

Team Number: 989

Project Name: Recreation Patterns of Visitors of the National Landscape Arkemheen-Eemland (NLAE)

Team Members:

Inge Van Dasselaar

Lesley Walet

Manuela Ilakova

Sanne Mees

Yordanka Mihaleva

Commissioner:

Jaap Floor

Programme Manager for NLAE

Projectbureau SVGV

July, 2012



My cup of tea!

The Tea Garden Eemnes as a Tourist Transfer Point to the National Landscape Arkemheen-Eemland

© 2012 All rights reserved

No part of this publication may be reproduced or distributed in any form or by any means, without the prior consent of the authors.

This report is produced by students of Wageningen University as part of their MSc-programme. It is not an official publication of Wageningen University or Wageningen UR and the content herein does not represent any formal position or representation by Wageningen University.

Summary

This research focuses on the National Landscape Arkemheen-Eemland (NLAE) and the Tea Garden Eemnes, which is located in the NLAE. In this nature area, Stichting Vernieuwing Gelderse Vallei (SVGV) plans to adjust and improve the information provision for the visitors. The Tea Garden in Eemnes has been identified as a suitable place for information provision about the National Landscape. In order to assess the feasibility of an information point in this location, knowledge about the current visitors is needed. In order to fill this knowledge gap we plan to identify the different recreation motives, patterns and expectations of the visitors of the Tea Garden. This knowledge will help to optimise the provision of information in the Tea Garden and its capacity as a Tourist Transfer Point to the National Landscape Arkemheen-Eemland. The three objectives of this research are: To identify the recreation motives of the visitors of the Tea Garden and their main activities; To study the visitors' preferences for an information point in the National Landscape Arkemheen-Eemland and to derive recommendations on the development of the Tea Garden as a Tourist Transfer Point.

To find answers for these research questions, a theoretical model was used. This model is derived by Goossen and de Boer (2011) and it describes recreation motives. They made a division between five different modes for recreation. The modes are: **amusement** which is about going out with friends and/or family for fun, **change** is characterised as "recharging your batteries". **Interest** is typified by being away and the desire to "learn" something at the same time. **Love for nature** speaks for itself and **challenge** is mainly about the physical challenge and about being active.

Based on the literature the best methods were chosen to answer the research questions. For this research a survey is used and the team constructed a questionnaire with 15 questions. The questions were used to measure the attitude and preference towards current and future information provision and facilities in the Tea Garden.

Furthermore, the team conducted two interviews and observations, one in Veluwetransferium Posbank and one in the visitor centre of De Hoge Veluwe National Park. For these visits, an exemplary semi-structured interview and points for observation were constructed in order to serve as guidelines during the visits.

From the results from the survey and the visits to the visitor centres several things were discovered. Firstly, the main recreation motive to go the Tea Garden and the NLAE is amusement. Further, the evaluation of the already existing facilities was overall rated between mediocre and very good. The elements related to the level of information provision about the NLAE in the Tea Garden were on average rated as mediocre. With regard to the preferences of the manner of information provision in the Tea Garden, on average the most preferred ways are traditional ones such as leaflets and brochures, maps and signposts. Innovative forms of information provision such as QR-codes and interactive information facilities were found on average to be not as important.

Drawn from the findings, different recommendations were made for the establishment of a Tourist Transfer Point in the Tea Garden. It is recommended to improve the signposting to the Tea Garden and the National Landscape. It is further suggested to create an intuitive design in the information point. In regard to information provision it is best to keep it as simple as possible and to also have temporary exhibitions. The topics of information can be adjusted to attract different recreation modes, since different modes prefer different kinds of topics of information. As a concluding remark, when investing in information provision it is possible to make an information point within the facilities of the Tea Garden, as the area is well accessible by car and the place is already well-known in the surroundings.

Table of Contents

Summary.....	3
1 Introduction	5
2 Background information	6
3 Theoretical framework.....	7
3.1 Lifestyle approach.....	7
3.2 Theories of tourist and recreant typologies	7
4 Methods.....	10
4.1 Research design.....	10
4.2 Data collection.....	11
4.3 Variables.....	11
4.4 Analyses.....	12
5 Findings.....	14
5.1 Demographics	14
5.2 Frequency of visits and recreation motives.....	14
5.3 Knowledge about the status of National Landscape	15
5.4 Place of residence and visits to the Tea Garden and National Landscape	15
5.5 Activities practiced in the Tea Garden and the National Landscape.....	16
5.6 Evaluation of existing facilities	17
5.7 Preferences.....	17
5.8 Correlations modes and preferences.....	17
5.9 On-site visits visitor centres.....	18
6 Discussion	19
7 Conclusion.....	21
8 Recommendations	23
8.1 Accessibility	23
8.2 Design	24
8.3 Services and facilities.....	24
8.4 Information provision.....	25
8.5 Information topics.....	26
8.6 Activities.....	27
References.....	29
Appendix 1 Tables from methods section	30
Appendix 2 Tables from findings section.....	32
Appendix 3 Summaries Veluwetransferium Posbank and De Hoge Veluwe National Park	59

1 Introduction

Green areas have long been an integral part of leisure space. Institutions involved in their management and maintenance have been investing great effort in increasing the utility and value of green areas through provision and upgrading of leisure facilities. Thus, the development of this type of recreational territories has been mainly supply-driven (Goossen & de Boer, 2011). However, recent shifts in recreation behaviour mark the salience of the experiences of holiday-makers. This shift has implications that need to be taken seriously and incorporated into the management of green areas, in order to improve their qualities and capacities to cater for the various motives, needs and expectations of recreants.

Visitors' knowledge, motives, needs and expectations vary according to many different social and personal aspects which altogether influence the person's specific leisure experiences (Goossen & de Boer, 2011). Since the average recreant does not exist, more attention must be paid to aspects such as the specific narrative value and leisure amenities of green recreational space (Goossen & de Boer, 2011).

This research focuses on the National Landscape Arkemheen-Eemland (NLAE) and the Tea Garden Eemnes (referred to as the Tea Garden in the rest of the paper), which is located in the NLAE. In this nature area, Stichting Vernieuwing Gelderse Vallei (SVGv) plans to adjust and improve the information provision for the visitors. The Tea Garden in Eemnes was identified as a suitable place for information provision about the National Landscape. In order to assess the feasibility of an information point in this location, knowledge about the current visitors is needed. In order to fill this knowledge gap we plan to identify the different visitor categories with their motives, patterns and expectations. This knowledge will help to optimise the provision of information in the Tea Garden and its capacity as a Tourist Transfer Point to the National Landscape Arkemheen-Eemland. A Tourist Transfer Point is a facility where information is provided for visitors and from where they can enter the area (in this case the National Landscape Arkemheen-Eemland). This knowledge about the recreation patterns in the NLAE is important for the commissioner SVGv, which is, together with partners, responsible for sustaining and developing the NLAE (SVGv, 2012a). Accessibility of information about the National Landscape is identified as current challenge (SVGv, 2012a), which they seek to address, among others by improving the provision of information.

The contribution of this research in this regard consists of identifying the patterns and motives of the visitors to the Tea Garden. Next, based on the results of the latter and observations of other visitor centres in nature areas, the team provides recommendations on improving the provision of information to meet the needs of recreants and on the potential of the Tea Garden to function as a Tourist Transfer Point.

Three research questions guide this research, namely:

- What are the recreation motives of the visitors of the Tea Garden and what are their main activities?
- What are visitors' preferences for an information point in the National Landscape Arkemheen-Eemland?
- How can the Tea Garden be developed as a Tourist Transfer Point in order to address the needs and expectations of visitors of National Landscape Arkemheen-Eemland?

Following directly from the research questions, the objectives of this research are:

- To identify the recreation motives of the visitors of the Tea Garden and their main activities;
- To study the visitors' preferences for an information point in the National Landscape Arkemheen-Eemland;
- To derive recommendations on the development of the Tea Garden as a Tourist Transfer Point.

The following section will lay out the context in which the research takes place.

2 Background information

The Tea Garden Eemnes is a thriving catering facility with approximately 80.000 visitors a year (Floor, 2012b). It also has a convenient location on the border between the provinces of North Holland and Utrecht. Thus, in the context of the developments in the NLAE, the Tea Garden Eemnes has been identified as a suitable enterprise to advance as a tourist information point by the municipalities and SVGV. It is located on the border of the National Landscape Arkemheen-Eemland which has a size of 12154 hectares. More than half of this is defined as an extremely open area, in which there are hardly any bushes, trees or buildings (CBS et al., 2009). Since the 12th century, farmers developed the area; they started with digging little canals to drain the soil (OKRA landschapsarchitecten, 2011). This can still be seen in the landscape today.

In 2005, twenty territories throughout the country were granted the status of National Landscape. This initiative was part of recreation and nature conservation strategies in the Netherlands. The National Landscapes have been selected in accordance with their specific natural and cultural value and their landscape qualities, that are said to be representative of the "typical Dutch landscape". One of the twenty is the National Landscape Arkemheen-Eemland which is the focus of the project and of this paper. Before Arkemheen-Eemland became a National Landscape, it had already been a 'valued cultural landscape' since the beginning of the 1990s (Janssen et al., 2007). One of the parties involved in supporting, preserving and developing the NLAE is Projectbureau SVGV. SVGV, together with its partners, is a company working on innovating the areas "Gelderse Vallei" and "Eemland" (SVG, 2012b).

Within the National Landscape there are two information points, namely the Tea Garden and the Eemlandhoeve. These two can also serve as Tourist Transfer Points. The information in the information points is not yet extensive, but might be advanced in the future (Floor, 2012a). One condition regarding the information points and the Tourist Transfer Points in the National Landscape is that they have to be placed in an already existing external organisation or company. The National Landscape itself has this as their principle. The entrepreneur of the already existing company or organisation is responsible for the management and exploitation of the information facility. In the case of the Tea Garden, these functions would therefore be carried out by its owner. The resources for the information provision will be provided by the National Landscape Arkemheen-Eemland itself (Landschapsportten, 2011). This is in response to the national government's policy with regard to National Landscapes. The recent budget cuts on a national level have resulted in a decrease of the funds to finance and invest in information points (Landschapsportten, 2011). This resulted in a need of efficiency, a need for the right facilities in the right place. This is the main driver for this research.

A few theories were considered at the outset of the study, but a selection of one final approach was made based on several criteria. In what follows next, the theoretical framework of this research is elaborated.

3 Theoretical framework

In seeking to identify the categories of visitors of the Tea Garden Eemnes and the surrounding National Landscape Arkemheen-Eemland, this research studies their recreation motives, behaviour and expectations. To study this, several approaches are known; namely the Lifestyle approach (2011) and the theories of Cohen (1979), Elands and Lengkeek (2000) and Goossen and de Boer (2011). All of these will be discussed in this chapter. First, the Lifestyle approach will be elaborated, then Cohen, Elands and Lengkeek and finally the theory of Goossen and de Boer. The latter evolved from the theory of tourist experiences of out-there-ness by Elands and Lengkeek (2000) with the purpose to adapt it to the specifics of outdoor nature recreation. In turn, the theory of Elands and Lengkeek was inspired by the writings of Cohen (1979) on the phenomenology of the tourist experience, who pointed to the salience of experiences for deeper understanding of tourism and recreation. Due to the interrelated character of the three theoretical models, and their theoretical relevance for this research, all three of them are elaborated/explained together and the Lifestyle approach is discussed on its own.

3.1 Lifestyle approach

The province of Utrecht has its own approach to categorise people according to their leisure activities, namely the Lifestyle approach. In collaboration with RECRON (an association of entrepreneurs in recreation in the Netherlands) and The SmartAgent Company (a research institute), the Province of Utrecht published the 'Regionale leefstijlatlas Dagrecreatie' (2011). The objective of the publication is to describe the residents of the Province of Utrecht in terms of demographic and lifestyle aspects, to elaborate on their wishes and needs with regards to daily recreation and to suggest which form of communication is most suitable to the respective groups.

Based on characteristics of the citizens from the province, such as activities, a framework of seven lifestyles has been developed. The lifestyles they distinguished are *entrepreneurial purple*, *creative and inspiring red*, *exuberant yellow*, *amusement lime*, *quiet green*, *modest aqua* and lastly *stylish and luxury blue*. The lifestyle approach is very broad, about leisure and recreation in general (e.g. the magazines and newspapers people read, where they shop, which radio station they listen to, what they do in their leisure time, what kind of cultural activities they undertake etc.) and not specified for recreation in nature areas. Therefore, at such a high level of abstraction, it is hardly applicable for our very specific case. Moreover, the measurement instruments are not published which are needed to create reliable data based on the lifestyles.

3.2 Theories of tourist and recreant typologies

The question of applicability of tourist typologies in the field of tourism studies has been a controversial and much debated one. A main reason for that is the complexity and heterogeneity of the field which makes any conceptualisations of the tourist extremely difficult to derive and uphold (Cohen, 1979). Thus, it has been suggested that in an applied field, such as tourism, empirical research can be performed by adeptly blending different theoretical approaches and concepts to inform different research problems. However, Cohen advocates that it is this eclecticism and theoretical pluralism which is the very reason that calls for attempts to achieve theoretical generalisation and continuity of empirical research in tourism. Moreover, Cohen insists that the problematic question of tourist typologies should be addressed in a way that bridges the gap between theoretical writings with little empirical basis and empirical case studies whose theories have not yet been made sufficiently clear (Cohen, 1979).

Departing from debates about the notions of tourism as modern pilgrimage (Turner, 1973 quoted in Elands & Lengkeek, 2012), as illusion (Boorstin, 1961, quoted in Elands & Lengkeek, 2012) and as a search for authenticity (MacCannell, 1976, quoted in Elands & Lengkeek, 2012), Cohen (1979) reflects on the phenomenology of tourist experiences. He maintains that the tourist experience is very much influenced by how tourists perceive the circumstances they are in, how they engage in and shape interactions, their own role in them, and their perceptions and evaluations of those circumstances and interactions (Cohen, 1979). The theory then proffers a continuum of five modes of tourist experiences according to the degree to which one is disposed to take a distance from their familiar surroundings (the centre) and get attached to a foreign place (the centre-out-there). In other words, the tourist modes indicate the meaning which tourists attribute to their tourist experiences, embedded in the contexts of their overall attitude to the surrounding world and the society in which they function. The main question then is where exactly the “spiritual centre” of the tourist lies (Cohen, 1979).

Thus, the **recreational** mode implies that individuals leave their everyday routine merely seeking entertainment. In the **diversionary** mode tourists travel in order to escape from the stress of everyday reality. The **experiential** mode takes the distance from the centre one step further and implies that the individual feels a lack of authentic and enriching experiences in their daily routine and thus seeks a renewed brush with social life, culture and nature elsewhere. In the **experimental** mode one feels strongly alienated from their authentic selves and departs in a search for self-rediscovery in a different social or natural environment. The mode of **existential** experiences implies such a strong estrangement from the daily lives of individuals that they feel the need to look for a better world elsewhere (Cohen, 1979; Cohen, 1979, quoted in Elands & Lengkeek, 2012).

Inspired by the writings of Cohen, Elands and Lengkeek (2000 and 2012) undertake to refine and strengthen Cohen’s theory of the tourist experience, as well as check its applicability for policy-making and design of tourism-designated areas. In order to empirically test and enhance its scientific reliability and representativity, the authors implement the theoretical framework in a quantitative survey which encompasses seven different socio-spatial recreational settings, including National Parks, national landscapes, forest preserves and cross-border tourist areas within the Netherlands, as well as in two international holiday settings abroad.

Elands and Lengkeek (2012), in fact, argue that the five modes extended by Cohen (1979) have their roots in different sociological paradigms (phenomenology, neo-Marxism and functional structuralism), which renders the continuum theoretically inconsistent and thus results in what is more of a classification, rather than a deeper understanding of tourism and recreation. Moreover, the authors posit that whereas the original model implies that tourist experiences originate from differences in socio-cultural and spatial contexts only, those experiences also vary among individuals according to changes in the temporal, bodily and consciousness aspects. Therefore, to better understand the phenomenon of the tourist experience, Elands and Lengkeek (2012:32) suggest that tourism must be interpreted as a “*change in realities*”.

