



TOURISM IN TOWN

THE SPATIAL IMPACT OF TOURISM ON VOLENDAM

P5 REPORT

STUDIO: URBAN REGENERATION

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Preface

This report has been written as part of the graduation project of the studio Urban Regeneration at the Department of Urbanism, Faculty of Architecture, Delft University of Technology

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1. Introduction

1.1 Subject

This project is a result of participation in the graduation studio Urban Regeneration of the department of Urbanism. The studio concentrates on areas in decline and aims to improve the physical environment and thereby create social and economic opportunities for citizens (RP&S). In this particular project the town of Volendam is examined. The main focus is on the redesign of the touristic centre, and in particular the Slobbeland area, which is an underdeveloped and partially abandoned area of Volendam. The research and design have been developed along two, interrelated, themes: tourism and coastal defence.

Volendam attracts a lot of tourists during the year. The consequences of mass tourism on the spatial composition and functions in the centre of the town have been enormous. By redesigning the Slobbeland area there is an opportunity to solve some of the problems which has occurred because of the increasing tourism influx the last couple of decades.

The dike and the old harbour are one of the main attractive qualities of Volendam. The dikes between Amsterdam and Hoorn, however, do not meet safety standards according

to the water authorities (Hoogheemraadschap, Deltacommissie). Subsequently these dikes need reinforcement. This strengthening of the dike could potentially mean an enormous change in the Markermeer coast including the area around Volendam. For this project therefore it is a real challenge to integrate the strengthening of the dike in a design for the touristic centre of Volendam.

1.2 Structure

In the first part of this thesis the results of the research will be explained

the second part deals with the design

the third part consist of evaluation

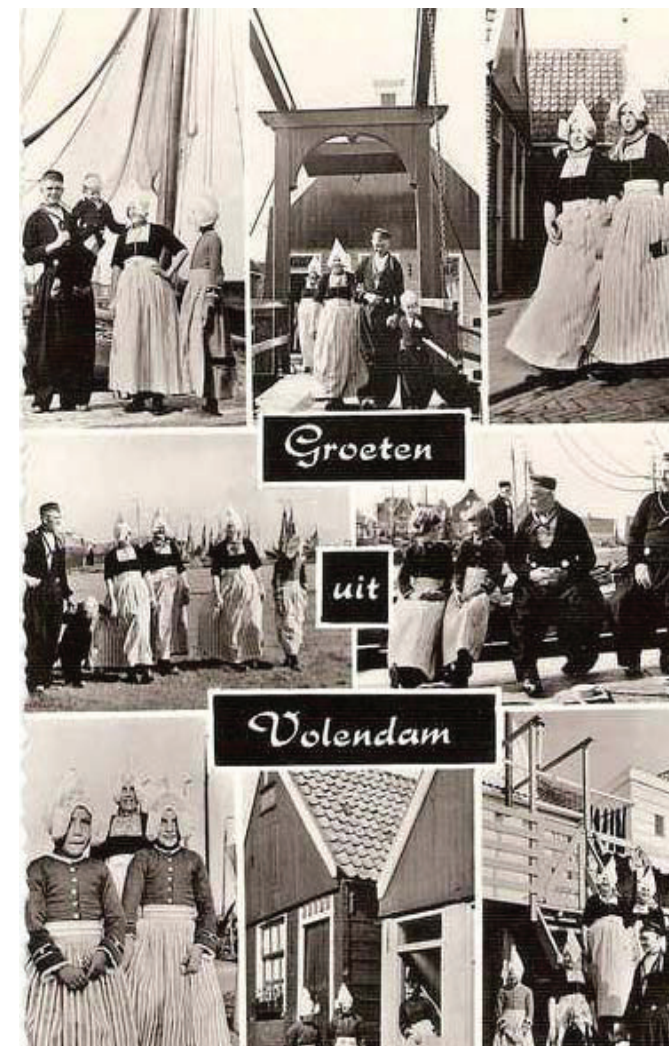


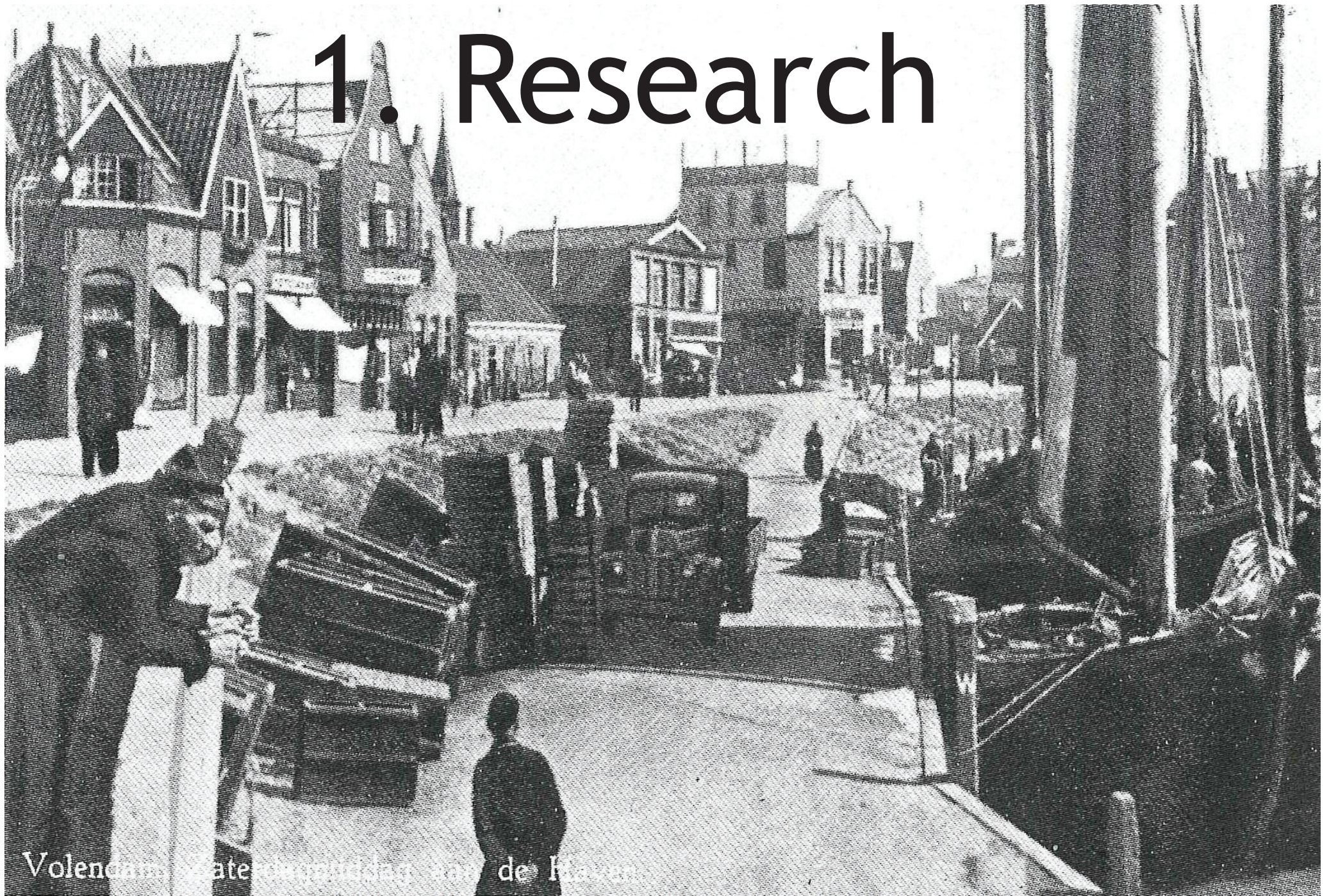
figure 2: Groeten uit Volendam (ps)



