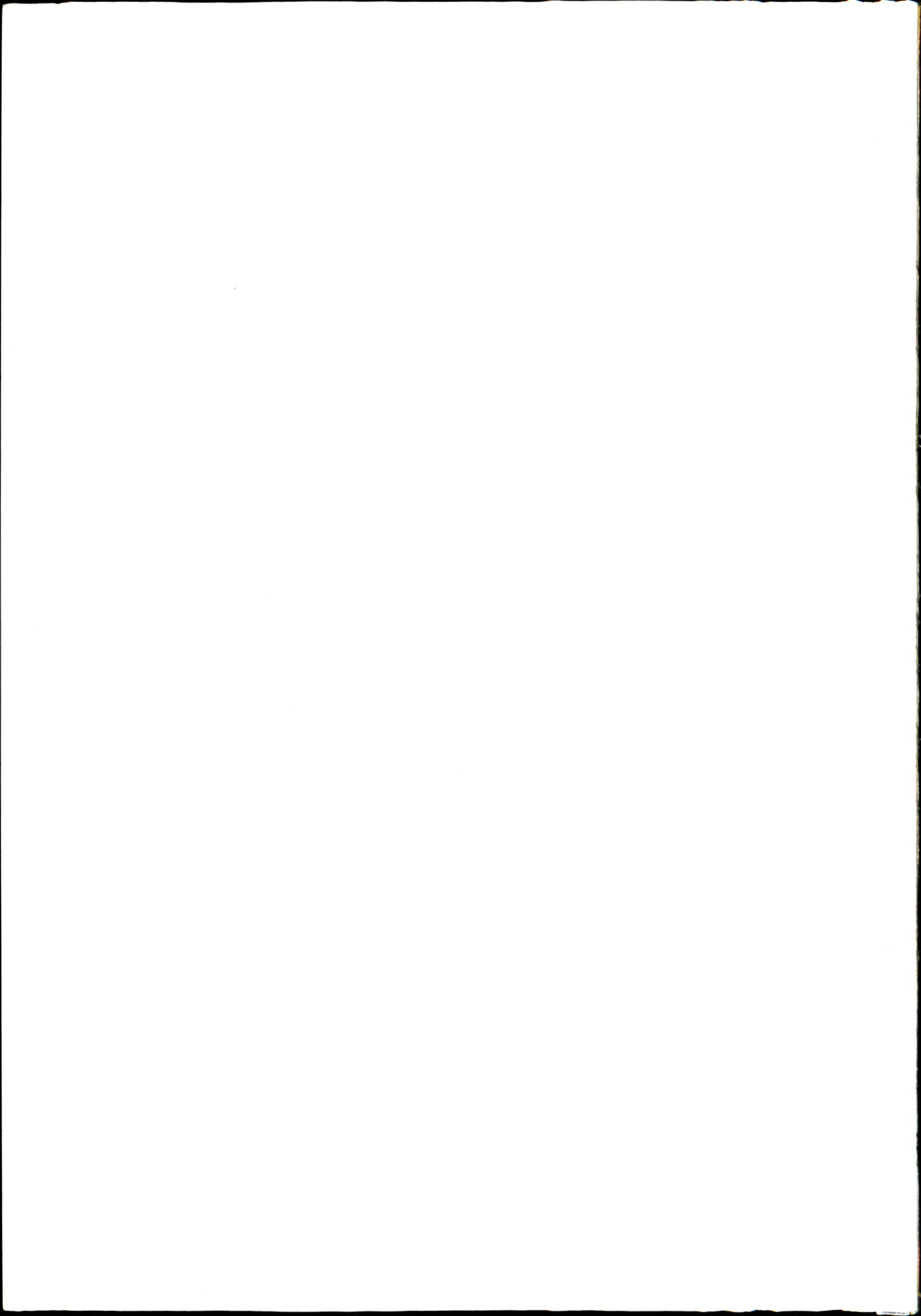




seaside tourism
in the north sea region

CHALLENGES OF
SEASIDE TOURISM

—
Notes from
Conference





CHALLENGES OF SEASIDE TOURISM - Notes from Conference

On behalf of the conference *Challenges for Seaside Tourism - Planning Strategies for the Development of a Sustainable Seaside Tourism in North Sea Coastal Areas* the following notes and news have been compiled.

The focus of the conference was to create a forum for exchange of experience and information. This purpose was well fulfilled. Contents from the conference have provided useful input to the final report, *Planning Strategies*. The report will be distributed in August.

The conference – concluding the project *Documentation and Development of Seaside Tourism in the North Sea Region* - has served as an important stepping stone for future activities within coastal planning issues in order to create a sustainable seaside tourism.

Yours sincerely,

Carina Johnsson in June 2001

Project Manager

The members of the project group are:

University of Lincoln, England
Tourism Department
North Jutland Amt, Denmark

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Anna Studsholt, Carsten Mogensen, Kirsten Monrad Hansen

Netherland Design Institute and
Tourism Recreation Netherland,
the Netherlands

Stef van Breugel, Erik van Dijk

Halland County Council, Sweden
(Lead Partner)

Ingegärd Widerström, Anita Fiedler, Carina Johnsson

An EU Interreg IIC project. The Project Partners are: University of Lincoln, UK, North Jutland Amt, Denmark, Netherland Design Institute, the Netherlands, Halland County Council, Sweden (Lead Partner).

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Seaside Tourism in the north sea region

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Participants List

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Mr Mike Walton, Principal Lecturer in Tourism, University of Lincoln, England

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Ms Joanne Mason, Researcher, University of Lincoln, England

The National work and output of the Swedish partner

Ms Ingegärd Widerström, County Architect

The National work and output of the English partner

Mr Adrian Bull, Principal Lecturer in Tourism, University of Lincoln, England

Presentation of Texel Island Workshop, The Netherlands

Mr Jan de Graaf, Urban Architect, Mr Eric van Dijk, Netherlands' Board of Tourism and Recreation, Mr Florian Boer, Architect

Planning Strategies

Ms Anna Studsholt, Regional Planner, Architect m.a.a.

New Possibilities for a Sustainable Coastal Tourism

Mr Ulf Åberg, Continuum AB, Sweden

Press cutting

Photos



Programme

Thursday June 14 - Friday June 15, 2001 - Hotel Tylösand, Halmstad, Sweden

Thursday, 14 June, 2001

- 08.45 Registration and coffee
- 09.15 **Welcome to Halland**, *Ms Karin Starrin, Governor of Halland County*
- 09.30 **Introduction to the project "Documentation and Development of Seaside Tourism in the North Sea Region"**, *Ms Carina Johnsson, Project Manager*
- 09.45 **The History of Seaside Tourism in the North Sea Region**, *Mr Mike Walton, Principal Lecturer in Tourism, University of Lincoln, England*
- 10.30 **Coffee/Tea**
- 11.00 **Trends and Changes over Time – Analysis of the Present Situation**,
*Ms Joanne Mason, Researcher, University of Lincoln, England and
Ms Anna Studsholt, Denmark, Regional Planner, Architect m.a.a.*
- 12.00 **Lunch**
- 13.00 **Presentation of National Works and Outputs of the Project,**
- England** *Dr Adrian Bull, Principal Lecturer in Tourism, University of Lincoln*
- Denmark** *Ms Anna Studsholt, Regional Planner, Architect m.a.a. / Ms Berit Kaae, Researcher, Skov & Landskab in Copenhagen*
- Sweden** *Ms Ingegärd Widerström, County Architect / Ms Anita Fiedler, Tourism & Marketing*
- 14.30 **Coffee/Tea**
- 15.00 **Excursion "A Historical Seaside Route through Halland"**– *Ms Anita Fiedler, Tourism & Marketing*
Dinner along the seaside route. Return to Halmstad around 23 hrs.

Friday, 15 June, 2001

- 09.00 **Presentation of Texel Island Work Shop, the Netherlands,**
Mr Jan de Graaf, Urban Architect, Mr Erik van Dijk, Netherland's Board of Tourism and Recreation
- 10.30 **Coffee/Tea**
- 11.00 **Planning Strategies**, *Ms Anna Studsholt, Denmark, Regional Planner, Architect m.a.a.*
- 11.45 **Discussion**
- 12.30 **Lunch**
- 13.30 **New Possibilities for a Sustainable Coastal Tourism – Mr Ulf Åberg, Sweden,**
Continuum AB
- 14.30 **Future Steps**, *Ms Carina Johnsson, Project Manager*
- 15.00 **Closing remarks**

Challenges for Seaside Tourism - Planning Strategies for the Development of a Sustainable Seaside Tourism in North Sea Coastal Areas

Participants List

14-15 June, 2001
Hotel Tylösand, Halmstad, Sweden

NAME	ORGANISATION
Adamsson, Anneli	County Museum Halmstad, SE
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Rignell, Cecilia
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van Dijk, Erik
van Keken, Gerard
Vestergaard, Jes
Walton, Mike
Widerström, Ingegärd
Wockatz, Gunnar

Kvarnbacken, SE
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Halland County Council, SE
ProjektNet, SE
County Administrative Board, SE
Nordjyllands Amt, DK
ProjektNet, SE
Ringkjøbing Amt, DK
Nordtour Turistmarketing, DK
Nortrail Interreg IIC, N
Netherland Design Institute, NL
Tourism & Recreation Netherland, NL
Tourism Board of Zeeland, NL
Nordjyllands Amt, DK
University of Lincoln, UK
County Aministrative Board, SE
County Administrative Board, SE



Seaside tourism

in the north sea region

Documentation and Development of Seaside Tourism in the North Sea Region (Interreg IIC)

Project Partners:

County Council of Halland, Sweden

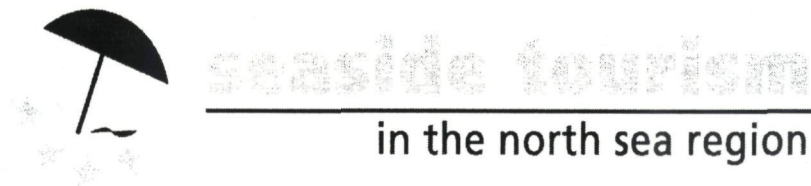
County of North Jutland, Denmark

University of Lincolnshire & Humberside

Netherland Design Institute, the Netherlands

Aims of the Project:

- Contribute to planning the development of sustainable seaside tourism
- Attempt to identify an 'authentic' North Sea tourism
- Exchange experiences of 'best practice' in planning and developing tourism
- Share experiences of tourism planning that balances environmental protection with economic development



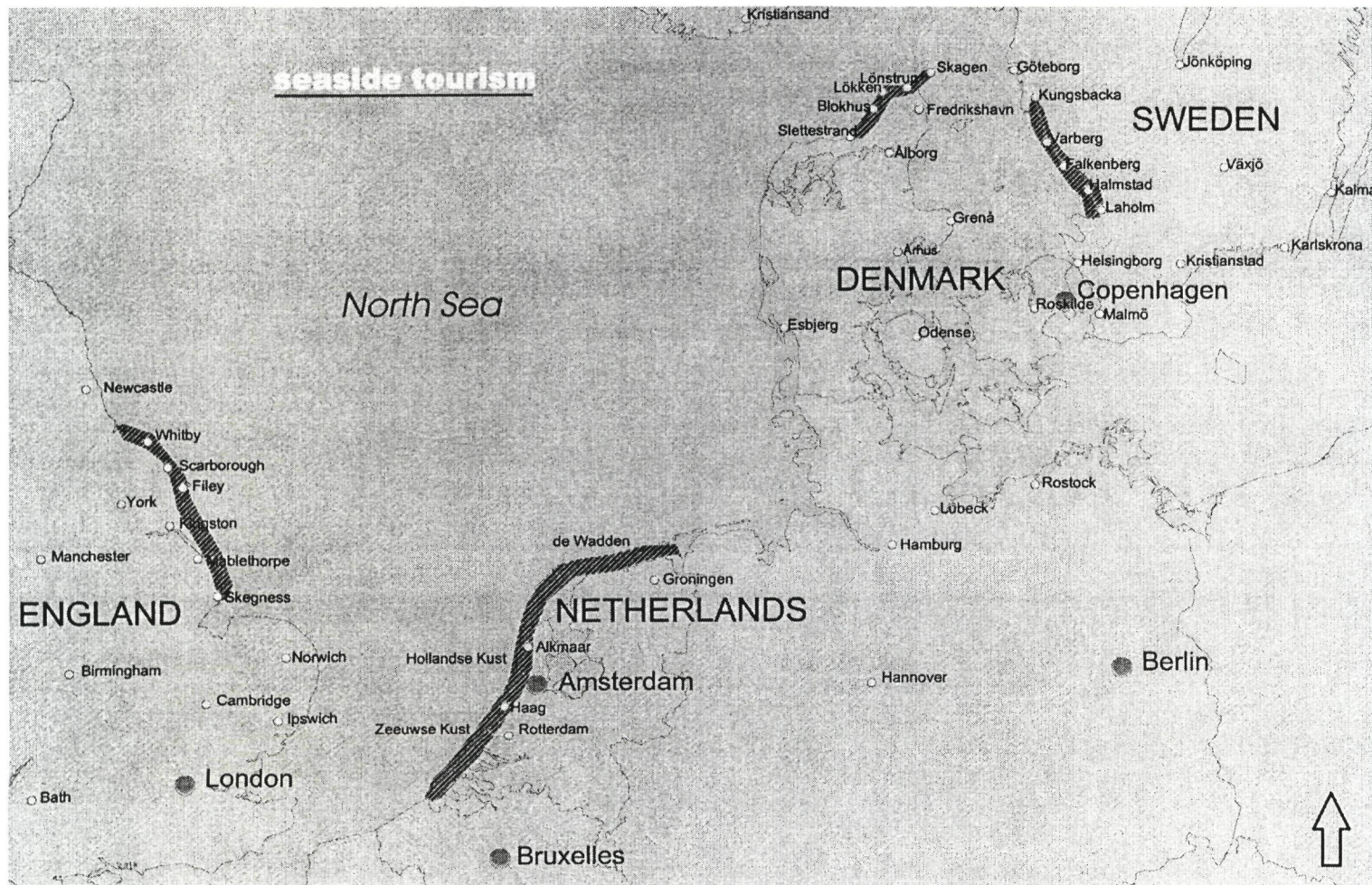
History of Seaside Tourism in the North Sea Region

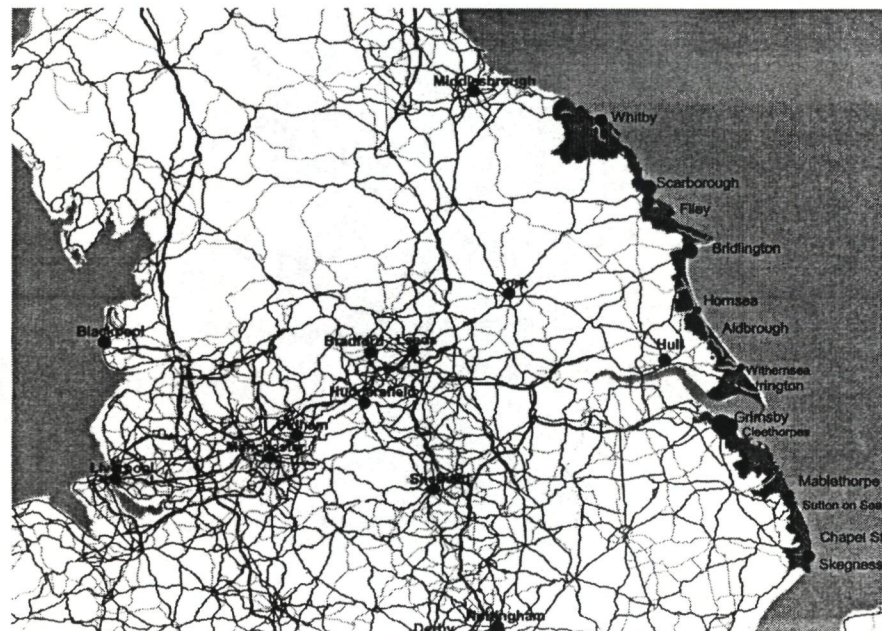
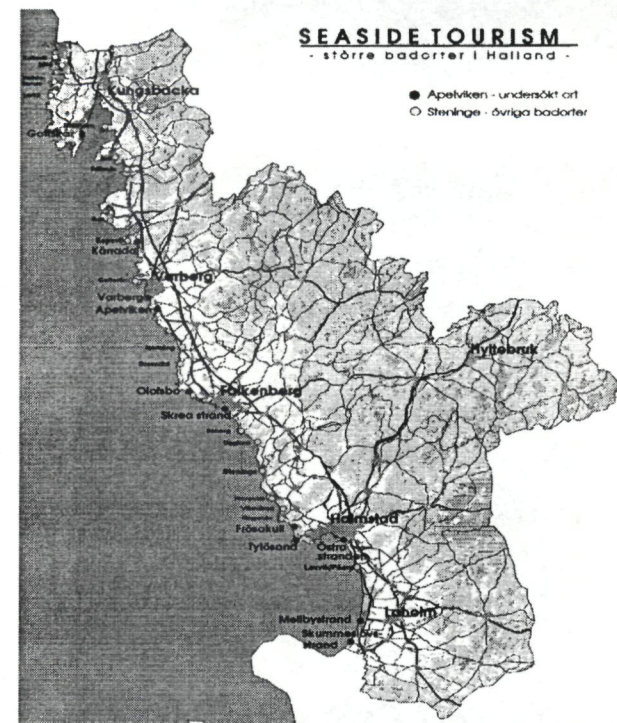
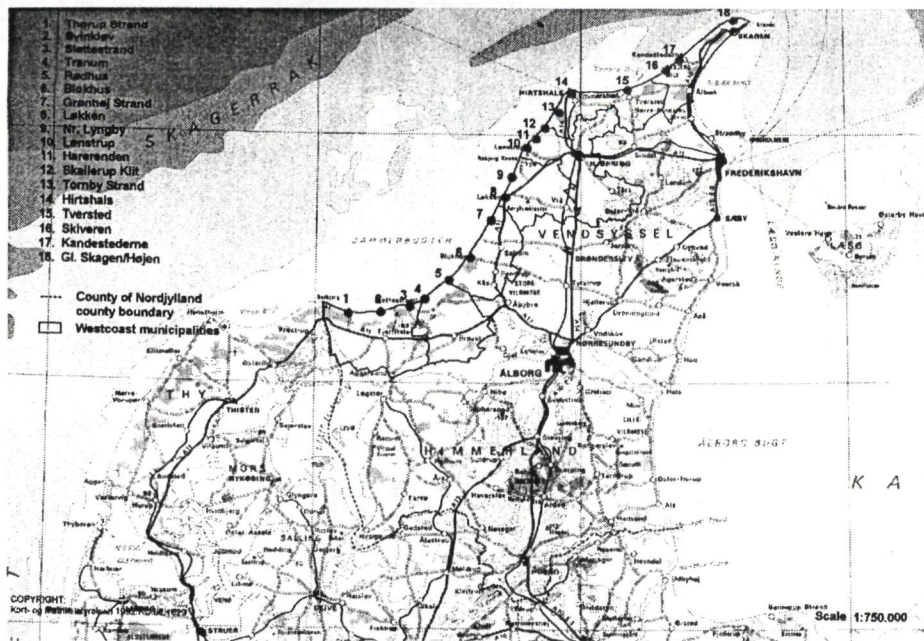
Phase 1: Interreg IIC

Mike Walton

(Principal Lecturer in Tourism, University of
Lincoln)