Their theory departs from a number of premises which are crucial to the understanding of the approach. Firstly, they assume that the tourist experience is a state of consciousness. Second, they differentiate the tourist experience from the experience of everyday life. Third, they posit that individuals use “*distancing*” from everyday reality as a tool to escape and manage routine (2012:32). And lastly, the different degrees to which one distances themselves from everyday reality are shaped by different “*mental predispositions of ‘out-there-ness’*”(2012:32).

What the experience of out-there-ness implies in this theoretical context is that tourism, as an activity entailing a change of scenery and physically moving away from the everyday reality, brings to the individual an awareness of what else is there that can be experienced. Moreover, the concept of out-there-ness implies not only physical distance, but crucially, also a mental distance, as it reflects a history of past experiences and expectations. The way people experience “distance” from the latter is pre-structured in mental predispositions, which become revealed according to the different distances individuals take from daily routine and everyday reality. This mental distance can occur in situations when people experience changes in the tension of their consciousness (e.g. the need to concentrate, relaxation, the awareness of being “here and now”), in time and space, in the awareness of their bodily selves and/or in the make-up of their social surroundings (e.g. the people they interact with, the social setting, the language, own behaviour and that of others, etc.) (Elands & Lengkeek, 2012).

Keeping in mind the theoretical premises and the above-mentioned concept of out-there-ness, Elands and Lengkeek (2012) modify the experiential modalities of Cohen (1979) and identify five predominant mental predispositions which they name “modes of experience of out-there-ness”. What Cohen dubbed the recreational mode, Elands and Lengkeek call the **mode of amusement** as it better and more specifically represents the light character of the recreational activities and the very small distance from everyday life. The diversionary mode they label the **mode of change** as it implies an “*essential change from the usual context*” (2012:33). The original experiential mode the authors adjust into the **mode of interest**, as according to them the mode of change evolves into a more pronounced interest in learning about and experiencing something different. The experimental mode is redefined as the **mode of rapture** in which people seek to re-discover their true selves. The fifth, existential, mode is renamed as the **mode of dedication**, which seeks to describe the utmost attempts of individuals to distance themselves from their daily world and to search for new everyday reality (Elands & Lengkeek, 2012).

The theories of the phenomenology of the tourist experience (Cohen, 1979) and the tourist experiences of out-there-ness (Elands & Lengkeek, 2012) are at the base of the model of Goossen and de Boer (2011) which is applied in this research. However, whereas the original theory of Cohen was developed to encompass tourism and holiday-making which require significant socio-spatial distance from home, the theory of Elands and Lengkeek is adapted also for the purposes of tourism in nature recreation areas, which is why it has more relevance in the case of the present research of visitor categorisation in the National Landscape of Arkemheen-Eemland.

Recreation “*(e)nvironments are designed and modified every day in ways that fail to support and acknowledge people’s needs and requirements*” (Kaplan et al, 1998:7). However, awareness of the importance of leisure and recreation experiences and knowledge of visitors’ socio-cultural background, leisure expectations, behaviour and motives can help policy-makers in recreation areas maintain, diversify or enhance the product they offer based on the experiences they prefer to encourage (or even discourage) in that area (Elands & Lengkeek, 2012).

The authors conclude in their research that all five experiential modalities manifest themselves in the studied areas for nature tourism and recreation. They underline, though, that depending on the specifics of the recreation area, certain modes will have a more pronounced significance, while others will be more rare. They suggest that based on this information, policy-makers can take measures to facilitate the experiences of recreants by, for instance, improving on-site information, working on thematic zoning, enhancing the qualities of nature and historic heritage sites or recreation facilities, etc.

Although Elands and Lengkeek already have a well-developed theory for recreation, Goossen and de Boer (2011) adjusted the modes of experiences from Elands and Lengkeek

(2000) to derive a model of five recreation motives. The main difference between the modes of experiences of Elands and Lengkeek (2000) and the model of recreation motives of Goossen and de Boer (2011) is that the first one was designed for categorising tourists and the second one is adjusted to categorise recreants. The difference between the two is that tourists are defined as people who stay overnight at a different place than home, while recreants do not stay longer than a day.

Another difficulty to implement Elands and Lengkeek's theory, according to Goossen and de Boer, is that the modes of experiences of Elands and Lengkeek are based on the differences in distance one takes from their daily life. Their theory is more about the "push" factors, while Goossen and de Boer argue that recreation is more about the "pull" factors. By finding these pull factors, a connection can be made between experiences and the activities they undertake. For instance, two bikers can make the same route, so it looks like their activity is the same. But the experiences and motives for both bikers can be totally different. For the recreation model of Goossen and de Boer it is more about the motives for the experience rather than the activity itself.

The five recreation motives Goossen and de Boer (2011) derived are: amusement, change, interest, love for nature and challenge. **Amusement** is about going out with friends and or family for fun, while **change** is characterised as "recharging the batteries". **Interest** is typified by being away and wanting to "learn" something at the same time. **Love for nature** speaks for itself and **challenge** is mainly about the physical challenge, being active.

Goossen and de Boer (2011) already used their motives in the National Landscape Arkemheen-Eemland. They concluded that for every motive there are opportunities for recreation in the National Landscape. But they cannot say what the distribution of the different motives for recreation is in the National Landscape because of a lack of respondents. Despite that there are no reliable results about the distribution of the different motives, the model has been used and can be implemented. Another advantage regarding its relevance for our research is that this model is, as said before, about recreation and not about tourism in general. Since our study is in the same area where Goossen and de Boer used their model and is about the same subject, this model may be very applicable for our research. This theoretical approach is interwoven with the research design and the methods that are used in this research, which will be discussed in the following section.

4 Methods

4.1 Research design

The purpose of the current research is to identify visitor categories, patterns and motives and, based on that, elaborate recommendations on the provision of information in the Tea Garden and its capacity as a Tourist Transfer Point.

For this purpose, the team considers that the most appropriate method is a survey. Next to that, a qualitative research is also considered to be important. In this regard, the team visited two other visitor centres in order to research relevant management practices that could be further applied to the specific case of the project.

Based on literature study the team constructed a questionnaire with 15 questions under supervision of the assigned expert of the project. The designed questions measured different topics of interest and concepts such as motives, activities, attitudes, preferences, frequency of visits, demographics. The questions measuring the motives are based on the theory by Goossen and de Boer, as elaborated above. Based on the choice of motives, visitor categories were derived correspondingly with the theory. These, then, were used to measure each category's

attitude and preference towards current and future information provision and facilities in the Tea Garden. These questions were inspired by existing measurements with a similar topic. Furthermore, the team conducted two interviews and observations, one in Veluwetransferium Posbank and one in the visitor centre of De Hoge Veluwe National Park. For this purpose an exemplary semi-structured interview guide and points of observation were constructed in order to serve as guidelines during the visits.

The findings derived from both the questionnaires and the visits were thereafter implemented in recommendations.

4.2 Data collection

Questionnaires

The questionnaires were distributed through different channels. In total 900 copies were distributed on-site among people with different demographic characteristics.

Out of them, 450 were distributed in the Tea Garden Eemnes and 175 in the libraries in Huizen, Laren and Eemnes. Also, questionnaires were actively distributed in the Tea Garden by some of the team members. Permission was granted by the director of the libraries to distribute the questionnaires in the libraries, which was further coordinated by the personnel. Together with these, 275 questionnaires were also distributed to home addresses in the area surrounding the National Landscape of Arkemheen-Eemland. The team also handed out questionnaires in the Tea Garden during the Open Day of the NLAE and Father's Day as a large number of people was expected to visit the area these days.

An online version of the questionnaire was made available on the website of the commissioner SVGV and further promoted through their Twitter. The team also sent a press release to several regional papers indicating where the questionnaire could be filled out and with a link to the online version. Next to that, the questionnaire was distributed online among the group's informal network as well, e.g. via social media and email.

Next to that, informal connections of the group members were assumed to be useful as well (e.g. the online version was communicated via social media, email, etc.).

As a whole, 310 filled-in questionnaires (response rate of over 35%) were returned. Out of them 275 from on-site and 35 from online distribution. For more detailed information on this, please refer to Table 1, Appendix 1.

On-site visits

Meanwhile, the team visited two other visitor centres and conducted interviews and observations. In Veluwetransferium Posbank, the manager of the centre was interviewed. In the visitor centre of De Hoge Veluwe National Park, one of the desk attendants was interviewed. Using the same plan for the interviews and points of observations, information on relevant management practices was gathered. The findings from the transcripts of the interviews and the notes from the observations (see Appendix 3), were implemented in the recommendations.

4.3 Variables

For the purposes of the current research, various hypotheses were constructed and tested in SPSS. Therefore, a number of variables were coded from the survey questions in order to be measured.

Several variables were coded as dichotomous. These are the following: place of receiving the questionnaire, knowledge of status, mode of transport, type of activities undertaken both in the Tea Garden and NLAE, sex.

Other variables were coded as categorical. These are the source of information about the status of the area, the destination which one visits (Tea Garden or NLAE, or both), the level of education and the work status.

The variables that measure motives of respondents to visit the Tea Garden and NLAE and their preferences for future information provision and facilities in the Tea Garden were coded on a 5-point scale ranging from -2 “very unimportant” to +2 “very important” with zero as a neutral point. The variable that measures the respondents’ opinion about current information provision and facilities was coded on a 5-point Likert scale ranging from -2 “very bad” to +2 “very good” with zero as a mediocre point.

The questionnaire offered a few open questions and in some places the possibility to write down an answer (i.e. an open answer possibility, when the answer was ‘other, namely:’). Some of these answers were recoded into new variables, depending on the frequency of response. These include the number of visits to the Tea Garden and NLAE (recoded as a continuous variable), the age of the respondents (recoded as a continuous variable) and the place of residence (recoded as a categorical variable).

4.4 Analyses

In order to examine the internal consistency between the motives which, based on our theory, pertained to the five recreation modes, reliability analysis was used. The results of the reliability tests are elaborated below and shown in Table 2 and 3 (see appendix 1).

Furthermore, correlations were conducted to check the relationship between the five recreation modes and different visitor preferences for information, services and/or facilities that could be developed at the Tea Garden if it would function also as a Tourist Transfer Point. Several frequency analyses were run in order to determine the distribution of the demographic characteristics among the respondents. These were the following: sex, age, education, work status, place of residence. These demographics were included to be able to provide an overview of these characteristics of visitors. Next to that frequency analyses were also run for the variables place of receiving the questionnaire, knowledge of status and source of information about the status. These were included to assess how well-known and established the National Landscape is and to see which media work most efficiently to communicate this. The frequencies of the variables choice of destination, number of visits, activities in the Tea Garden and NLAE were run to explore if there is a distinguishable visitor pattern. Last, the respondents evaluation of current information provision and facilities in the Tea Garden and their preferences for these aspects were also tested with frequency analyses. This functions to examine whether visitor satisfaction with current facilities and what they find important, to subsequently provide specific and tangible recommendations and additions.

In order to test if there is a correlation between some of these variables, crosstabulations were conducted. The variable knowledge of status was tested against the variables age, destination of a visit, frequency of visits, place of residence (also called ‘distance’), in order to explore if the awareness of the status of the National Landscape relates to the above mentioned characteristics of visitors. Likewise, the variable distance was tested against the variables destination of a visit, frequency of the visits and means of transport, in order to see if the distance to the area correlates with visitors’ behaviour there. Crosstabulations were also conducted to test the relationship between the variable age of the respondents and the variables activities undertook in the NLAE and preferences for information facilities in the Tea Garden.

Constructing the recreation modes - measurement reliability

Based on face validity and on the theoretical constructs of the five recreation modes suggested by Goossen and de Boer (2011), the team assumed the grouping of the response items into five modes: **amusement** (Be with friends, Be with family, Amusement/*Gezelligheid* and Participate in organised activities), **change** (Contemplate, Give my mind a rest, Escape daily life and Get away from crowds of people), **interest** (Learn about the area, Learn about the history, Learn about the villages of the area, Place of culture, nature and history), **love for nature** (Learn about nature, Flora and fauna, Be with people with same nature interest, Share knowledge of nature) and **challenge** (Exercise, Physical challenge, Be active outside).

Recreation modes at the Tea Garden

We then performed a reliability analysis in order to estimate the items' internal consistency. The results within the **mode of amusement** for the Tea Garden showed that the four items were not sufficiently internally consistent, as the Cronbach's alpha was .53, (< .60). The first round of results suggested that the inter-item correlations of the item *Participating in organised activities* were much lower than .40. Therefore, we performed a second round of reliability analysis to check the internal consistency after leaving this item out. As a result, the outcome Cronbach's alpha rose to .63. The inter-item correlations still suggested dropping the item *Be with family* (<.40), but due to conceptual considerations and the result showing that deleting this item would decrease the consistency to .58, we accepted this index with the three remaining items – *Be with friends*, *Amusement* and *Be with family*. The results for the **mode of change** showed an adequate degree of internal consistency between the four items (*Contemplate*, *To get away from crowds of people*, *Give my mind a rest* and *Escape daily life*), with a Cronbach's alpha of .78. Regarding the **mode of interest**, Cronbach's alpha suggested a high internal consistency between the four items (*Learn about the area*, *Learn about the history*, *Learn about the villages of the area*, *Place of culture, nature and history*), namely .88. The items from **mode of love for nature** resulted in adequate internal consistency, as Cronbach's alpha was .79. The first round of results for the **mode of challenge** (Cronbach's alpha = .75) suggested that the item *To practice my hobby* was inconsistent with the rest of the items in the group, with inter-item correlations lower than .40. After leaving this item out, Cronbach's alpha rose to .76 and the index was computed with the remaining three items (*Exercise*, *Physical challenge*, *Be active outside*). For these results, please, see Table 2, Appendix 1.

Recreation modes at the NLAE

The results within the **mode of amusement** for the NLAE showed that the four items were internally consistent, as the Cronbach's alpha was .73, (> .60). The first round of results suggested, however, that the inter item correlations of the item *Participating in organised activities* were all lower than .40. Therefore, we performed a second round of reliability analysis to check the internal consistency after leaving this item out. As a result, the outcome Cronbach's alpha rose to .78. Therefore, we accepted this index with the three remaining items – *Be with friends*, *Amusement* and *Be with family*. The results for the **mode of change** showed a high degree of internal consistency between the four items (*Contemplate*, *To get away from crowds of people*, *Give my mind a rest* and *Escape daily life*), with a Cronbach's alpha of .93. Regarding the **mode of interest**, Cronbach's alpha suggested a high internal consistency between the four items (*Learn about the area*, *Learn about the history*, *Learn about the villages of the area*, *Place of culture, nature and history*), namely .90. The items from the **mode of Love for nature** resulted in adequate internal consistency, as Cronbach's alpha was .82. The first round of results for the **mode of challenge** (Cronbach's alpha = .80) suggested that the item *To practice my hobby* was inconsistent with the rest of the items in the group, with inter item correlations lower than .40.

After leaving this item out, Cronbach's alpha rose to .84 and the index was computed with the remaining three items (*Exercise, Physical challenge, Be active outside*)(see Table 3, Appendix 1).

By using the above-mentioned methods and analyses, the results were obtained. They are explained in the following section.

5 Findings

This section presents the results of the data analysis. First, an overview is given of the demographics of the respondents. Second, the distribution of the five recreation modes among the visitors of the Tea Garden and the NLAE is demonstrated. Then, the frequencies of visits and the destinations of these visits are elaborated on. Together, these serve to give insight in the visitor categories and recreation patterns in the Tea Garden which is our first research objective.

