice sculptures as a winter attraction) . In this way, the barn would have free promotion. Therefore, the product of the barn could also be improved through culture based activities.

Culture

Similar to nature also the offer in culture and food traditions and facilities in Noord-Bevelenland differ during the seasons. The high season is orientated on visitor attraction by providing all necessary facilities, while during the low season together with the rhythm also the local habits are changed. Yet, should they be changed?

“Noord-Bevelenland a Gastronomic Mecca”

Many people associate Zeeland and Noord-Bevelenland with fishery and sea products. In addition, a typical characteristic of the region is the variety of the products produced by local farmers and other entrepreneurs. According to the employee of VVV Kamperland, many people visit the island to find out the best fish restaurants or other authentic eating places. Consequently, the local food and goods can be used to attract bulks of people all year long. By promoting existing and creating new restaurants based on local goods all over the island and by connecting those with the same brand, a new and attractive product can be developed. This can be done through a close collaboration between various actors: municipalities, service providers, farmers, fisherman and other stakeholders. This product is orientated on local people as well as the visitors of the region. Thus, gastronomy can be used all year long. While existing markets could be attracted during high season, in low season food can be combined with various activities: active day in the nature, a workshop, wellness activities, a concert, a market, a workshop etc. The barn in this perspective could be used in various ways: as a location for cooking workshops, as a market place where local products are sold as well as a place for concerts or other events.

“Kamperland as the ‘face’ of Zeeland”

People in Zeeland associate themselves with the place (island) they come from. This means that there are several identities present within the feeling of Zeeland. This could be a weakness, since people from different parts of the province are refusing to collaborate (based on workshop analysis). In order to make the province more successful, new networks should be created all over Zeeland. Cultural events are a great opportunity for underlining not only the differences between various regions, but also the similarities in a focus of their historical background. In order to do that, workshops for people from the different regions should be organised as well as several events: art exhibitions, music events, sport competitions etc. These identity creating events could be organised in Kamperland with the main aim to raise a common identity feeling between the different parts of the province. These activities should be organised during the different seasons in order to develop new connections and networks either between various interested groups as well as entrepreneurs. The barn as a historical monument could be used as an exhibition and event location. Since the German market is also highly represented in the province, also an Oktoberfest, orientated on the locals, could be an idea for new linkages.

Recreation

Zeeland and Noord-Bevelenland are recreational areas which are favoured by the proximity of the sea, beautiful beaches and low density of the population. Quietness, the weather and the landscape attract bulks of visitors during the summer, while the winter season, in relation to the rhythm of the province, is appreciated mainly by locals. Due to the mentioned circumstances, the area has a great potential of becoming an acknowledged wellness centre on national and international level. Based on this, two scenarios have been developed:

“Noord-Bevelenland, the site of national (and international) wellness and recreation activities”

The area of the Noord-Bevelenland island is adjusted to various wellness and recreation activities: health and wellness fairs, wellness and recreation seminars, medical self-care training, fitness centre, weight-loss groups, informal sports leagues, walking and cycling programmes, stress management education, smoking cessation programme etc. Through the variety of the activities and courses the area will attract different long haul and short haul target groups interested in various services. In addition to the educational seminars and workshops various relaxation activities: massage, sauna,

Jacuzzi etc. will be located all around the island. Also, special attention will be orientated on winter treatments: e.g. swimming in the open lake (hole in the ice), hot tubes at the seaside, hiking tours, skiing and skating trainings, indoor swimming complex etc. These attractions would be orientated either on locals and visitors. The barn in this scenario could be used as a regular workshop and seminar location.

“Zeeland as ‘No’ destination in low season”

An alternative solution to the recreation complex is increasing dissatisfaction of local people with visitors in the area. There are some groups of local people “guarding” their region by scurrying visitors away. They are rather interested to see the area with no image and tourists as a steady flow of “outsiders” arriving in their place. The rights of the beaches, the nature and the landscape are in control of locals and no changes are acceptable. There are even no basic tourism facilities (WC, Café, hotels, restaurants etc.) provided in the area to make it clear that visitors should be excluded. Tourism is not recognised as an industry of future development.

Tourism

Tourism is a theme which has a high connection with the previous three themes explained above. It is a growing sector, therefore of increasing importance due to the development of the area. It has been noticed that more and more stakeholders are linking the development of Kamperland and Noord-Beveland with the service sector. Through touristic activities and the creation of new products (e.g. luxury hotel, UitHaven etc.), an increasing numbers of visitors are attracted during the high season. However, the question of changing or cherishing the rhythm of local inhabitants during the low season is central also in this theme. Therefore two scenarios have been developed.