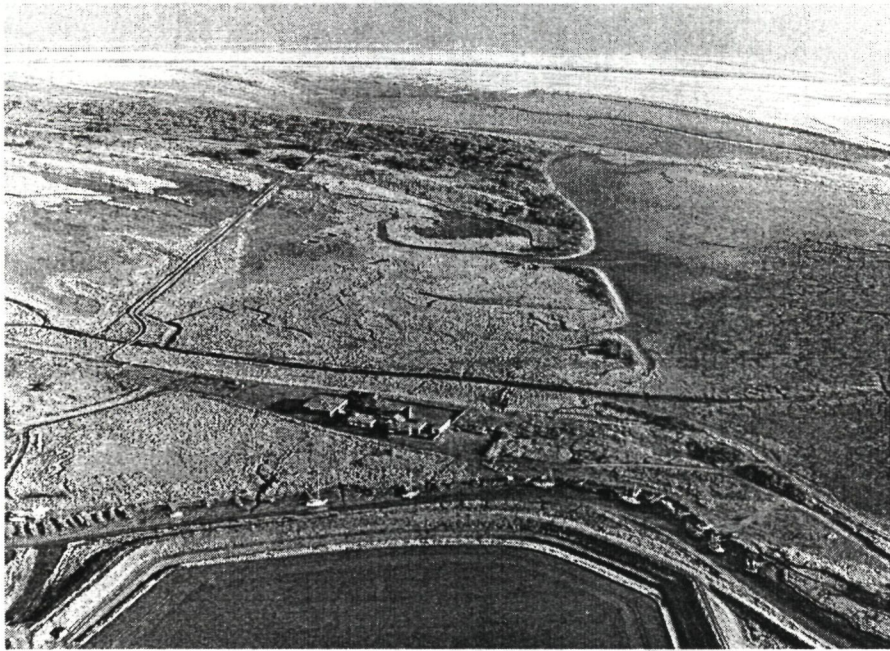
Interreg IIC Partners





Physical Diversity in the North Sea Region

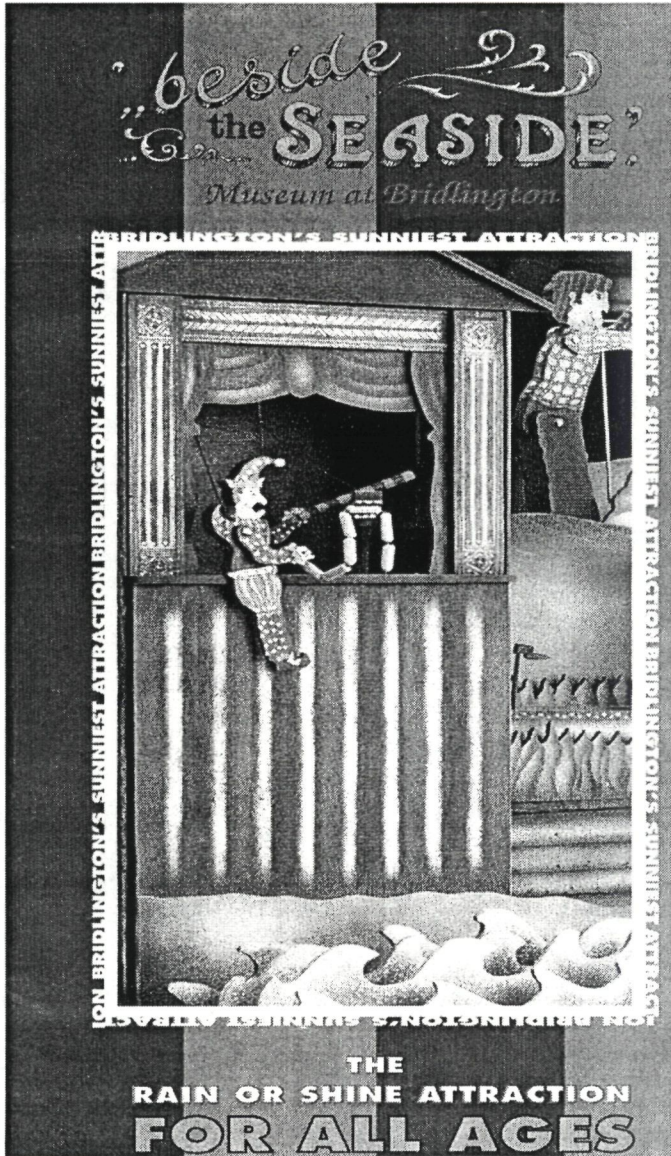
- Halland County: rocky coast with sandy beaches, sandy beaches with sand dunes
- North Jutland: broad bays, sandy beaches, sand dunes
- Netherlands: flat, sand dune, marshes and mudflats
- Yorkshire & Lincolnshire: cliff coast with sandy bays, low clay cliffs, sand dunes



Documentary Sources

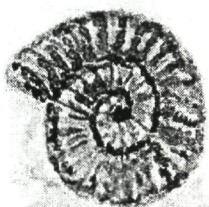
- Local history books, journals and archives
- Photographs, film and postcards
- Policy reports, minutes of meetings
- Academic texts: social historians, geographers, planners etc.
- Personal diaries, poetry
- Museums, art galleries etc.

Bridlington, Yorkshire

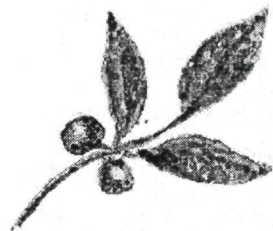


Lady Mary's Journal, Robin Hoods Bay, Yorkshire, 1895

we struggled on again - very certainly we were morally limp if not physically, however, having at last attained the heather we greatly revived. At 4.30 we produced our scones and had our little meal - the bairns falling also upon the bilberries which they ate till their mouths inside and out were dyed the deepest purple and Mim made them wash themselves in her painting water, for she was feebly struggling with an ugly sketch in which multitudinous fragments still decked the Moors. Mab found some white heather and we carefully dug out the plant and sent it later off to Wigganthorpe in hopes it will grow.

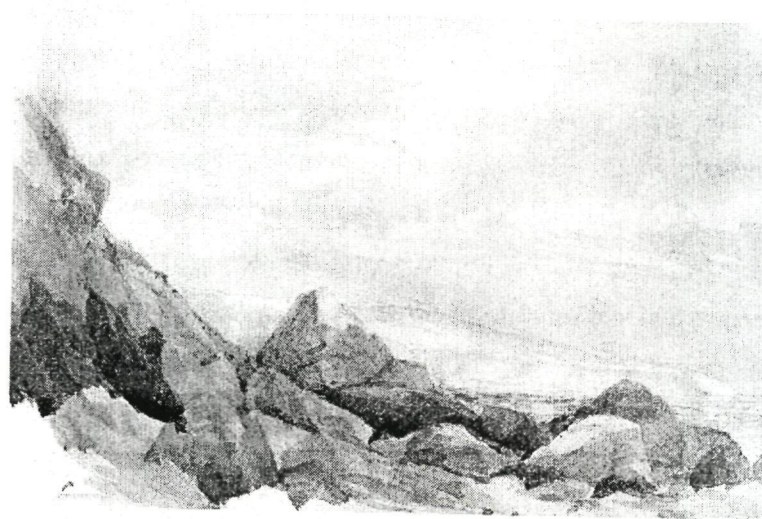


Tide very much out today and we walked back that way, looking for curiosities. Elsie had found a nice piece of pumice stone and we all discovered ammonites more or less imperfect, dug them out and brought them back.



We didn't get to 'Aldersyde' till past 6 when a little tea was by no means unwelcome. Nothing wildly exciting transpired between us today.

We went on with "Catriona" but the girls went early to bed. Mim read "Venetian Life" and "A Child of the Age" over the fire till she went to sleep - when she awoke, she also went to bed!



Robin Hood's Bay looking north from the foot of the cliffs at Ravenscar.

Scarborough,
1911

Scarborough, Yorkshire 1911



Friends and Strangers

In the Summer, tourists come,
Barnsley buses by the ton,
Different strangers every day,
In the centre, by the bay.
Dropping litter,
Spending well,
Amusements and the Yorkshire Belle,
Taking snaps of everything,
Buying souvenirs and rings,
Fishing trips out on the sea,
Toddlers covered in their tea,
Round the harbour,
In the shops,
Kiss-me-quick hats, shorts, flip-flops,
Men in deckchairs turning red,
Knotted hankies on their heads,
Trousers rolled up to their knees,
Children splashing in the sea,
Donkey rides along the sands,
Buying things for Aunts and Grans,
Rides around in horse and cart,
Next Saturday, an early start.
The tourists leave, their money spent.
They often wonder where it went

Aims

- Consolidate existing documentation for all four partners with a focus on the development and differentiation of seaside tourism;
- Search for similarities and differences across partner countries;
- Provide evidence for an 'authentic' North Sea tourism.

Three Phases of Development

- The pre-tourism period
- The Spa resort
- The seaside resort

Two broad factors that led to the growth of seaside tourism:

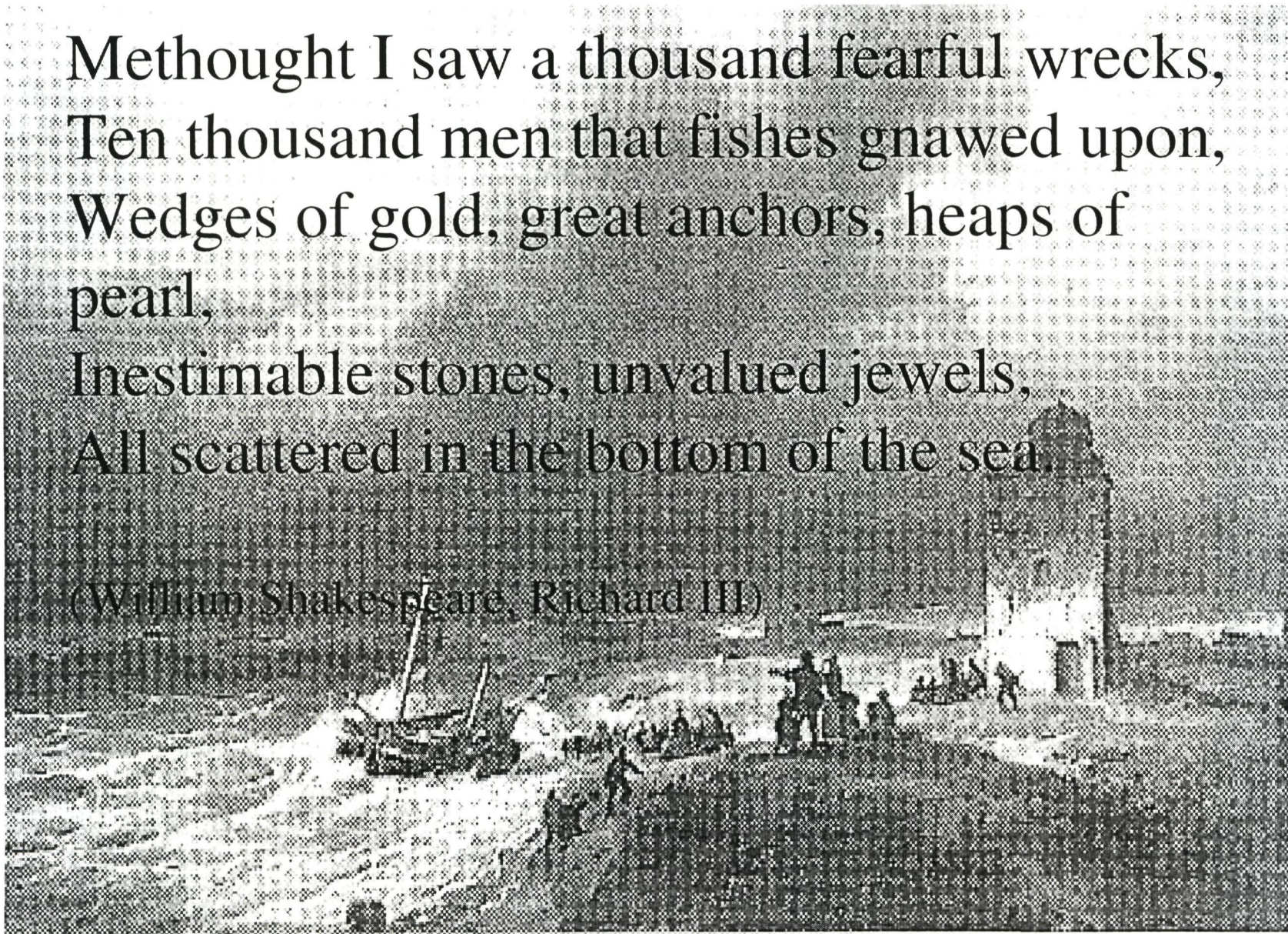
- Innate appeal of the resorts themselves
- Economic, social and demographic factors

Pre-tourism period

- Sea-based trading and fishing communities e.g. Blokhuis, North Jutland, Katwijk, Netherlands, Gottskar, Sweden, Robin Hoods Bay, England
- For these northern Europeans the sea was something to be negotiated cautiously and safely. The seashore was worthy of attention only when it helped or hindered commerce.
- The sea was the site of drownings and carnage.

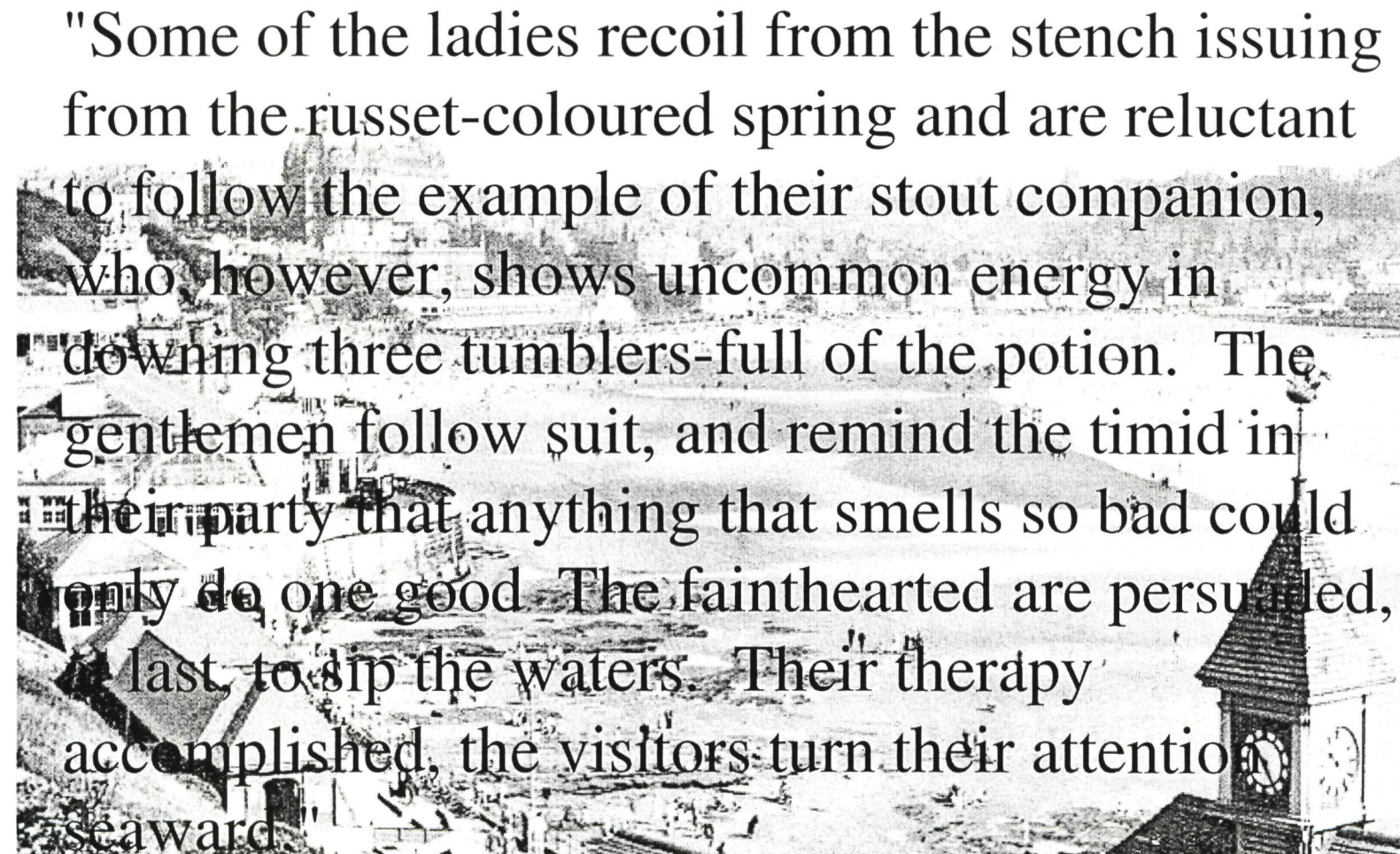
Methought I saw a thousand fearful wrecks,
Ten thousand men that fishes gnawed upon,
Wedges of gold, great anchors, heaps of
pearl,
Inestimable stones, unvalued jewels,
All scattered in the bottom of the sea.

(William Shakespeare, Richard III)



The Spa Period

- Restorative and health-giving properties of sea bathing and fresh air
- Natural spring water
- Medical effects of seawater
- Sea bathing, fresh air, rest and recuperation in a natural environment
- “The happy few”

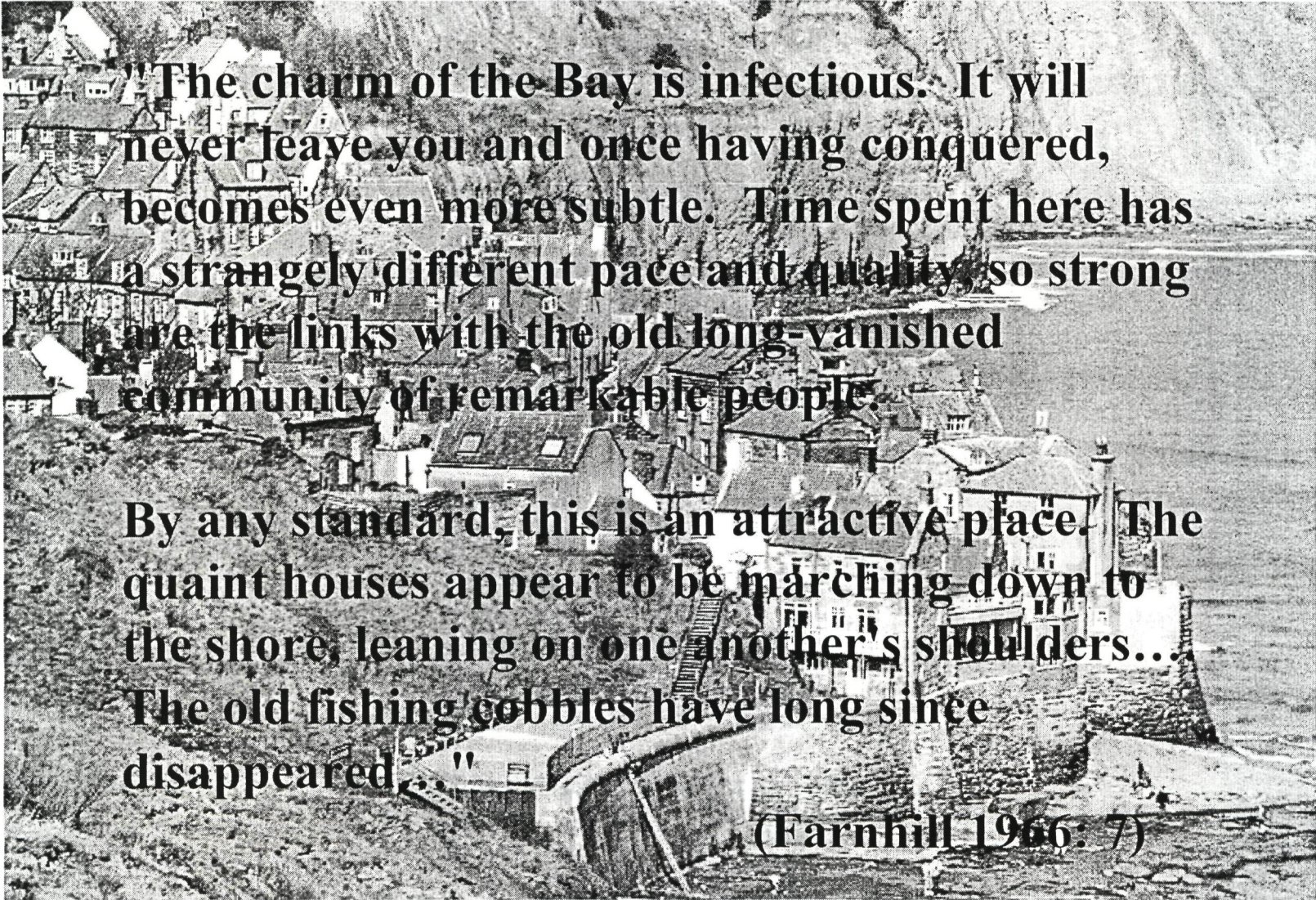
A black and white photograph of a coastal town, likely in the Netherlands, featuring a prominent clock tower in the foreground. The town is built on a hillside overlooking the sea, with numerous buildings and a church spire visible. The text is overlaid on the image.