Next, the awareness about the status of the National Landscape is discussed in relation with different variables. Also, the place of residence will be discussed in relation to different variables. Then, the activities undertaken in the Tea Garden and the National Landscape will be elaborated. Last, the opinion about the existing facilities and the wishes for future facilities are discussed. Finally, it is discussed whether and how recreation modes preconditioned specific preferences for services, facilities and information at the Tea Garden. Together, these serve our second research objective: to study the visitors' expectations and wishes for an information point in the National Landscape Arkemheen-Eemland.

5.1 Demographics

The average respondent is around 52 years old and is female. Almost half of them is HBO-educated and most of them have a job. Most respondents who indicated that they go to the Tea Garden and the National Landscape are from the surrounding municipalities. These include: Hilversum, Huizen, Laren, Blaricum, Bunschoten-Spakenburg, Baarn, Eembrugge, Soest and Amersfoort. For more detailed information on the demographic details of the respondents, see tables 2, 3, 4 and 5 in Appendix 2.

5.2 Frequency of visits and recreation motives

More than half of the respondents only visits the Tea Garden, and does not combine a visit to the Tea Garden with a visit to the National Landscape. On average, the majority has visited the Tea Garden 4 times in the past year. Furthermore, a large amount of people filled in the questionnaire during their first visit in the Tea Garden or only visited once in the last year. A relatively small group goes only to the National Landscape. The average amount of visits to the National Landscape is also 4 times in a year. Furthermore, almost half of the respondents never went to the National Landscape in the past one year. Further details can be found in Tables 6, 7 and 8 (Appendix 2.)

The visitors have recreation motives to go to the Tea Garden and the National Landscape. These recreation motives are captured by the five modes of recreation: amusement, change, interest, love for nature and challenge. In Table 1 the distribution of the modes is shown. The main motive to go to the Tea Garden is by far the mode of amusement. In comparison with the Tea Garden people go more often to the National Landscape with the modes love for nature and interest. But for the National Landscape the percentages of different modes are considerably

close to each other. It is important to note here that the figures for all the modes do not add up to 100%. This is so because one person can often belong to more than one recreation mode.

Table 1 Distribution of modes in the Tea Garden and the National Landscape

	Valid percentage of people per mode (%)
Tea Garden	
Amusement	88
Change	59
Love for nature	37
Interest	25
Challenge	35
National Landscape Arkemheen-Eemland	
Amusement	55
Change	55
Love for nature	49
Interest	52
Challenge	38

5.3 Knowledge about the status of National Landscape

From the data shown in Table 1, Appendix 2, we can infer that one third of the respondents (32%) knew that the area of Arkemheen-Eemland has the status of a National Landscape. Furthermore, Table 9 (see Appendix 2) shows that the most frequent sources of information used by the respondents are newspapers (20 %) and the website of the Tea Garden Eemnes (16 %).

Whether respondents knew about the status of the National Landscape relates to where they go to in the area, the frequency of visits, their place of residence and their age.

From the results it can be further concluded that people who know about the status of the area have visited more often the NLAE than those who are not familiar with the status. (see Table 10, Appendix 2)

In terms of frequency of visits, we can conclude that there is a correlation between the knowledge about the status of the area and the number of times the respondents visited the area. Table 11, Appendix 2, shows that visitors who know about the status visited the NLAE more often than people who did not know.

Likewise, there is a significant relation between the place of residence of the respondents and their knowledge about the status of the NLAE (see Table 12, Appendix 2). The majority of the people who knew about the status came from the surrounding municipalities from the province of North Holland (almost 12%) and the province of Utrecht (almost 11%).

Lastly, the results show that among the respondents that knew about the status, almost 80% belong to the age groups over 40 years (see Table 13, Appendix 2). It can be thus concluded that mainly relatively older people knew about the status of the area and that the younger age groups showed little knowledge in this regard.

5.4 Place of residence and visits to the Tea Garden and National Landscape

From the data in Table 14 (Appendix 2) it can be concluded that the place where people come from, corresponds with where they go to in the area. Most people that either visit the Tea Garden, the National Landscape, or both, come from the surrounding municipalities from North

Holland. It can be concluded that the further away from the area, the less potential visitors there are. Overall, more often people go only to the Tea Garden than only to the National Landscape. Likewise, people more often combine the two sometimes and this is done most often by the people coming from the surrounding municipalities situated in North Holland (for more detailed information, see table 14 in Appendix 2).

There is a significant association between the place of residence and the amount of visits to the Tea Garden and the NLAE. In other words, where people go to and how often they visited the Tea Garden and the NLAE, depends also from where they live. (see table 15 and 16, Appendix 2).

Furthermore, it can be concluded that the place where people come from relates to the mode of transport they use to visit the area. The majority of all respondents indicated that they usually use the car to go to the Tea Garden and/or the NLAE. However, this number was lower for the respondents from the surrounding municipalities. Especially from the surrounding municipalities in North Holland a large part indicated that they normally use the bike (72%), against 51% of the respondents from the surrounding municipalities in the province of Utrecht (see table 17, Appendix 2).

5.5 Activities practiced in the Tea Garden and the National Landscape

In the survey our respondents were asked to indicate what activities they practice. The results for the Tea Garden show that the majority of the visitors like to have a drink and a snack while relaxing or meeting up with friends and family. Only a small number of the visitors indicated that they look for more information about the NLAE while they are in the Tea Garden. Other activities which some of the visitors indicated they like to do while in the Tea Garden were enjoying the intimate atmosphere, playing with the animals, preparing work meetings and participating in organised activities and workshops. For more detailed description of the activities in the Tea Garden, please refer to Table 18, Appendix 2.

For the majority of the activities in the Tea Garden there was no significant association between the age of the respondents and the activities they undertook. In the age category 31-40 meeting family is an important activity, undertaken by almost two thirds of the respondents. Also in the categories 18-30, 41-50 and 51-60 meeting family is important, with approximately half of the respondents undertaking that activity (see Table 19, Appendix 2).

For the NLAE these results are slightly different. This study found that among the most practiced by our respondents activities in the NLAE were observing nature, biking and walking, relaxing and visiting surrounding villages, among others Bunschoten-Spakenburg. Furthermore, a little under one third of our respondents indicated that they usually go to the NLAE in order to spend time with friends and family, as well as to observe the birds in the area. Detailed figures and description of the results you can find in Table 20, Appendix 2.

We further investigated whether there were any significant associations between the age of the visitors and the type of activities which they often practiced in the NLAE. For the majority of the activities we discovered no significant associations. However, we found that the activity of observing nature was mostly undertaken by people in the age categories between 51 and 70. Next to that, bird watching and relaxing were also mostly practiced by people in the age 51 to 60. (see Tables 21, 22 and 23, Appendix 2)

5.6 Evaluation of existing facilities

Asked to evaluate the current level of the facilities, services and information provision in the Tea Garden, the respondents rated the sitting area, the ambience, the catering and the good maintenance of the facilities as very good. Other aspects of the Tea Garden which were positively evaluated were the helpful personnel, the rest room facilities, the parking space and the bike racks. The elements related to the level of information provision about the NLAE in the Tea Garden were on average rated as mediocre. The evaluations of the current facilities and information provision by the respondents, as well as a more detailed description of them is shown in Table 24, Appendix 2.

5.7 Preferences

The respondents were asked to give their opinions about the importance of certain services, facilities and types of information if the Tea Garden would be developed as a Tourist Transfer Point, as well. The results shown in Table 25, Appendix 2 indicated that they gave a highest preference to both tangible and intangible aspects, such as the ambient atmosphere, the availability of enough sitting places in the Tea Garden, the helpfulness of the personnel, and well-maintained restrooms, space and facilities. Out of the items which were specifically relevant for a Tourist Transfer Point, our respondents replied that the information about the NLAE which they would like to see is general information, information about the flora and fauna and the birds, as well as about the culture, history, villages and geology in the area. With regard to the modes of information provision in the Tea Garden, on average the most preferred among our respondents were traditional ones such as leaflets and brochures, maps and signposts. Innovative modes of information provision such as QR-codes and interactive information facilities were found to be not as important on average.

For almost all items measuring the information facility preferences, there was no significant association between the age of the respondents and the facilities they preferred. The only significant association we found showed that interactive games as a way to provide information about the NLAE were found to be more important for people under the age of 50. Given that the average age of our respondents was 52, more preference was given towards traditional ways for providing information.

5.8 Correlations modes and preferences

It was examined how the different recreation modes in the Tea Garden and the NLAE correlate with a list of items representing information, service and facility preferences for an information point. The results overall indicated that there were no strong relationships between the modes and the preferences.

However, we found that for the dominant mode of recreation in the Tea Garden – amusement – there were no significant preferences for more elaborate information about the history, villages and nature in the region. People who go to the Tea Garden for amusement only expressed a small preference for general information about the NLAE, about the culture and horeca in the area. A medium correlation was found between the mode of amusement in the Tea Garden and the availability of sitting places there. For the mode of amusement in the NLAE the results indicated a medium preference for signposting and rest places in the area.

We further discovered that the modes of interest and love for nature, both for the visitors of the Tea Garden and the NLAE, mostly indicated preference for more in-depth information about the culture, nature, history and geology in the area. For detailed figures, see Table 26, Appendix 2.

5.9 On-site visits visitor centres

In order to obtain exemplary information on information points, the team selected and visited two visitor centres in the Netherlands. The visitor centre in National Park De Hoge Veluwe and Veluwetransferium Posbank in Nationaal Park Veluwezoom were chosen as informative cases. National Park De Hoge Veluwe is well-known, has a large, extensive visitor centre and attracts many visitors. This centre was chosen because it can be considered one of the pioneers in this field, in which large investments were made and which attracts a very high number of visitors. Although this large scale is not desirable nor implementable in the case of the Tea Garden, learning about the general approach, design and strategy provides relevant and useful exemplary information. Veluwetransferium Posbank was selected as a visitor centre of which the scale is more similar to the case of the Tea Garden. This centre is new, modern and offers interactive information facilities and was therefore considered an interesting case which provides information complementary to De Hoge Veluwe.

In both visitor centres the team did observations. In the visitor centre De Hoge Veluwe an interview was conducted with an employee of the centre and in Veluwetransferium Posbank, the team conducted an interview with the manager of the centre (see Appendix 3 for the summaries of these observations and the transcripts of the interviews). The most important findings from these visits will be discussed in the following section.

On site visit De Hoge Veluwe National Park

National Park De Hoge Veluwe is a well-known park that attracts 500.000 visitors a year, including international tourists. The famous Kröller-Müller Museum is located in the park. Visitors pay an entrance fee for National Park De Hoge Veluwe in which the entrance of the visitor centre, museum and bike rental is included. Surprisingly, the location of the visitor centre is in the centre of the National Park, whereas usually this is on one the borders. All routes in the park pass the visitor centre. The centre itself developed based on 'intuitive design', i.e. the design of the centre implies a logical trajectory that visitors tend to follow automatically.

At the entrance, visitors are triggered by the sounds of movies that they play inside the centre. This encourages people to go in and "explore" where the sounds are coming from. The visitor centre consist of two floors, the ground floor and downstairs. On the ground floor visitors can find more general information about the National Park itself. There are also a few interactive facilities, where visitors can play with the information and have fun.

Downstairs, more detailed information is offered, both about the park and other subjects related to the specific landscape and nature in the park, such as ground water. In some parts, descriptions and explanations are left out on purpose, to stimulate creativity and the imagination of visitors. When following the logical trajectory, visitors end their walk in the shop of the visitor centre, assuming this will stimulate visitors to spend money there.

Throughout the year the visitor centre organises special events in the National Park. By focusing on different target groups in different times of the year a diverse group of people can be attracted. A benefit De Hoge Veluwe has in this regard, is that they attract large media attention for the National Park, mainly through regional media. Moreover, National Park De Hoge Veluwe is well-known and established in the Netherlands and it can count on a large amount of visitors yearly.

In conclusion, the visitor centre in De Hoge Veluwe guides all the visitors who passed the centre with their routes and signposting; it offers separate parts with general information and detailed information, both in a playful and interactive way, different age and interest groups are targeted with special activities and strategies to cater for them; the centre aims for positive

media attention which builds a good PR of the centre and the park; it is built based on intuitive design of the visitor centre which works to ease the visitors through the premises of the centre and attracts customers to spend money in the souvenir shop in the end.

On-site visit Veluwetransferium Posbank

The visitor centre Veluwetransferium Posbank is part of the National association Natuurmonumenten. This visitor centre, which was rebuilt in 2007 is well-known and established in the Netherlands. National Park Veluwezoom attracts visitors from the whole country. The centre is characterised by modernity and interactivity: most of the information is on flat screens, TV-screens and touch screens. The centre works mostly with images and offers hardly any detailed information. The information mainly functions to get people interested in what is to experience outside. They also provide brochures with information about the National Park, the visitor centre itself, the province of Gelderland and Natuurmonumenten. There is information related to the historical and cultural development of the centre and the area. Part of the decision on what kind of information to be provided is made based on visitor surveys conducted by the centre itself, by universities or the head office.

The design of the centre itself is very remarkable and attracts the attention. A massive wooden art structure that represents a fallen tree is something that strikes the visitor when entering the centre. There are posters with activities and beautiful nature photographs everywhere (in the restaurant, in the toilet, in the centre itself). They organise seasonal activities and at the same time adjust their exhibitions to the season. There are also special activities for the high season.

The centre partly works with volunteers who receive training depending on their function. Some of them are hosts, other lead the excursions. They are also in charge of some of the promotion. The visitor centre provides free parking, playgrounds for the children, catering. They also have VVV in the visitor centre which is outsourced to a private entrepreneur. It offers various services, such as bike rental, tours and information. Finally, the centre also has conference rooms and shops. To promote their activities they make use of social media and free publicity in regional newspapers. Sometimes they have radio interviews on local level. The centre also has a magazine called "Pure Nature" where their activities are promoted.

In conclusion, the visitor centre Veluwetransferium Posbank emphasizes on communicating with visitors through images and interactive technology; works extensively with volunteers; has a diversity of activities during different seasons; outsources to external service providers and offers an artistic symbolic design that attracts the attention. These issues are implementable in the context of the Tea Garden on a smaller scale as well.

6 Discussion

In light of previous research conducted in the area of the NLAE by Goossen and de Boer (2011), this study's focus on the visitors of the Tea Garden, the different measurement instrument used and the different sampling strategy led to obtaining different conclusions. As the NLAE is a *liefhebberslandschap*: a very specific area 'made' for people that recreate with the motive of interest and love for nature, Goossen and de Boer recommend that the management of the area should focus on attracting more visitors with these motives, despite their relatively lower demand than that for the motive of amusement. Our study, on the other hand, derives recommendations on how the Tea Garden could deliver the type of information, services and facilities which would potentially cater for the wishes of the dominant amusement motive and

on how these aspects could be adjusted to also meet the demand of potential visitors with different motives, as well.

It is important here to explain that in order to meet the specific purpose of our research the measurement instrument implemented in this survey was derived and adapted from a few already existing questionnaires – that of Goossen and de Boer (2011) and the one used in the study of Elands and Lengkeek (2012). The questionnaire was not tested before its distribution due to lack of time. During the data analysis round, therefore, all items measuring the five motive constructs displayed significant positive correlations with one another. Ideally, this test would result in negative or non-significant correlations between the items measuring the five different motives. Hence, the items were constructed mainly based on face validity. A more fixed and tested measurement instrument could therefore invite for further research in order to check the statistical reliability of the findings of this research.

As suggested by the commissioner SVGV we explored the preferences and activities practiced by different age groups present among the visitors of the Tea Garden and their preferences. The conducted analyses demonstrated, however, that age does not significantly correlate with the preferences for information provision, services and facilities for Tea Garden as a Tourist Transfer Point. In other words, the expectation that younger visitors might prefer other information facilities, e.g. more interactive and high tech, was not confirmed by our data. Also, they do not undertake considerably different activities in the area. Creating age groups would be another way of categorising visitors, which in this research proved not to be useful in predicting different types of behaviour or information preferences. The motives for recreation were found to be more valuable in this regard. Furthermore, age categories analyses was not the focus of this research and should more information in that regard be deemed necessary, then further research into the recreation behaviour and preferences of people from different age categories could be administered.