“Noord-Beveland mass tourism destination”

From the research it can be concluded that Noord-Beveland has a potential for attracting visitors all year long. Thus, to make tourism development more viable for increasing the number of entrepreneurs, more diverse attractions should be created in the future. The island could be turned into the thematic attraction complex where various attraction parks (delphinium, educational theme parks, Jip en Janneke garden, local Disneyland, Roller coaster, adult club, wellness centre etc.) could be developed. Each of the parks would be orientated on different auditory: families, individuals, groups etc. The product would be aimed on long time visitors (4 days – 2 weeks) which mean that new accommodations should be created, especially in the coastal areas of the island. And with respect to bad weather conditions, especially during low season, a giant indoor water attraction park could be built. As an addition to that, Kamperland would be developed as a party town with night clubs, pubs and bars for various tastes. In this way, the current tendency of the area getting “grey” would be avoided and younger generations could be attracted to the island. As one of the top products, parties for single people would be organised. In addition, the shops and service sectors would be open all year long, since the needs of these new arrivals should be satisfied. It is expected that new changes would attract both tourists as well as people from the province. The barn in this scenario would be a meeting and party location on its own. He whole year through, various thematic parties for individuals would be organised. This development would not only improve the local infrastructure, but also would stimulate public transport development, since there is a high risk of regular traffic jams.

“Seasonality and local rhythms are cherished”

The other extreme scenario includes low scale “accidental” tourism development. There are no new attractions developed. The visitors who are coming to Noord-Beveland have either a relation to the region (e.g. second house, a seminar) or they are short stay tourists there. This tourism development does not require any investments or product expansions during the low season. However during high season new products are created. Enterprises, like ‘Land & Zeezicht’ orientates its products on local markets by organising community events such as New Year’s party, collective second Easter morning gathering, Sinterklaas event for the children etc. In addition it is official gathering place for locals,

during important events of the municipality. Also various exhibitions and e.g. local Christmas fare with a glue-wine is there.

Economy

Since the service sector is of the greatest importance in Zeeland, the economy is directly linked to tourism activities. Nevertheless, it should be specified that the term “economy” includes various sectors: agriculture, fishing, manufacturing (e.g. textile, wood and leather), electricity production, construction, trade, health and social work, hotels and restaurants etc. This theme in relation to seasonality and local rhythm should be analysed separately per case of the enterprise. This means no one scenario could be developed within the frame of this theme. Nevertheless, it could be concluded that various enterprises (for example ‘Land & Zeezicht’) might use the low season, as a time of preparation for the new season. By preparation in this case: new product development, active networking, collaborations, participation/organisation of workshops etc. is meant.

Image

According to the motto of the Province of Zeeland: “To live, work, trade and recreate in Zeeland”; Zeeland in a provincial level is positioned as a place for all: living, recreation and entrepreneurship. However, on a national (and international) level, Zeeland is recognised as a leisure destination for various target groups. Since there is a great difference between high season and low season in the province, it can be concluded that there is a high association between the image and seasonality and the local rhythm of life. This means that the image of the region is changing together with the season not only in Noord-Bevelenland, but in the province as such. So to say, in this case seasonality is affecting the image, what conflicts with the task of this assignment.

Discussion and Conclusion

This discourse analysis has been made with an aim to provide a frame for further idea generation. The results are an individual “brainstorming”. It means that, there could be a high level of subjectivity. Nevertheless, this data is going to be compared and combined with other discourses, and the objectivity will be increased.

By combining these six themes (see table 6) with the chosen discourse, it can be seen that scenarios could have been developed in four of the combinations, seasonality and: nature, culture, recreation, and tourism. All of these themes can be related with the activities what makes it feasible to relate them with seasonality and local rhythm as well. Based on that, one or two scenarios per case were created.

Table 6: Discourse Rythm of the Season

Theme	Scenarios	Discourse Seasonality	Signs
Nature	<i>“Inhabitants for nature based activities”</i>	++	++ = Very good
Culture	<i>“A Gastronomic Mecca”</i>	++	+ = Good
Recreation	<i>“Kamperland as the ‘face’ of Zeeland”</i> <i>“The site of (inter) national wellness and recreation”</i> <i>“Zeeland as ‘NO’ destination”</i>	++	+/- = Decent
Tourism	<i>“Noord-Bevelenland as a mass tourism destination”</i> <i>“Seasonality and local rhythms are cherished”</i>	++	- = Unsatisfactory
Economy	<i>“Enterprises making use of low season”</i>	-	-- = Bad

Image	<i>“To live, work, trade and recreate in Zeeland”</i>	--	
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The economy could not be linked to the local rhythm since too many various sectors are included in this term. Based on that, the comparison should be made with the particular sector (e.g. fishery) instead of the economy field. During the analysis of the combinations it was concluded that the theme image in combination with seasonality or local rhythm is conflicting.