"Some of the ladies recoil from the stench issuing from the russet-coloured spring and are reluctant to follow the example of their stout companion, who, however, shows uncommon energy in downing three tumblers-full of the potion. The gentlemen follow suit, and remind the timid in their party that anything that smells so bad could only do one good. The fainthearted are persuaded, at last, to sip the waters. Their therapy accomplished, the visitors turn their attention seaward."

(Lencek and Bosker 1999:45)

2001: Fresh air – an ‘authentic’ North Sea attribute?





"The charm of the Bay is infectious. It will never leave you and once having conquered, becomes even more subtle. Time spent here has a strangely different pace and quality, so strong are the links with the old long-vanished community of remarkable people.

By any standard, this is an attractive place. The quaint houses appear to be marching down to the shore, leaning on one another's shoulders... The old fishing cobbles have long since disappeared.

(Farnhill 1966: 7)

“....A mixture of documentation and aestheticism”



Frank Meadow Sutcliffe: Whitby, Yorkshire

Artists...

Poets...

Painters...



"Scarborough, 1748.... Across the generous expanse of sand an elegant party of ladies and gentlemen canters their horses past a file of twenty or thirty bathing machines waiting by the rocks. The contraptions are really only wooden changing rooms mounted on a carriage base with a door on each end and a tiny window on the side. A young woman walks hesitantly past them until she finds one to her liking...(and) gives the matron at the door a shilling a sixpence and mounts the three steps.

Inside she slips out of her promenade dress and into a severe flannel smock that hangs heavily to her ankles. She settles herself down....for the short bumpy ride to the surf. The machine stops. The driver unhitches the horse... (and lowers) a kind of awning over the door and hook a ladder to the tiny platform. The young lady steps out."

(Lencek and Bosker 1999:70)

Appeal of the sea....

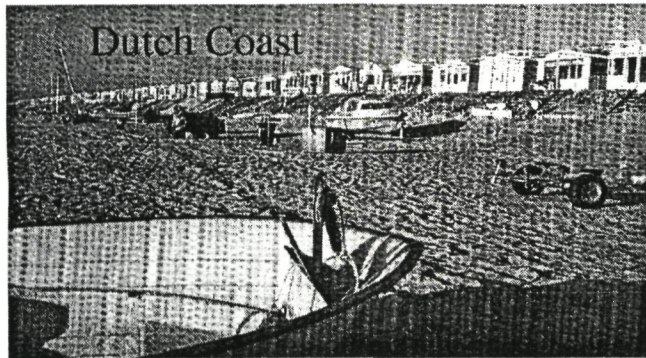


“The Happy Few”

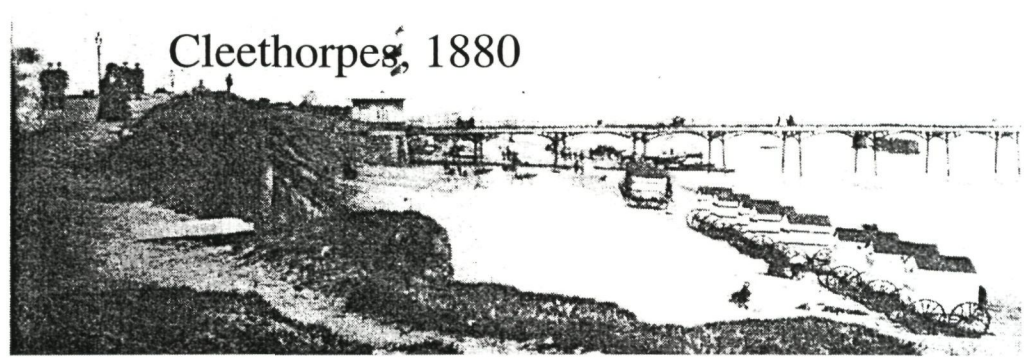
- Spas visited by the wealthy upper classes:
17th century at Scarborough, 19th century in Halland and 19th century in the Netherlands.
- Mid 19th century: artists, writers and painters visited Skagen, Denmark
- Wealthy rented accommodation or stayed in inns, arrived by horse-drawn vehicle, roads poor

The Seaside Resort

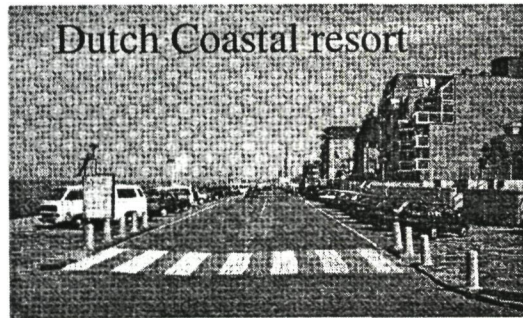
- Sea bathing for pleasure rather than for health reasons
- Resorts developed a distinctive landscape combining the natural landscape of the beach, sea and cliffs with promenades, piers, holiday homes, camp sites
- Distinctive sense of place



Dutch Coast



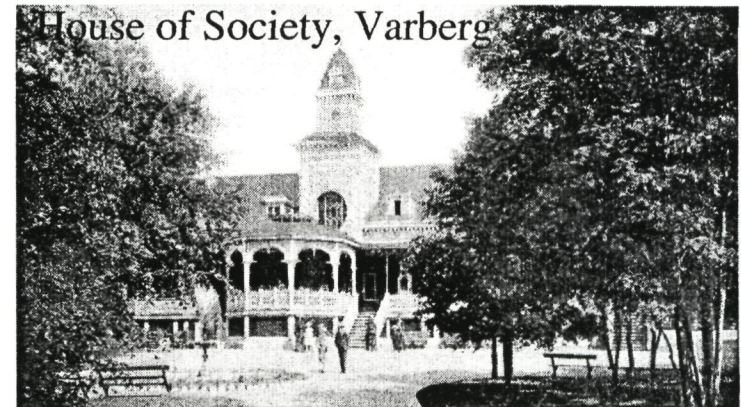
Cleethorpe, 1880



Dutch Coastal resort



Seaside Boarding House,
Slettestrand



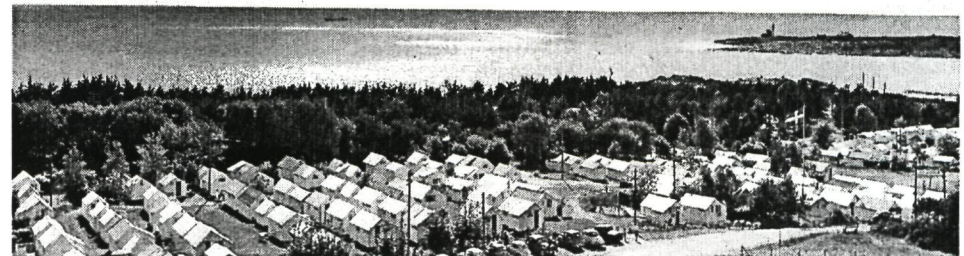
House of Society, Varberg

Falkenberg, Sweden
Falkenberg



Falkenberg. Hotell Strandbadet.

Tylosand, Sweden



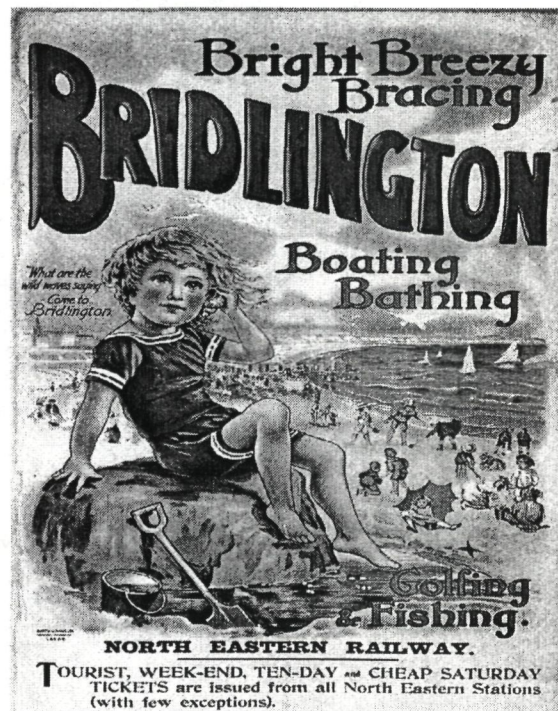
Differentiation in 'resortscape'

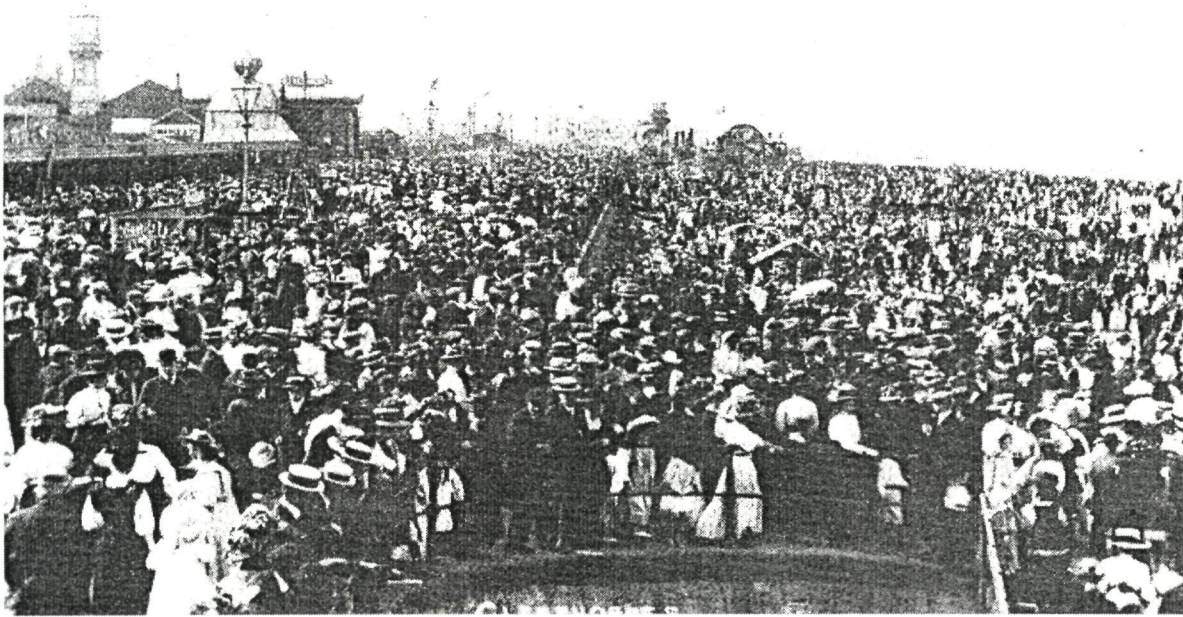
- North Jutland: summer villas and holiday homes on the sand dunes with summer cottages between the dunes, and new hotels
- The Netherlands: hotels and camp sites, beach promenade, village centre road access to the sea
- Halland: summer cottages and holiday camps, modern hotels
- Yorks and Lincoln: promenades, reading rooms, piers, exhibitions, gardens, tea rooms, recreation facilities

Democratisation of travel

- Railways stimulated the development of the seaside resorts: mid 19th century in England and in the second half of the 19th century in Sweden, Denmark and the Netherlands
- Effect?
 - increased numbers
 - wider social mix
 - differentiation of resorts between the classes
 - excursionist and the tourist
- Examples: Scheveningen, Zandvoort, Halmstad, Varberg, Skagen, Skegness & Bridlington

Railway Posters





Cleethorpes,
Lincolnshire

1913 Lokken Station, Denmark



1950s: greater flexibility in transport with the car



Apelviken Camping, Sweden

Private and Public Initiatives

Private

Role of entrepreneurs e.g. 9th Earl of Scarborough and Skegness, 1854

Bannister and the Hull to Withernsea Railway

Sale of summer cottages in Denmark in the 1960s

Hotels and campsites in the post 1945 period along the Dutch coast

Summer cottages in Halland became permanent with property speculation

Public

Role of local councils: Marketing the destination;

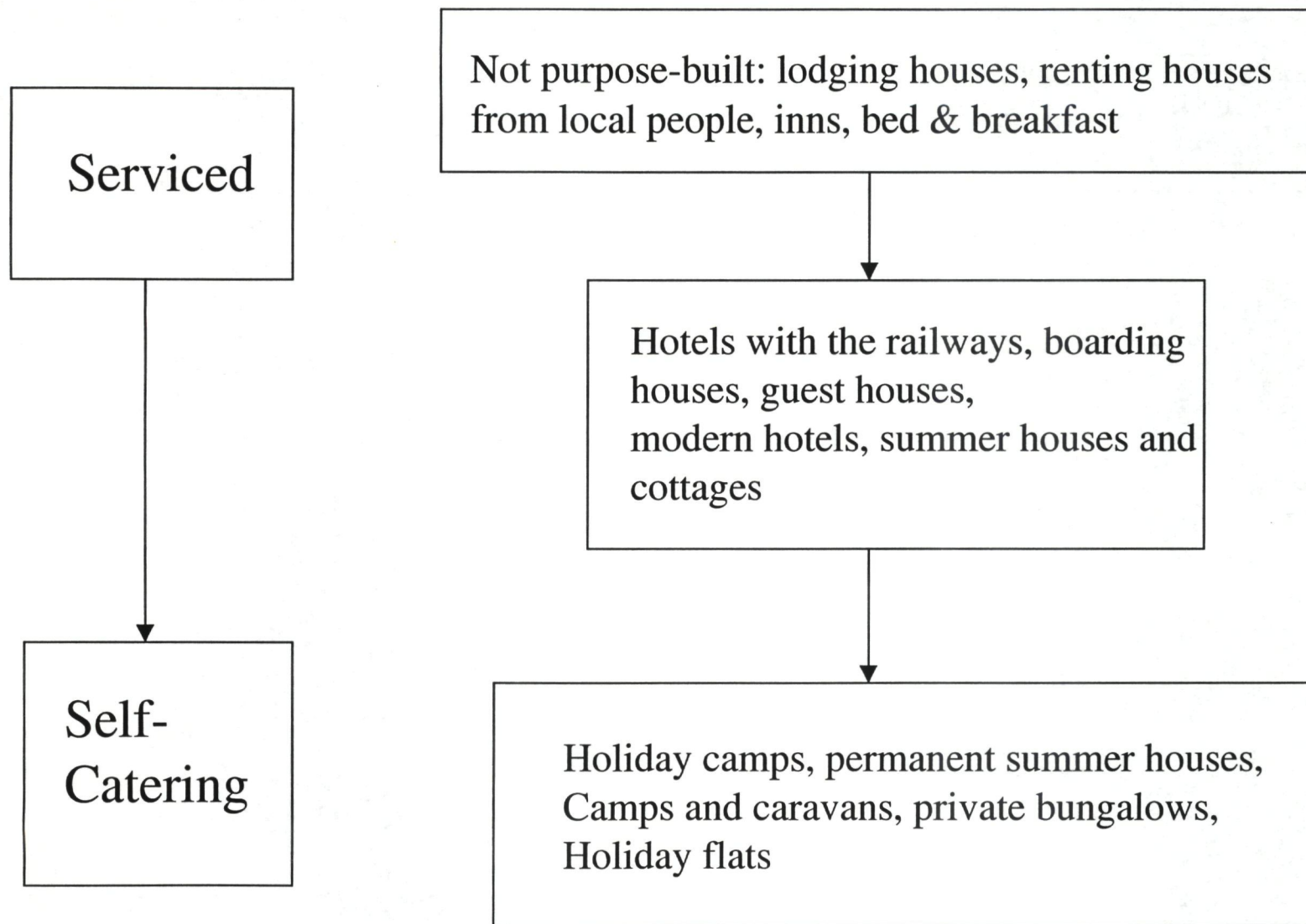
Developing and managing tourist attractions;

Providing and operating infrastructure;

Educating and training the workforce;

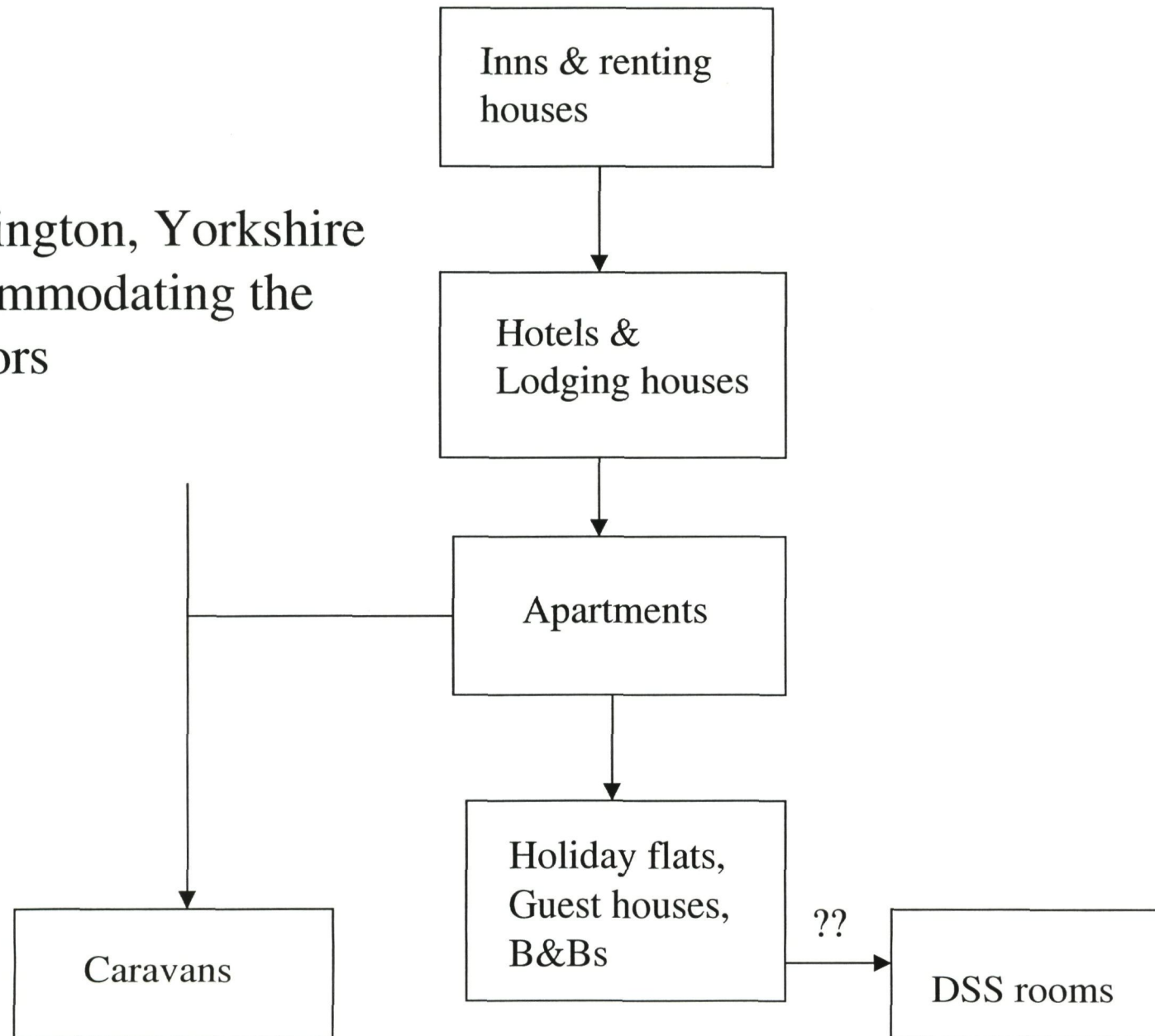
Using planning controls to protect the natural and built environment;

Collecting and disseminating market research of benefit to tourism.



Changes in Accommodation

Bridlington, Yorkshire Accommodating the Visitors



Common Themes

Healthy places	—————→	Fun places
Railways	—————→	Roads
Private initiatives	—————→	Public management
Wealthy few	—————→	Working masses
Holidays for the leisured	—————→	Holidays with pay
Fashionable	—————→	Non fashionable
Organised entertainment	—————→	Self-directed activities
Extraordinary	—————→	Ordinary
Working population	—————→	Retired population
Long stay	—————→	Short break
Uniformity	—————→	Diversification

Conclusion

North Sea seaside resorts have been successful until recently. They have built on their climate and distinctive coastal landscape. Individual entrepreneurs and the guiding hand of the local councils have both played their parts in shaping the 'resortscape'. Patronised by the wealthy and loved by the working classes, the resorts have developed a unique quality product. The North Sea coast offered visitors what they could not experience at home and they flocked there in their thousands by rail and road. Seaside resorts have an innate appeal: the sea, the waves, the salt air, the bracing wind, the sand, the beach - all packaged for the delight of the North Sea tourist.