Excursie van de Zuid-Afrikaansche Studenten naar Volendam en Edam onder geleide van de heeren Hecking Colenbrander en Jac. Th. Stom, secretaris der vereeniging „t Koggeschip” te Amsterdam, directeur van het algemeen bekende Hotel-Restaurant „Krasnapolsky”, oud-wethouder van Zandvoort. — De heer Stom heeft als organisator van uitstapjes voor vreemde reisgezelschappen zijn sporen verdiend; hij werkt krachtig mede, om ons land méér bekend te maken bij de buitenlanders en hun het schilderachtige en karakteristieke daarvan te doen waardeeren. — In vele brieven, brochures enz. worden zijn aangename vormen, zijn bereidwilligheid en zijn hoffelijkheid gewaardeerd. — De foto hierboven werd genomen bij aankomst te Voleudam. — Helaas is een van de studenten in Holland overleden. — (Wegens gebrek aan ruimte eerst thans geplaatst.)

figure 3: Tourism in the early 20th centruy: South African students visting Volendam (europeana)

1. Research



Volendam, State of Noord-Holland, van de Haven.

“The typical course of development has the following pattern. Painters search out untouched unusual places to paint. Step by step the place develops as a so-called artist colony. Soon a cluster of poets follows kindred to the painters; then cinema people, gourmets, and the jeunesse dorée. The place becomes fashionable and the entrepreneur takes note. The fisherman’s cottage, the shelter-huts become converted into boarding houses and hotels come on the scene. Meanwhile the painters have fled and sought-out another periphery - periphery as related to space, and metaphorically, as ‘forgotten’ places and landscapes. Only the painters with a commercial inclination who like to do well in business remain; they capitalize on the good name of this former painter’s corner and on the gullibility of tourists. More and more townsmen choose this place , now en vogue and advertised in the newspapers. Subsequently the gourmets, and all those who seek real recreation, stay away. At last the tourist agencies come with their package rate travelling parties; now, the indulged public avoids such places. At the same time, in other places the same cycle occurs again; more and more places come into fashion, change their type, turn into everybody’s tourist haunt”. (Christaller 1936)

Context

2.1 Location

Volendam is a town located along the IJsselmeer coast in the province of North Holland. Together with Edam it forms one municipality. Volendam is with 25 kilometers in close proximity to Amsterdam and with 40 kilometers close to Schiphol International Airport. Other notable places in the area are the cities of Hoorn, Alkmaar and Purmerend.

Currently the municipality of Edam-Volendam counts 29.000 inhabitants of which approximately 8.000 live in Edam and 21.000 live in Volendam. The population is rising because of the town's popularity, its close proximity to Amsterdam, and because inhabitants of the town are reluctant to leave (Edam-Volendam n.d.).



Figure 2: Volendam marked in red (original bing maps, edited by author)



Figure 3: Situation 1935 (historiekaart)



Figure 4: Situation 2007 (google maps)



Figure 5: Visserstraat early 20th century (Hart 1980)

2.2 History

Volendam was founded in the 14th century and first it was meant as the harbour for Edam. It later developed into a village which was predominantly occupied with fishing. This remained the prime source of income until well into the second part of the 20th century. One of the reasons why Volendam was a somewhat isolated village was because it was hard to reach by land. The main reason for its isolation however was that it was a Roman Catholic enclave in a mainly Protestant region (Rekom and Go 2006: 773). This caused tension and conflicts between the small

village and the bigger main town of the municipality Edam (Koning and Koning 2002: 43-45). Due to the isolation and the focus Volendam had on fishing it has a culture and habits which are similar to other fishing villages around the former Zuiderzee. This explains for example the reasons why a large portion of the Catholic inhabitants of Schokland, an island which had to be cleared in 1859 because of the threat it would be flooded, took refuge in Volendam and blended into the community, this caused for a large shift in the dialect spoken by the people of Volendam. One of the consequences of the isolation was that

Volendam was a poor village which was underdeveloped compared to other villages. Another consequence was that the villagers developed their own culture, language and habits which until now is still noticeable and defining life in the town (Thissen 2010).

During The last hundred years Volendam has expanded rapidly as can be seen in figures 3 and 4. Large portions of the polders have been built upon while Edam has seen less growth.

2.3 Volendam and Tourism

Volendam has been a popular destination for tourists for about 130 years now. In the late 19th century the Volendam entrepreneur Leendert



Figure 6: *Enjoying life volendam zuiderzee* by George Sherwood Hunter

Spaander travelled around Europe to promote his hotel. He invited several artists to come and make paintings of the town. He often offered them a place to stay in exchange for some of their works. By inviting artist to the village Volendam became known as an ‘artist colony’ (Barrett and Groeneveld 2009: 7). The artists were fascinated by the particular style of building and the poor condition in which the population lived. Also the typical style of clothing was an inspiration for their paintings. Artists who stayed in the village include Paul Signac, Pierre Auguste Renoir and several other famous painters (Spaander n.d.), (Barrett and Groeneveld 2009). They contributed to the image of Holland abroad and till this day the traditional Volendam clothing is a stereotype for the whole country. Spaander achieved his goal of attracting more visitors to the town by using these artists to promote the village and his hotel. This ‘marketing strategy’ was the start of tourism for Volendam and with a lot of success (Rekom and Go 2006:776). In later years more and more people visited of which for example the composers Edvard Grieg and Maurice Ravel but also Walt Disney, Mohammed Ali and Lord Baden Powell (Spaander n.d.).