As in every research there are certain limitations which may influence the results. During our research, the lack of time was the largest limitation due to several reasons. First, with more time available, the questionnaire would have been tested with a pilot. When testing a questionnaire, unclarities can be eliminated and feedback e.g. about length and question formulation can be integrated. Although we included only the necessary questions providing valuable information, the questionnaire turned quite lengthy. It is probable that more people would be willing to fill in a shorter questionnaire. With a pilot, the optimal balance would have been easier to determine. Also, the questionnaire was distributed for only two weeks and therefore the respondents had a short time to fill it in. To be able to get enough respondents in this short time-period, we chose to only go to the Tea Garden and not into the National Landscape to distribute our questionnaire. Reaching large amounts of respondents in the National Landscape in the limited amount of time was considered unfeasible, due to the small people present in the area. Consequently, visitors of the National Landscape that do not visit the Tea Garden were hardly represented in our survey. Certainly, this has a large influence on the respondent sample and the results. It is important to recognise therefore, that the results of this research are not likely to be representative of visitors of the NLAE, it is limited to the visitors of the Tea Garden only. We invite further research to be conducted to include a sample that is more representative of the behaviour and preferences of visitors of the NLAE.

Lastly, this research mainly focused on the 'how' of the development of the information point. It is crucial to assess if the information point in this location is feasible. As was mentioned on several occasions, there are constraining factors that might complicate the development of an information/Tourist Transfer Point in the Tea Garden. For instance, the zoning plan (*Bestemmingsplan* in Dutch) and regulations with regard to construction and

signposting could form an obstacle in the future. A stakeholder analysis, encompassing the role of the municipality of Eemnes and Natuurmonumenten could therefore be clarifying.

Even though there are limitations and aspects we could not research, conclusions can be drawn from the data we collected. These are shown in the next chapter.

7 Conclusion

The focus of this research was the Tea Garden Eemnes, which is on the border of the National Landscape Arkemheen-Eemland. In order to assess how the Tea Garden could most successfully function as an information point for the National Landscape, recreation patterns of the visitors of the Tea Garden were explored. To examine this, three research objectives were set up to guide the research.

The first objective was to identify the recreation motives of the visitors of the Tea Garden and their main activities. The modes of recreation derived by Goossen and de Boer (2011), were used to infer visitor recreation modes in the Tea Garden. Our data indicated that the main recreation motive to visit the Tea Garden is amusement, which is important to 88% of the respondents. For more than half of the respondents, change is also an important motive. Although the other modes, i.e. interest, love for nature and challenge, were also indicated important to some people, the number of people was considerably lower. Correspondingly, the survey results showed that our respondents' activities in the Tea Garden mainly included relaxing, having a drink and some fun time together with friends and/or family. Activities did not vary extensively. Most respondents indicated that during a visit to the area, most of the time they only visit the Tea Garden, but a considerable number of people combines a visit to the Tea Garden with a visit to the National Landscape. For the latter group especially, an information point in the Tea Garden could be a logical and desirable development. The former group may be stimulated to visit the National Landscape, if the Tea Garden were to function as an information point as well. However, it can be concluded that the Tea Garden does not yet function as a Tourist Transfer Point to the National Landscape.

In the National Landscape, the motives of recreation were slightly different. Amusement, change, love for nature and interest were all indicated to be important to approximately half of the people. The mode of challenge lags behind, but is still important to a considerable amount of people. Activities that the respondents like to undertake in the National Landscape are observing nature, bird watching, biking and walking, relaxing and visiting surrounding villages, such as Bunschoten-Spakenburg. These are issues that the information provision in the Tea Garden could address. A large part of the respondents indicated however, that they do not visit the National Landscape. Also, not many people are aware that the area is designated as a National Landscape. These are aspects with space for improvement.

The second research objective was to examine the visitors' preferences for an information point in the National Landscape Arkemheen-Eemland. The finding that amusement is important to the large majority of visitors, has its implication on the information provision in the Tea Garden. From this it follows, that information should be presented in an attractive, fun way that triggers visitors' curiosity. People with amusement as an important motive, mainly recreate for fun and not necessarily to learn. For them, information does not need to very detailed, but should rather be visual and entertaining. Respondents who indicated that amusement was an important motive for them to go to the Tea Garden, also indicated that specific information, e.g. about history or birds, is not necessary for them. They find general information about the National Landscape and information about horeca in the area the most important. The preferences rated as most important on average were mainly tangible and

intangible aspects such as ambient environment, helpful personnel, availability of sitting places in the Tea Garden, toilets and well-maintained facilities.

The visitors for whom interest is an important motive to go to the Tea Garden, find specific information about different topics more important. The people who recreate with challenge or change as an important motive in the Tea Garden, also indicate they do not find specific information very important.

For all the five recreation motives in the National Landscape applies that the more important a specific motive is for people, the more important information is to them. Especially the mode of interest predicted a high importance for information about culture, history, flora and fauna and geology. Logically, the mode of love for nature find more detailed information about the geology, flora and fauna and birds in the region important. Although the amusement was indicated as the most important recreation motive, these other motives constitute a considerable amount of people which should also be taken into account for the information point. Furthermore, it is important to recognise that the respondents were mainly people visiting the Tea Garden. People who only visit the National Landscape were not included in this research. Outside of the context of the Tea Garden, the other recreation motives could be more important. If the Tea Garden will be developed as an information point, the team considers it important to seek to attract more visitors with recreation motives other than amusement as well, to cater for all the potential visitors of the National Landscape. For the people who already visit the Tea Garden, it is important to attract their attention and trigger their curiosity about the National Landscape.

The last research objective was to derive recommendations on the development of the Tea Garden as a Tourist Transfer Point, based on the survey results and the observations from other visitor centres. First, the Tea Garden is a successful and popular catering facility and well-known in the region. This may work in its advantage, if the Tea Garden were to function as an information point as well. However, it does not traditionally function as a Tourist Transfer Point to the National Landscape yet. To start fulfilling this function, visitors of the National Landscape need to be attracted to the Tea Garden and visitors of the Tea Garden need to be stimulated to go to the National Landscape. Its location on the border of the National Landscape is well accessible from the highway and some surrounding villages and the National Landscape can be reached by foot from the Tea Garden. Therefore it can be considered a suitable location for a Tourist Transfer Point. However, because it is located in a corner of the area, it is important to recognise that the Tea Garden cannot function as a connection to the entire National Landscape. However, this can also be easily transformed into an advantage. It is considered an asset to some people that the National Landscape is quiet and not busy with visitors. Developing routes and signposting based on zoning of the National Landscape into different areas could be a solution. The different zones could then correspond with the different recreation motives, so that these do not conflict with each other.

Furthermore, it can be concluded from the findings that the awareness about the National Landscape Arkenheem-Eemland can be improved. Not many respondents visit the area, and the majority is not aware of its status. Signposting and promotion of activities on the website and regional newspapers could improve this. Similar to the other findings, the information gathered from the research in other visitor centres indicated that a focus on attractive and visual information is considered desirable. In the researched visitor centres, modern equipment and interactive games are a main focus and very important. However, our results indicated that the visitors of the Tea Garden do not find this very important. The respondents seem to prefer more traditional ways of information provision, such as personnel providing information, photos, brochures, leaflets and maps. Interactive games, like the

landscape game, can be a good complement, especially to attract children – and with that, their parents- and people with the motive of amusement. Beside these general aspects, more detailed information for people with other recreation motives can be offered in separate corners or more to the background. The detailed recommendations are presented in the following section.

8 Recommendations

This chapter will present the elaborate recommendations for the information point, based on the findings. For the details on opinions and the preferences from the respondents please refer to tables 24 and 25 in Appendix 2. The chapter provides recommendations structured in six sections: accessibility, design, services and facilities, information provision, information topics and activities.

8.1 Accessibility

The Tea Garden is situated next to the highway, which makes it easily accessible by car. However, signposting to the Tea Garden and the National Landscape is not present when you get off the highway. As it is considered unclear that one has to make a special turn in order to reach the Tea Garden, it would be more clear if there signposting was improved to indicate the directions from there. Also, when people go to the Tea Garden through Eemnes, no signposting is present.

Next to the highway, a sign about the Arkemheen-Eemland is present, but it does not indicate that it is a National Landscape. Indicating on this sign that it is a National Landscape may create more awareness. The Posbank and De Hoge Veluwe, for instance, do have clear signposting from respectively the train station and the highway.

When there are signs present at a few spots, it would improve the accessibility and also the awareness that the Tea Garden and the National Landscape are present may increase. This is important in order to attract more visitors in the future if there is also an information point in the Tea Garden.

The respondents also gave their opinion about the signposting to the Tea Garden. The average rate they gave for the signposting to the Tea Garden in the National Landscape was between mediocre and good. Most people rated it as mediocre. This may be improved already by the wooden signs that are planned to be placed in the future.

The preference for signposting was rated as important by the respondents if the Tea Garden would become an information point. Looking at these numbers, it becomes clear that there is space for improvement. An idea for the name on the signposting could be: 'Tea Garden & Information point National Landscape Arkemheen-Eemland'.

The signposting within the National Landscape was also evaluated by the respondents and is now most frequently indicated to be mediocre, with an average of between mediocre and good. Our respondents consider this to be important if the Tea Garden would be an information point, which means there is space for improvement here.

At the moment the signposting from the Tea Garden to the National Landscape is not present. When people want to go into the National Landscape from the Tea Garden, it is not very clear which way to go. When applying signposts, it would make it more recreant friendly and may raise awareness under the Tea Garden visitors that there is a National Landscape just behind the Tea Garden.

8.2 Design

The layout of the information point should preferably be based on intuitive design. This is considered to be successful in the visitor centre of De Hoge Veluwe; in that the design of the centre implies a logical trajectory that visitors tend to follow automatically. Therefore, we suggest a reorganisation inside the greenhouse. To have people entering the information point, it is advisable that the shop and the toilets are located in the end of the greenhouse. When people walk to the toilet or the shop, they will go through the information point and it could trigger their curiosity to explore the information before going to the toilet or the shop.

The map of the greenhouse provides an example of a suitable design, indicating where each area could be in the future. This is just intended to give an illustration of how it could be, but obviously more options could be appropriate. In figure 1, you can see that the suggested order of the five rooms in the greenhouse is: first, the information desk with the permanent exhibitions and a little library corner with more detailed information about e.g. the birds in the area and an option for this is to have a relaxing chair or couch to read this information in. When continuing to the next room this is the workshop area. Next to this, temporary exhibitions can be placed here, e.g. the photos that were made for a photo competition or seasonal exhibitions. Moving on to the third room one can find the Landscape Game and a play corner for the children, with for example stuffed sheep they can play with. In the fourth room the toilets are situated together with the shop. In the last room the wedding room could remain as it is currently.

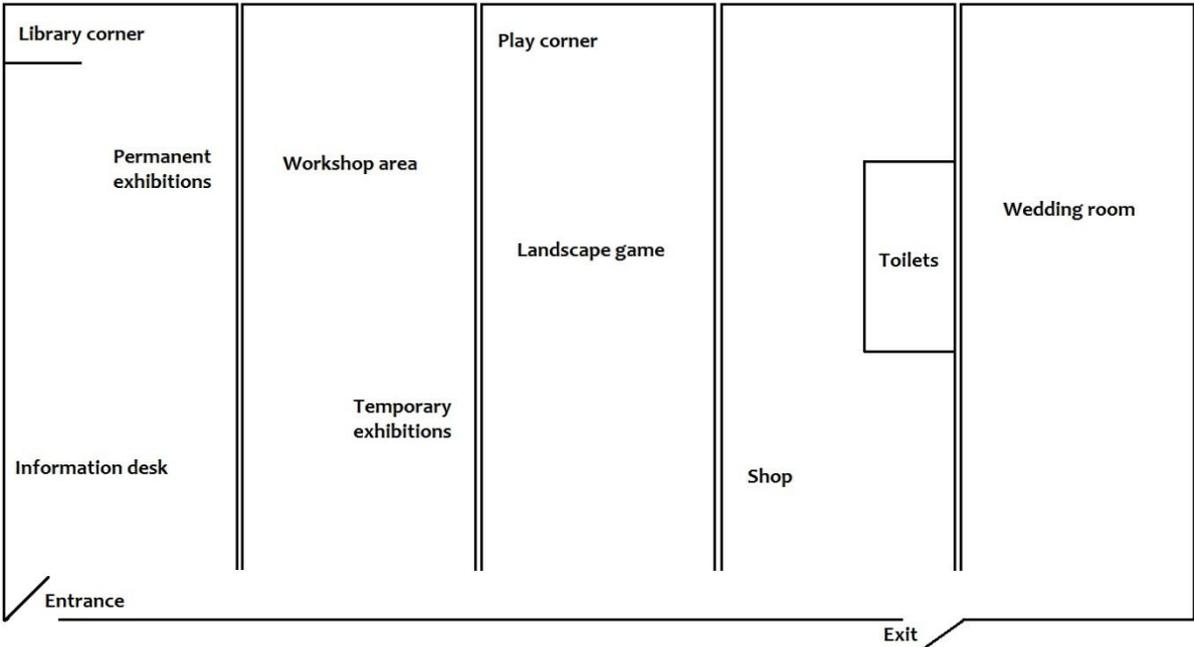


Figure 1 The greenhouse in the Tea Garden – a suggestion of how it could look like when an information point is established

8.3 Services and facilities

The existing services and facilities were evaluated by the respondents and their importance, if an information point is to be established in the future, was graded.

Bike rental services was evaluated mediocre on average and correspondingly most people indicated they did not have a considerable preference about it. However, to attract people from further away it may be good to have bike rentals, since they are not going to the

area with their own bike. It may be easy and convenient to have a few bikes in the Tea Garden which they can rent directly, without making any reservations in advance.

At the moment this survey was conducted no real need for guided tours was indicated. However, should the Tea Garden be interested in attracting visitors with different motives, it may be good to introduce them. To keep the costs low, volunteers could be used to give the tours, which is also practiced in the Posbank. The volunteers would only need a short course of introduction to the area and maybe didactic skills. This will be an investment in the beginning, but when the demand rises for guided tours this will be paid back eventually.

Facilities and accessibility for people with motion difficulties are currently evaluated as mediocre. However, it was indicated as an important aspect of an information point. Therefore, improvement of facilities and accessibility for disabled people could be considered. This is also in regard with the public which is visiting the Tea Garden; most people are of an older age and need extra facilities. As an example, possible improvements could be: enough space to get to the counter to make an order, no or low doorsteps or an availability of a ramp. It was suggested that inside the Tea House there is not much room to manoeuvre a wheelchair around which could be improved. All these improvements are relatively easy to implement and are very convenient for people with motion difficulties.

The parking spaces were evaluated as good and respondents think it is important for a future Tourist Transfer Point. But as said the parking spaces are already good, so there is no real need for improvement. Maybe, as the visitor amounts may increase in the future, more parking space could be considered.

The sitting area in the Tea Garden is evaluated on average as good. The preference for sitting area if an information point is established is rated as important. Therefore, we suggest that the current level of this aspect could be maintained as it is.

The restrooms are evaluated as good and the preference for toilets is on average important. One improvement which could be considered is to make the signposting more visible to the attention of the visitors. So a sign at the Tea House itself would be a huge improvement. We further recommend that the signs be placed on eye height, since people sometimes may tend to overlook things when they are on the ground or above their eyes.

Places to rest in the National Landscape are evaluated on average as mediocre to good. Our respondents find the availability of rest places in the NLAE to be important, so improvements could be considered in this aspect. For example, maybe more benches and picnic tables could be placed inside the National Landscape. These could be marked on the map with the walking/biking routes so people who want to rest during their trip know where they can rest.