Trends and Changes over time – Analysis of the Present Situation

Ms Joanne Mason, Researcher, University of Lincoln, England

Presentation

Phase II - Analysis of the present situation

Phase 2 of the project was to examine current trends and usage patterns, and cultural views and conflicts of seaside areas. Over the past 30 years awareness of the issues affecting tourism and the coastal zones has grown and effects of past planning and management has become apparent. This presentation will focus on issues arising from the Phase 2 document.

- A continuation from Phase I, a theoretical look at the development of seaside resorts.
- An analysis of the present situation.
- Integrated coastal zone management.
- Finally and importantly for the 'Seaside Tourism in the North sea region' project, Identity and differentiation of the coastal areas.

Firstly the 'tourism area life cycle' has been widely used in academic circles to describe the evolution of a tourism destination through its lifecycle. It was developed in 1980 by Richard Butler and based on the marketing concept of the product lifecycle.

Slide of Butler's Model.

The model has five initial stages.

- The Exploration stage is defined by access small numbers of visitors who have little impact on the local economy. Visitors use local facilities and the natural and cultural uniqueness is the main attraction.
- As visitor numbers increase local residents become involved in providing facilities such as accommodation. Some advertising attracts visitors and a season begins to emerge.
- The development stage is characterised by changes in the physical appearance of the resort. Larger hotels, tourist facilities and attractions start to emerge. Locals begin to be outnumbered by rapidly increasing numbers of visitors.
- During the consolidation stage visitor numbers still increase but at much slower rate. The local economy becomes tied to tourism in defined tourism business districts. There are fewer or no further investments being made in the resorts.
- Visitor numbers peak in the stagnation stage when carrying capacity is reached or exceeded. Signs of environmental, social and/or economic problems become visible and the sea and sand become a secondary attraction.
- At the decline stage the resort cannot compete with new resort areas. Visitor numbers drop and there is more use of the resort for day trips. The resort may become rundown accommodation is under-used and some change use completely.

At or after the decline stage managers may well adopt one of the following routes;

- A. Redevelopment resulting in renewed growth and development
- B. Modification and adjustment to capacity levels with protection of resources allowing a reduced but continued growth.
- C. A downward readjustment that would enable a stable level of visitation.

- D. Continued overuse of resources and inaction resulting in further marked decline.
- E. Immediate and sharp decline caused by catastrophes such as war, or disease.

The model is particularly useful in illustrating the dynamics and dramatic change in the resorts throughout its history. It is not relevant to all resorts as some develop at different rates and some of the stages may be much longer than others. The stages often only become apparent with hindsight. But it does allow managers and planners to question the position of their resorts and the dynamics and changes affecting them at any given period.

The life cycle assumes that without careful management resorts are destined for decline. It is clear from this research that it is often the local community that first recognise the need for action. Clearly, authorities of today cannot allow the 'death' of resorts to happen and choose to seize opportunities to renew and regenerate flagging images, bringing economic growth, and employment and stabilising or assuming a slow growth strategy.

The seaside resorts of the four countries have developed at different paces. The Netherlands and the UK's resorts have generally declined somewhat before regeneration investment and product improvements to produce some successful resorts once again. Decline that was suffered by the UK and Netherlands has not surfaced in Denmark and Sweden to any great extent and with careful management and integrated planning decline of resorts for tourism need not occur.

Analysis of the present situation.

Lack of data was characteristic of many UK seaside resorts that led to an inability to see the strengths and weaknesses of the resorts. A lack of commitment to tourism as a growth opportunity has meant that tourism was taken for granted by authorities. Today monitoring of resort performance is seen as an important resource and management decisions are often based on data collected in resorts. But differences with data sets and definitions of tourists and tourism across the regions make it difficult to integrate and compare data across countries.

Current Trends

Some of the issues highlighted in Phase 1 of the project are ongoing current trends challenging the North Sea seaside resorts. In addition there are individual country issues such as vast summerhouse areas and their changes between permanent and summer living. And there are many examples of projects, policies and initiatives from our countries that are proving successful. These issues are documented in our Phase 2 document, but for now I will concentrate on the general trends.

- Competition
- Changing trends, and expectations of visitors
- The short length of the summer season
- Access and congestion
- Integration of the hinterland
- Preservation of the natural environment.
- Renewal and regeneration

Growing competition with foreign destinations affects the cold-water resorts of the North Sea today more than ever before. Over the past 30 years a significantly greater number of people from our countries are taking holidays all over the world.

In addition seaside resorts face increasing competition with inland resorts such as Center Parcs and historical cities for short breaks. People are increasingly wanting new experiences of activities, cultures and environments. But ultimately it is the belief that the inclement weather will spoil a seaside holiday and as such it becomes the greatest obstacle to the North Sea seaside's competitive edge.

However, collectively our coasts can offer a wide variety of environments and experiences such as long sandy beaches, different foods and languages and activities, culture and heritage and a range of natural environments.

The changing needs and expectations of tourists is evident throughout the project. Higher demands are made on the facilities of a holiday resort. Demands for better quality accommodation; higher standards of cuisine; greater choice of restaurants and entertainment; and better service and hospitality. In short people will not settle for second best.

The seaside resorts need to adapt and change the tourism product, improve the delivery of services, provide better facilities whilst protecting the environment. As highlighted in the Dutch 'Sea of Culture' document, customers are demanding a 'total product' embodying variety and diversity. "A customized package made up of smaller components whose geographical proximity fuses them into a single product"

Cultural attitudes as to what is fashionable and acceptable are very different in each of the countries and within different age groups. During the project, visits made to resorts around the North Sea region served to highlight the cultural differences in what is expected of the seaside resorts.

One of the dominant issues in North Sea seaside resorts is seasonality - a highly defined summer season. The season naturally extends when there is good weather particularly in the spring and autumn when fine days encourage people to take day trips.

On the demand side summer, as peak season, attracts high numbers of tourists during school and industrial holidays in July and August. Traditionally much of the resort closes for winter and resorts come to resemble ghost towns leaving little open for residents and leading youngsters in particular to move on to find work elsewhere. On a supply side the diverse seasons mean that for many tourism businesses closing for the winter is the only option. It is also difficult for authorities to encourage inward investment because of this seasonal pattern.

Lack of indoor and wet weather facilities hamper attempts to extend the season and many resorts have increased provision of all weather facilities. Towns like Schveningen, Zandvoort and Noordwijk are aiming to achieve 'four seasons' resorts to spread visitation to all seasons. The Municipalities of North Jutland have aimed at making the larger resorts year round resorts with development of year round housing which makes it worthwhile for businesses to remain open all year.

Provisions for conferences is another initiative taken to extend the season. There are expectations of a high quality product with plenty of facilities, ample accommodation, and close proximity to large business centres with good transport connections.

Access and congestion has been experienced in all four countries during the past 30 years. In 1998, 93% of tourists to Halland arrived by car. The car has become the most important means of travel leading to congestion of the access roads, narrow streets within resorts and lack of parking spaces at peak times. Poor public transport has accentuated traffic congestion even further.

Improvements to road connections have served to increase the amount of people who commute to nearby towns and cities to work. Car park places are at a premium in the summer but the provision of further car parking encourages the exceeding of a resort's carrying capacity. Park and ride schemes, or increasing public transport is a more sustainable solution. In Denmark driving and parking on the beaches is considered the most sustainable solution.

Hinterland attractions add value to the holiday product providing culture and heritage, different activities and landscapes. Visitors are still attracted to the sea, the beach and sea air, but they are less likely to spend the full day on the beach. Integration of coast and hinterland has become an important element of managing, promoting and marketing resorts.

The provision of tourist offices in the resorts provides information about surrounding attractions for visitors. During the past 10 years tourists to Halland have begun to visit hinterland attractions much more than before. Their 'Adapt Project' aims to support and develop tourism in the hinterland, creating employment and permanent living in the hinterland to create a better regional balance between the coast and inland areas.

Preservation of the natural environment is an important factor in all four regions. Not only is tourism encroaching on the natural areas of the coast, erosion, accretion, and sea defences also challenge the natural coastal environment. The greatest damage to the natural environment along the West Coast of Denmark took place, when massive coastal landscapes were changed into summerhouse areas during the 1960s and 70s. Continuous summerhouse areas cover almost the entire middle third of the coastline from Rødhus to Skallerup Klit. There is no turning back from this land use, and now all the remaining open spaces along the Danish coast are protected from building activities.

One important reason for retaining peak seasons is that the over use of natural areas in the summer can then be left to recuperate during the rest of the year. Nature Conservation Acts have secured many areas for nature reserves in the coastal zones. Green natural areas of coastline are a positive feature for the continuation and attractiveness of tourism. The Blue Flag Award is also beneficial to seaside resorts, however, problems are often little to do with the resort itself. Whilst leading the field amongst the project partners for Blue Flag beaches the Danish, are finding it increasingly difficult to meet the rising demands of the award.

Renewal and regeneration

In Sweden regeneration is seen as "indicators of changes needed" and highlight the importance of professional management for buildings and activities along with the type of visitors a resort caters for. The entertainment must be up-to-date and if renewal ceases there is little chance of attracting new visitors. Restoration and new usage of old buildings is seen as good sustainable practice.

The English and Dutch seaside resorts, were showing signs of decline during the 1970s. It was not an immediate decline but a long-term process of gradual closures of tourism businesses and deterioration of the environment that went unrecognised for many years. From 1978 to 1988, 39 million nights were lost at British seaside destinations representing half of those staying in some smaller resorts.

There was a significant loss of large hotels and bedspaces as occupancy was too low for profitable operation. Large hotels were built during the 1970s in Denmark but by the 1980s it became increasingly difficult to run them. Capacity had outgrown demand and they were converted into timeshare flats.

Renewal and modernisation investment packages, additional marketing strategies, and media coverage have improved resort images and decline has been halted. And although the resorts cannot hope to regain visitor numbers of their heydays, the objective is to keep steady figures whilst aiming for a slow growth.

The difficulty in regeneration lies not only the recognition of there being a problem but also in limited resources available to combat problems. Authorities have direct competition for tourism funds and spending needs to be justified to the public. Information is essential in communicating the benefits of tourism to residential populations, and in gaining acceptance for growth activities in coastal zones. Smaller projects, limited zones, involvement of different sectors and increasingly important, the involvement of all stakeholders are initiatives used to access different sources of funding and implementing projects.

Diversifying the economy by building industrial parks and encouraging inward investment, encouraging cottage industries, or home-working are initiatives to keep the towns alive, to keep existing jobs available and creating new ones. Thus creating sustainable and balanced communities.

The usage patterns of the resorts have changed along with the changing trends. Today millions of tourists increasingly take their main holidays abroad and increased leisure time and holiday entitlements mean that people are taking more short breaks and day trips.

Visitors can be very loyal to the seaside resorts. The Swedish and Danish return year after year to their summerhouses. Families in the UK and Netherlands return annually to their caravans and bungalows. Families with young children still appreciate the seaside and tend to take main holidays at the seaside when the short travelling distance is a deciding factor and for young adults when price is the deciding factor.

It is clear that the different resorts attract different types of visitors for different reasons but it is increasingly clear that the main market for North Sea seaside tourism is clearly domestic. Germans are by far the predominant nationality visiting North Jutland, the Netherlands and

Halland though overnight stays by Germans in North Jutland have fallen steadily since 1995. The past few years have seen new visitor types to the seaside. Alternative types of tourism can be explored to attract different visitor markets by developing themed tourism like golf, cycling, gourmet-packages and events that can rely on substantial specialist provisions.

The Day trip market has been increasing in the North Sea holiday resorts. A year with good weather will see many more people taking day trips than in a bad year, therefore the day trip numbers fluctuate broadly. The resorts with a wide range of attractions, activities and entertainment or a different natural environment appeal to most day-trippers.

Short breaks

The length of stay at seaside resorts has shortened over the past 30 years. There is an overall decline in main holidays taken around the North Sea area in favour of warmer climates and experience of different cultures. However the demand for domestic short breaks has increased. Short breaks are often taken on impulse when people find they need to get away on a relaxing break particularly in spring and autumn. The seaside short breaks market has tough competition from inland destinations but attracting this lucrative market can prolong the season. This market requires a high standard of facilities particularly in accommodation.

Conflicts of use of coastal zones can be land-use or human usage of the coastal zone for a variety of reasons. Bird watching is severely interrupted by sand and water sports. Dogs on the beach hamper family enjoyment of the sand. Land is used for nature reserves, housing, sea defences, industrial and military use. All this creates the need for truly integrated sea and shore management practices and co-operation between bodies responsible them. All our countries now have strict planning laws prohibiting further development on the coastal strip. Residents of the resorts have problems such as parking, crowded facilities in summer and closures in winter. Retired people who move to the seaside do not want it to change. Development for tourism also costs money and resorts often have a higher than average amount of people who cannot afford tax increases. Residents, though, frequently do not realize that the resort would not normally have such a variety of facilities was it not for tourism and the income brings. A greater level of communication with residential communities focuses on their concerns and also informs them of the benefits that tourism can bring them.

The NORCOAST project identified a need to combine knowledge of natural science, social science and human activities and have the competence to use the knowledge to protect the coastal zone. These affect the provision of tourism, tourists and their interaction with other elements of the coastal zone. However one of the most valuable sources of knowledge is local people. pressure group experts, local experts and residents, are often the best source of information, and listening to them can often alleviate conflicts.

Management issues. The organisational structure of tourism differs in the four countries and there are different levels of commitment to tourism policy. The line between protection and utilisation is a fine line and in tourism it is essential to create a balance of both. The diverse and complex nature of the tourism product in seaside resorts creates a hefty task for management with a high degree of communication and co-operation between many different groups and organisations.

Across the 4 countries from national level down to local level tourism is segregated by government departments with responsibilities for different segments of the tourism product such as transport, environment and marketing. Integrated coastal zone planning and management is needed to co-ordinate the complex coastal zone and the tourism within it. The NORCOAST project states "Managing the complex and interrelated issues of the coastal zone needs a broad understanding of how the activities influence each other how they influence the coastal zone" p25 and until each segregated department begins to communicate efficiently with each other both coastal zone management and the tourism within it will be at odds.

The Sea of Culture _ report says that a major problem with the provision of the tourism product is the lack of co-operation and co-ordination within the industry from central government down to the large number of small businesses. The tourism industry in the Netherlands is permeated by a strong supply-oriented individualism and as a result of this it lacks co-ordination. It is recognised that the diversity of tourism products can only work to a collective advantage if the industry works more closely together. The report states "our limited cohesion is a bigger threat to the future of our tourism/recreational product than the growing competition from our neighbours". This limited cohesion has also had the effect of weakening the voice of the tourism industry throughout the levels of government, limiting public interest in tourism and leaves tourism low on the political agenda. The report calls for central government to set aside more funding for refurbishing and providing access to tourism and recreational facilities. But clearly the tourism industry will need to prove that it is worth the investment and produce clear proposals of its own.

Identity and differentiation of resorts is an important feature of the project. Many of the resorts have developed around small fishing villages. Their primary functions, different building traditions, and landscapes have influenced the layout and physical structure of the resort. These original elements influence the resorts character and give them identity. Resorts become increasingly similar to each other where cultural and historical elements of the resort's past have been lost. International, European and national legislation and policy that set down planning standards and regulations and resorts that rely on the same information and statistics of tourist trends result in increased similarity in resorts. Duplication of successful schemes and attraction provision such as sub-tropical swimming pools in multiple resorts can cause further loss of identity.

Where resorts have a strong identity that differentiates it from other places, the tourist product can be branded and promoted in different market sectors to create an even stronger identity. Resorts such as Skagen with its distinctive painted buildings and artist connections, Whitby for its heritage connections, Scheveningen with its grand Kurhaus and Pier, and Tylosand for its jet-set culture. These distinctions are remnants from the past that have stood the test of time and have been re-juvenated for today's tourists. This accentuates the need to preserve what is left of the traditional seaside culture and heritage so that each resort is recognised for something different from its neighbours. However in preserving the cultural and historical things there is also room for new and innovative ideas to allow change and progression for future generations, which can also increase identity and differentiation. The important factor is to identify a resort's unique and defining character.

In Halland some resorts allow year round living and others do not is a contributing factor to the enduring differentiation of the resorts and Municipalities are encouraged to keep these living areas defined in policies.

There remains the risk that the resorts all become very similar to each other, but in Sweden it is believed that as long as there is something remaining of the traditional resort such as landmarks, entertainment or natural surroundings the risk of similarity is not that great.

In conclusion

Resorts need to rethink, assess the position and adapt to changing trends to survive as sustainable resorts and balanced communities for the future. The Netherlands realised that "it is essential to invest in attempts to lengthen the season, in product innovation, quality, service and hospitality and links with the hinterland". Gerard van Keken of the Zeeland Tourism Bureau believes that the challenge for resorts "is to create images and settings in the existing tourism product which fulfill the consumer's need for experiences".

Coastal resorts around the North Sea have problems that can be alleviated if authorities are vigilant and do not become complacent. The Sea of Culture document recognises that "While there is much that could be improved within our tourism product, it nevertheless embodies strengths and opportunities which provide us with positive hope for the future" (1997). Trends will continue to change but the seaside as a visitor destination still has a lot to offer its visitors and will remain a pleasurable outing for many people and a desirable place to live and work for many years to come.

The national work and output of the Swedish partner
Ms Ingegärd Widerström, County Architect

My responsibility as project leader for phases II and III regarding physical planning is:

- partly to review the current situation, and
- partly to work with planning guidelines for sustainable development of tourism that can be used by planners and perhaps also by contractors and business leaders.

With the historic investigation of the seaside tourism we had obtained a good knowledge of how our resorts had developed. Now we had to see what it looked like today in our 25-30 resorts along the Halland coast.

Step 1: We had to limit the selection to those that were characteristic and typical, otherwise we would not have the time to map them all in this project. We limited ourselves to 10 seaside resorts.

Step 2: We lacked knowledge of the housing settlements at the seaside resorts.

We know quite much about the surrounding countryside, but not about the houses and their immediate surrounding, nor the housing environment and character.

We then engaged an architect and a landscape architect and together they documented houses and terrain. They photographed many houses and described their work, which has been published as a special report.

I should like to mention some conclusions from this mapping:

1. We knew we have many summer cottages and bathing huts in Halland, but we perhaps did not know that we still had so many small genuine bathing huts left, and whole areas with bathing huts.
These are unique and need legislative protection as historical sites or building monuments.
2. Certain seaside resorts had particularly **many children holiday camps**. Some of them have been converted for other functions others have become private homes or youth hostels. These are also very valuable culturally, tells us something about our history **and need legislative protection.**
3. The architectural heritage from different cultural epochs is well represented. From richly ornamented wooden villas typically for the bourgeoisie of the early 1900.s the functionalism found in spa hotels and summer boarding houses to the summer cottages in the typical style from the 50s, 60s and 70s. **A representative selection from these periods ought to be preserved too.**

We have now got an excellent cultural – historical basis on which to proceed, to conduct corresponding surveys of the other resorts and to strengthen the basis so that we can protect some characteristic houses and environments dating from the earliest days of the seaside bathing.

Step 3: We made a deeper study of the seaside resorts as a basis for physical planning. Here we made use of so called SWOT analysis:

To sum up here are some of our conclusions:

Strengths

- Well kept and clean beaches, often with dunes facing sunset in the west
- Mostly good saltwater, many Blue Flag beaches
- Varied terrain of sand, rocks, close to nature reserves and green areas
- Interesting dwellings, small-scale or moderate in scale
- Particularly fine camping sites, but also different kind of accommodation

Weaknesses

- Too few camping sites to meet demand
- Public buildings, sometimes worse for wear, have extensions and lack character
- Natural meeting places are missing at certain resorts
- Too few restaurants, eating places and little entertainment
- Parking facilities are insufficient in the high season at certain resorts

Opportunities

- Conditions exist for more Blue Flag beaches
- Cycle tracks, trekking paths, foot paths and culture roads can be created
- Skerry resorts with harbours can be more interesting for tourists
- Long bathing piers- also meeting places – can be developed
- The cultural history in the dwelling settlements can be promoted
- Promotional arguments: closeness to green areas and nature reserves
- Closeness to inland forests and lakes, and to unspoilt countryside

Threats

- Deteriorating water quality cannot easily be restricted (utrofication/excess Fertilizing of the Kattegatt by for example farming, forestry)
- Permanent dwelling is taking over- The demand to live permanently by the coast is very strong, this could lead to more privatisation
- Important and interesting buildings (characteristically designed, culturally historically) cannot be maintained or are distorted

The purpose of phase III has been to form strategies for future bathing tourism and guidelines for planning this tourism.