Nowadays Volendam is not a poor village anymore and there are almost no people left who wear the traditional clothing. Still, however, tourism is one of the major industries in the town. Having given

up on fishing, tourism proved to be a good alternative for an income.

A report by Lagroup, a consulting firm specialized in Arts and Leisure states that currently Volendam attracts 2 million visitors per year and has a population of around 20,000 residents (Lagroup 2003). In comparison: Venice attracts 12 million visitors a year and has a population in the inner-city of 70,000 residents (Costa and Martinotti 2003:63). Although Volendam attracts six times less visitors than Venice this is still a huge amount of people.



Figure 7: *Enjoying life volendam zuiderzee* by George Sherwood Hunter

2.4 Volendam and Water

Volendam has been a fishing village since it was founded in the 14th century by closing a dam between Edam and Monnickendam. When the dike was built the now IJsselmeer was still physically connected to the North Sea and therefore had low and high tides. In 1916, after severe weather, the dike close to Volendam cracked causing the village and the surrounding area to flood (Ramear and Wortman 1916). After this incident the decision was made to reinforce the dikes and to close the Zuiderzee off. After the closure by the Afsluitdijk the sea became a lake and subsequently changed the ecology of the lake causing some fishermen to lose their jobs as some of the kinds of fish they used to catch didn't survive in the fresh water. However zander, smelt, flounder and eels did well in the fresh water creat-



Figure 8: Flooding in 1916 (Hart)

ing new opportunities for the fishing industry. At the beginning of the second world war in May 1940 the Dutch government decided to raise the water level in the polders as a defensive measure against the Germans. This measure caused flooding in great parts of the Netherlands including a large polder in Volendam called 'de Meer'.



Figure 9: Flooding in 1916 (Hart)

Problem Description

3.1 Introduction

Volendam has been a tourist destination for over a hundred years. In the coming paragraphs I will describe the problems which Volendam faces at the moment. I will use the description by Guido Martinotti on the different kinds of populations in metropolises (Martinotti 2005: 90-105). Of course Volendam is not a Metropolis but the definition of the populations described by Martinotti are also applicable on a smaller scale and especially in places with a lot of tourism. The consequences of tourism on the traffic flows and effects on infrastructure and congestion to, from and in Volendam. This problem of mobility is closely linked to commuting as well. As a distinct part of this research the necessary reinforcement of the water defense structure between Hoorn and Amsterdam will be examined as it could possibly have an enormous influence on the harbor and thereby touristic centre of Volendam.

3.2 Tourism

Guido Martinotti (2005) distinguishes four kinds of urban populations in cities. The first are the inhabitants which are the people living inside the city. Most theories on urban life are based on the traditional city model where inhabitants work in the city they live in. This was mostly true in the cities till the end of the Second World War. After the Second World War the place of work and

The four urban populations and their characteristics	Live	Work	Consume
A Inhabitants	Yes	Yes/No	Yes
B Commuters	No	Yes	(Yes)
C City users	No	No	Yes
D Metropolitan businesspeople	No	Yes	Yes

Figure 10: The four urban populations and their characteristics (Martinotti: 2005)

the place of residence grew more apart. In the Netherlands this can be seen in the designation of certain smaller cities as growth cities wherein the workers reside but work in the main city. Consequence of this development is the formation of another population group: the commuters. This group according to Martinotti does consume and make use of the public space of the city they work in but in a limited manner. The third group described is the city visitor. These are the people who visit the city and make use of the public spaces and facilities which are present in the city. City users are “There are cities that have a very small population of inhabitants. A slightly larger population of commuters, but a vast population of city users. Unlike commuters, city users make use of the public areas of the city, more often than not in a rather barbaric way” (Martinotti 1996: 6). The last group Martinotti describes is the traveling businessman. These people don’t live in a city but in different cities in the hotels they provide (Martinotti 2005: 100). These people

mainly travel from headquarters to headquarters of companies to visit colleagues or potential customers in the main cities.

The population groups Martinotti describes all are present in Volendam but in a composition different than in a metropolis. The last group described, that of the travelling businesspeople, is the group which has a minimal influence on Volendam as Volendam is not a major hub for international business. The group of commuters coming to Volendam for work or study is small also for this reason. However a large portion of the inhabitants work in Amsterdam so the daily commuting between Volendam and Amsterdam is still a factor to keep in mind, although this is not in the same way Martinotti describes. The resident population is approximately 21,000. The most interesting population for this research is the city visitor. As mentioned before this group is estimated to be as large as 2 million visitors each year and they have a great influence on live



Figure 11: 'picturesque' Volendam (straatkaart)



Figure 12: 'picturesque' Volendam (straatkaart)

in urban areas: "The user population is not attracted by purely residential areas, except when the latter fall into the category of 'picturesque', but it heavily affects the spatial composition of central cities and of some specialized suburbs.' (Martinotti 2005: 98).

The centre of Volendam can definitely be described as 'picturesque' and it is precisely why the spatial composition of the town is so much influenced by the city visitors. The urban structure of Volendam was already there before mass tourism occurred but over the years this structure has been adapted to the influx of tourists. This is more than visible in the harbor area where the 'dike' is the major tourist attraction. The area around the dike harbors a lot of services for tourist which locals are not likely to use. This includes shops which sell souvenirs, photograph shops where one can have their picture taken in a traditional Volendam costume, and a quarterly ferry service to the former island of Marken which is also a tourist destination. Furthermore there are loads of restaurants, bars and hotels which couldn't have survived if it weren't for the tourists.