Through this discourse analysis, it was concluded that linkages between rhythms of local life and various themes can be created in various ways. Based on that, there is a great hope that this analysis will be used as a basis for the generation of new ideas for increasing the viability of rural Zeeland.

5.7. Discussion & Conclusion

General discussion on the discourse analyses

In the previous part of the report, the ACT group has worked out (more than) thirty six scenarios. Of course not all of the scenarios are completely realistic, but they serve as a source of inspiration to think of ideas which *are* realistic and feasible. In this part the different discourses and the corresponding scenarios will be discussed in order to expose both horizontal (between discourses) as vertical (between themes) relationships.

Firstly, the different themes will be discussed and whether or not they could contribute to the development of Noord-Bevelenland and 'Land & Zeezicht'. Secondly, the general links and overlap between the different themes will be addressed. Thirdly, the discourses will be discussed and whether or not they have overlap with each other.

Discussion of the themes

First of all the positive aspects and connections of the different discourses and themes will be discussed. All the different discourses show a positive attitude towards the themes of *Culture* and *Tourism*. This means that no matter from which perspective one looks at it, opportunities can be found to develop Noord-Bevelenland and 'Land & Zeezicht' with one of these themes.

To begin with the *Cultural* theme; all the discourses talk about culture in combination with food. Because of the fact that Zeeland is an estuary, it has many opportunities for growing, keeping or catching food. The lands are fertile and water is always close by; crops and fruits can grow, cattle can graze and different fish species can be caught. Noord-Bevelenland represents this data with its (cattle) farms, fruit cultivation and fishing fleet. Many opportunities come to mind to actually do something with all the locally made products. All the 'ingredients' are present, now someone has to step up to actually create the linkages between the different actors and get the ball rolling. Many of the inhabitants in Zeeland but also the visitors are somewhat elderly people, which often means that they have enough money to spend on luxurious products.

Then, the *Tourism* theme. Many tourists already come to Zeeland. A lot of scenarios have passed in the previous chapter, from wellness, mass-tourism or no tourism to authentic Zeeland, local rhythms, slow tourism and agro tourism. Since all the discourses stand positively towards tourism, and since there are already a lot of tourists in Zeeland each year (the target group is already there), tourism is an important sector to keep in mind when thinking about future developments of the barn.

In contrast to the *Culture* and *Tourism* themes there are also a few themes which do not seem to fit the discourses. The theme *Image* for example is one of them. Although the image of Zeeland is important in attracting new inhabitants or visitors, this theme does not seem to fit in one of the discourses. One could say that image, instead of being a theme, is an additional necessity. No matter which ideas or scenarios one will perform, branding – or working on the image of Zeeland – will always remain an important side goal.

Other themes are a mix of positive and negative scenarios under different discourses. For example, the theme of *Nature* and the accompanying scenarios work for some discourses, but not for others. Nature contributes to a higher appreciation of an area and furthermore, the characteristic nature of the estuaries attract many visitors each year. One could say that nature contributes to a positive overall picture of Zeeland, but whether or not 'Land & Zeezicht' will be able to do anything with that is the question.

In general, one can say that the themes *Nature/Culture* and *Recreation/Tourism* share a certain overlap. Although the essence of these themes might be quite different (especially with the *Nature/Culture* themes), overall and within the different discourses, they seem to strengthen each other. Furthermore, *Nature*, *Culture* and *Tourism* are relatively 'positive' themes within each

discourse and therefore they are easier to combine than for example *Economy* and *Nature*. This is something to take into account when developing future plans for either 'Land & Zeezicht' or Noord-Bevelenland in general.

Discussion of the discourses

In table 7 the discourses, themes and scenarios are displayed. The colours describe how each scenario fits the discourses. In this table is shown that not only the themes overlap, also the discourses sometimes match each other. Different scenarios for different discourses could well be combined in some cases, which actually will be done in the *Idea book*. For example, the discourses of *Authenticity* and *Beautiful Zeeland* show a lot of overlap and different scenarios from these discourses could well be combined.

The same goes for the combinations of *Rhythms of the season* and *Beautiful Zeeland* with some themes. *Rhythms of the season* could, for example on the wellness scenarios, be combined with the *Branding* discourse. Many combinations are possible as can be seen in the table, which is the strength of this method. Even though one scenario might not be liked, combined with other scenarios, a great product could be created.