These transnational guidelines and planing strategies will be discussed tomorrow by Anna Studsholt. I am therefore not dealing closer with them just now.

However, in the Swedish project we have considered these to be so valuable for everyone to study, so we will be publishing them in our phase 2-3 report.

We have also compiled some guidelines that are specific for Halland and Swedish conditions and which concern the following:

1. Our Halland coast is of national interest for tourism and outdoor recreation. This requires particular consideration because it is national guidelines, which ought to be satisfied.
2. We introduced legislation a few years ago with stringent demands that houses and buildings shall be aesthetically and architecturally appealing, and this also requires special attention. We need guidelines in the DDp for the design of the houses
3. With many small summer cottages there is a considerable demand to convert them into year round dwellings. This can create considerable consequences of the origin natural beauty and on the environment as a whole.

We will complete and publish the Swedish phase 2 and 3 report after this seminar and we will then send a copy to you who are here today. We have chosen this timetable in order to include matters brought up here today in the report.

Finally I should just like to mention that, while this project has been in progress, a lot has happened in the communities.

Matters concerning more traditional tourism will be presented shortly by Anita, but a lot has happened on the planning side.

- Information material about particular cultural routes at seaside resorts is being prepared
- In Kungsbacka, they have produced a special "Vision Gottskär" which can be seen in this document, with many fresh ideas on how their seaside resort can be rejuvenated
- Falkenberg has produced an Action programme for Skrea Strand and for improving the environment there
- Special so called Bathing plans have been realised thanks to co-operation between the different municipal branches such as leisure time, parks, culture, services and rescue. Halmstad has done this previously and now Varberg has its ready. These are practical tools to work with, and particularly in order to get a quality standard on the beaches so that they meet the criteria for Blue Flag recognition.
- Discussions are being held with tenants and bathing hut associations to improve and enrich the environment and perhaps to re-erect bathing piers and cold-bath houses
- Regional and municipal co-operation with owners of camping sites in Halland has begun. The goal is – within two years – to establish 500 new plots and 200 new huts for hire at the camping sites
- The debates, the commitment and the spirit of the communities are positive, and far more positive today than when this project was started

Seaside Tourism in the North Sea Region

The national work and output of the English partner



Mr Adrian Bull, Principal Lecturer in Tourism, University of Lincoln, England

Our part of the project

- tracing the history of tourism along the coast, especially the development of resort towns
- analysing why tourism is 'as it is' today, and the recent trends
- identifying planning, community and tourism support issues

The coast has:

- a string of resort towns, separated by (mostly) open coastline
- generally poor access, and there is no coastal highway
- an east / north east orientation, so it catches cold winds with little shelter
- cliffs and hills in the north, flat land (and some dunes) in the south

The work of the English group has concentrated on the resorts

in Yorkshire

- Whitby
- Scarborough
- Filey
- Bridlington
- Hornsea
- Withernsea

in Lincolnshire

- Cleethorpes
- Mablethorpe
- Sutton
- Skegness

The origins of seaside tourism in the region

- Most large resorts developed from spa and sea bathing fashions from the 18th and 19th centuries
 - eg Scarborough c1650, Whitby c1800, Bridlington c1770, Skegness c1820
- Some developed later (1850-1940) as more local 'bathing places'

All resorts relied on railways for their growth, but many railways have been closed, and high-quality highway access is very limited

A local coast

- The majority of tourists to the coast and its resorts are from towns and other areas not more than 100km away. Often the visitors are less well-off people.
- Often, they visit the same place each year for a holiday.
- 'Holiday homes' - fixed caravans - are important, as is retirement.

Some current problems:
continuing coastal erosion
an old-fashioned image
areas developed before strict plans
much worn-out fabric and infrastructure

We have established that:

- tourism has been in general decline along the English North Sea coast for 20-30 years
- any regeneration requires
 - an enhanced product
 - major investment
- the existing 'tripper' market is not economically helpful
- transport links are very inadequate

The English team has also examined:

- planning issues
- coastal partnerships
- specific regeneration projects (e.g. Bridlington Marina)
- the relationship between tourism and local communities, especially retired people
- areas of environmental conservation

What's special about the ENGLISH North Sea coast?

- A regeneration, rather than development, problem
- A very short peak season, with mostly day visitors (congestion), and weather-dependent
- Many local communities are alienated from tourism
- Commercial entertainment and other activity is often more important than the beach and the environment

and it's so cold!

Dr Adrian Bull
University of Lincoln, June 2001

Recreation
the Texel case

an initiative of the Netherlands
Design Institute and the
Netherlands Board of Tourism
and Recreation

Presentation of Texel Island Workshop, The Netherlands

Mr Jan de Graaf, Urban Architect, Mr Eric van Dijk, Netherlands' Board of
Tourism and Recreation, Mr Florian Boer, Architect

Zonnesteek of kunstwerk?



(advertentie)

tot per saldo 3 miljoen.

JJLP

researched the possibility of new forms of experiencing. This proposal is the design of a divers repertoire of new Texel-feelings, island-feelings, sometimes hyper-extreme, sometimes very subtle. A sort of stage design, choreography and scenography at the same time. Surprise, astonishment, fear, emotion, nostalgia, sentimentality...? Is it possible to design a landscape that stimulates to experience something like the otherness, in an other way than the professional island marketers make us believe? Is it worthwhile to play a pleasant game with that? Shocking agreeably both the locals and the tourists. Designing special forms of authenticity, or better special forms of authentic experiences. In this case, a simple touristic tool - red coloured sun-glasses - gives the user a shaky view of one of the most conventional objects of the Dutch tourist industry, the tulip fields. Thanks to the glasses, a word lengthens up, the name of a famous Dutch artist: an esthetic experience par excellence. Sight seeing on and yet away from the beaten tracks



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Tele-life by the Wadden Sea;

towards an architecture of pleasure

on the contemporary specialness of vacationing on the Wadden Islands; the Texel case

The Wadden Sea region stands at the threshold of a number of physical, and hence social and cultural, changes. This is particularly true for the five inhabited Dutch Wadden Islands. Tourism has soared in fifty years from a marginal activity to a major enterprise.

Economically speaking, tourism dominates the region - it accounts for some 70 to 80 percent of the present income of the islands. Local industries of the past are gradually losing ground. The first tourism multinationals have already set foot there, and other will follow. What to do? Resort Recreation researched new visions.

Tele-life by the Wadden Sea 13

Growing wealth, growing mobility: physical distances shrink and so do mental ones. A rising number of mainlanders fall prey to the charm of the islands' relative isolation. The region, not all that long ago a far-off area - somewhere 'up north' - in the minds of most Dutch people, is now coded blue on the maps as a watery playground for the inhabitants of the North West Metropolitan Area, the most densely inhabited and wealthiest conurbation in Europe. Consequence: the Wadden Sea area is changing, and is also changing in its relation to the global networks. The network too - including the ICT-navigation network - is changing. New connections are being laid, on dry land (cables and conduits), on the water (pleasure cruising routes) and here and there in the clouds (air transport links). The region used to be a remote and almost impenetrable place - Pliny's *Topos* looms up - but the wadden or salt marshes that give the region its name are now as easily reached and traversed as though they were a city park.

It's not only the map colour that is changing for the Wadden region. Sea levels are rising, and streams and ditches are becoming brackish. The consequences are not only physical but administrative, for processes such as these predominate over issues of local autonomy. Furthermore, a number of formerly powerful players in the region are rethinking and opting for different strategies. The military are pulling back; the Dutch Forestry Services are going for natural forestry; Public Works and Waterways opt for dynamic coastline management. Other players, from the tourist and recreational sector, are also changing tack: the Royal Dutch Touring Club (ANWB), the Association for the Preservation of Natural Monuments and the Wadden Sea Conservation Society (Vereniging tot Behoud van de Waddenzee). Dominant bastions of special interests are taking an offensive strategy. Supra-regional discussion of the Wadden Sea is on the agenda and even 'Brussels' is making its presence felt (e.g. in the European Birds and Habitats Directives).

To put it in a nutshell, the Wadden region is on

the move. The balance of forces is shifting, although the direction of change is hazy. One thing is certain, though. The region is now inconceivable without tourism. Tourism is here to stay. The crucial question is, what form will it take?

It is onto this treacherous pitch that the design studio project 'Resort-recreation', an initiative of the Netherlands Design Institute and the Netherlands Board of Tourism and Recreation, ventured. For the sake of clarity and simplicity, the project took one of the Wadden Islands as a case study, the largest Wadden island of Texel. The project's purpose was to generate visions of the island's future as a tourist domain which would also be applicable to the other islands.

THE DESIGN TASK

If 'tourism' is a major factor in the play of forces that determines the direction of change, what does it imply for us as designers? The first essential is an open mind. Humanity's most innocent passion, that for travel, has lost its innocence. The infrastructure that enables touristic mobility has countless regrettable consequences: a loss of landscape diversity, clearances for the sake of traffic improvements, chaotic urban development, a declining sense of architectural quality and, here and there, cases of ecological impoverishment. The tourist industry has proved to be an invasive creeper that immobilizes towns into open air museums, chops the landscape into fenced-off enclaves, and degrades the rest of the world into a no-man's land. This darker side of tourism, this threat, is one good reason for taking it to heart as matter for the designer.

A further requirement is a creative mind. Tourism is changing shape in its own right. The knowledge economy, flexible working hours and teleworking, an ageing population and increasing individualization, the growth of incomes and of mobility: together these trends are creating a new situation. Jobs are turning into hobbies, products into services, and services into experiences. Holidays and leisure are merging to produce 'optional time'. The same applies to working hours and free time. We can spend either of them wherever we like, in an



WIES SANDERS

stated that the inhabitants of the island of Texel used to be sensible and intelligent networkers. This quality of old is the base for an attitude of flexibility, necessary to cope with the capricious demands of the postmodern tourists of times to come. This proposal suggests to introduce a hospitable system of customised 'services' - material and immaterial - to answer promptly to the questions of every individual person or group, any place, any time. The result is an island built up as a variable package of facilities, differentiated to location, time and so on. A network of addresses is the outcome - real and virtual - spots where one can appeal to. From at least six depots spread out over the island goods and food, furniture and means of transport, trees, lamp shades and even houses are skilfully delivered - any place, any time: 24 hours a day, seven days a week, all season.



'optional place' - on Vlieland, on Cuba, on Elba, on Texel, anywhere. Tourism will therefore be the primary cultural phenomenon of the 21st century. There are economic benefits to be expected, but is it beneficial in the social and cultural spheres? The sunny side, this potential, of tourism similarly justifies approaching it with an inventive spirit.

TOURISM

Tourism can be described as 'a complex of physical facilities and services gauged to facilitating leisure travel (or the illusion of it) so as to sojourn elsewhere temporarily for pleasure'. The qualification 'temporarily', meaning anything between a day and a year, is important, according to the World Tourist Organization. Less than a day and you're just a day tripper; more than a year and you're a resident, a member (at least statistically) of the local population. The 'elsewhere' is important too, particularly as a sensation. In the case of Texel, the 'elsewhere' sensation is the feeling of being on an island, in an Other-world from the crowded cities and roads mainland Holland.

The Wadden islands are not the kind of place to compete with mass tourism havens such as Ibiza or with the coves and marinas of the Channel Islands. Their potential charm is of a more quiet, laid-back kind. What Texel could offer its tourist visitors is a realistic entourage, at a unique spot, perhaps in unspoilt nature, perhaps in an authentic hotel, perhaps in a typical shepherd's hut, and perhaps - literally - under the naked sky. All the epithets here - authentic, typical, unspoilt - are aspects that could give the stay an added value, that transform it magically into an 'experience'. For that is what counts, the experience.

The experience of staying is more than a roof over the head, more than a place to stay. It is an activity. The tourist likes to spend time on the move - in a car, on a boat, on a bicycle. Even the accommodation itself is a kind of activity. Staying in a tent, staying on a yacht, staying in a rented bungalow: all these imply a kind of activity that is out of the ordinary for the visiting city dweller. Not to mention leaping out of the skies beneath a parachute. Even the non-activities of a holiday - like waiting, relaxing, being bored - are special. All these activities have characteristically Wadden versions, but one stands out as unique to this region. It is the most unmechanized form of mobility imaginable, wadlopen, a peculiarly regional sport of wading through the salt marshes.

As to the roof over the head, it brings us to the concept of shelter: canvas tents and brick-built bungalows, clapboard hotels and softboard-partitioned bed-and-breakfasts, luxury apartments with a sea view and spartan dormitories in the attics of barns. A windscreen and an umbrella, practically indispensable in this windswept and rainswept country, can be considered as portable shelter. On land, shelter could be a pit dug in the sand or a valley in the dunes: structures of mankind and of nature. At sea, there are floating shelters, ranging from the cockpit of a modern yacht to a berth on a antique three-master.

But it was not only the 'things' that interested us in the studio project, for the 'services' were important too. Houses, like tents and bicycles, can be rented. They are the key to a wide range of services. Together these things and these services contribute to the hospitality of a destination. A

seaside welcome and Wadden welcome are both something to be enjoyed - on Texel and on the other islands which together hope to win renown and success as an archipelago of pleasure. How far can that welcome go? Interiors too can be tailored to the wishes of the resort visitor. Furniture and accessories - an Eames lounge chair, a Rietveld 'crate' chair, a Starck lemon squeezer, Zwarts kitchen cabinet doorhandles... - can make quite a difference to the experienced quality of a sojourn. It is this experience, that of the honoured guest, which holiday accommodation and the act of staying somewhere are meant to provide.

GLOBAL CONSIDERATIONS

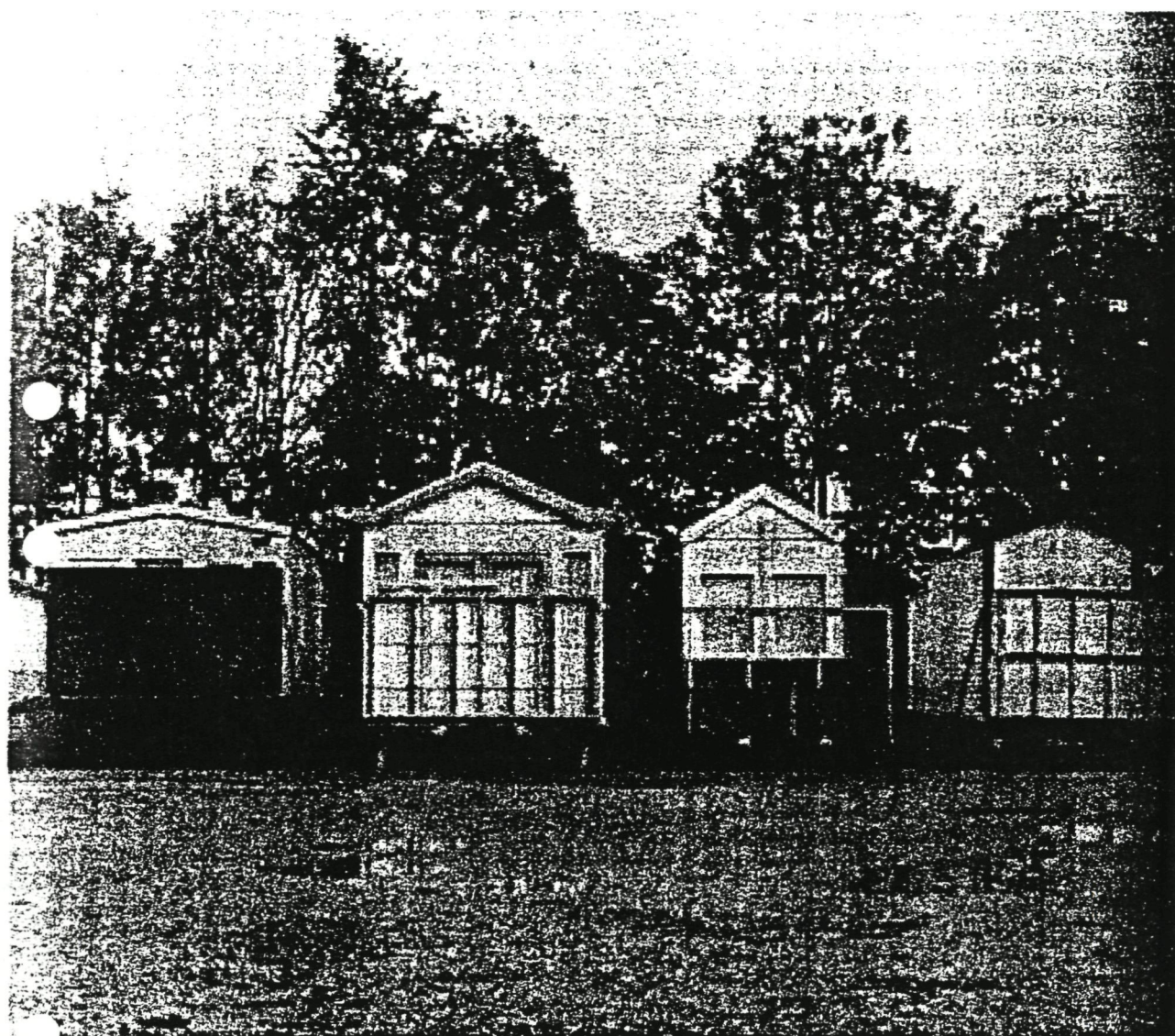
A critical aspect of the design task centred around three generic concept-pairs. First, there was the pair Elsewhere and Different. These words relate to the pair Living Inside i.e. living in the city (metropolis=mother city) and Living Outside (e.g. staying in a holiday village). And these relate in turn to the distinction Ordinary Living and Out-of-the-ordinary Living, between living and tele-living. Strikingly, the meaning of one word in such a pair changes in accordance with the other - for example, Fullness in relation to Emptiness.

The design task also concerned the concept-pair Identity and Otherness. At what level can we find an identity between forms of holiday accommodation? And what are the relevant differences? What is the difference between tele-living and ordinary living, considering that the tent has undergone promotion to a wooden house, a house of masonry, a bungalow and now to a luxury villa? And what are the similarities and differences between various locations along the coast? The Wadden Sea coast differs from the coast of sandy beaches and dunes of North and South Holland, and from the estuary of Zeeland. The sand, the surf and the sea is what unites them. But is the sea the same everywhere? And what about the quality of light? What is a credible, regional couleur locale in an incipient network society? The characteristic local light? What kind of global culture is worth striving for? Boundless connectivity? What differences in kind are imaginable, when it comes to 'residing in an economy of experience'?

A third concept-pair relevant to the project was Temporary as opposed Permanent. The Dutch coast is preeminently a region where the ephemerality, indeed transience, is palpable. The slow ebb and flow of the tides, the migrating shoreline, the rising sea level, the climatic seasons and the tourist seasons: these all imply 'resilient' accommodation. This applies equally to residence and to travel, to buildings and to infrastructure.

WADDEN CONSIDERATIONS

These generic themes were in each case given a 'local' interpretation. An important similarity between different stretches of the coast is morphological: the sandy, ever mobile shoreline, in particular the Wadden coast stretching from Schoorl in the south to Skalligen in the north. A very productive quality seemed to be that you can tele-live with the elements on a Wadden island: living: **living with the wind and rain, sand-blasted and drenched. You can experience the darkness,** for in some areas it is so dark at night that you see all the stars in the night sky - an extinct experience in most of Holland. During the day, too, you can



STUDIO I.S.

suggested to refurbish the layout of one of the contemporary hot spots of the island, the largest holiday village of Texel: De Krim. To liberate it from its remote location up north, but not literary. The collection of some 500 houses is still there. But by transforming its alien character - once you are inside the camp you do not know where you are, it could be anywhere - by creating a new landscape, inside and outside the village, the village is freed from its careless annexation of what used to be the Texelian periphery. The settlement is granted qualities trying to make the sense of place - the reason to visit the island - tangible. A dynamic dune and beach scape at one side, a moving Wadden scape at the other. The houses too become movable. During time, sometimes every day they walk away, seduced to do so by the shifting sands or the changing tides or the clouds that blow over. Bungalows, sailing with the wind, drifting away. Like amphibians they choose to stay where they like, on land, on sea, or somewhere on the dried up sandbanks of the Wadden.

count yourself lucky, with Texel claiming more hours of sunshine per year than elsewhere in this part of Europe. [-In short, it is a form of staying that appeals to the senses.]