The old harbor is dominated by services designed for tourist, though still a lot of residents make use of the bars and restaurant in this area when there aren't many tourists. However one must



Figure 13: 'Services for tourist, boat to Marken (by auhtor

be aware of the risk of 'tourism ghettoization' as described by Bryon about the situation in Bruges in Belgium (Bryon 2006: 10). Bruges can be described as the 'Venice of the north' (Devriendt et al. 2006:6) as it has an estimated 3 million visitors each year of which 2.5 million are day-trippers. This means that there are between 7,500 and 30,000 visitors roaming the streets of the inner city of Bruges which is only one square kilometer in size and has 5,000 residents. Bryon describes that according to a survey held among the residents of Bruges, a large portion of the Bruges inhabitants avoid the touristic areas of the city because they feel their city is invaded with strangers. This attitude against tourism causes not only social but also physical segregation of the two groups. In Volendam one can see this already as people during daytime in the tourist season avoid the 'dike' as it is packed with tourists.

“The maximum number of visitors that can be absorbed by a tourist attraction has been indicated by the term ‘Tourist Carrying Capacity’” (Borg 1991:53). One could ask themselves how many more visitors Volendam can handle before it reaches the tourism carrying capacity as described above and the effect below occurs or is already occurring: “The tourism paradox: In the long run, tourism destroys itself. When the pressure of tourism on a locality has reached the level of the tourist carrying capacity in the physical sense, congestion and pollution will significantly reduce that locality’s attractiveness” (van den Borg, 1991: 59).

One of the things which cause pollution and congestion are the many coaches which bring the tourists to the dike and the harbour. These busses



Figure 15: Clutter (google maps)

now have to go over the dike, through the tourist area to reach the parking lot. The coaches unload their passengers and wait for a few hours for the tourists to return. This parking lot is also the parking lot of Hotel Spaander. Because of this also the guests of the hotel have to cross through the tourist area.

3.3 Water Defense

According to the delta commission who wrote a report of advice to the government the Netherlands must prepare for rising sea levels because of climate changes in the near future (Deltacommissie 2008). The commission wrote that the dike between Edam and Amsterdam is currently not conforming to the legal standard. The legal standard prescribes a chance of breaching of the dikes of happening only once in 10.000 years. The main problems in this area are the stability of the dikes and in some locations the height (Linde and Verkerk 2008).

This strengthening has huge consequences for the town of Volendam. Even though the dike is being strengthened some parts do not benefit in the current plans of this because they lay outside the dike.

One of such areas is Slobbleand which is on the south west of the old harbour. This area is on the waterfront and underdeveloped. It cur-

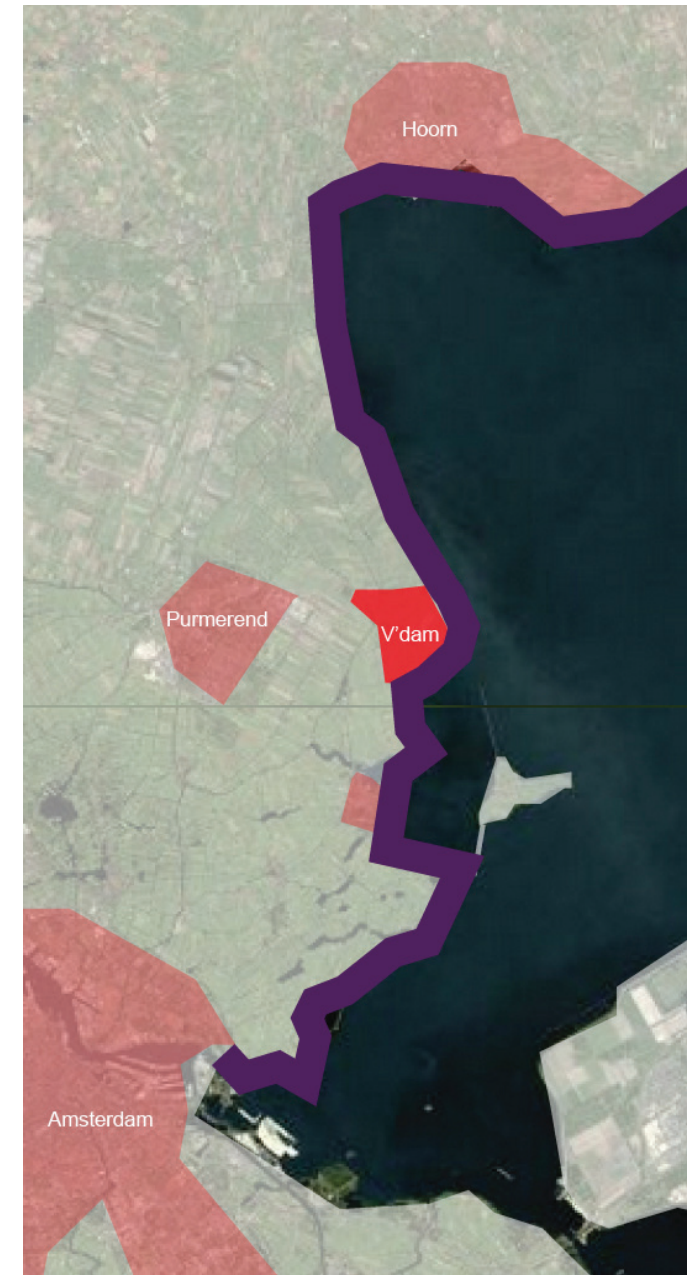


Figure 17: Dike Hoorn and Amsterdam (by author)



Figure 18: draft design by water authorities (HHNK)



Figure 19: Volendam dike needs strengthening

rently hosts a series of mostly unused industries an empty camping, a recreational facility which is fenced off and only open during summer. Its location is unique because it is next to the water, next to the old harbour and next to a new holiday village called 'Marinapark Volendam' and a new yacht harbor.