8.4 Information provision

More than two third of the people do not know that the area has a status of National Landscape. When they do know, mostly they learned about it in newspapers and at the website of the Tea Garden. The website of the National Landscape itself was hardly used as a source. Therefore the website of the National Landscape could be improved and made more visible. An option to make the website of the NLAE more visible is to make the link on the website of the Tea Garden more inviting to click on. There is a link now, but it is not clear that you can click on it.

About the way of giving information the more old fashioned ways are more important to the people that visit the Tea Garden than the new ways of information provision. Personnel providing information, maps, pictures of the area, information leaflets and brochures were seen as important ways of providing information. While more modern ways of giving information such as audio tours, QR-codes, interactive facilities, movies and guided tours were least

important to people. To attract visitor it is good to focus on attracting visitors' attention, by means of visual information such as photos and pictures. In other visitor centres it became clear that also interactive information provision and interactive games are a good way of information provision although it is not rated really high by the respondents. For example connecting meadow birds with their eggs or their chicks, or even connecting males and females of the same species. After the connection is correct there can be a small story showed about the bird and a fun fact to make it interesting. Also taking into account the average age of the visitors, it is better to keep the information provision in a more classical and simple way. So it is advised to use lots of pictures, leaflets and brochures and for the interactive part it is suggested to keep it simple and use short games.

To keep the information point interesting throughout the year it may be good to have temporary exhibitions. For example in other visitor centres they have a peak in the amount of visitors when there is something interesting going on in the area. At that moment they put extra emphasis on those special events in their visitor centres. In the National Landscape it can be for example haying season, when farmers take off the grass of the lands. Extra information could be given about why farmers do certain things and how they did it in the past. Also other interesting events in the area can have some extra attention through the temporary exhibitions. Pictures of, for example, photo competitions can also be shown in this place. By having these temporary exhibitions it stays interesting for people who visit the Tea Garden more often, since there is new information every once in a while.

To inform people about these special exhibitions and other activities in the National Landscape it would be good to have an online newsletter which comes out regularly, for example on a monthly basis. It is highly recommended that it is easy to sign up for this newsletter by just leaving an email-address on, for example, the website of the Tea Garden and, of course, on the website of the National Landscape itself. Topics for this newsletter could be upcoming activities, seasonal aspects specific for the NLAE, an entrepreneur from the area or a certain animal, bird or plant highlighted. Another way to inform people about special events is to put posters on the inside of the toilet doors. When people pay a visit to the toilet they automatically will read this and hopefully become interested in participating in the activities. This information could, for example, be changed monthly.

8.5 Information topics

Every different mode prefers different information. Currently the information provision in the Tea Garden about the NLAE is rated as mediocre, so there is space for improvement.

At the moment most people go with a mode of amusement to the Tea Garden. Which means they are going to the Tea Garden to be with friends and have some fun. For these people it is important to use lots of pictures and not too much text. Information they would like to see is some general information about the NLAE, short information about the farm animals which run around the Tea Garden and information about the possibilities to celebrate different occasions in the Tea Garden or the NLAE. Furthermore information about tasting routes, for example *de smaakvolle streek*, is information which really could be appreciated by people which go recreating with an amusement mode, but the way how to do this route should be easy and clear for the people. The same condition applies when there is information given about biking and/or walking routes, these routes should be easy and clear. For the amusement people it is all about easiness and convenience.

People who go to the Tea Garden and the NLAE with a mode of change prefer to have different kinds of information. If you want to attract those people it is suggested to have some information about panoramic places with an overview over the landscape or other beautiful

places, where they can look at the area in silence. Also a map which shows places to rest in the area, for example where the benches are, is the kind of information they like to see.

Thirdly, people that recreate with the mode of love for nature really want to learn something about the nature. Therefore detailed information about flora and fauna is important for them. Special information about (meadow) birds which are living in the area is also information they would like to see. Other things they could like are maps which indicate the different types of ecosystems in the area and maps or brochures in which is indicated where to find the different flora and fauna species. Some information about geology could be showed, but the people of this mode are mainly enthusiastic about the flora and fauna in the area.

For the mode of interest information provision is important, they want to learn about history, culture and villages in the area. Therefore information about history in the area and some old pictures are interesting for them; maps or brochures with information about archaeology and archaeological sites can be made to fulfil this need. They also like to see information about culture and cultural activities in the area. So a calendar could be present to show the different cultural activities throughout the year, or for example use the back of the toilet door for this. Another part of culture which could be exposed are myths and intriguing facts about the area or architectural sites in the area. For people with a mode of interest learning is essential, so information about educational activities are important and also information about guided tours in the area and how to sign up. These guided tours could have a specific theme for example a historical, cultural or nature theme.

Lastly, the challenge mode does not wish information to learn something. The information they prefer is where they can do physical activities in the area. About these activities they want to know how to apply for them and when it is possible to participate. Also maps with biking, running or walking routes are important for them. For people who want challenge it is mainly about being active and preferably outdoors.

8.6 Activities

For the development of activities, it is advisable to consider creating different zones in the National Landscape. The different zones could correspond with the different recreation motives, so that these do not conflict with each other. It is considered an asset to some recreants that the National Landscape is quiet and not busy with visitors. Therefore, to ensure that for instance both visitors who go with the motive of change and visitors that go for amusement can find what they desire in the area, zoning can be a solution. In effect, among others the development of routes and signposting could be based on this zoning. For instance, the area around the Tea Garden could be designated as an amusement area, with some short signposted routes and attractions. The bird sanctuaries could be designated as zones for change and love for nature recreants, where they can find peace and quiet. These people are expected to be willing to go a bit further into the area to find these places. This way, the area could be attractive to recreants with different motives, without disturbing each other or nature.

The activities are divided in the different modes with which people recreate; every mode needs their own types of activities and they will be explained here. The mode of amusement will be mostly elaborated on, since almost 90% of the people go to the Tea Garden with the motive 'amusement'.

For the people that recreate with the mode of amusement funny interactive games could be introduced, like 'connect an animal with its sound, excrement, velocity or eggs'. Also, birthday parties could be organised with little backpacks with a theme package for e.g. a treasure hunt. This could be made for different age categories. By doing this, it could attract a younger audience like parents with small children. The Tea Garden could also promote and make arrangements

(e.g. being able to book in the Tea Garden) for *de smaakvolle streek* in the NLAE. More activities could be walking and biking trips departing from the Tea Garden that are short and easily accessible (for example, no special footwear required). This could be either with groups or individual. Also, bike tours from the Tea Garden to Bunschoten-Spakenburg would be nice for amusement people. This could include nice places to sit and drink something.

Photo competitions could be organised for the visitors, this could be arranged around a theme and later displayed in the temporary exhibition part in the greenhouse. In the Tea House itself it would be entertaining if there are board games and card games available for the visitors. Close to the Tea Garden there could be places where children and adults can fly kites, which could also be available in the Tea Garden. Lastly for the amusement people, workshops can be given e.g. pastry cooking workshop for the women.

Activities for the motive of change could be workshops where they can create their own 'memories' with materials from the area. These could be branches, leaves, etc. These could be left for display in the Tea Garden. Another activity could be to organise landscape painting workshops. Also, yoga or meditation workshops can be given in the nature area, this could, for example, be done by a volunteer. Another workshop that could be given is cultivation of different plants. This would not only be for adults; children can also participate in this.

The mode of love for nature could have photograph excursions and workshops with e.g. experienced nature photographers. Also, bird spotting can be a popular activity. These excursions could be given by volunteers. For the children of the love for nature people it would be nice to have educational games about animals as also explained for the amusement mode.

Activities for the mode of interest could be guided theme tours in the area about history, culture and nature. If there are any special foods and/or drinks that come from the area, it would be nice for these people to have the opportunity to taste these on occasion.

Also, temporary expositions could attract the mode of interest people, e.g. expositions such as photography and seasonal and thematic exhibitions. Lastly, educational activities for the children of the 'interest' people would be appreciated, e.g. workshops, learning about nature and history, cultural customs etc.

For the mode of challenge, there are not so many activities needed. They basically only need the decor to do their individual activities in. Some organised activities could be cycling competitions, marathons or a horseback riding trip.

References

CBS, PBL, Wageningen UR (2009) Nationaal Landschap Arkemheen-Eemland (indicator 1485, versie 01, 8 oktober 2009). www.compendiumvoordeleefomgeving.nl. CBS, Den Haag; Planbureau voor de Leefomgeving, Den Haag/Bilthoven en Wageningen UR, Wageningen.

Cohen, E. (1979) Rethinking the Sociology of Tourism. In: *Annals of Tourism Research*, 18-35.

Elands, B., & Lengkeek, J. (2000) Typical Tourists. Research into the theoretical and methodological foundations of a typology of tourism and recreation experiences. Mansholt Studies 21, Wageningen University

Elands, B., & Lengkeek, J. (2012) The tourist experience of out-there-ness: theory and empirical research. In: *Forest Policy and Economics* (19), 31-38.

Floor, J. (2012a) Meeting, Scherpenzeel, 10-05-2012

Floor, J. (2012b) Meeting, Wageningen, 22-05-2012

Goossen, C.M. & de Boer, T. (2011) Notitie Recreatiemotieven en Nationaal Landschap Arkenheem-Eemland.

Janssen, J., Pieterse, N., van den Broek, L. (2007) Nationale Landschappen, Beleidsdilemma's in de praktijk, Ruimtelijk Planbureau, Den Haag

Kaplan, R., Kaplan, S., & Ryan, R. (1998) *With People in Mind: Design and Management of Everyday Nature*. Washington DC: Island Press.

Landschapspoorten (2011) Landschapspoorten voor Nationaal Landschap Arkemheen-Eemland

Lengkeek, J. (2000) Imagination and Differences in Tourist Experience. In: *World Leisure* (3), 11-17.

OKRA landschaparchitecten (2011) Kwaliteitsgids Utrechtse Landschappen - Katern Eemland. Provincie Utrecht

Regionale (2011). *Regionale leefstijlatlas dagrecreatie*. Provincie Utrecht

SVG (2012a) 'Nationaal Landschap: oneindige maar bedreigde openheid'. URL: <http://www.wantbuitengebeurthet.nl/programmas-svgv/nationaal-landschap-arkemheen-eemland> [last visited: 15-05-2012]

SVG (2012b) 'De uitvoering: vier programma's, 1 gebied!'. URL: <http://www.wantbuitengebeurthet.nl/over-svgv/projectbureau/> [last visited: 25-6-2012]

Appendix 1 Tables from methods section

Table 1 Where the questionnaire was received

	Frequency	Valid Percent
Tea Garden	235	75.8
Mailbox	21	6.8
Library	16	5.2
Friends/Relatives	3	1
Online	35	11.3
Total	310	100

Table 2 Motivations to go to the Tea Garden

MOTIVE EXPERIENCE	Reliability analysis		
	Item total correlation	Alpha if item deleted	Cronbach alpha
AMUSEMENT			.628
Be with friends	.426	.547	
Gezelligheid/Amusement	.506	.472	
Be with family	.410	.583	
CHANGE			.783
Contemplate	.571	.740	
To get away from crowds of people	.586	.731	
Give my mind a rest	.613	.717	
Escape daily life	.586	.732	
INTEREST			.878
Learn about villages in the area	.745	.840	
Learn about the area	.762	.833	
Learn about the history	.764	.833	
Place of culture, nature and history	.675	.867	
LOVE FOR NATURE			.786
Learn about nature	.608	.728	
Flora and fauna	.561	.750	
Be with people with same nature interest	.558	.754	
Share knowledge of nature	.657	.702	
CHALLENGE			.764
Exercise	.671	.593	
Physical challenge	.585	.695	
Be active outside	.538	.745	

Table 3 Motivations to go to the National Landscape Arkemheen-Eemland

MOTIVE EXPERIENCE	Reliability analysis		
	Item total correlation	Alpha if item deleted	Cronbach alpha
AMUSEMENT			.783
Be with friends	.633	.693	
Gezelligheid/Amusement	.660	.664	
Be with family	.572	.760	
CHANGE			.928
Contemplate	.788	.920	
To get away from crowds of people	.821	.910	
Give my mind a rest	.875	.892	
Escape daily life	.845	.901	
INTEREST			.896
Learn about villages in the area	.738	.877	
Learn about the area	.728	.880	
Learn about the history	.799	.854	
Place of culture, nature and history	.810	.850	
LOVE FOR NATURE			.822
Learn about nature	.749	.731	
Flora and fauna	.591	.801	
Be with people with same nature interest	.645	.776	
Share knowledge of nature	.606	.793	
CHALLENGE			.835
Exercise	.765	.703	
Physical challenge	.627	.841	
Be active outside	.705	.765	

Appendix 2 Tables from findings section

Table 1 Knowledge of status

	Frequency	Valid Percent
Yes	97	31.6
No	210	68.4
Total	307	100
Missing data	3	
Total	310	

Interpretation table 1

There can be inferred that the greater number of respondents do not know about the status of the area. Two thirds of the respondents (68%) did not know that the area of Arkemheen-Eemland has the status of a National Landscape. The percentage that are aware of it is almost one third of all the respondents (32%).

Table 2 Age categories

	Frequency	Valid Percent
Under 18	5	1.7
18-30	26	8.8
31-40	40	13.5
41-50	55	18.5
51-60	73	24.6
61-70	67	22.6
71-90	31	10.4
Total	297	100
Missing data	13	
Total	310	

Interpretation table 2

Out of the respondents 31% are male and 69% are female. The average age is 52 years, and the most frequent answer is 54 years. More than half (58%) of the group is older than 50 and almost a quarter (25 %) of the respondents belongs to the group of 51 – 60 years old.

Table 3 Level of education

Level of education	Valid percentage
Primary School	1.0
High School	17.5
MBO	24.0
HBO	39.0
University	17.8
Other	.7

Interpretation table 3

The education levels of the respondents varied a lot. The biggest group graduated from HBO, which is 39%. Respectively 18%, 24% and 18% graduated from high school, MBO and university.

Table 4 Work status

Work status	Valid percentage
Studying	4.1
Employed	60.1
Unemployed	35.7

Interpretation table 4

Even though the amount of people with a high age, 60% still works and 36% does not work anymore or is unemployed. 4% of the people is still studying .

Table 5 Regions of residence

	Frequency	Valid percent
Surrounding municipalities (North Holland)	124	43.4
Surrounding municipalities (Province of Utrecht)	67	23.4
Rest of North Holland	44	15.4
Rest of the province of Utrecht/Gelderland	17	5.9
South Holland	21	7.3
Other	13	4.5
Total	286	100
Data missing	24	
Total	310	

Interpretation table 5

The respondents are divided into 6 regions of residence; first, the surrounding municipalities in North Holland (consisting of the municipalities Hilversum, Huizen, Laren and Blaricum), second, the surrounding municipalities in the province of Utrecht (consisting of the municipalities Bunschoten-Spakenburg, Baarn, Eembrugge, Soest and Amersfoort), third North Holland (except for the surrounding villages described above), fourth the province of Utrecht and Gelderland (except for the surrounding villages described above), fifth South Holland and sixth, other regions (for instance people from Friesland and Groningen). Most of the respondents come from surrounding municipalities in North Holland, which is 43%. Another 23% comes from the surrounding municipalities in the province of Utrecht. 29% come from further away, of which most people come from North Holland (15%) and respectively only 6%, 7% and 5% are coming from Utrecht/Gelderland, South Holland and other regions.

Table 6 The destination during a visit to the area

	Frequency	Valid Percent
Only to Tea Garden	164	53.6
Only the NLAE	16	5.2
Sometimes both	87	28.4
Most of the time both	32	10.5
Neither	7	2.3
Total	306	100
Missing data	4	
Total	310	

Interpretation table 6

More than half of the respondents (54%), are only visiting the Tea Garden and not the National Landscape. A relatively small group is not visiting the Tea Garden and only goes to the area for the National Landscape (5%). The second largest group (28%) sometimes combines the two and only 11% of the people combines the Tea Garden and the National Landscape often. Around 2% of the respondents never visited either of them for particularly the Tea Garden or National Landscape, but cross the area for example to go home or just drive through the area to reach their destination.