Is there such a thing as a local Wadden culture? And if there is, what is it, and does it break down into smaller categories, i.e. individual Wadden island cultures? This seemed an intriguing prospect. A Wadden island culture is a hybrid, a mixture of so many parts maritime and so many parts rural; a blend of the seven seas and of the narrow central alleyway (or 'glop') that typifies traditional Wadden villages. From a mental point of view, the islands now belong both to the tourists (from the town) and to the locals (from the village). From an economic one, they rely on both exogenous and endogenous capital. The islands are potentially not only agricultural, but maritime and touristic. It is precisely the characteristic of regional specificity that offers Texel, and the other islands too, a promising direction in which to distinguish themselves from the nowadays ever more expansive 'environment'. What matters is hence not to preserve something, for example a putative authentic culture, but to bring out aspects through a process of design that do not yet exist at all or only in the bud, and to enrich them in a contemporary way.

This means that any Wadden-specific or island-specific culture is not only a hybrid, a mix of the metropolis and of the island, but a dynamic one. Indeed, a dynamic attitude excels [-precisely] in dealing inventively with the 'things' from outside. Texel and the other Wadden islands demonstrate this. A toponymic excursion around the place names of the Eierlandse Polder on Texel yields a complete selection of colonial references to 'elsewhere' - to Wassenaar, Rotterdam and Sebastopol; to Elba and to Wageningen. And it swarms too with references to the 'different': to Utopia, to Arcadia and the Garden of Eden ('Lusthof'). Sometimes the places suggest a painterly appreciation of the seaside landscape. Rembrandt and Ruysdael are both present in name, and the clear light and the huge skies of Texel make it plausible enough. And was Goethe perhaps a familiar visitor to the island? There is a farm that bears his name. The many facets of the Wadden region hint at its past. But they also bear a relation to tomorrow. Each place is an opportunity for the designer - if need be, an opportunity to do nothing, a place of forbearance.

Texel offers a wealth of toponymic references, and the same is true for its settlement typology. The design task related to the 'city', for Texel may be the world's only rural island to have a city character. The task also dealt with the fort/city, with the naval/military heritage, first going back to William of Orange, father of the nation of the Netherlands, and later to the activities of Europe's first real European, Napoleon.

The task also concerned the 'village'; as in a cross section of the island, about the seafront village, the dune village and their mobility; about geographically walking villages, about villages drowned in the sea or smothered by drifting sand. It concerned new, rectilinear villages and old, picturesque villages in the polders, about 'dyke villages' on the inner flank of the sea dyke, and harbour villages outside the sea dyke (on stilts?). And it concerned the Wadden landscape as a

source rich in archeological inspiration (never mind Pliny), e.g. for an attractive new landscape of terps. Furthermore, it concerned functionally 'walking' villages; how old villages transform into new ones, from quarantine villages to science villages, from rabbit villages to artistic villages, and from fishing villages to tourist villages. It is this recent cultural history, the rise of a touristic culture that is unique to each island, that seemed important to us.

CONCLUSION

The goal of 'Resort-recreation' was to design new visions for Texel as a contemporary tourist domain. It was a temporary and generally intermittent enterprise which took the form of a design studio project. The participants came with the freshness of outsiders to this area. This shows in the quality of the results.

The studio project succeeded in going further than designing attractive things and clever services. The project did not attempt to present a costing-ready blueprint for Texel or any of the other islands. In spite of that - or indeed because of that - the results are provocative.

Firstly, they stimulate reflection on the spatial qualities necessary for the tourism of the near future. The participants' opinions on touristic architecture built in the past (not only on Texel) recognized shades of difference. There was no haughtiness. Wherever appropriate, they called for a circumspect approach to the development of towns and villages for tourism. Wherever unavoidable, they argued for radical choices. Planning dogmas such as concentration and zoning were avoided. The recommendation to accept tourism with open arms - although not unconditionally - was more or less unanimous.

Secondly, the studio project proved to be a stimulus to reflection on tourism as a behaviour which is capable of change and which participates in a certain cultural exchange - an exchange not of open arms but of open minds. Can a 'critical-regionalistic' tourism foster the mutual exchange between the city and the seaside, between land and sea, between centre and periphery, and between one region and another?

The optimistic question was as follows: is there any prospect of promoting the pleasant face of tourism, the exchange too between history, the present and the future? And is this possible in such a way that both sides, the One and the Other, the local and the tourist, benefit from it in material and non-material respects?

Perhaps a credible claim for the existence of a typical 'island' quality is implied here. Admittedly it must be something universal, shared by all the islands perhaps: the capability of dealing with whatever goes on outside, with whatever arrives from outside, in an interested but simultaneously sceptical way. This exchange grows more intensive day by day. The tourist is no longer just an outsider who has to be given a roof over his head on the island. The tourist has become an intrinsic part of the Wadden culture. Thanks to their own growing prosperity, thanks to tourism, the islanders have themselves become tourists. Following in the footsteps of their seafaring forebears, they now spend their time and money on Crete, in the Canaries, in the Carribean or somewhere in mid Pacific.



FLORIAN BOER

interpreted the island of Texel as a clearing house. Theme here is 'traveling from, to and over Texel'. The island is explicitly connected to an international network of footpaths, motorways and sailing routes. Related to these new infrastructural position of the island, new forms of accommodation are proposed. Charming small houses on pillars for example, the Wadden version of mountain cabins. Some places are disconnected. Thereby they are experienced as more remote, more extensive and more vast than they really are. This mental map of Texel shows a possible touristic reality, is a collage of the experiences of different types of mobility. Nature areas become large scale domains of discovery. The heart of the island is remodelled as an elongated Raststätte along the A-7 motorway between Hamburg and Amsterdam. And the water of the so-called Marsdiep becomes an intrinsic part of the North Sea routing system. New and other connections, new and other tourists, new experiences, new stories, new and other maps.

The thought of a hybrid figure such as this, the islander who is himself a tourist most of the time and who is mostly away from home like the seafaring islanders of the past, helped us avoid getting too lyrical about a 'unique, authentic Texel', becoming fixated on a fiction. The thought of that other kind of hybrid, the tourist who acts more like an original islander than the islanders themselves, also helped clarify our thinking. Both these characters are sceptical about the unshakable truth of a unique island culture. Both are reserved in their opinions about the equally fictional innovative effect of exogenous big-business capital; and rightly so. This is after all obvious from the Mediterranean, Carribean and Pacific islands: what happens to an island when, tempted by profit and hampered by a lack of vision, it submits to the all-levelling criteria of the multinational tourist industry? Perhaps the 'Resort-recreation' design studio project will yield insights that foster more imaginative thinking about the future of a changing chain of islands.

Does this neo-touristic exchange process hold out the promise of a contemporary neo-island feeling, the postmodern variant of the early modern seaside feeling? Yes it does, and that is a pleasurable perspective. After all, it rises above the tired controversy between the islanders and the mainlanders, between village attributes and town attributes. It is all of that, but in a new mix: rooted in the most minuscule possible localism yet simultaneously linked to the world; universally reachable yet remote; at home everywhere yet always on the way, in and through the Wadden region.

Jan de Graaf

COLOPHON

This brochure comments on the results from the design studio project 'Resort-recreation', an initiative of the Netherlands Design Institute and the Netherlands Board of Tourism and Recreation. Six designers participated. Their task was to design new ideas about the future features of tourism in coastal regions. For the sake of clarity the project took one of the Dutch Wadden islands as a case study, the largest of them, the island of Texel.

The design studio was an instrument aiming to reflect upon the consequences of complex economic, social and cultural changes. The future of tourism was the theme, the island of Texel the location. Hopefully the results inspire both the inhabitants and others, even foreigners, even tourists to 'design' futures in which imagination and pleasure are the new perspectives.

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PROGRAMME

Interreg IIc North Sea
Project documentation and development of
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Planning Strategies

Ms Anna Studsholt, Regional Planner, Architect m.a.a.

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The following recommendations and guidelines have been discussed and agreed upon by the four partners in the Seaside Tourism Project. Some of the recommendations have been drawn out as conclusions from the first two phases of the project, the "Historical Documentation" and the "Analysis of the Present Situation". Others derive from the workshop held in Zandvoort in April 2001, where the partners discussed planning policies and guidelines from their respective geographical areas.

The material still has a draft form, so it is possible to take into account remarks and conclusions from the final conference in Halmstad in June 2001, from the steering committee and the national backing groups.

The recommendations and guidelines are set up as short statements followed by more in depth explanations and examples from the participating partners.

Sustainable Tourism

- *When working with guidelines for sustainable development and tourism, it is necessary to agree upon a definition of sustainable tourism. The Seaside Project recommends the following two definitions as a basis for planning policies and guidelines:*
- 1. Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. (The World tourism Organisation, WTO, 1998)
- 2. The tourism development has to be sustainable on five levels:
 - Economically sustainable tourism: profitable business for locally owned, work for people,
 - Ecologically sustainable tourism: an acceptable protection level for maintaining non polluted waters, biodiversity, landscapes etc.,
 - Culturally sustainable tourism which is not a threat to the local culture,
 - Sustainable in way that guarantees happy tourists,
 - Socially sustainable tourism: community (locals and politicians) has to accept the increasing of the tourism in the region. (Öhman and Roberge, Finland and Canada, 1998)

In principal these two definitions are stating the same. The later definition may be more operational. If the definitions seem "high flying", in this respect they act as visions for future planning activities.

General Policies and Planning Guidelines

- *When planning for sustainable seaside tourism there is a need for an integrated approach, to incorporate environmental issues into tourism policies and responsibility to carry the policies through.*

Management of the resorts in the UK is particularly sectoral with different departments responsible for different aspects of the tourism product. The effective and efficient uses of resources, including environmental issues that are used within the tourism product are also sectorally managed. Therefore the concept of integrated coastal zone management has a long way to go before it becomes a reality. The same need for integration can be seen in the Netherlands, Denmark and Sweden.

One EXAMPLE is the care of the beaches in Denmark. Cleaning up oil-spills at sea is the responsibility of the Ministry of Transport. When the oil hits the beach the Municipal Councils are responsible for cleaning as they are for handling waste disposal in general. Care of the dunes and sand drift is taken care of by the State Forest Department. The regional authorities are responsible for the water quality along the coast and care of privately owned protected nature areas. The Danish Outdoor Association administers the Blue Flag and events on the beach may need permission from several authorities. Life guards (if any) are paid for by the municipalities.

Another EXAMPLE on the contrary where many partners are working towards integration is the realisation of green tourist destinations in Denmark. The project is called "Destination 21" (similar to Agenda 21) and all partners, public as private, must work together to move in a more sustainable direction. Different levels of achievement make it possible for each member to move forward at an agreeable pace.

- *There is a need for intervention of tourism in other policy areas.* There is recognition of the need for tourism to be acknowledged in other policy areas in recent years.

In the UK communications with other policy areas is becoming more widely used but still warrants more comprehensive discussion between departments and external bodies. In all four countries the barriers are breaking down between culture and tourism and cultural policies are taking into consideration the potential of tourism.

But some national and regional policies, for example transport policies; still lack much in integration of tourist needs. In the Netherlands the public transport system is giving high priority to the everyday commuter but less so to the tourist or day-tripper to the seaside. In the County of North Jutland the public transport system in 2001 has cut out the legendary seaside buses, because they don't pay to the extent of everyday commuting.

- ***Recognise that it is important to have a dialogue between business development/entrepreneurs and planners.*** In this way a more holistic planning and development may be achieved.

It is recognised that resorts need to broaden the economic base, as tourism alone cannot be regarded as a regeneration solution. This calls for action to be taken by local, regional and national organisations working together to aid proactive resorts. Inevitably the local authorities act as a catalyst for regeneration that in turn encourages other businesses to invest in modernisation.

- ***The use of SWOT-analysis is strongly recommended, when planning for future development of the seaside.*** A good way of structuring the common basis of knowledge of a seaside resort or coastline is to acquire a thorough knowledge about its Strengths and Weaknesses, Opportunities and Threats.

The Swedish and Danish partners in the project have used SWOT-analysis of the resorts as a basis for physical planning. A fine basis for the SWOT-analysis in Sweden has been an inventory and mapping of the built seaside environment and its immediate surroundings, reproduced in a separate report, "Badliv i Halland, inventering av hus och landskap". The SWOT-analysis in Sweden and Denmark are a part of these partners phase two reports concerning the analysis of the present situation.

Although SWOT-analysis for spatial planning has not been thoroughly used from the UK point of view for this project, it would have been very useful if the authorities had gone through this process during the 1970s when the resorts began to lose visitors. They might have realised that problems were beginning to appear in the resorts. The English partner as a part of their phase two have made a SWOT-analysis on tourism issues in the East Lindsey district.

EXAMPLE: The Swedish partner has summed up the results of the SWOT analysis of the whole Halland coast as follows:

Strengths

- *Well kept and clean beaches, often with dunes facing the sunset in the west*
- *Mostly good saltwater, many Blue Flag beaches*
- *Varied terrain of sand, rocks, close to nature reserves and green areas*
- *Interesting dwellings, small-scale or moderate scale*
- *Particularly fine camping sites, but also different kinds of other accommodation*

Weaknesses

- *Too few camping sites to meet demands*

- *Public buildings, sometimes worse for wear, have extensions and lack character*
- *Natural meeting places are missing at certain resorts*
- *Too few restaurants, eating places and entertainment*
- *Parking facilities are insufficient in the high season at certain resorts*

Opportunities

- *Conditions exist for more Blue Flag beaches*
- *Cycle tracks, trekking paths, foot paths and cultural heritage roads can be created*
- *Several resorts with harbours can be more interesting for tourists*
- *Long bathing piers- also meeting places – can be developed*
- *The cultural history in the dwelling settlements can be promoted*
- *Promotional arguments: closeness to green areas and nature reserves*
- *Closeness to inland forests and lakes, and to unspoilt countryside*

Threats

- *Deteriorating water quality cannot easily be bettered (utrofication of Kattegat)*
- *Permanent dwelling is taking over. The demand to live permanently by the coast is very strong. This could lead to more privatisation.*
- *Important and interesting buildings (characteristically designed, culturally and historically) cannot be maintained or are distorted.*

- ***There is a need for maintaining/reinforcing the system of the open space/green areas between the resorts along the coast to keep the differentiation of coastal areas.*** At many places there is a pressure on these free areas for building or creating new activities. There is a risk that the resorts gradually will occupy more and more free space along the coast. The green areas and landscapes are also important as ecological corridors to promote biodiversity.

Some of the resorts along the Lincolnshire coast have become so closely developed that they are in danger of becoming one long strip. However policy serves to ensure that there is at least one area left 'green' and largely open to separate the villages thus enabling them to retain their individuality. On the whole the Sandhills Act reinforced the upholding of open spaces between the resorts during the 1930s.

EXAMPLE: The natural areas between the East Lindsey coastal resorts are important natural resources and are of benefit to the County and to tourism. The early destruction of the sandhills in the early 1930s led Lindsey County Council to initiate unique planning measures in the coastal zones by a privately sponsored Act of Parliament, granting powers to preserve a 40 kilometre coastal zone. The County Council were given 5 years to buy any of the sandhills through compulsory purchase and issue licences for its use. This controlled any development

and allowed the Council to act quickly to any inappropriate development and effectively removed the area from the scope of any other planning regime or Act. Lindsey County Council bought much of the land under the Sandhills Act of 1932 to retain the open space. The Act expired in 1986. The Council then agreed to continue the beneficial clauses to protect the natural areas of the coast. The Act has meant that the natural coastal areas between the resorts have been protected and remain for the protection of land and the enjoyment of future generations.

- ***Only allow development along the coastline if there is a functional need.***

In all North Sea countries and regions there are policies and guidelines from national to local level to protect conservation areas, species and areas of outstanding natural beauty. These areas are only developed if there is an overriding need for it in that particular area. But on the whole provision is made for the protection of these areas. Lincolnshire's coastal margins are important water resources, nature conservation areas and fisheries and also add to the character of the county's landscape and provide recreation opportunities. The waterside environment including coastal margins will be protected and any proposals that seek to conserve, restore or enhance these areas will be permitted and encouraged. Coastal Conservation areas are intended to protect the remaining natural character and interest of the coast and overriding requirements of sea defence and as such there is a general presumption against development.

Local authorities are usually responsible for land besides the coastal zone and should expect to build non-coast specific developments such as housing and employment elsewhere in the district. Undeveloped areas are seldom the most appropriate place to develop. Developed areas, on the other hand, offer opportunities for regeneration, restructuring and re-use of derelict land thus improving appearance and environment.

EXAMPLE: The coastal guidelines in the Danish Planning Act seem to offer the best protection of the coast from random development, as all building and infrastructure development in the three kilometre wide coastal zone outside the towns is allowed only if it is in accordance with the regional tourist policy and there is a functional need for it, for example the building of a new harbour or excavation of raw materials that only can be found in the coastal areas. The regional plan for the County of North Jutland has planning guidelines and policies that act as a framework for activities in the municipalities with reference to the Planning Act.

- ***When planning new activities like holiday-centres, fun-parks etc. it is important to consider the scale, and that the activities should be placed in connection with already existing villages, towns and resorts.*** Big centres in connection with bigger towns, small centres in the villages. When placing these activities in connection with already existing villages/towns/resorts the local economic life has a possibility to gain from the tourists.

Developments along the coastal strip are necessarily added to urban areas. Or they are re-development of disused land and 'brown' sites. Design of developments and their appearance

in relation to the surroundings are material considerations and good design should be the aim in the development process particularly in cultural heritage and naturally sensitive areas. Developments should not harm the character of the locality because of its scale, design, nature, siting or appearance. It should also be integrated within the wider landscape.

Accommodation

- ***It is essential to keep a variation of accommodation at the seaside resorts.*** In some places the hotels are sold out as individual apartments. This narrows the possibilities for tourists and jobs are lost as a result, as hotels are the accommodation type with the highest service. Examples of this can be seen in Zandvoort in the Netherlands. In other places like North Jutland there are regulations to keep their functions as hotels and the regional authorities now also see the small and often historical hotels as an asset to tourism.

EXAMPLE: The East Lindsey Local plan policy is designed to achieve the maintenance and improvement of the range and quality of holiday accommodation. Change of use of accommodation stock is a problem in the UK resorts, however there is also recognition that there is no point in retaining redundant stock. The aim is to retain holiday accommodation stock in specific areas so that the holiday atmosphere and character can be retained.

The conversion of hotel stock to alternative uses can weaken the tourism product within a resort. Development, which results in the loss, or loss of potential, for serviced accommodation or which detracts from the holiday residential character, will not, normally, be permitted.

Static caravan site development is permitted as long as the sites are allocated or identified for such use. In addition it should not dominate the locality due to its scale and does not harm the amenities of adjacent land uses.

- ***Decide in which areas the summer cottages shall be kept as cottages for leisure time and where housing should be for permanent use.*** Along the coast there is both a pressure for converting permanent houses to second houses and a pressure for converting second homes to permanent houses for all year use. The municipalities must make a choice in their over all planning and take into consideration cultural heritage aspects as well. Often the building regulations allow for far higher volumes for regular housing (in Denmark 25 - 40% as apposed to 10% for summer cottages), which the dune areas and the built environment often can't bear.

EXAMPLE: In Denmark the Planning Act states clearly that summer cottage areas aren't allowed to be changed into permanent housing as the stock is needed for leisure and tourism purposes, but pensioners who have owned their house for minimum 8 years are allowed to live there permanently on a personal permit. The Danish legal instruments for keeping the permanent housing areas for the local population on the other hand are vague and are seen as one of the threats to the resorts in North Jutland that have a past as fishing villages and trading

sites with quaint houses. In Skagen and Gl. Skagen 600 permanent houses have been bought by wealthy tourists for leisure use creating neighbourhoods with black windows in the off season. In Løkken it is said to be half of the houses in the old town centre. There is a need in Denmark and supposedly in other North Sea countries for better legal instruments in this area. Just recently the Swedish Glesbygsverket has made research into the area and produced the report, "Behövs en svensk Boplikt?"

Ports, Harbours and Marinas

- ***Planners must recognise the importance of harbours and marinas for tourism purposes - both the sea based and the land based tourism.*** Ports and harbours have been traditionally an attraction for tourists in terms of increasing access and offering opportunities for leisure activities even for those who don't own a boat themselves due to the atmosphere and the activities going on.