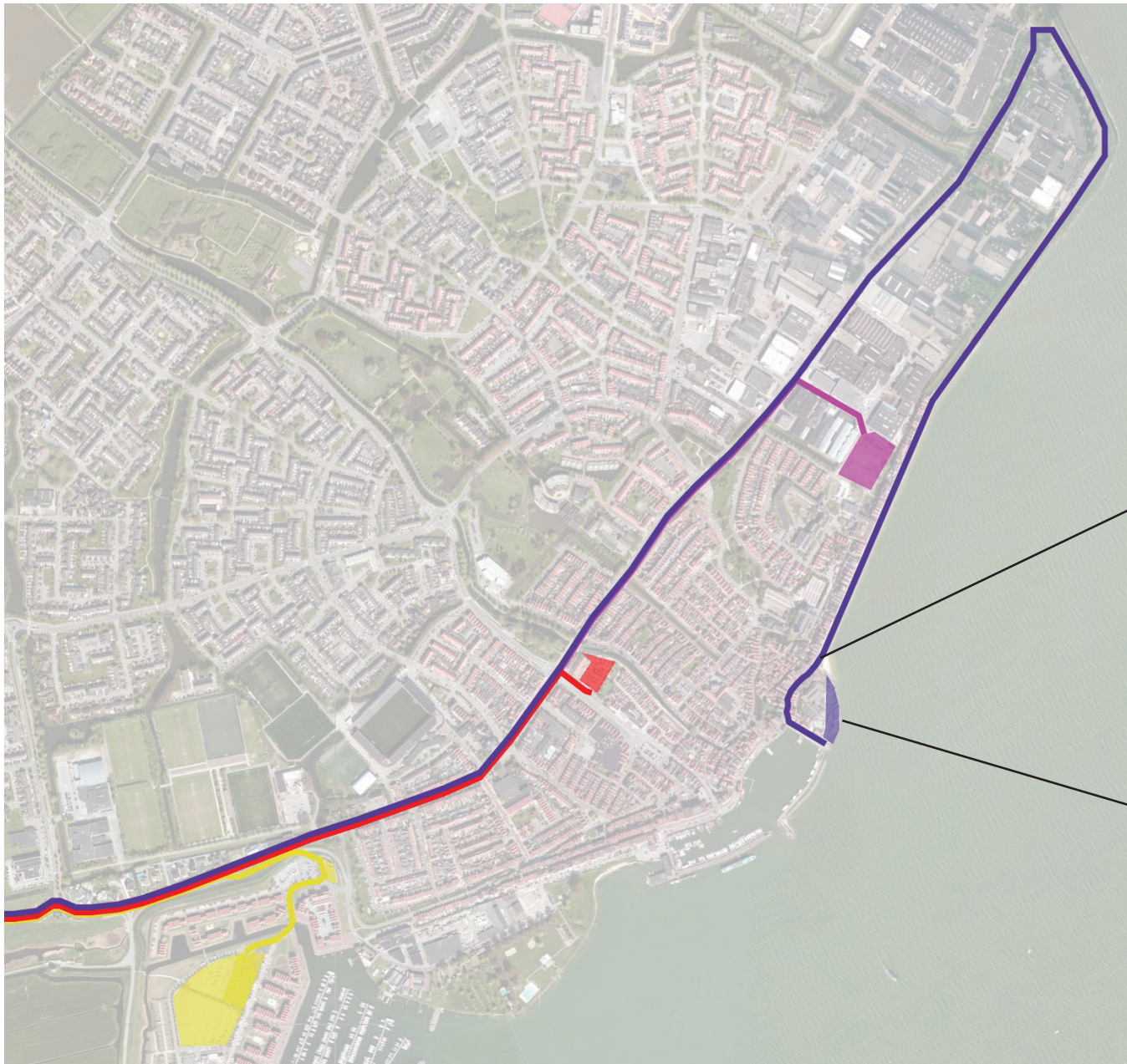
As a result this underdeveloped part of Volendam has a great potential. The big challenge now is to exploit the location of this area and to make optimal use of its potential. This means that the future slobbeland should be an area wherein both tourists and residents can enjoy themselves. Current plans by the municipality focus solely on the extension of the tourism industry but the question should be raised if that is the proper attitude. As as part of the graduation project i want to make a design for this location.



figure 24: *Holiday village, slobbeland and the old harbour (by author / google maps)*