To conclude

Both discourses and themes show overlap. Those scenarios will be combined in the *Idea book* so they can strengthen each other. Not all the scenarios might be completely realistic but since the *idea book* is there to excite the imagination, this perception does not matter. Through the combination of scenarios realistic ideas might come up and linkages between different actors can be created to actually create output. Since we cannot choose for 'Land & Zeezicht' which direction to move to in the future, we have given handgrips to make the choice a more easier one.

Although we know we have only used six discourses and six themes, we feel that our scenarios are a rather accurate representation of how they are in reality. Added to that, the discourses are not exhaustive. This is because we derived the themes from the research we have done in the first five weeks of this project and we have come up with the discourses after doing fieldwork in Noord-Bevelenland and after doing the workshop. Therefore, we feel we have covered quite a large spectrum in possible opportunities for development of the barn. It is now up to the commissioner to decide which direction to move into.

Table 7: Discourses, themes and scenarios

	Authenticity	Islandism	Rhythms of the Season	Branding	Beautiful Zeeland	Money
Nature	Waterland	A boat for Christmas	Target group	National park "Noord-Bevelenland"	Beautiful nature	Building in nature
		Off the beaten track				Using natural resources
Culture	Local culture	Zeeland; cultural core	Gastronomy Mecca	Culinary and cultural Noord-Bevelenland	Artist-magnet	Religion
	Glocalization		Face of Zeeland		Food preparation	Art tour
Recreation	The luxury sport	Zeeland; the Olympics	Wellness destination	Interactive Noord-Bevelenland	Beautiful recreation	Social club events
	Workshops		NO-recreation			New guru
Tourism	Mass-destruction	The thirteen countries	Mass tourism	The islands of peace and wellness	Slow tourism	Mass tourism
	A local network		Local rhythms		Agro tourism	Saint Tropez
Economy	Elderly country	Zeeland takes the lead	Preparation for new season	The island that connects	Beautiful economy	Heavy industry
	Slow business					Harbour
Image	The picnic site	North-Islands	Seasonality	<i>All of the above</i>	Beautiful Image	Branding

VERY GOOD
GOOD
ACCEPTABLE
UNSATISFACTORY
BAD

6. Overall Conclusion

The aim of this project was to *create ideas and facilitate linkages and networks as a foundation for future developments of 'Land & Zeezicht' and Noord-Bevelenland*. However, this can also work the other way around. The barn can play a role in creating these linkages too. These links are important because they allow different actors in the area to get involved and use their strengths to work together. This '*Analyses Report*' was written to describe the results that have come out of the project through the different analyses that have been made.

With this information the history of 'Land & Zeezicht' and the surrounding area was described and the destination and market analysis of Zeeland have been made. From these analyses we can conclude that the service and public sector are the biggest sector of employment within Zeeland and that the group of elderly people will grow in the coming years. The analyses further showed that Zeeland attracts visitors through its beaches and famous old city centres where visitors can enjoy walking in the environment and spending time on the beach. These trends have been taken into account when the scenarios were developed, as it is important to keep these trends in mind when thinking of future possibilities for Zeeland.

Next to the destination and market analyses a stakeholder analysis has been made in order to see which stakeholders in the area could be of importance for the barn, but also to see which of them can be connected in order to create new linkages and networks for the facilitation of sustainable developments in Zeeland. All stakeholders mentioned in the stakeholder analysis can have a different meaning for the development of the barn and for Zeeland. Some of them have more power and influence over others, like the Dutch government, the municipality and the Waterboard, but from the analysis it can be concluded that all of them are equally important. The organisations behind the bicycle network and the partnership of Zuidwest Delta already form strong links and should therefore be connected to more organizations which will increase the economic benefit and development. Some of the stakeholders have been invited to participate at the workshop in order to recognize different discourses from which scenarios could be created.

Then, six different discourses were derived from the workshop which have been connected to six themes: *Nature, Culture, Recreation, Tourism, Image and Economy*. By connecting the themes to the discourses, thirty six scenarios were created that consisted of ideas for the development of Zeeland and the barn 'Land & Zeezicht'. Within the theme *Culture* often combinations have been made with (local) food products, as Zeeland has many opportunities for growing, keeping and catching food. The theme *Tourism* presented many scenarios with different forms of tourism that could be developed in Zeeland and that can contribute as well to future possibilities of the barn, like wellness, mass-tourism or no tourism, authentic Zeeland, local rhythms, slow tourism and agro-tourism. It has been noticed that the theme *Nature* shows a mix of positive and negative scenarios, which means that it does not always fit the discourses. Although nature on itself is also part of the image of Zeeland, there are doubts whether or not 'Land & Zeezicht' will be able to use this in its advantage. When it comes to the theme *Economy*, different scenarios were created that focused on various areas in which Zeeland can be economically viable and where Noord-Bevelenland can be the centre of business.