Table 7 Frequency of visits to the Tea Garden

	Frequency	Valid Percent
0	26	9.1
1	84	29.3
2	59	20.6
3-4	63	22
5-12	45	15.7
12-75	10	3.5
Total	287	100
Missing data	23	
Total	310	

Interpretation table 7

On average, the respondents go to the Tea Garden 4 times in a year . A large amount of people (29%) filled in the questionnaire during their first visit in the Tea Garden or only visited once in the last year. In total, 81% have not been in the Tea Garden for more than 4 times. Only 16% went between 5 and 12 times and only a little over 3% went to the Tea Garden more than 20 times.

Table 8 Frequency of visits to the National Landscape

	Frequency	Valid Percent
0	114	44.7
1	34	13.3
2	33	12.9
3-6	35	13.7
7-10	26	10.2
11-104	13	5.1
Total	255	100
Missing data	55	
Total	310	

Interpretation table 8

The average amount of visits to the National Landscape is also 4 times in a year. Almost half of the respondents (45%) never went to the National Landscape in the past one year. The other half (50%) went to the National Landscape between 1 and 10 times in the last year. Only 5% went to the National Landscape more than 10 times .

Table 9 The source of the knowledge about the National Landscape status

	Frequency	Valid Percent
Social media	4	3.4
Website Tea Garden	19	16.1
Website NLAE	2	1.7
Other websites	2	1.7
Newspaper	24	20.3
Leaflets VVV	6	5.1
Friends and relatives	15	12.7
Do not know	8	6.8
Other	38	32.2
Total	118	100
Missing data	192	
Total	310	

Interpretation table 9

The distribution between the different sources of information about the knowledge of the status varies considerably. The category “Other” received the highest percentage – 32%. Among the alternative sources of information that the respondents gave are: VVV, Natuurmonumenten, work, residence in the area, signs next to the highway, nature magazines and ANWB, ‘De Grote Bosatlas’, the Tea Garden, the questionnaire, farmer from the area. Newspapers received the second highest percentage, 20%, followed by the website of the Tea Garden with 16%. The sources of information that score the lowest are the website of the NLAE and other websites (both 2%).

Table 10 Relationship between knowledge about the status and the destination of a visit

	Destination during a visit to the area				Neither	Total
	Only Tea garden	Only NLAE	Sometimes both TG&NLAE	Most of the times both TG&NLAE		
Know it is national landscape						
Count	30	11	38	14	2	95
% within knowledge	31.6	11.6	40	14.7	2.1	100
% within destination	18.3	68.8	44.2	46.7	28.6	31.4
% total	9.9	3.6	12.5	4.6	0.7	31.4
Do not know it is national landscape						
Count	134	5	48	16	5	208
% within knowledge	64.4	2.4	23.1	7.7	2.4	100
% within destination	81.7	31.3	55.8	53.3	71.4	68.6
% total	44.2	1.7	15.8	5.3	1.7	68.6
Total						
Count	164	16	86	30	7	303
% within Knowledge	54.1	5.3	28.4	9.9	2.3	100
% within destination	100	100	100	100	100	100
% total	54.1	5.3	28.4	9.9	2.3	100
Total	164	16	86	30	7	303

Interpretation table 10

There is found that there is a significant association between knowledge about the status of the NLAE and the destination during a visit to the area ($\chi^2 = 33.268$, $df=4$, $p < .001$). The strength of association can be defined as medium (Cramer's $V=0.331$, $p < 0.001$)

From the people who know about the status of the area, 40% responded that for the past 12 months they went sometimes to the Tea Garden and sometimes to the NLAE. The second highest proportion of respondents indicated that they only go to the Tea Garden (32%). Those who went only to the NLAE form approximately 12% and those who combine their visits to both the Tea Garden and the NLAE form around 15%. Only 2% of the respondents who knew about the status of the NLAE replied that they went to neither of the two places for the past year.

Among those respondents who are not familiar with the status of the area, approximately 64% visit only the Tea Garden. Around 23% of those respondents indicated that they sometimes made combined visits to both the Tea Garden and the NLAE. Around 2% of the respondents indicated that they visit only the NLAE. The same figure applies to those who replied they never visited either of the places.

Table 11 Relationship between knowledge about the status and frequency of visits to the NLAE

	Frequency of visits to the National Landscape						Total
	0	1	2	3-6	7-10	12-104	
Know it is national landscape							
Count	17	12	14	19	13	8	97
% within knowledge	17.5	12.4	14.4	19.6	13.4	8.2	100
% within NLAE	14.9	37.5	42.4	54.3	52	61.5	31.6
% total	5.5	3.9	4.6	6.2	4.2	2.6	31.6
Do not know it is national landscape							
Count	97	20	19	16	12	5	210
% within knowledge	46.2	9.5	9	7.6	5.7	2.4	100
% within NLAE	85.1	62.5	57.6	45.7	48	38.5	68.4
% total	31.6	6.5	6.2	5.2	3.9	1.6	68.4
Total							
Count	114	32	33	35	25	13	307
% within Knowledge	37.1	10.4	10.7	11.4	8.1	4.2	100
% within destination	100	100	100	100	100		100
% total	54.1	5.3	28.4	9.9	2.3		100
Total	164	16	86	30	7		303

Interpretation table 11

There is a significant association between the frequency of visits to the NLAE and the respondents' knowledge about the status of the NLAE ($\chi^2 = 36.493$, $df=6$, $p<0.001$). The strength of association can be defined as medium (Cramer's $V=0.345$, $p<0.001$).

From Table 11 it can be seen that the frequency of visits to the NLAE among the people who know about the status of the area is almost equally distributed. With slight differences, the group of people who replied they visited the NLAE between 3 and 6 times for the past 12 months, appears to be dominant (20%). 14% replied they visited the area 2 times and 12% visited it only once for the past 12 months. 13% of the respondents who were aware of the status of the area paid a visit between 7 and 10 times for the past year, around 8% indicated they went there more than 10 times and finally, almost 18% replied they never went to the NLAE.

However, this is not the case with the people who do not know about the status of the area. Here, the greatest percentage is within the category that never went to the NLAE in the past 12 months (46%). 10% of the respondents who were not aware of the status went only once, 9% went twice and 8% went to the NLAE between 3 and 6 times for the past one year. 8% visited the NLAE more than 10 times for the past 12 months.

Table 12 Association between knowledge about status and place of residence

	Know about the Status		
	Yes	No	Total
Surrounding municipalities (North Holland)			
Count	36	87	123
% within municipality	19.3	70.7	100
% within knowledge	37.1	41.4	40.1
% of total	11.7	28.3	40.1
Surrounding municipalities (Province of Utrecht)			
Count	33	33	66
% within municipality	50	50	100
% within knowledge	34	15.7	21.5
% of total	10.7	10.7	21.5
Rest of North Holland			
Count	11	33	44
% within municipality	13	87	100
% within knowledge	3.1	9.5	7.5
% of total	1	6.5	7.5
Rest of the province of Utrecht/Gelderland			
Count	7	10	17
% within municipality	41.2	58.8	100
% within knowledge	7.2	4.8	5.5
% of total	2.3	3.3	5.5
South Holland			
Count	3	18	21
% within municipality	14.3	85.7	100
% within knowledge	3.1	8.6	6.8
% of total	1	5.9	6.8
Other			
Count	4	9	13
% within municipality	30.8	69.2	100
% within knowledge	4.1	4.3	4.2
% of total	3.6	10.7	14.3
Data missing			
Count	3	20	23
% within municipality	13	87	100
% within knowledge	3.1	9.5	7.5
% of total	1	6.5	7.5
Total			
Count	97	210	307
% within municipality	31.6	68.4	100
% within knowledge	100	100	100
% of total	31.6	68.4	100

Interpretation table 12

There is a significant relation between the place of residence of the respondents and their knowledge about the status of the NLAE ($\chi^2 = 18.838$, $df=6$, $p<0.05$). The strength of association can be defined as medium (Cramer's $V=0.248$, $p<0.05$).

The data shows that 40% of our respondents came from surrounding municipalities, located in the province of North Holland, to the west of the NLAE. Out of them, 71% knew about the status of the NLAE and 19% were unaware of it. Next to that, almost 22% of our respondents came from the surrounding municipalities within the province of Utrecht, to the east and south of the NLAE. Among them, the distribution of the knowledge about the status of the NLAE was equal, with 50% who knew and 50% who did not know about the status of the area.

As a whole, out of all respondents who indicated that they were aware of the status of the NLAE (32% in total), the majority came from the surrounding municipalities from the province of North Holland (almost 12%) and the province of Utrecht (almost 11%). Respondents coming from the rest of the North Holland, Utrecht and Gelderland altogether comprise only 3% of those who knew about the status of the area. The province of South Holland has the lowest percentage in regard to the knowledge of the status (only 1%).

Table 13 Association between knowledge about status and age

	Age (years)								Total
	missing	< 18	18 - 30	31 - 40	41 - 50	51 - 60	61 - 70	71 - 90	
Know it is national landscape									
Count	2	3	6	10	11	30	24	11	97
Expected count	4.1	1.3	8.2	12.6	17.4	23.1	20.9	9.5	97
% within knowledge	2.1	3.1	6.2	10.3	11.3	30.9	24.7	11.3	100
% within age	15.4	75	23.1	25	20	41.1	36.4	36.7	31.6
% total	0.7	1	2	3.3	3.6	9.8	7.8	3.6	31.6
Do not know it is national landscape									
Count	11	1	20	30	44	43	42	19	210
Expected count	8.9	2.7	17.8	27.4	37.6	49.9	45.1	20.5	210
% within knowledge	5.2	0.5	9.5	14.3	21	20.5	20	9	100
% within age	84.6	25	76.9	75	80	58.9	63.6	63.3	68.4
% total	3.6	0.3	6.5	9.8	14.3	14	13.7	6.2	68.4
Total									
Count	13	4	26	40	55	73	66	30	307
Expected count	13	4	26	40	55	73	66	30	307
% within Knowledge	4.2	1.3	8.5	13	17.9	23.8	21.5	9.8	100
% within age	100	100	100	100	100	100	100	100	100
% total	4.2	1.3	8.5	13	17.9	23.8	21.5	9.8	100

Interpretation table 13

There is a significant association between the age of the respondents and their knowledge about the status of the NLAE ($\chi^2 = 14.267$, $df = 7$, $p < 0.05$). The strength of association can be defined as medium (Cramer's $V = 0.216$, $p < 0.05$).

Among the respondents that know about the status, almost 80% belong to the age groups over 40% the highest percentage is distributed among the age groups over 40 (almost 80%), with the age group 51-60 having the highest number of respondents who knew (31%). Among the respondents who do not know about the status of the area, 70% were people over 40, with the age groups 41-50, 51-60 and 61-70 having the highest number of respondents (around 20%, respectively) that did not know about the status of the NLAE.

Table 14 Association between destination and region of residence

	Only Tea Garden	Only NLAE	Sometimes both TG&NLAE	Most of the time both TG&NLAE	Neither	Total
Surrounding municipalities (North Holland)						
Count	65	10	32	15	2	124
% within municipality	52.4	8.1	25.8	12.1	1.6	100
% within knowledge	39.6	62.5	36.8	46.9	28.6	40.5
% of total	21.2	3.3	10.5	4.9	0.7	40.5
Surrounding municipalities (Province of Utrecht)						
Count	23	3	30	6	1	63
% within municipality	36.5	4.8	47.6	9.5	1.6	100
% within knowledge	14	18.6	34.5	18.8	14.3	20.6
% of total	7.5	1	9.8	2.0	0.3	20.6
Rest of North Holland						
Count	26	0	12	4	2	44
% within municipality	59.1	0	27.3	9.1	4.5	100
% within knowledge	15.9	0	13.8	12.5	28.6	14.4
% of total	8.5	0	3.9	1.3	0.7	14.4
Rest of the province of Utrecht/Gelderland						
Count	9	2	2	3	1	17
% within municipality	52.9	11.8	11.8	17.6	5.9	100
% within knowledge	5.5	12.5	2.3	9.4	14.3	5.6
% of total	2.9	0.7	0.7	1	0.3	5.6
South Holland						
Count	11	0	7	2	1	21
% within municipality	52.4	0	33.3	9.5	4.8	100
% within knowledge	6.7	0	8	6.3	14.3	6.9
% of total	3.6	0	2.3	0.7	3	6.9
Other						
Count	11	1	0	1	0	13
% within municipality	84.6	7.7	0	7.7	0	100
% within knowledge	6.7	6.3	0	3.1	0	4.2
% of total	3.6	0.3	0	0.3	0	4.2
Data missing						
Count	19	0	4	1	0	24
% within municipality	79.2	0	16.7	4.2	0	100
% within knowledge	11.6	0	4.6	3.1	0	7.8
% of total	6.2	0	1.3	0.3	0	7.8
Total						
Count	164	16	87	32	7	306
% within municipality	53.6	5.2	28.4	10.5	2.3	100
% within knowledge	100	100	100	100	100	100
% of total	53.6	5.2	28.4	10.5	2.3	100

Interpretation table 14

From the table it can be concluded that the place where people come from, corresponds with where they go to in the area. During a visit to the area, people can either go to only the Tea Garden, only the NLAE, they can sometimes combine the two places, most of the time combine the two places or go to neither of them. Between these options and their place of residence there is a significant correlation ($\chi^2 = 38.332$, $df=24$, $p<0.05$). The strength of the association can be defined as medium (Cramer's $V=0.177$).

Of the people from surrounding municipalities in the province of North Holland, more than half only goes to the area to visit the Tea Garden. About 25% sometimes combines a visit of the Tea Garden and the NLAE. A relatively large group of 8% indicated to only go the NLAE during a visit to the area. A slightly larger group combines a visit of the Tea Garden and the NLAE most of the time.

For the people from surrounding villages in the province of Utrecht, the pattern of visits is different. Of the people from the surrounding municipalities in the province of Utrecht, almost half indicated they sometimes combine a visit to the Tea Garden and the NLAE. More than one third only visit the Tea Garden. Very few combine a visit most of the time or only go to visit the NLAE.

Most of the people from further away, among others from the provinces North Holland, South Holland, Utrecht, Gelderland tend to go only to the Tea Garden. This is thus a different pattern than of visitors from surrounding municipalities. A smaller group from these provinces sometimes combines a visit to the Tea Garden and the NLAE. Very little people from these provinces most of time combine a visit to the Tea Garden and the NLAE, and hardly anybody comes especially and only to visit the NLAE.