figure 25: *Functions Slobbeland(by author / google maps)*

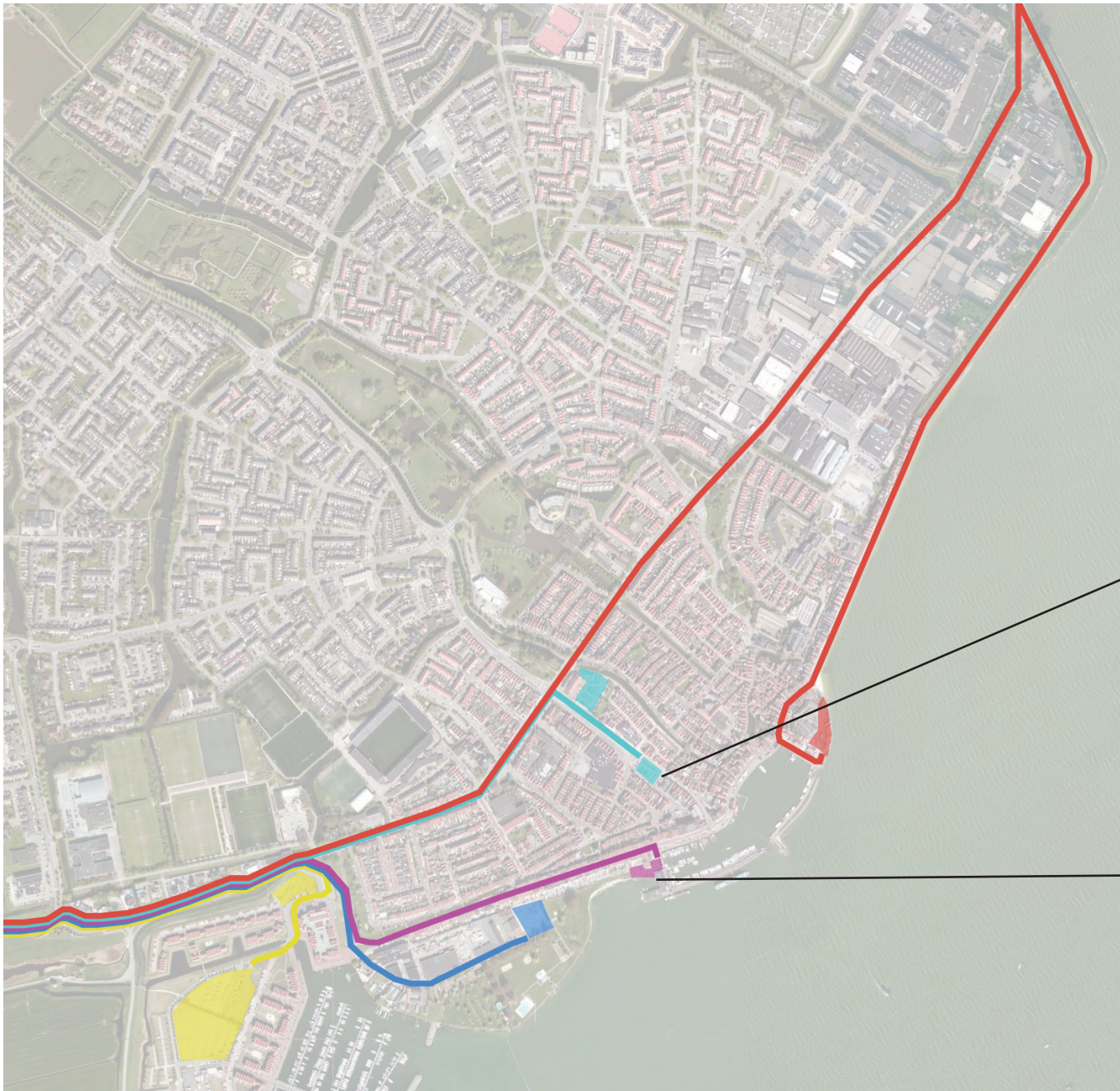


Problem:

Congestion and pollution:

- Routing of coaches through city centre
- Waterfront is now parking place for coaches
- No quality at the moment





Problem:

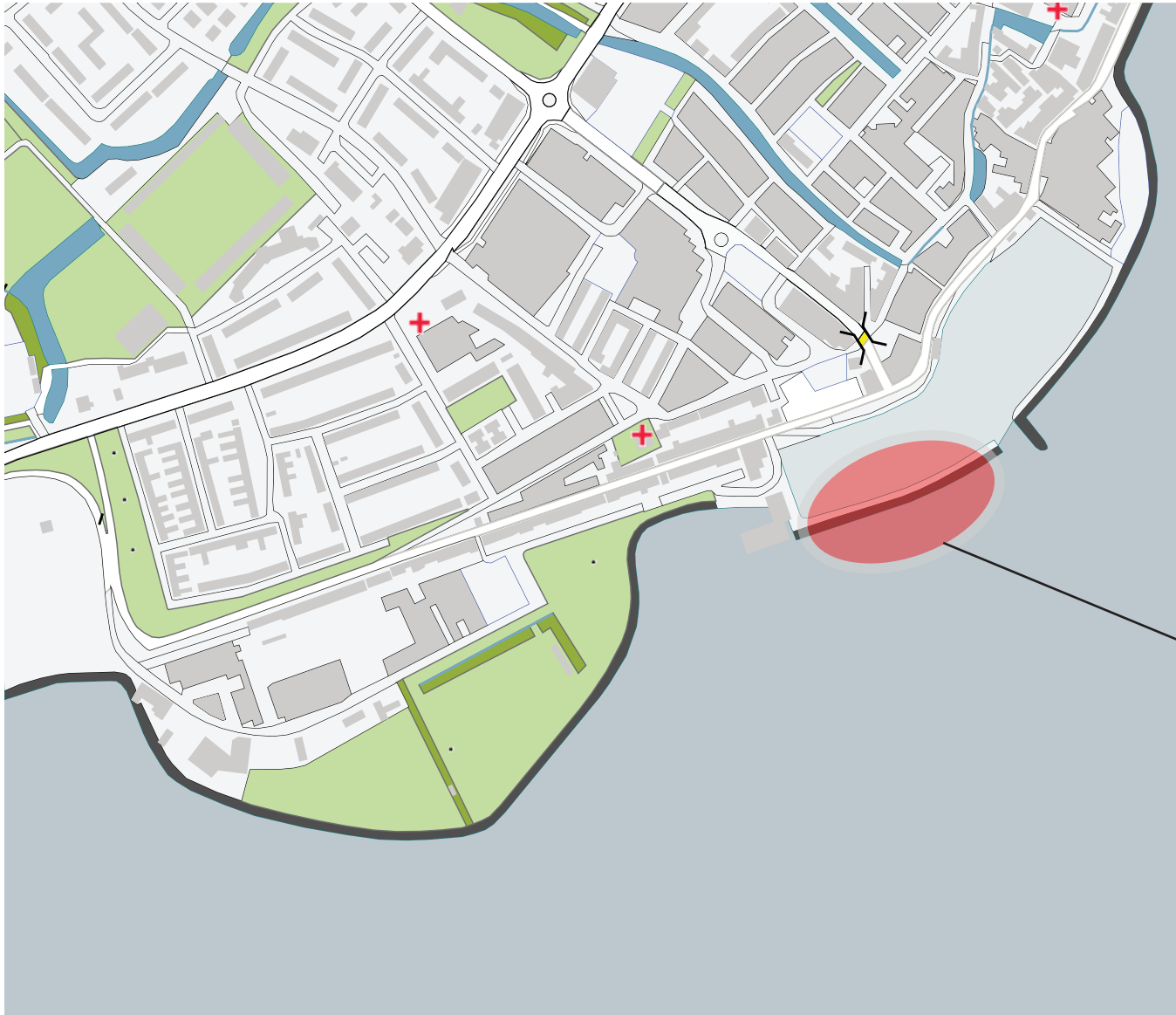
Congestion and pollution:

- Parking on a square in the city centre
- Parking next to the old harbour



Problem:

- River cruise boats block the view over the lake from the dike/ harbour.



Problem:

no water defense



3.4 Summary

Volendam is subject to a lot of tourists who for several reasons come to visit. The problems this causes is the main reason for this research.

Taken in to account the things mentioned in the previous text, the following themes should be given most attention.

- Congestion and pollution, clutter
- Mobility, how tourists come into the town, where they park their cars, the accessibility of Volendam to tourists and residents.
- The consequences of the necessary strengthening of the dike on the touristic centre of Volendam.
- The program which could be developed in the Slobbeland area.

4. Aims of the project

With this project i would like to add to the body of knowledge about the spatial consequences of the leisure industry and tourism in small towns. Currently mainly major tourism cities like Venice and Bruges have been examined in this way.

The aim of the project is to get to make a masterplan for the touristic centre of Volendam and an urban design for the 'Slobbeland' area that considers all the themes discussed in the previous section.

The accessibility of the area should be guaranteed and managed in a different way than the way the current touristic center is reached.