Because of the fact that several discourses and themes overlap, they have been combined in the '*Idea book*'. From the discourse analysis, the themes *Nature, Culture* and *Tourism* have shown to be relatively positive themes and are easy to combine, while this seems to be harder for the themes *Economy* and *Nature*. The discourse analysis showed that there are many combination possible within the different scenarios and discourses, which can result in linkages between the different actors in order to create a great product.

From these analyses we can conclude that in order to develop new ideas and scenarios, it is important to be up to date when it comes to developments and trends in the area. The fact that the

public and service centre are the biggest sector of employment means that this sector is important to increase economic development. This information is necessary in order to recognise which actors are important for this economic development and in what way they can be used to create linkages and develop a network of stakeholders. By recognising which of the stakeholders play which role in connection to 'Land & Zeezicht' and Zeeland, the opportunity exists to see how they can be linked to other organisations and create a strong network. The bicycle network and Zuidwest Delta are strong links within the network to which other organisations can be connected. From these discourses created after the workshop analysis different ideas were developed which were organised in six themes from which various scenarios were created. These scenarios all consist of different ideas of how Zeeland can be developed in different ways and how 'Land & Zeezicht' can play a role in these cases. In the final chapter, the role of 'Land & Zeezicht' will be specified.

7. Recommendations for ‘Land & Zeezicht’

The current product of ‘Land & Zeezicht’ is orientated on organised group events, in order to increase the frequency visits during weekdays and low seasons individuals and small organised groups should be attracted. The proximity of ‘Land & Zeezicht’ to the beaches, historic city centres, walking paths and bicycle routes should be used to attracting individual visitors, locals and families during this time. The barn could organise concerts, workshops, game nights, culinary tours as evening activities.

Furthermore, ‘Land & Zeezicht’ should orientate on German and English speaking markets, therefore the webpage should be translated in these languages and some events should be orientated towards the mentioned market groups, such as an Oktoberfest. In order to attract new markets, the information of ‘Land & Zeezicht’ should be included in various sites which promote conference rooms, meeting rooms, wedding locations and workshop locations. The increasing number of elderly people in the region should be seen as a future opportunity for the barn and new products such art galleries, concerts, theatre and the like, should be developed. ‘Land & Zeezicht’ has a potential to become a cultural village centre which would not only reduce seasonality trends, but also raise the awareness between local people and would be an extra channel of promotion.

The planned (public) events throughout the season should be published in a booklet or a leaflet which would be spread in collaboration with VVV Kamperland, other organisations and people visiting the barn. The work on creating new collaborations and networks with the local entrepreneurs such as de Bruine Vloot and Seafarm BV is recommended in order to create a broad clientele. Since the current product of the barn is connected with overnight stays, a close collaboration with accommodation providers, such as Hotel Kamperduinen and Roompot, should be established. The continuation of collaboration with the ‘Kenniswerkplaats’ Zuidwest Delta can be a helpful partnership in order to create these linkages between different actors in the area when thinking about the future of Noord-Beveland and the barn.

In general regular communication, making linkages and collaboration with various stakeholders is an opportunity for future growth and product diversity of the barn. Thinking out of the box is needed when imagining new possibilities for the barn, therefore the future of the barn can be linked with the ideas mentioned in box 1.

Box 1. Ideas for ‘Land & Zeezicht’ based on the six discourses.

- Events/workshops with famous people
- Art exhibitions
- Photo shows
- Ice-sculpture exhibitions
- Stage for performances
- Company parties and team building events
- A ‘think tank’ location
- orientation on e.g. Belgium, Randstad and Germany
- Information centre for visitors with exhibitions and information about the region and the province
- Barn as a meeting point for making linkages between various stakeholders
- A market place for locally produced goods, farming and fishery products as well as handicrafts
- The barn as a place for a cooking workshop
- Picnic-site and tea-house
- A survival park with indoor and outdoor activities

- The barn as a relaxation place with lounge chairs and wellness possibilities
- A location for wellness seminars or health fairs, workshops on stress management, weight loss or weight management, smoking cessation programmes
- The barn provides its own tour by boat with a fisherman and chef on board
- Orientation on local people also during low season such as New Year's party or a Sinterklaas parade
- Create a festival or big annual event;
- Thematic parties for singles
- Barn as an official gathering place for municipality events

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