The role of the ports and harbours today sometimes conflicts with other commercial uses. Planners must recognise competing demands for space in harbour environments and try to develop complementary activities in harmony with each other. Too much commercial activity may not be attractive to tourists and too little may undermine the local economic base of the community. For family-based tourism harbours can offer potential sources of danger and security must be adequate to prevent unnecessary accidents. Trade and fishing are in decline in the smaller ports and harbours and tourism has to be planned as a source of economic regeneration employing the local community. The development of marinas is a new idea and not confined to seaside resorts. The City of Hull has developed its own marina as part of inner city regeneration. Marinas need to be planned as a resource for local communities and as a potential source of employment. But marinas have the potential to bring in a new clientele to the seaside, without the danger of gentrification that might be at odds with local aspirations.

- ***When reusing the harbours it is important to take care of the cultural heritage.*** The fishing industry and transport on boats is declining and in the future new functions will be put into the harbours. But remember to respect the cultural heritage and that everything from the shipping and fishing era doesn't have to be removed.

There is a strong recognition now that using the cultural attractions of the region is likely to offer a more promising market for week-ends breaks and day trips from those in higher socio-economic groups. At the resorts the heritage and cultural attractions will be based around famous people (Cook in Whitby), fictional characters (Dracula at Whitby), castles (Scarborough) and activities like smuggling (Robin Hood's Bay). Museums based on local heritage are a big pull for visitors (Sewerby Hall). Coastal and inland attractions need to be linked and sign-posted and marketed in Tourist Information Offices. With the decline in fishing there is a need to use former fishing vessels in their new capacity as cruises up the coast (Flamborough head and Bampton Cliffs).

Development of facilities is based on the capacity of the local environment to accommodate

further water borne recreation and the ability of associated land-based infrastructure and facilities to cope with additional traffic.

Traffic

- ***Physical infra structure planning has to be combined with product-development and service mindedness.*** What do the municipal and regional authorities offer the tourists and locals considering that traffic congestion and parking problems is becoming one of the bigger problems in the more densely populated seaside areas?

EXAMPLE: A solution to traffic congestion was been built in Renesse in Zeeland in the form of the first Dutch recreational transferium. The local and regional authorities arranged a large free parking place at the east side of Renesse village. After parking there a public transport system takes people free of charge to the seaside and accommodation areas in four different directions. The transferium also holds a tourist information centre, a small shop, toilets and showers for people coming from the beach. In combination with this system the parking spaces at the west side of Renesse near the beaches are very expensive and some of the older parking spaces are closed and removed.

- ***We need more adaptive and flexible park- and ride systems.*** At peak days it is necessary to guide the tourists and day-trippers even in more remote areas, where the road conditions can be bad. Use of integrated information systems using IT, radio, Tele-text, signs etc. concerning weather, parking facilities, highs of tidewater etc. Due to a dense population there seems to be more of a tradition in the Netherlands for this type of guidance, something the other partners in the Seaside Project can learn from.
- ***We need more small access roads, bicycle tracks and trails down to the beaches.*** In this way cars and tourists where necessary can be spread out. Beware that more roads produce more traffic and that in many places the landscapes and environments should be protected against more access. Then use what is already there.

EXAMPLE: In Blokhuis in North Jutland a bypass road has been discussed for over 20 years and still hasn't been agreed upon. The bypass is designated to pass through a beautiful dune area. In 1997 the main road through Blokhuis was rebuilt and does not pass through the town square any more so maybe there is no need for the bypass in the future.

Community and Tourism

- ***It is essential to have community involvement - both authorities and the local people - in solutions, but we lack methods on how to do it.*** It is often difficult to engage local people in the planning and decision-making process, but they have a lot of useful knowledge that the experts don't have.

Balanced communities are pertinent for today and the future, and tourism should aim to balance the needs of visitors and the environment with the community. This should create a balance to maximise economic and employment benefits, respecting the needs of the tourism industry and its customers while safeguarding the environment and protecting the interests of communities that cater for its needs but are left to feel its impacts. Regeneration of the resorts must be based on the community well being and thus not on the tourist industry alone. Widening the economic base and encouraging local residents to develop initiatives for themselves so as to become socially and economically sustainable and balanced communities

EXAMPLE: East Lindsey district Council gained £1.5 million Single Regeneration Budget to set up the Coastal Regeneration Partnership for a term of 5 years. The fund is used to regenerate the community for its resident's social and economic well being. Issues such as community and youth, training and information technology, environment and housing and the local economy have been identified as key themes to be addressed. Through these themes 14 projects will be delivered such as: the East Lindsey Millennium College; supported living for people with learning difficulties; A Youth Council to encourage young people to develop skills and projects and become involved with community issues; and a Community Information Centre to encourage community development and participation. The overall aim is to build partnerships between all those with an interest in the area to create new pride in the area based on improvements to the social, economic and environmental infrastructure of the coastal communities.

- ***It is necessary to look at the mechanisms to identify conflicts of interests between tourism/leisure and the local people.***

Conflict related to the coastal strip is due to pressures to development. Policy first and foremost is to protect the natural areas of the coast stating that undeveloped areas are often not the most suitable place for development. Sensitive planning is needed to safeguard natural resources and to ensure the continuation of economic benefits that the coast brings to Lincolnshire. Another area of conflict is whether to defend from the sea or not with hard sea defences.

- ***It is important to look at tourism and leisure together.*** The infrastructure that the locals and tourists need are often the same and both partners can benefit from planning these things together, for example trails and bicycle paths, access to protected areas and green spaces etc. In the regional plan for North Jutland tourism and leisure for the local population are seen as two sides of the same coin
- ***Recognise the day-trippers impact on the local community. Recognise the problems and how to solve them.*** Free parking and reduced prices for the ferry for the residents, better public transport and transferiums. Tourism people try to give the day-trippers a good time, so that they will stay longer when they visit the resort next time.

- ***There is a need for showing the locals how they can benefit from a clear and strong identity.*** Tourism benefits the local people but in many cases the local community, unless they are actively involved in the industry, do not realise that tourism helps to sustain many of the facilities they use.

Tourism creates and supports significant employment. It enhances the image and profile and makes it a better place to live and work, and supports the leisure sector with its interface with sport, arts, heritage and cultural activities.

EXAMPLE: Scarborough Borough Council produced a leaflet and made it available to the general public to inform them how tourism benefits them. Information such as: the economic value of tourism to the borough; the number of jobs that tourism creates; and the leisure facilities that tourism helps to make viable, is included in the leaflet.

- ***It is crucial for the resorts to seek a wider economic basis than tourism/recognise the needs of resorts to broaden the economic basis.*** Encourage locally grown businesses.

The main objective of the regeneration programmes - physical, social and economic - is to improve the quality of life for local people. Physical regeneration is based upon the four Government objectives for its vision for sustainable development:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- High and stable levels of economic growth and employment.

The local councils have made available industrial areas, managed office accommodation and help with business plans and grants to help and encourage local people to start their own businesses. This is aimed at broadening the economic base so that resorts are no longer solely reliant upon the tourism industry. However policies also aim to segregate tourism and other industry so that one does not detract from the other. Tourism is maintained around the foreshore areas and traditional accommodation areas while industry is further inland.

Because the seaside resorts (particularly in the UK) are so peripheral to large urban populations big businesses are unwilling to invest in them due to poor communications, only 180 degree local market and a highly seasonal trading period. Therefore it is recognised that organic or locally initiated businesses are used to the local economics and cultural background of the area and can work through the difficulties that incoming businesses may not initially recognise.

- ***There is a need for educational schemes for the local community.***

The local people will gain from knowing how tourism benefits them and the surrounding environment. As many residents in the resorts are incoming retired from city environments, they have limited local knowledge of the surrounding area and its natural environment. Information for local people needs to recognise this group and tailor to its needs. This allows the community to have pride in their area and be able to show any visiting friends and relatives round with pride and knowledge.

Of special interest to many locals, even people who have been born in the area, is the cultural heritage of the area. Here the local archives can play a new role as was the case in the East Coast Project in North Jutland where the aim has been to promote cultural tourism.

Identity and Differentiation

- *We recommend the following definition of and methods for identity and how it results in differentiation:*
 1. When separate resorts or coastal regions look different, and are experienced as different, they are different. Differentiation comes about when different identities can be compared. Various values determine identity and/or differentiation: the usage value, the experience value, the attraction value and the appropriation value. The differentiation is also determined by the physical surroundings, the natural, rural circumstances, the relation with the hinterland, the people who live there and the people who lived there and the cultural-historical development.
 2. Things (people, images, places etc.) that have stood the test of time – come from the past, through to the present and that will be carried on to the future are how a resort can be differentiated from its neighbours.
 3. The basis of identity for a tourist resort/destination and what differentiates it from others is history, culture, topography/morphology, key structures and long-term advertised image.
- *You can get to grips with the identity by looking at the history and the origin of the resort.*

What in the history can interest tourism - like cultural- and morphological heritage or background? Pick out the things that have “stood the test of time”.

It can be a problem how to agree on the specific “identity” and how to communicate it to the local communities. Is it possible with strict planning of communities/municipalities to create an image? An image has to be created on a solid identity. You have to make choices and balance identification and image.

- ***It is crucial to put the emphasis on the awareness of the identity.*** Write it into the planning acts and into the planning guidelines!

To put the emphasis on the identity one first of all needs to know what the identity is and in addition make sure that it is an identity that is individual and/or unique to that resort/area.

- ***It is necessary to look at tourism from new and different perspectives/laterally thinking.*** Authorities are often conservative when speaking of new initiatives. Key principles as basis for planning and management: there needs to be a holistic management masterplan that recognises the special character of the coast. But within this there should be room for innovation and development of the more unusual if it is of a scale and proportion that will not detract from the holiday character or the environment. Designers, architects, philosophers and historians can help develop new and future orientated projects and trends as the Seaside Project examples from the island of Texel have proven.

Statistics and Market Analysis

- ***There is a need for common definitions and standards of tourist data collection on a EU-level.*** The tourist authorities measure the attraction of an area through the amount of visitors, bed nights and money earned. But the work together in this project and other EU projects has shown that it is almost impossible to collect data on tourism that can be compared across the regions and nations. The same conclusion has been reached in the project, "Urban Systems and Urban Networking in the Baltic Sea Region". This project calls for common definitions and standards from EU in this area.
- ***There is a need for macro and micro statistics of tourism both quantitative and qualitative on a EU-level to compare countries, regions and destinations.*** One of the objectives of the Seaside Project has been to look into the rise and decline of seaside resorts, but the collection of data was almost impossible to get and only for the more recent years. If data is not properly documented, that is the exact method of collection and content of data, its misuse leads to wrong conclusions or creates false judgement.
- ***Surveys on the local communities' views on tourism and tourists must be made at intervals to match the many surveys being made on the needs of tourists.*** Even though tourists may find a visit to a resort fulfilling and want to come back, maybe the local population doesn't feel the same way. Many of the tourism policies in the partner regions include statements of sustainability for the local population as well. But in order to find out if this is the case the authorities have to ask once every so often.

EXAMPLE: As a part of the Seaside Project the County of North Jutland in association with Aalborg University and the Danish Research Institute of Forest & Landscape has undertaken a

big survey amongst the local communities involved in the project. Around 2.500 households were asked of their opinion on tourism and the tourists in their area and their visions for future tourism. The survey was partly a follow up of a similar survey in 1980.

- ***There is a need for research of the preferences of the youth of today to plan future seaside tourism.*** The youth of today are the adult visitors of tomorrow. What are their wants and needs and are their attitudes likely to remain so? Tomorrows older people are likely to retain many of the core values that are gained in their upbringing.

EXAMPLE: In the UK the Department of Trade and Industry in the Foresight Study, The Age Shift concludes "Businesses that plan on the basis that tomorrow's older consumers and workers will simply be like today's [consumers] are likely to be wrong footed".

New Possibilities for a Sustainable Coastal Tourism
Mr Ulf Åberg, Continuum AB, Sweden

Traveller of Tomorrow

- Individual
- Active
- Experiences
- Security
- Competent
- Quality
- Environment
- Information

Private traveller

Holiday

- Activity
- Experience
- Different destination
- Long-haul

Short break

- City
- Activity with luxury
- Fell well

Thematic

- Feel well with girls
- Fishing, golfing, hunting, sailing
- Climbing, riding, kayaking, diving

Business Meetings

- Meetings building relations
- Meetings – burned out
- Business meetings added with nature and culture
- Exclusive arrangement
- Added value business meetings

Surroundings – some example

- Museum
- Kitchen – farmer houses
- Islands
- Folk museum
- Caves
- Chapels
- Manor houses
- Churches
- Industries
- Forest huts

Activities / Move

- Walking
- Bycykling
- Mountainbike
- Horse and carriage
- Skiing
- Skating
- Riding
- Motorcycling

Test, Learn, Make

- Handicraft
- Tools
- Archeology
- Harvest
- Cook
- Manufacture (artist studio show, hunting, wilderness tour, equipment, competitions, all type of fishing)

Menu with Supplements

Activities

- Climbing
- Silence
- Winter fishing

Moving

- Walking
- Riding
- Kayaking

Specialists

- Psychologist
- Dietist
- Masseur

Regional food

- Moose
- Beaver
- Curd cake

Unique surroundings

- Cave
- Lighthouse
- Deserted farm

Added value

- Story teller
- Craftsman
- Childminding

Coastal possibilities

Fishing with added values

- All our seasons for fishing
- Smoking fish together
- Guided picking of mussels and cooking the soup
- The fisherman demonstrates all his nets and tools
- Empty the lobsterpot

Coastal possibilities

Food with added values

- All our old recipes
- The menu with our traditions
- Our guest cook demonstrates how we prepare fish
- Today's testing of local food
- Today we cook together with guide
- Seafood delivery to your door
- Cook tournament in the harbour
- Meet the fisherman
- Seafood to bring home when meeting is over
- Our best picnic spots
- The local drinks we prefer

Coastal possibilities

Buildings with added values

- The stories of all small houses in the harbour
- The wedding in the lighthouse
- Business meeting in the action hall
- Night meal in the boathouse
- Our floating sauna
- Midnight opening of art exhibition
- Guided village tour with torches

Coastal possibilities

All other unique resources

- Our storytellers
- Our fascinating people
- Events – small and big all year round
- Adventures in the water along the coast added with inland
- All day possibilities for the children
- All traditions we are proud of
- The music and songs from our area
- Early vegetable, chicken, lam
- The richness of our history and life today to your disposal as our guests
 - but only in a sustainable way

The ways to find all our resources

- | | |
|---|---|
| <ul style="list-style-type: none">• Going through the clearness• Reading all the local history• Identifying the legends• Writing down the tall tales | <ul style="list-style-type: none">• Talks with the elder• Working with all the organisations• Talking with all the specialists <p>One "idea day" and you have the start</p> |
|---|---|

Some thoughts about the development procedure

- Local acceptance
- Local revenue
- Local entrepreneurs
- Stay with your own unique resources
- No compromise on sustainability
- Quality in production and delivery
- Never oversell
- Let the guest pay the real worth
- Listen and learn from our guests

Always put the guest in front of your actions but with all respect to the local resources you use



Bild: CHRISTEL LIND

Föremål för forskning. Den som idkar strandliv vid Hallandskusten (här Tylösand) ingår i ett kulturhistoriskt sammanhang.

Hallandsposten
 Sommarbilaga (Summer Edition)
 14/6

Badturismen som europeisk kulturhistoria

Stranden är inte bara sol och bad. Den är kultur också. Och det är den som projektet Badliv och kurortsturism tagit fasta på i Hallands Badväg.

Denna historiska odyssey längs vattenbryn markerar slutet på det transnationella projektet.

TANKEN ÄR att besökare genom broschyrer och skyltar ska kunna lära mer om stranden de tagit sig till.

Allt detta beräknas vara klart i slutet av juni.

Det finns historiska skillnader mellan de olika badorterna, berättar projektledaren Anita Fiedler.

- Särö blev exemplvis tidigt en kurort medan det i Mellbystrand startade med stugsemester vid sekelskiftet.

Projektet inleddes 1999 och det är landstinget som hållit i trådarna. I Halland har också bland andra de fem kuststäderna, länsstyrelsen och länsmuseum varit engagerade. Övriga länder

som deltagit i det av EU delfinansierade arbetet är Holland, England och Danmark.

Tre faser har genomgåts där den första gick ut på att göra en historisk dokumentation. Tio orter valdes ut, Skummeslövsstrand, Mellbystrand, Östra stranden, Tylösand, Skrea, Olofsbo, Apelviken, Kärra, Gottskär och Särö.

Arbetet resulterade i en rapport, en dokumentärfilm och en utställning på länsmuseum i Varberg.

Därefter gjordes en översiktlig miljö- och bebyggelseinventering i de tio orterna. Också detta resulterade i en rapport.

DEN TREDJE fasen är alltså Hallands Badväg - en historisk väg genom Halland.

I samband med slutseminariet i mitten av juni presenterades också rapporter med rekommendationer i syfte att värna om miljön vid badplatserna.



ARKIVBILD: TORE CARLÉNUS

SOMMAREN KOMMER MED... Turister fyller campingarna med sina husvagnar och tält, det blir trångt på badstränderna och i affärerna. Detta ses inte alltid som något positivt av de bofasta. Men det ska det bli ändring på nu. På en konferens i Tylösand diskuteras just hur konflikter mellan turister och bofasta ska undvikas.

Hallands Nylheter 14/6

Så ska man få turister och bofasta att samsas

HALMSTAD

– I n t e tycka turist trist!

Det ska bli framtidens melodi för hallänningarna – redan i grundskolan. Men samtidigt ska de bofasta komma bättre till tals när nya turistanläggningar planeras.

De här förslagen presenteras i dag när projektet "Badliv och kurortsturism" börjar sin slutkonferens i Tylösand.

Projektet stöds av EU och är ett samarbete mellan berörda myndigheter och branschfolk i Halland och kustregioner i Danmark, Holland och England.

– Huvudpunkterna i konferensprogrammet är att presentera strategier för att förbättra förutsättningarna för en hållbar badortsturism i Nordsjöregionen. Varje land presenterar sin strategi för framtiden, berättar projektledaren Carina Johnson.

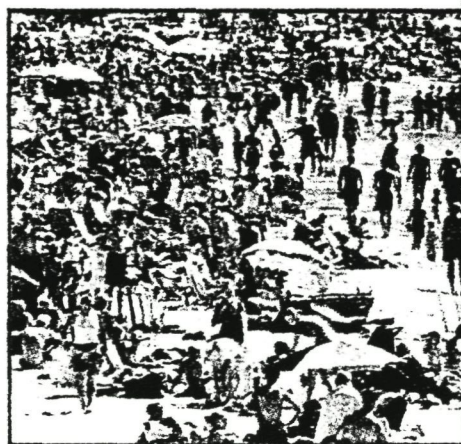
Många hallänningar stämmer säkert in i Povel Ramels gamla slagdänga "tycka turist trist" när sommarköerna i affärerna är som längst och parkeringsplatserna vid stränderna som fullast.

– Om turisterna tycker besöket i en ort varit givande och gärna återkommer är det inte alltid säkert att lokalbefolkningen har upplevt det på motsvarande sätt, slår de halländska badlivsexperterna fast i sin rapport.

För att minska konflikterna finns flera förslag:

- Öka kunskapen om turisternas

Trångt, trångt överallt i turisttider



LÄR OM TURISM. På konferens i dagarna diskuteras turistlivet. Och hur hallänningarna påverkas av, och kan påverka, turismen.



BYGGNADSMINNE? Badhytter på Skrea strand.

effekt på den lokala ekonomin och lär folk tjäna mer pengar på dem.

- Gör de infödda stolta över att deras hembygd är ett turistmål. Lär ut "turismkunskap" redan i grundskolan.

- Låt de bofasta få mer inflytande över planeringen av nya turistanläggningar, bland annat så



TJÄNA PENGAR. Lär folk att tjäna pengar på turisterna istället, är ett förslag så att hallänningarna ser fördelarna med turismen.



VAR STOLT. Hallänningarna ska också lära sig vara stolta över att turister kommer till just deras hembygd.

att de kan utnyttjas av både besökare och bofasta.

- Gör det lättare att nå stränderna både med bil, cykel och gående. Gör parkeringarna mer flexibla, skylta bättre och använd digital teknik för att berätta var det finns p-platser kvar.

Andra förslag handlar om att be-

vara och skydda gamla miljö för att locka besökare, till exempel fiskelägena även om fisk minskar i framtiden. Fler byggnadsminnesförklaringar föreslås också, bland annat av badhyttorna i Skrea.