The plans of the water authorities to strengthen the dike is a factor to keep in mind. This kind of development could mean big chances for the touristic centre of Volendam. The goal here is to make use of the necessity of strenghtening the dike to get to a strategic plan which adds to tourism, accessibility and water defense.

5. Research Questions

The previous sections have discussed the problem statement and aims of the project. The research questions herunder are the result of this.

Main Research Question:

1. What are the spatial consequences of tourism on the urban structure of Volendam?

Subsequent Research Questions:

2. What strategies could be developed to solve the problems regarding accessibility and mobility caused by tourism?

3. How do the plans for the strengthening of the dike between Hoorn and Amsterdam affect the touristic centre of Volendam?

4. Which design solutions for strengthening the dike could benefit tourism in Volendam?

5. What kind of program is needed to make Slobbeland attractive to both tourists and residents?

6. Are there transferable strategies and design solutions that might be applied in other similar cases in the Netherlands?

6. Relevance

6.1 Societal Relevance

The discussion on how to deal with tourism in cities is currently a hot topic not only in Volendam. In several other Dutch cities this same problem occurs at the moment. Tourism towns in the Netherlands such as Zandvoort, Scheveningen and Valkenburg are having the same kind of problems and abroad Venice and Bruges are experiencing this.

At the same time the climate is changing, and dikes need to be strengthened to cope with the sea level rise. Therefore it is relevant to examine innovative integral solutions to the water problem.

If the result of the research would be that there is a better insight in the way to integrate water defense with multifunctional program than that is beneficial for society.

For the case of Volendam the chosen topic is extremely relevant as the relationship between tourism and livability is one of the main points being discussed in the municipal council and among residents. Conflicting interests from different actors are an interesting aspect of this. Mostly the entrepreneurs on the dike would do anything to get more costumers and get them there faster while the residents try their best to prevent these developments. This is an on going battle and has been going on for decades.

6.1 Scientific Relevance

The theory wether residents develop a negative or positive attitude towards tourism impacts has been limited: "The limited explanatory research on residents' perceptions of tourism impacts has resulted in an underdeveloped theoretical orientation of research on this subject" (Ap 1992:665). In his article Ap describes the social exchange theory as theoretical basis for understanding why residents perceive tourism impacts positively or negatively. The focus of the research on Volendam is mostly about spatial relations and less about social relations but still the results might add to a better understanding of residents perception on tourism.

The aims of the research is to contribute to a better understanding of the spatial impacts on tourism on a tourism locality. The design solutions and strategies on tourism in cities should be transferable to other cases.

7. Theoretical Framework

Literature Study

1 Introduction

Seaside resorts in Northern Europe have been in decline. Cheap package deals to Mediterranean destinations with an almost guaranty for sunny weather have been cited by Agarwal & Shaw (2007) as one of the reasons for the fading popularity of ‘cold-water’ resorts. These include destinations in England, Belgium, Sweden, Denmark and the Netherlands. Problems with infrastructure, spatial quality, accessibility and aging facilities are contributing to this decline (Agarwal and Shaw 2007).

At the same time sea levels rise according to the Delta Committee (2008) and the Dutch coast needs to strengthen in the coming years to anticipate climate change. The Delta Committee states that the best strategy to keep the Netherlands safe and livable is to develop along with climate change. The best way to do this is to develop multifunctional solutions which can combine safety and other functions such as recreation or can provide a unique living or working environment (Deltacommissie 2008).

The need for an improved coastal defense system and the fact that seaside resorts are in decline could provide designers and planners with an opportunity to solve both problems at the same

time. This paper aims to explore literature on theories regarding development of seaside towns into tourism destinations and, how coastal defense strategies can add to improve the attractiveness of these towns. The main research question is: “How can coastal defense contribute to the rejuvenation of seaside resorts?”

The first part of this paper will explore theories developed to explain the evolution of an area to a tourist destination and how these models apply to seaside resorts. The second part of this paper will elaborate on the rejuvenation phase and the third part on how the need for strengthening the coastal defense can be an opportunity for resorts to improve their attractiveness. In the conclusion of this paper the research question will be answered.

2 Theories regarding tourism's role in spatial development of seaside towns

2.1. Three stages in development (Christaller 1936)

Theories on how destinations are being discovered and why they have evolved into touristic areas have been developed as early as the 1930's by Christaller.

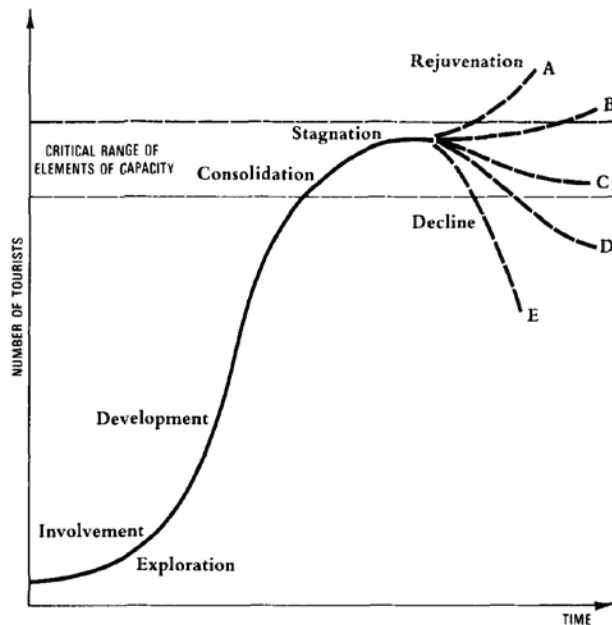
Christaller describes the typical course of development of a tourist area according to a pattern.

It begins with the destination being discovered by painters who search out untouched places to paint, before it develops step by step as an artist colony. Subsequently more and more artistic people such as poets follow then cinema people, gourmets and bohemian young aristocrats and socialites. The place becomes fashionable and sooner or later hotels appear on the scene and local entrepreneurs take note. More and more people choose to visit the place because of advertisements in newspapers. Meanwhile the painters have gone to other unspoiled places, the gourmets and all those who seek real recreation stay away. Christaller explains that at the same time in other places the same cycle occurs: “more and more places come into fashion, change their type, turn into everybody's tourist haunt” (Christaller 1936: 103).

Christaller has been credited with the popularization of the concept of three stages of evolution in resorts: discovery, growth and decline (Getz 1992: 752).