Table 15 Association between region of residence and frequency of the visits to the Tea Garden

	Frequency of visits to the Tea Garden							Total
	Data missing	0	1	2	3-4	5-12	20-75	
Surrounding municipalities (North Holland)								
Count	9	7	21	22	33	25	7	124
% within municipalities	7.3	5.6	16.9	17.7	26.6	20.2	5.6	100
% within Tea Garden	39.1	26.9	25	37.3	52.4	55.6	70	40
% of total	2.9	2.3	6.8	7.1	10.6	8.1	2.3	40
Surrounding municipalities (Province of Utrecht)								
Count	5	5	17	16	12	9	3	67
% within municipalities	7.5	7.5	25.4	23.9	17.9	13.4	4.5	100
% within Tea Garden	21.7	19.2	10.2	27.1	19	20	30	21.6
% of total	1.6	1.6	5.5	5.2	3.9	2.9	1	21.6
Rest of North Holland								
Count	4	4	12	10	7	7	0	44
% within municipalities	9.1	9.1	27.3	22.7	15.9	15.9	0	100
% within Tea Garden	17.4	15.4	14.3	16.9	11.1	15.6	0	14.2
% of total	1.3	1.3	3.9	3.2	2.3	2.3	0	14.2
Rest of the province of Utrecht/Gelderland								
Count	3	1	7	0	3	3	0	17
% within municipalities	17.6	5.9	41.2	0	17.6	17.6	0	100
% within Tea Garden	13	3.8	8.3	0	4.8	6.7	0	5.5
% of total	1	0.3	2.3	0	1	1	0	5.5
South Holland								
Count	0	2	10	6	3	0	0	21
% within municipalities	0	9.5	47.6	28.6	14.3	0	0	100
% within Tea Garden	0	7.7	11.9	10.2	4.8	0	0	6.8
% of total	0	0.6	3.2	1.9	1	0	0	6.8
Other (i.a. Groningen, Friesland)								
Count	1	3	7	1	1	0	0	13
% within municipalities	7.7	23.1	53.8	7.7	7.7	0	0	100
% within Tea Garden	4.3	11.5	8.3	1.7	1.6	0	0	4.2
% of total	0.3	1	2.3	0.3	0.3	0	0	4.2
Data missing								
Count	1	4	10	4	4	1	0	24
% within municipalities	4.2	16.7	41.7	16.7	16.7	4.2	0	200
% within Tea Garden	4.3	15.4	11.9	6.8	6.3	2.2	0	7.7
% of total	0.3	1.3	3.2	1.3	1.3	0.3	0	7.7
Total								
Count	23	26	84	59	63	45	10	310
% within municipalities	7.4	8.4	27.1	19	20.3	14.5	3.2	100
% within Tea Garden	100	100	100	100	100	100	100	100
% of total	7.4	8.4	27.1	19	20.3	14.5	3.2	100

Interpretation table 15

There is a significant association between the place of residence and the amount of visits to the Tea Garden ($\chi^2 = 52.913$, $df=36$, $p<0.05$; strength of association is medium - Cramer's $V = 0.169$) and the NLAE ($\chi^2 = 57.177$, $df=36$, $p<0.05$; strength of association is medium - Cramer's $V = 0.175$) in the past 12 months. In other words, where people go to and how often they visited the Tea Garden and the NLAE, depends also from where they live.

The largest group (25%) of the people that live in the surrounding villages in North Holland, indicated that they visited the Tea Garden 3-4 times in the past 12 months. Almost 35% visited once or twice, 20% visited 5-12 times and 6% visited more than 20 times in the last 12 months.

Almost 50% of the people from the surrounding villages situated in Utrecht and Gelderland visited the Tea Garden once or twice in the past 12 months. Around 30% visited the Tea Garden between 3 and 12 times and a few people visited zero or more than 20 times. People from the province of Utrecht and Gelderland visit the Tea Garden more often: 41,2% of these people visited the Tea Garden only once in the past 12 months, and one third of these people visited the Tea Garden between 3 and 12 times in the past 12 months.

From the provinces North Holland, South Holland and other, the majority of the people visit the Tea Garden once or twice (respectively 50%, 76% and 62%).

Table 16 Association between region of residence and frequency of the visits to the NLAE

	Data missing	0	1	2	3-6	7-10	12-104	Total
Surrounding municipalities (North Holland)								
Count	20	45	7	14	18	14	6	124
% within municipalities	16.1	36.3	5.6	11.3	14.5	11.3	4.6	100
% within NLAE	36.4	39.5	20.6	42.4	51.4	53.8	46.2	40
% of total	6.5	14.5	2.3	4.5	5.8	4.5	1.9	40
Surrounding municipalities (Province of Utrecht)								
Count	15	12	10	5	9	10	6	67
% within municipalities	22.4	17.9	14.9	7.5	13.4	14.9	9	100
% within NLAE	27.3	10.5	29.4	15.2	25.7	38.5	46.2	21.6
% of total	4.8	3.9	3.2	1.6	2.9	3.2	1.9	21.6
Rest of North Holland								
Count	7	20	7	5	5	0	0	44
% within municipalities	15.9	45.5	15.9	11.4	11.4	0	0	100
% within NLAE	12.7	17.5	20.6	15.2	14.3	0	0	14.2
% of total	2.3	6.5	2.3	1.6	1.6	0	0	14.2
Rest of the province of Utrecht/Gelderland								
Count	5	4	3	3	0	2	0	17
% within municipalities	29.4	23.5	17.6	17.6	0	11.8	0	100
% within NLAE	9.1	3.5	8.8	9.1	0	7.7	0	5.5
% of total	1.6	1.3	1	1	0	0.6	0	5.5
South Holland								
Count	2	10	4	3	2	0	0	21
% within municipalities	9.5	47.6	19	14.3	9.5	0	0	100
% within NLAE	3.6	8.8	11.8	9.1	5.7	0	0	6.8
% of total	0.6	3.2	1.3	1	0.6	0	0	6.8
Other (i.a. Groningen, Friesland)								
Count	1	8	1	2	1	2	0	13
% within municipalities	7.7	61.5	7.7	15.4	7.7	11.8	0	100
% within NLAE	1.8	7	2.9	6.1	2.9	7.7	0	4.2
% of total	0.3	2.6	0.3	0.6	0.3	0.6	0	4.2
Data missing								
Count	5	15	2	1	0	0	1	24
% within municipalities	20.8	62.5	8.3	4.2	0	0	4.2	100
% within NLAE	9.1	13.2	5.9	3	0	0	7.7	7.7
% of total	1.6	4.8	0.6	0.3	0	0	0.3	7.7
Total								
Count	55	114	34	33	35	26	13	310
% within municipalities	17.7	36.8	11	10.6	11.3	8.4	4.2	100
% within NLAE	100	100	100	100	100	100	100	100
% of total	17.7	36.8	11	10.6	11.3	8.4	4.2	100

Interpretation table 16

Of the people from the villages in North Holland, more than a third has not been to the NLAE in the last 12 months. The same amount of people visited the NLAE between 2 and 10 times. 6% visited only once and 5% visited more than 12 times.

These people from the surrounding villages in the province of Utrecht relatively often go to the NLAE, approximately 60% of the people has been there once or more in the past 12 months. 25% visited the NLAE frequently in this timeframe, between 7 and 104 times. From North Holland and South Holland more than half of the respondents did not visit the NLAE in the past 12 months. Around one third indicated they visited the NLAE once, twice or 3-6 times. Of the people from provinces North Holland, South Holland, Utrecht/Gelderland and other, the largest percentage has not been to the NLAE in the past 12 months.

Table 17 Association between place of residence and mode of transport

	Car	Bike
Surrounding municipalities (North Holland)		
Count	68	88
% within municipality	55.3	71.5
% within transport	33.8	57.5
% of total	22.1	28.7
Surrounding municipalities (Province of Utrecht)		
Count	43	34
% within municipality	64.2	50.7
% within transport	21.4	22.2
% of total	14	11.1
Rest of North Holland		
Count	33	14
% within municipality	75	31.8
% within transport	16.4	9.2
% of total	10.7	4.6
Rest of the province of Utrecht/Gelderland		
Count	13	2
% within municipality	81.3	12.5
% within transport	6.5	1.3
% of total	4.2	0.7
South Holland		
Count	17	4
% within municipality	85	20
% within transport	8.5	2.6
% of total	5.5	1.3
Other		
Count	10	4
% within municipality	76.9	30.8
% within transport	5	2.6
% of total	3.3	1.3
Total		
Count	201	153
% within municipality	65.5	49.8
% within transport	100	100

Interpretation table 17

The majority of all respondents indicated that they usually use the car to go to the Tea Garden and/or the NLAE. However, this number was lower for the respondents from the surrounding municipalities. Especially from the surrounding municipalities in North Holland a large part (72%) indicated that they normally use the bike, against 55% of the respondents from the surrounding municipalities in the province of Utrecht. Thus, we can infer that depending on where respondents come from, it differs significantly whether people use the car or the bike most of the time. As may be expected, people from surrounding villages use their bikes more often than people from other places ($\chi^2 = 50.958$, $df=6$, $p<0.05$, Cramer's $V = 0.407$). People from further away take the car most of the time. There is a significant association between the place of residence and the use of a car to go to the area ($\chi^2 = 13.658$, $df=6$, $p<0.05$, Cramer's $V = 0.211$) (see Table 17, appendix x).

Regardless of where our respondents come from, hardly anybody among them indicated that they use the public transport. A low number of people from surrounding villages indicated that they go by foot most of the time, and only 1 respondent coming from further away gave this answer. The statistical analyses indicated that there was no significant association ($p>0.05$) between the place of residence of our respondents and whether they use public transport or walk to reach the Tea Garden and/or the NLAE.

Table 18 Frequency of activities in the Tea Garden

Activity	Valid Percentage of people doing the activity (%)
Drinking tea/coffee and eat delights	90.2
Relaxing	63.5
Playing with the children	13
Sunbathing	13.7
Playing the Landscape Game	1.6
Visit weddings	9.8
Participate in workshops	2.9
Getting info about the NLAE	5.5
Count butterflies	2
Meet friends	49.8
Meet family	45.6
Participate in organised activities	3.6
Visit the Tea Garden store	1
Other	6.2

Interpretation table 18

The most frequently practiced activity in the Tea Garden was found to be drinking tea/coffee and eating delights (90% of our respondents). Relaxing comes second with 64%. Close to half of our respondents replied that they often go to the Tea Garden to meet friends (50%) and to meet family (46%). 14% of the respondents mention that they often sunbathe when they are in the Tea Garden and 13% use the time in the Tea Garden to play with their children. Almost 10% of the visitors of the Tea Garden who participated in our survey replied that they have visited weddings there. A little less than 6% replied that one of their activities in the Tea Garden was obtaining information about the NLAE, almost 4% said they participated in organized activities and 3% took part in workshops. Between 1 and 2% of our respondents replied they counted butterflies, played the Landscape Game and/or visited the Tea Garden store. 6% replied they practiced other activities, such as enjoying the intimate atmosphere, preparing meetings, biking to the Tea Garden, playing with the animals and recharging car or bike batteries.

Table 19. Relationship between age categories and activity “Meet Family”

	Yes	No	Total
Age category under 18			
Count	2	11	13
% within age categories	15.4	84.6	100
% within activity	1,4	6.6	4.2
% of Total	.7	3.6	4.2
Age category 18-30			
Count	14	12	26
% within age categories	53.8	46.2	100
% within activity	10	7.2	8.5
% of Total	4.6	3.9	8.5
Age category 31-40			
Count	27	13	40
% within age categories	67.5	32.5	100
% within activity	19.3	7.8	13
% of Total	8.8	4.2	13
Age category 41-50			
Count	28	26	54
% within age categories	51.9	48.1	100
% within activity	20	15.6	17.6
% of Total	9.1	8.5	17.6
Age category 51-60			
Count	35	38	73
% within age categories	47.9	52.1	100
% within activity	25	22.8	23.8
% of Total	11.4	12.4	23.8
Age category 61-70			
Count	22	45	67
% within age categories	32.8	67.2	100
% within activity	15.7	26.9	21.8
% of Total	7.2	14.7	21.8
Age category 71-90			
Count	11	19	30
% within age categories	36.7	63.3	100
% within activity	7.9	11.4	9.8
% of Total	3.6	6.2	9.8

Interpretation table 19

There is a significant association between the age of the visitors in the Tea Garden and the activity “Meet Family” ($\chi^2 = 20.293$, $df=7$, $p < .05$). The strength of association can be defined as medium (Cramer’s $V=0.257$, $p < 0.05$)

Table 20 Frequency of activities in the National Landscape Arnhem-De Oostvaardersplassen

Activity	Valid Percentage of people doing the activity (%)
Walking signposted routes	18.3
Walking own routes	35
Biking signposted routes	13.8
Biking own routes	40.8
Cycling	3.6
Skating	3.6
Ice skating	1.3
Fishing	2
Boating	3.6
Canoeing and rowing	2.3
Picnicking	12.7
Play with the children	10.8
Walk the dog	10.1
Relaxing	32.7
Sunbathing	8.5
Studying nature	8.2
Looking at nature	37.3
Watch the birds	26.8
Guided tour	2.3
Taking photos	21.9
Meet family	20.9
Meet friends	28.8
Visit Bunschoten-Spakenburg or other villages	33.7
Visit cultural activities, like festivals, markets and open days	18.6
Visit steam pumping station	17.6
Other activities	7.5

Interpretation table 20

Among the most frequently practiced activities by our respondents in the NLAE were biking own routes (41%), looking at nature (37%), walking own routes (35%), visiting Bunschoten-Spakenburg or surrounding villages (34%) and relaxing (33%). With a positive response rate between 20% and 30%, our respondents replied that they often go to the NLAE to meet friends (29%), watch the birds (27%), take photos (22%), and meet family (21%). 19% of our respondents replied that when they are in the NLAE, they like to visit cultural activities, such as festivals, markets and open days. 18% walk signposted routes and visit the steam pumping station, correspondingly, 14% bike signposted routes and 13% like to go for a picnic in the NLAE. Around 10% of our respondents claim that among the activities which they often practice in the NLAE are playing with children (11%) and walking their dog (10%). Around 8% of the respondents replied that when they are in the NLAE, they often sunbathe and study nature. It is found that among the least frequently practiced activities by the respondents were the following: a little less than 4% of our respondents practice sports such as cycling, skating and boating in the NLAE. Around 2% of the respondents replied that when they are in the NLAE they correspondingly go fishing, canoeing and rowing and take a guided tour. Only 1% of our respondents replied that they like to go ice-skating in the NLAE. Around 8% practice other activities, such as horseback-riding, Nordic walking, and enjoying the landscape and quietness (horizon).

Table 21. Relationship between age categories and activity “Looking at Nature”

	Yes	No	Total
Age category under 18			
Count	1	3	4
% within age categories	25	75	100
% within activity	.9	1.6	1.3
% of Total	.3	1.0	1.3
Age category 18-30			
Count	4	22	26
% within age categories	15.4	84.6	100
% within activity	3.5	11.5	8.5
% of Total	1.3	7.2	8.5
Age category 31-40			
Count	11	29	40
% within age categories	27.5	72.5	100
% within activity	9.6	15.1	13.1
% of Total	3.6	9.5	13.1
Age category 41-50			
Count	16	38	54
% within age categories	29.6	70.4	100
% within activity	14	19.8	17.6
% of Total	5.2	12.4	17.6
Age category 51-60			
Count	32	40	72
% within age categories	44.4	55.6	100
% within activity	28.1	20.8	23.5
% of Total	10.5	13.1	23.5
Age category 61-70			
Count	39	28	67
% within age categories	58.2	41.8	100
% within activity	34.2	14.6	21.9
% of Total	12.7	9.2	21.9
Age category 71-90			
Count	1	22	30
% within age categories	26.7	73.3	100
% within activity	7	11.5	9.8
% of Total	2.6	7.2	9.8

Interpretation Table 21

There is a significant association between the age of the visitors in the NLAE and the activity “Looking at nature” ($\chi^2 = 25.282$, $df=7$, $p < .001$). The strength of association can be defined as medium (Cramer’s $V=0.287$, $p < 0.001$)

Table 22. Relationship between age categories and activity “Relaxing”

	Yes	No	Total
Age category under 18			
Count	2	2	4
% within age categories	50	50	100
% within activity	2	1	1.3
% of Total	.7	.7	1.3
Age category 18-30			
Count	6	20	26
% within age categories	23.1	76.9	100
% within activity	6	9.7	8.5
% of Total	2	6.5	8.5
Age category 31-40			
Count	10	30	40
% within age categories	25	75	100
% within activity	10	14.6	13.1
% of Total	3.3	9.8	13.1
Age category 41-50			
Count	20	34	54
% within age categories	37	63	100
% within activity	20	16.5	17.6
% of Total	6.5	11.1	17.6
Age category 51-60			
Count	34	38	72
% within age categories	47.2	52.8	100
% within activity	34	18.4	23.5
% of Total	11.1	12.4	23.5
Age category 61-70			
Count	20	47	67
% within age categories	29.9	45.1	100
% within activity	20	22.8	21.9
% of Total	6.5	15.4	21.9
Age category 71-90			
Count	5	25	30
% within age categories	16.7	83.3	100
% within activity	5	12.1	9.8
% of Total	1.6	8.2	9.8