JOHAN RYDEM

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14/6

Radio Halland

Interviews with
Mr Mike Walton and
Ms Carina Johnsson

Regional image viktig för badturism

TYLÖSAND: Badliv och kurbortsturism har under dagarna två varit i fokus på Tylösand – trots att sanddynerna ännu ligger nakna i väntan på solbadare.

GP
16/6

■ I två år har fyra länder runt Nordsjön – Sverige, Danmark, Holland och England – utbytt erfarenheter om badliv och turism. På den konferens som nu hållits som avslutning på projektet har strategier presenterats för en hållbar badortsturism i Nordsjöregionen.

– Vi har bland annat kommit fram till att en viktig förutsättning är att skapa en regional image, säger svenska projektledaren Carina Johnsson.

I Halland har man inom ramen för Badlivsprojektet till exempel märkt ut de gamla slingrande vägarna mellan badorterna – från Särö i norr till Skummeslöv i söder. Badvägar som de cirka 60 konferensdeltagarna fick provåka och låta sig inspireras av.

Under de två åren som projektet pågått har också stora utställningar gjorts om länets badliv ur historiskt perspektiv. På ännu mer lokal nivå har visioner skapats för hur till exempel Gottskär och Skrea strand skulle kunna se ut i framtiden.

– För Hallands del tror jag det bästa med projektet har varit att man nu samarbetar mellan kustkommunerna i dessa frågor. Ett nätverk har byggts upp som man är mån om att behålla.

Har ni lärt er något av de andra länderna?

– Visst, holländarna har till exempel mycket spännande framtidsvisioner för det offentliga rummet och engelsmännen är fantastiska på forskning kring badliv.

Under sommaren ska en slutrapport för projektet sammanställas i tryckt form.

EBBA MALMSTRÖM

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Badliv i sommar på – Hembygds museet!

Två barn på en brygga och ett glittrande blått vatten möter besökaren under hela sommaren på Hembygds museet. På lördag är det återigen dags att inviga en ny utställning signerad museets krafter med Gurli Hansson, Elisabeth Lindskog och Ulla Högfeldt i spetsen.

NH 15/6

Ett, två, tre, på det fjärde ska det ske ... Den gamla ramsan gör sig påmind när man ser barnen på väg ner i vattnet. I strandkanten "växer" det vass och det ligger tång och musselskal bland stenarna. För att åskådliggöra forna tiders badliv i kommunen har museets personal byggt upp olika scener som tar med besökaren till rätt miljöer och som vanligt har

man tänkt på små detaljer som förstärker den önskade effekten. En badtermometer hänger på bryggan som är tillverkad av Arne Alm och Lars-Erik Larsson i Hånshals, några pärlskrin finns i en monter och olika simmärken i en annan.

Dölja eller visa upp?

I en avdelning hänger gamla baddräkter från tiden för första världskriget och materialen är bomull och lite senare triå. Då var det viktigt att dölja det mesta och inte som nu framhäva och visa upp! Under pågående arbete med utställningen dyker minnen av stückade yllebaddräkter upp och man minns sig också att herrarnas baddräkter hade kjol både fram och bak medan det räckte med en fram på damernas!

Den obligatoriska badrocken tinns med liksom simdynor i olika modeller.

Efterlysning!

På de ännu tomma skärmarna kommer badlivet i Gottskär och på Särö att presenteras. Foton från badvikar, hela vägen utefter kusten från Snipen i norr till Åsa i söder kommer att berätta om hur livet tedde sig på stränderna. Det finns också bilder från sötvattensbaden vid Lygnern och Iglatjärn och simskolornas verk-

samhet är även den dokumenterad. Men man efterlyser fler fotografier från de olika gillena och hoppas på en komplettering under utställningens gång!

Barnvagn och skrinda

Ett par scener visar hur det kunde se ut på väg till stranden. Den förnäma tjogotalsfrun är klädd i en vacker vit klänning med tillhörande elegant hatt. Hon står bredvid trädgårdsstolen där det påbörjade handarbetet och boken ligger bredvid kaffekoppen medan den strikt uniformklädda barnsköterskan kör barnet i vagnen. Denna är tillverkad i korg och försedd med tre hjul, precis som dagens modernaste barnkär-ror! I en skrinda åker en annan liten batting med saftflaska och badboll.

Också sommarleksakerna har sin plats på utställningen. Färgglada "plåstinkar", spadar och sandformar finns till beskådande liksom mer ålderstigna leksaker som ett bordskrocket och en anka och några oxar i trä. De kära kottarna och pinnarna, naturens egna möjligheter att skapa vad som helst, fattas inte heller.

Utställningen Badliv invigs på lördag den 16 juni kl. 11.00 och pågår sedan ända fram till september på museets ordinarie öppettider måndagar och torsdagar 10-15 samt lördagar 10-13.

Text och bilder:
Ulla Åshede

Ta badvägen till Hallands stränder

Elva badorter i länet dokumenterade genom EU-projekt

Precis som Norrland har Trollstigen, Tyskland sin Romantische Strasse och Frankrike sina vinvägar har nu Halland fått sin egen badväg! **HP**

Ett två år långt EU-projekt, Badliv och kurortsturism, med de fyra nordsjöländerna Sverige, England, Danmark och Holland, är nu avslutat. För Hallands del har det resulterat i en flera mil lång badväg som stryker så nära havet som möjligt.

Elva badorter från Skummeslöv i söder till Särö i norr som sinsemellan är ganska olika men där alla, förutom Olofsbo, har kurortstraditioner valdes ut. Den enda kurort som finns kvar i dag är Varberg där man 1911 började dricka brunn.

För att få kallas kurort krävdes bland annat att en läkare fanns anställd, säger Anita Fiedler, som ansvarar för att ta fram "slingan" och badorterna i länet.

Anledningen till att Olofsbo ändå blev en populär badort beror på järnvä-



Kurorts- och badortsliv. För Anita Fiedler som ansvarar för arbetet med badvägen har grävandet efter spännande bilder och historik varit oerhört givande.

gens tillkomst och "Pyttebanan" som tog badsugna "västgötar" ut till kusten. Halmstad, som uppfyllde kriterierna, blev dock aldrig den kurort som de öv-

riga blev. Östra stranden kallades badanstalt trots att där fanns ett kallbadhus.

Många minns nog det gamla kallbad-

huset ute vid piren som försvann i slutet av 50-talet.

När turisterna som ger sig ut på vägar i sommar hittat Hallands badväg gäller det att lätta på gasen, använda alla sina sinnen och njuta.

Vare sig de kommer i bil, cykel eller per fot befinner de sig hela tiden så nära havet att de med bara några få steg kan ta sig ett dopp i det salta vattnet. Vill man inte det finns det mycket annat att göra.

Lagom till den stora industrisemestern har alla badorter fått varsin tavla uppsatt, som i text och bild berättar om platsens bad- och kurortshistorik.

Tylösand som för 100 år sedan ansågs vara världslöst på grund av de stora flygsandsfälten hade då inte ens en väg dit ut. Inte förrän några köpmän inne i Halmstad fick idén att skapa en badort i Tylösand som namnet då stavades. Då ändrade man successivt också uppfattning.

I dag har Tylösand en absolut särställning bland länets badorter. Den har högst status hos turister och drar mest i Halland tack vare både golfen,

hålligång och "gräddan" man anser åker hit, säger Anita Fiedler.

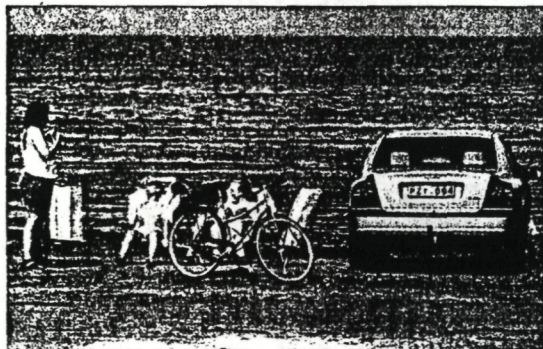
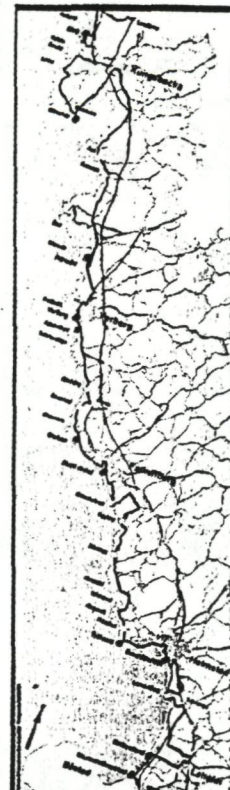
Det finns en spännande historia att berätta om alla badorterna. Samtliga började utvecklas runt sekelskiftet då det blivit populärt att dricka brunn och åka på kurort ute i Europa.

Oscar II tillbringade till exempel varje sommar i Särö, en tradition som Gustav V senare tog över. Prins Bertil utsåg Tylösand till sin sommarort och höjde därmed ortens status betydligt.

Trots det blev Tylösand även "folkets", inte minst tack vare tältstaden med de små masonitstugorna i Tjuvahålan som nyttjades av Halmstadborna.

Tack vare den lagstadgade semestern blev det möjligt även för "vanligt folk" att åka ut till havet och njuta av salta bad och sol, fortsätter Anita Fiedler.

Textilarbetare från Boråstrakten åkte till Apelviken söder om Varberg medan Boråsdirektörerna valde Kärradal. Skåningarna tog sig till Skummeslöv och Mellbystrand medan smålänningarna lade beslag på Östra stranden.



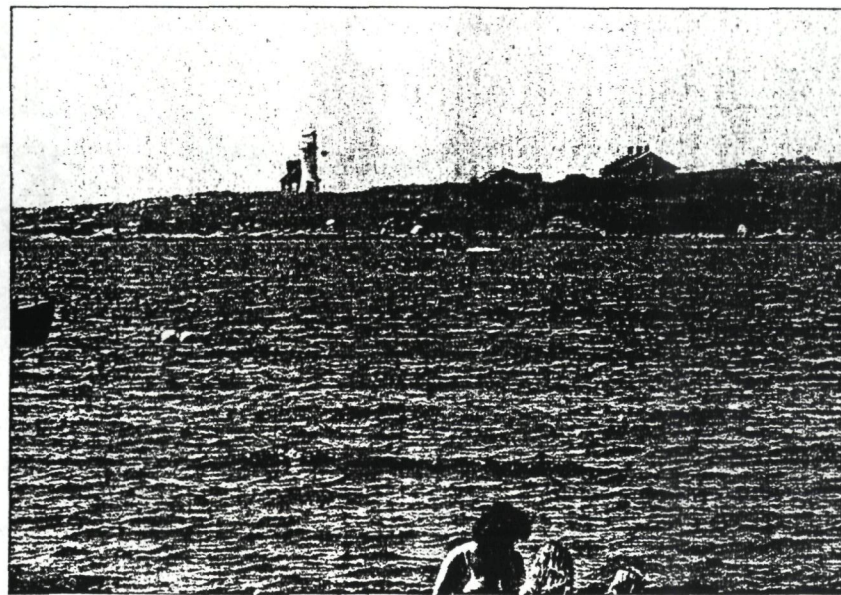
Åker till stranden. Bilens fördelar ökar på sommaren för Lillian och dottern Elin (t h). Grannen och ständiga sommargästen i Skummeslövstrand Pia Rundcrantz från Helsingborg väljer cykel framför bil när hon ska bada.

Till stranden med bil

Den tolv kilometer långa stranden i Skummeslövstrand är den enda badorten i länet som tillåter bilar. Och visst är det bekvämt. Inte minst om man har

finns några parkeringsplatser.

De flesta badgäster som tar bilen med sig till stranden kommer från Skottorp, Våxtorp, Markaryd och Hishult bland flera orter i området.



Här trivs vi. Paradiset på jorden, tycker Agneta Billing att hennes sockerlåda på Knölaberget är. Fyraåriga dottern Emilia instämmer.

Trångt men populärt

Skrea är badstugornas ort. Små sockerlådor på ibland inte mer än knappt tio kvadratmeter som nästan ser ut att ha tappats från luften och blivit kvar där de

som många fortfarande går att känna igen från tiden då "funkislådan" var inne. Mellan vart tredje och vart fjärde hushåll i Falkenberg hade på 50-talet tillgång till

småbarn, vill lyssna på radio och slippa traska med solstolar, saft-flaska och kylväska, kaffetermos och leksaker till barnen i den tunga och heta sanden. Men bilen har fler fördelar, menar Lillian Bengtsson, som bott i Skummeslöv i 25 år och alltid kört på stranden.

– Den är ett bra vindskydd och vriden vinden flyttar man bara bilen!

Asikterna om biltrafik eller ej på stranden är dock olika bland orsbefolkningen och badgästerna. Många vill förbjuda bilar helt men har hittills fått oerhört hårt motstånd. Ett argument är att det inte

Så länge vägen funnits har man kört bil till stranden. 1936, när vägen mellan Skottorp och stranden var färdigbyggd, kom badlivet igång på riktigt.

Skummeslövstrand upptäcktes egentligen på 1920-talet. Några år senare fanns ett hundratal små stugor utmed stranden, tillsammans med pensionat, kaféer och restauranger.

Att Skummeslöv blev det badparadis det är i dag, är nog tack vare en grosshandlare Wingren i Skottorp som insåg fördelarna med de magra hedarna och den eländiga flygsanden.



Lycka är ett vykort. Rebecka Rikonen, åtta år, visar glatt upp kortet från syskon och föräldrar för sina kompisar, från vänster Andreas Purola, tolv år, åttaåriga Jonna Berg och Carolina Andersson samt Frida Blom, nio år.

Kolonierna lever än

Mellbystrand var i början av 1900-talet kurortsfolkets favoritställe. Här fanns ett badhus med uppvärmt havsvatten, tångbad och andra medicinska kurer. Och hit kom man från hela Norden. Mellbystrand hade på den tiden en högst internationell stämpel.

Men trots detta blev ändå Mellbystrand storstadsbarnens badparadis. Det blev långa resor för många barn beroende på var de kom ifrån. Kirunakolonins barn hade en 170 mil lång resväg som tog 40 timmar med tåg.

På 1940-talet fanns det 24 barnkolonier i Mellbystrand. I dag är de flesta rivna eller har annan verksamhet. Ett par fungerar dock fortfarande som kolonier, bland annat Norrahammar- och Tabergskolonin som för 58:e året i rad tar emot barn.

40 barn från Jönköpingstrakten får i år chansen att uppleva kolonilivet. Precis som tidigare år badar och

solar man, spelar sällskapsspel, gör utflykter, busar och stojar och får nya kompisar.

– Det är jätteroligt fast ibland längtar jag lite efter mamma, säger nioårige Christian Berg.

Den äldsta barnkolonin startade 1923 och tog emot barn från Laholm. I dag kallas byggnaden Hökargården.

Men redan i slutet av 1800-talet reste man till "saltjön" som havet då kallades. Eftersom det inte fanns några vägar åkte man ångbåt på Lagan mellan Laholm och Åmot. Där väntade hästskjuts och ville man stanna över natten kunde man göra det mot en billig peng i fiskartorpen utmed stranden.

På 1930-talet var badlivet etablerat och stugägarna hade blivit ett par hundra. I takt med det öppnades flera sommaraffärer som sålde livsmedel. På Strandhotellet och Rombergers restaurant åt man gott och dansade.



Vykortsutsikt. Det ingen turist undgår i Tylösand är Tylön med sin lilla fina fyr några hundra meter från stranden.

Tylösand – rivieran i Halmstad

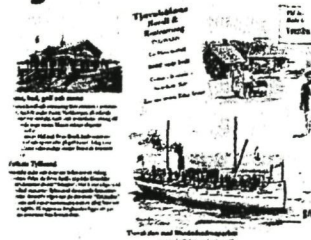
De en gång världslösa flygsandsfält som på 1800-talet ingen ville ha blev på bara några år Hallands mest fashionabla badort, tack vare några köpmän i Halmstad som såg möjligheterna och byggde en väg ut till "Tylen" och därmed skapade en ny badort i länet.

Under andra världskriget då man inte kunde åka utomlands blev Tylösand en eftertraktad badort. Inte minst för att man kunde bada äkta finnbastu i varmbadhuset och få speciella tångbad, utan också för de salta baden, golf, tennis och danskvällarna på Tjuvåhlans hotell och restaurang som det då hette.

Precis som nu fanns det då flera eleganta sommarvillor bakom sanddynerna. Prins Bertil skaffade sommarbostad i de tjusiga kvarteren och syntes ofta på golfbanan.

Tylösand är dock mycket mer än det, om man läm-

Tylösand



nar bilen och tar en promenad till Trängen och Tältstaden med de vita masonitstugorna.

Fortsätter man till smugglarnas Tjuvåhålan får man bra lä om det blåser nordliga vindar. Lite längre söderut, kanske bara hundra meter, finns Rhododendronparken där en sten berättar att parken anlades av några Halmstadynglingar 1933.

Tylösand har många fler intressanta historier att berätta. S:t Olofs kapells historia går tillbaka till 1700-talet och härstammar till vissa delar från

Lidhult vid Smålandsgränsen.

Tylösands rykte som pärlan bland badorterna är fortfarande otvetydigt. Nedanför hotellet och den långa trappan trängs soldyrkarna i dag precis som förr.

– Här är så mycket spännande människor att titta på, säger Tove Wikehult från Göteborg.

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Det är trångt, mysigt och sparsamt. Inget vatten, toalett eller dusch i stugorna, men barnen har jätteroligt. Det är nära till vattnet och de längtar tillbaks till "lådan vid havet" är efter år. Men det är trångt. Inte minst om man är många som i familjen Billing med två vuxna och fyra barn.

– Vi har ändå byggt ut vår stuga från nio kvadratmeter till 18, säger Agneta Billing som sedan har varit liten tillbringat varje sommar i Knölaberget som är det äldsta stugområdet.

För husfridens skull hyr familjen grannstugan åt de två äldsta pojkarna.

I dag finns det 1 600 badstugor

Skrea strand var till skillnad från Tylösand redan i början på 1900-talet en strand för alla eller "folket". På 30-talet var det högkonjunktur för friluftsliv, bad och sol och de goda effekterna på detta liv som landets styrande såg uppskattande på ledde till slut till att den lagstadgade semestern byggdes ut och blev två veckor 1938.

Som kontrast till det mer folkliga Skummeslöv byggdes badhotellet Strandbuden där man dansade och åt goda middagar. Precis som Strandbuden byggdes i funktisstil gjordes även Skrebaren, numera Grottan, det. I dag är Skrea strand en högst levande badort som nog alltid varit falkenbergarnas egen.



Tiden har stått stilla. Vägen ner till stranden förbi den gamla Konsumbaren som numera är hotell ser nästan exakt likadan ut som den gjorde på 50-talet.

Perfekt för barnen

Barnens – eller föräldrarnas – favoritbadplats är i dag Östra stranden, eftersom den är så långgrund. Barnen kan leka i vattenbrynet och föräldrarna kan slappna av lite mer. Men det är väl kanske främst smålänningarnas strand som upptäckte dess fördelar och ljuvliga bad redan på 30-talet.

Det gick otaliga badtåg från Jönköping som på sin färd hann bli proppfulla på sin väg till Halmstad. Redan då hade små badstugor börjat poppa upp här och var bland dynerna. Det var främst Halmstadborna från de östra stadsdelarna som ägde dessa.

Även koloniområdet Måsen var till en början Halmstadbornas. Allt eftersom åren gått har de tagits över av allt fler smålänningar. Fler kolonimråden byggdes och i dag uppskattar man att hela Östra stranden har 1 500 stugor.

Östra stranden har fortfarande

mycket av charmen från 50-talet, inte minst tack vare före detta Konsumbaren, numera hotell, byggd i typisk funktisstil.

Och med doften av väfflor, ljuden från minigolfbanorna och spelautomaterna är det inte särskilt svårt att hamna 50 år tillbaka i tiden. Och med tanke på dagens flotta amerikanare som återigen blivit moderna, är inte steget långt till raggabilar, jukeboxar och tuggummituggande tjejer i Brigitte Bardot-rutiga schaletter som vandrade badvägen fram och tillbaks under det att raggabilarna körde runda efter runda och spanade.

Men framförallt var Östra stranden folkets badstrand som redan på 1800-talet fick sitt första kallbadhus. 1902, i den omtalade julkstormen, försvann det från piren. Kallbadhuset byggdes upp igen för att stängas för gott i slutet av 50-talet.