Interpretation Table 22

There is a significant association between the age of the visitors in the NLAE and the activity “Relaxing” ($\chi^2 = 14.380$, $df=7$, $p < .05$). The strength of association can be defined as medium (Cramer’s $V=0.217$, $p < 0.05$)

Table 23. Relationship between age categories and activity “Watch the Birds”

	Yes	No	Total
Age category under 18			
Count	0	4	4
% within age categories	.0	100	100
% within activity	.0	1.8	1.3
% of Total	.0	1.3	1.3
Age category 18-30			
Count	2	24	26
% within age categories	7.7	92.3	100
% within activity	2.4	10.7	8.5
% of Total	.7	7.8	8.5
Age category 31-40			
Count	7	33	40
% within age categories	17.5	82.5	100
% within activity	8.5	14.7	13.1
% of Total	2.3	10.8	13.1
Age category 41-50			
Count	12	42	54
% within age categories	22.2	77.8	100
% within activity	14.6	18.8	17.6
% of Total	3.9	13.7	17.6
Age category 51-60			
Count	27	45	72
% within age categories	37.5	62.5	100
% within activity	32.9	20.1	23.5
% of Total	8.8	14.7	23.5
Age category 61-70			
Count	22	45	67
% within age categories	32.8	67.2	100
% within activity	26.8	20.1	21.9
% of Total	7.2	14.7	21.9
Age category 71-90			
Count	9	21	30
% within age categories	30	70	100
% within activity	11	9.4	9.8
% of Total	2.9	6.9	9.8

Interpretation table 23

There is a significant association between the age of the visitors in the NLAE and the activity “Watch the Birds” ($\chi^2 = 14.339$, $df=7$, $p < .05$). The strength of association can be defined as medium (Cramer’s $V=0.216$, $p < 0.05$)

Table 24 Opinion about the existing facilities in the Tea Garden Eemnes

	N	Mean	Mode
Information provision about the National Landscape	246	0.4512	0
Information provision about biking and walking routes	239	0.5523	0
Catering	272	1.4449	2
Sitting area	278	1.6223	2
Toilets	261	1.0843	1
Leaflets and brochures	242	0.6860	0
Maps	233	0.6009	0
Facilities and accessibility for disabled	231	0.4459	0
Bike rental	213	0.0986	0
Interactive information provision	215	0.1488	0
Parking spaces	260	0.7538	1
Bike racks	244	0.6270	1
Personnel	268	1.2649	1
Ambience	265	1.5962	2
Maintenance of facilities	258	1.3295	2
Places to rest in the National Landscape, like benches	240	0.7042	0
Signposting in the National Landscape	237	0.4937	0
Signposting to the Tea Garden in the National Landscape	250	0.4800	0

Interpretation table 24

Asked to evaluate the current quality of the facilities, services and information provision in the Tea Garden, the respondents rated the sitting area (m=1.6), the ambience (m=1.6), the catering (1.4) and the good maintenance of the facilities (1.3) as very good, with most frequently given answer “Very good” (mode=2). The personnel (m=1.3), rest room facilities (m=1.1), parking spaces (m=0.8), and bike racks (m=0.6) were evaluated as “Good” (mode=1). Accessibility for disabled people was graded as “Mediocre” (m=0.4, mode=0).

With regard to the provision of information about the area, the average opinion gravitated around “Mediocre” (mode=0), with Information provision about the National Landscape (m=0.5), Information provision about biking and walking routes (m=0.6), leaflets and brochures (m=0.7), maps (m=0.6). Interactive information provision (m=0.1) and the availability of bike rental services (m=0.1) were the two lowest graded items. Signposting to the NLAE (m=0.5) and to the Tea Garden within the NLAE (m=0.5) were also evaluated as “Mediocre”.

Table 25 Importance of facilities in the Tea Garden Eemnes

	N	Mean	Mode
General information about the National Landscape	262	1.0038	1
Information about culture and cultural activities in the region	254	0.8622	1
Information about the history of the region	257	0.7899	1
Information about the flora and fauna in the region	258	1.0271	1
Information about the birds in the region	252	0.9722	1
Information about the geology in the region	250	0.6960	1
Information about the villages in the region	250	0.7640	1
Information about the restaurants in the region	249	0.4819	0
Ambient environment	265	1.4755	2
Helpful personnel	260	1.4462	2
Personnel providing information	251	0.9880	1
Maps	256	1.1250	1
Leaflets and brochures	253	0.9802	1
Pictures of the area	244	0.6844	1
Interactive information provision (like touch screens)	247	0.1498	0
QR-codes (for smart phones)	240	-0.1417	0
Audio tours	244	-0.2787	0
Interactive games (for children)	246	0.2358	0
Movies	245	0.0449	0
Catering	256	1.1641	1
Sitting places Tea Garden and terrace	261	1.4674	2
Toilets	258	1.3721	2
Boat tours	253	0.5059	0
Canoe rental	244	0.3361	0
Guided tours	246	0.2927	0
Bike rental	247	0.4130	0
Facilities and accessibility for disabled	248	1.0161	1
Bike racks	251	0.9841	1
Parking space	253	1.0830	1
Well maintained facilities	253	1.3004	2
Signposting to the Tea Garden	254	1.0787	1
Signposting in the National Landscape	250	1.0200	1
Places to rest in the National Landscape, like benches	253	1.1779	1

Interpretation table 25

The respondents were asked to give their opinions about the importance of certain services, facilities and types of information if the Tea Garden would be developed as a Tourist Transfer Point, as well. The results shown in the table indicated that they gave a highest preference to both tangible and intangible aspects, such as ambient atmosphere (m = 1.5), sitting places in the Tea Garden (m=1.5), helpful personnel (m= 1.4), toilets (m=1.4), and well maintained space and facilities (m=1.3), with a most frequently given answer “Very important” (mode=2). Different types of information about the area were graded as “Important” (m:[0.7; 1]) to find in a Tourist Transfer Point (e.g. general information about the NLAE, information about the history, culture, villages, geology, flora and fauna, the birds). In addition, other aspects, such as places to rest in the NLAE (m=1.2), signposting to the Tea Garden (m=1.1) and in the NLAE (m=1.0) were among the items that were also found to be important. In the Tea Garden itself, our respondents think that other important features would be access for disabled people (m=1.0), the availability of parking spaces (m=1.1), bike racks, personnel providing information (m=1.0), information leaflets and brochures (m=1.0), maps (m=1.1) and pictures of the area (m=0.7). The least important were considered to be services such as audio tours (m=-0.3) and QR-codes (m=-0.1), interactive information provision facilities (m=0.1), movies (m=0.0), canoe rental and guided tours (both m=0.3).

Table 26 Correlations between the motives and the preferences of the respondents

	TG Amusement	TG Change	TG Interest	TG Love for Nature	TG Challenge	NLAE Amusement	NLAE Change	NLAE Interest	NLAE Love for Nature	NLAE Challenge
General information NLAE	.136	.150	.199	.128		.178	.227	.276	.257	.252
Information about culture and cultural activities	.201		.217			.282	.178	.303	.240	.280
Information about history			.280	.148		.233	.142	.329	.225	.166
Information about flora and fauna		.231	.267	.263		.168	.297	.353	.380	.314
Information about birds		.234	.232	.299		.186	.294	.281	.415	.298
Information about geology		.218	.304	.257	.139	.284	.251	.315	.357	.238
Information about villages		.220	.206	.154	.168	.163	.208	.206	.209	.223
Information about horeca	.137	.146	.227	.13	.153	.223		.177	.146	
Ambient environment	.265	.209				.258	.230		.166	.241
Helpful personnel	.218	.164				.208	.206			.223
Personnel providing information	.181								.151	
Maps								.134	.170	
Brochures and leaflets	.167		.166	.131	.141	.245	.171	.192	.220	.255
Pictures of the area			.227	.199	.203	.182		.228	.225	.157
Interactive information			.190	.131	.150	.219	.068	.241		
QR-codes	.139		.218	.193	.201	.234		.235	.142	.139
Audio tours		.190	.356	.301	.212	.291		.259	.146	.152
Interactive games	.275	.181	.225	.206	.171	.292	.177	.183		.223
Movies	.139	.134	.267	.222	.137	.164		.215		
Catering	.253	.152				.162				
Sitting places	.313	.269		.133	.159	.222	.243			.237
Toilets	.229	.190				.137	.157		.134	.014
Boat tours	.304	.172		.181	.137	.269				
Canoe rental	.200			.198		.163				
Guided tours	.148		.205	.222				.176	.144	
Bike rental	.143			.167						
Accessibility and facilities disabled	.151	.187	.204	.231	.144	.272	.203	.180	.200	.218
Bike racks	.130	.176	.203	.156	.211	.196	.182	.200	.190	.232
Parking space	.176	.244	.141	.159	.137	.199	.214		.176	.249
Well maintained facilities		.176		.177		.254	.254	.150	.235	.282
Signposting to the Tea Garden	.209	.204		.156		.276	.164		.151	.201
Signposting to the NLAE		.270	.231	.233	.170	.323	.245	.218	.259	.283
Rest places NLAE		.197	.147	.184	.173	.311	.230	.189	.271	.265

Interpretation table 26

All the significant correlations can be found in the table, with the corresponding measure of the Pearson correlation coefficient. All the numbers listed, are significant at $p < 0.05$. All the non-significant correlations are left empty. Pearson correlation index of ± 0.1 is considered to be small, ± 0.3 is considered to be medium and ± 0.5 is large.

Appendix 3 Summaries Veluwetransferium Posbank and De Hoge Veluwe National Park

Veluwetransferium Posbank

This information centre is very modern: most of the information is on flat screens, TV-screens, touch screens. There are sound effects (e.g. birds singing, sheep bleating) that accompany the videos made from cameras put in the area of animals that are actually in the area. Several flat screens show update information on what activities are appropriate for the concrete day. They work mostly with images and interactive things, hardly any detailed information (based on the assumption that visitors don't have the time to read a lot). The information just functions to get people interested in what is to experience outside (they had stuffed dead animals, peek-through-holes, interactive games, photos, etc.) They provide brochures with information about the National Park, the visitor centre itself, the province of Gelderland, Natuurmonumenten. The activities advertised on these brochures may be done without the help of a guide. The information is also communicated via the personnel at the information desk. They also show information related to the historical and cultural development of the centre and the area. For this they exhibit certain type of information which changes over time. Part of the decision on what kind of information to be provided is made based on visitor surveys conducted by the centre itself, by university, head office. Questions are related to expectations, preferences for activities, popularity of Natuurmonumenten. However, the scale of the visitor centre is not attractive for foreign visitors. They don't provide information in English or in any language other than Dutch.

The design of the very centre is also very specific and unique. A massive wooden art structure that represents a fallen tree is something that strikes the visitor when entering the centre. It is very distinctive and something to remember; at the same time almost everything revolves around this structure. There are posters with activities everywhere (in the restaurant, in the toilet, in the centre itself). Also, beautiful nature photographs from the area hang on the walls in the restaurant.

They work a lot with volunteers who have different functions within the centre. Some of them are hosts, other lead the excursions. They are also in charge of the promotion – they distribute flyers. Sometimes volunteers ask for a job themselves, sometimes the visitor centre offers a position (in newspapers, in the visitor centre, job websites). They receive training depending on their function.

They aim for a target group which is as broad as possible. However, they see a pattern in visitors. During the weekdays there are mainly elderly people with grandchildren while on weekend days there are mainly families. There is also another, recreation, group that is characterised by the desire to be entertained.

They organize seasonal activities and at the same time adjust their exhibitions to the season. They have special activities for the high season i.e. the season when most of the people come (the blooming season – this is unique for this part of the Netherlands).

The visitor centre provides free parking, playgrounds for the children, catering. They also have a VVV in the visitor centre (a private entrepreneur). The VVV also provides electric bicycles, scooters, steps, team building activities, information on places to sleep and eat. Finally, they also have conference rooms and shops. The entrepreneurs of the catering (restaurant) and the VVV pay rent to be located in the Visitor Centre but at the same time the profits (food, bike rents, etc.) are for them. They consider the catering itself as one of the important supporting facilities.

To promote their activities they make use of social media. The centre has a media team which is responsible for announcing the activities on the Twitter account. Foresters/park managers also tweet if there is a special or a big project. They also make use of their website where they announce different activities. They have free publicity in regional newspapers (they send press releases) but they receive only one line which is not enough. Sometimes they have radio interviews on local level. A digital newsletter is another way of promotion: whoever wants to receive a newsletter with the upcoming activities may fill in their name in the computer system. The centre promotes their activities in the magazine "Puur Natuur". It is an initiative of the association Natuurmonumenten. This association provides a membership and all the members receive a discount on the products in the shop or the activities. in the visitor centre. Outside, throughout the area there are signposts/ signs indicating where the visitor center is (both in the park but also in the train station, on the road etc.) The main objective of the park is nature conservation and protection. However, this deprives the centre from attracting visitors who would like to see wild animals.

De Hoge Veluwe National Park

De Hoge Veluwe National Park has its information centre in the middle of the park and all the routes pass the centre. There are multiple entrances on the borders of the park where you have to pay an entrance fee to visit the area. By having multiple entrances and the information centre in the middle, the tourists are evenly distributed in the area. There are about 500.000 visitors a year in the Hoge Veluwe, which also contain a lot of foreign tourists. Throughout the park there are a lot of signposts indicating which way to go for the information centre and other interesting points. When people enter the centre most of them automatically follow the logical trajectory that is implied in the design of the centre. You immediately hear some sounds which implies that there is a movie playing. This encourages people to go in and "explore" where the sounds are coming from.

The information centre consist of an "above" and a "below" part. You start with the above part, since this is on the ground floor. Here, information is shown about the animal species which live in the area and you can play a game where you have to guess which poo belongs to which track. Also you can make tracks by yourself in the sand with a sort of stamp. Mainly there is some general information about the park for example about the hunting estate sint Hubertus, species living in the area and how the area is established through the ages.

After this more general information, you go down the stairs, under the ground. There you start with information about the animals that live under the ground and you can see their counterfeited nests in the wall. Next to this, roots of trees are hanging above you and it is darker than in the "above" part. This gives you the feeling that you are walking inside the earth. Here, information which is not specific for the area is shown, for example about the ice age, how the glaciers moved the land and about ground (drinking) water in the Netherlands. In this part you can also touch things and then something will happen; for example lights will go on, a movie starts to play or a voice will tell you a story. There is also a moving floor where you can look into a kind of well into the depth and in that depth you see on a screen red liquid flowing. There is no description about what this is, according to the desk attendant people have to use their own creativity/imagination to realize that this is meant as the middle of the earth, where the ground is not solid anymore. But if they make something else out of it, it is of course no problem. That there is no description is done on purpose to trigger the imagination of people, and this is done on several places throughout the information centre.

If you keep on following the logical trajectory you will end on the ground floor in the shop. Here is the opportunity to buy a lot of merchandise of the Hoge Veluwe. But also books,

signs, pens, teddy bears and so forth. From financial point of view it is beneficial that almost all visitors visit the shop at the end of their visit.

In general the desk attendant has the feeling that the information must be shown in a more interactive way. People want to touch and do things according to her. Another problem which occurs is that at the moment they cannot change the information which is shown. They are now planning to renew the information centre and then incorporate the possibility to easily change the information. They also attract different visitors throughout the year, because they have special activities in different times of the year. For example a lot of horse lovers come to the park for the week of the horse. By focusing on this different target groups in different times of the year a diverse group of people can be attracted. An advantage is that the National Park gets a lot of attention through regional media, who are talking about the theme weeks. Also, they are well-known in both in and outside of the Netherlands. This is what has to be taken in regard when comparing with the National Landscape Arkemheen-Eemland, because the scale is much bigger in the Hoge Veluwe, they are already well-known and have a lot of visitors and the (regional) media is picking up new activities and stories easily.