2.2 The Tourist Area Life Cycle of Evolution (Butler 1980)

Butler reformulated and elaborated on the work by Christaller by putting forth his theory of the concept of a Tourist Area Life Cycle of Evolution. This concept is based upon the product cycle concept whereby “a products sales proceed slowly at first, experience a rapid rate of growth,



stabilize, and subsequently decline” (Butler 1980). In the model attractiveness of a destination is represented by the amount of visitors it receives. If this amount reaches the critical range of elements of capacity, stagnation of number of visitors will occur. A state of decline in visitors and attractiveness will result if nothing is done. The model can be visualized as in figure 1 and summarized as in figure 2. An explanation on the different stages will be given below.

Exploration stage

In this stage only a small number of tourists, who made their own travel arrangements, come visit the destination attracted by its unique natural or cultural features. At this point no specific facili-

ties for visitors have been established. The urban fabric has not changed yet as the result of tourism and contact by the visitors with locals will likely be plentiful.

Involvement stage

At this point in the life cycle local residents take note of the increasing amount of visitors and will provide facilities primarily for them. A tourist season and some advertising specifically to attract tourists can be anticipated and a basic initial market area for visitors can be defined. As this stage progresses, more and more pressure will be put upon the local authorities to improve infrastructure and accessibility

Development stage

The next stage sees an increase in visitors. Local involvement and control of development has declined rapidly in favor of more up-to-date facilities provided by external organizations. Marketing of the cultural and natural qualities of the destination will have increased. The physical appearance of the destination will have changed noticeably because of the amount of visitors. Some of these changes to the urban fabric are likely to not be regarded as an improvement by the local residents. In this success of the area lie the roots of failure. Furthermore the number of visitors will sometimes equal or exceed the number of residents during certain times of the

year. With “increasing numbers and popularity, the destination may suffer a change in quality through problems of over-use and deterioration of facilities” (Cooper and Jackson 1989). The type of tourists most probably has changed also as the more adventurous type has gone on to other, not yet commercialized places (Cohen 1984; Plog 2001).

Consolidation stage

As this stage is reached the rate in increase in visitors will decline, however the total amount of visitors will still increase. Total visitor’s numbers exceed the number of residents. Tourism will be a major part of the destinations economy by now. Marketing and advertising will try to extend the visitor season beyond the traditional season. The major franchises and chains in the tourism industry will be represented. The large numbers of visitors and facilities provided for them can arouse some opposition mainly from permanent residents especially those not working in the tourism industry.

Stagnation stage

Social, economic and environmental problems will occur in this stage when the area has now a well-established name but is no longer in fashion. There will be a heavy reliance on repeat visitation and on conventions and similar forms of traffic. The original natural and genuine cultural

Stage	Characteristic
Exploration	<ul style="list-style-type: none"> ● Few adventurous tourists, visiting sites with no public facilities ● Visitors attracted to the resort by a natural physical feature ● Specific visitor type of a select nature
Involvement	<ul style="list-style-type: none"> ● Limited interaction between local residents and the developing tourism industry leads to the provision of basic services ● Increased advertising induces a definable pattern of seasonal variation ● Definite market area begins to emerge
Development	<ul style="list-style-type: none"> ● Development of additional tourist facilities and increased promotional efforts ● Greater control of the tourist trade by outsiders ● Number of tourists at peak periods far outweighs the size of the resident population, inducing rising antagonism by the latter towards the former
Consolidation	<ul style="list-style-type: none"> ● Tourism has become a major part of the local economy, but growth rates have begun to level off ● A well-delineated business district has taken shape ● Some of the older deteriorating facilities are perceived as second rate ● Local efforts are made to extend the tourist season
Stagnation	<ul style="list-style-type: none"> ● Peak numbers of tourists and capacity levels are reached ● The resort has a well-established image, but it is no longer in fashion ● The accommodation stock is gradually eroded and property turnover rates are high
Post-stagnation	<ul style="list-style-type: none"> ● Five possibilities, reflecting a range of options that may be followed, depending partly on the success of local management decisions. At either extreme are rejuvenation and decline

attractions will have been replaced with imported 'artificial' facilities. The type of visitor can also be expected to have changed towards the organized mass tourist.

Decline stage

In the decline stage other attractions have become more desirable and the destination can't compete anymore with these competitors. As the destination becomes less popular with tourists it is most likely that more and more tourist facilities will disappear. The major players in the tourism industry will be leaving the destination and at this stage local involvement in the tourism industry will increase again. Also conversion of

former tourist facilities such as hotels to apartment buildings is to be expected at this stage. In the end the area may become a veritable tourist slum or lose its tourist function completely.

Rejuvenation stage

Counter-measures to prevent the decline of the destination can be taken to get in a state of rejuvenation. These include a reorientation of the tourist product by adding a man-made attraction such as casino's or cinemas, or using previously untapped natural resources. The success of this reorientation of the resort depends on the uniqueness of the newly added attraction.

Butlers conceptualization and reformulation of the three stages originally put forward by Christaller has been widely discussed and received substantial criticism by a number of researchers (Agarwal 1997; Getz 1992; Haywood 1986). The model has been tested in numerous case studies including Louisiana (Meyer-Arendt 1985), The island of Mann (Cooper and Jackson 1989), Niagara Falls (Getz 1992), Melanesia (Douglas 1997) and Minorca (Williams 1993). Despite criticism that the model demonstrates limitations, principally its apparent inability to be operationalized (Agarwal 1997), Prideaux notices that "the model constitutes the orthodoxy of the tourism destination literature and can be described as tourism's first and perhaps only widely recognized paradigm" (Prideaux 1999).

3.3 The beach resort model (Smith 1991)

Smith describes a model of the typical spatial, social and economic development of beach resorts. He examined four beach front resorts: Batu Feringgi (Malaysia) Pattaya (Thailand), Hua Hin (Thailand) and Surfers Paradise (Australia). The model he proposes is derived from the model by Butler and consists of eight stages of development. Figure 3 shows the typical spatial development pattern in each stage.

Pre-tourism datum

No significant tourism is present in this stage. If

there is a village or small town near the coast the changes are high that it is connected to the mainland with at least one road.

Second homes

This stage signifies the start of tourism as people from the cities build homes alongside the water, this triggers the development of a strip of homes along the beach connected with a road. Home owners start

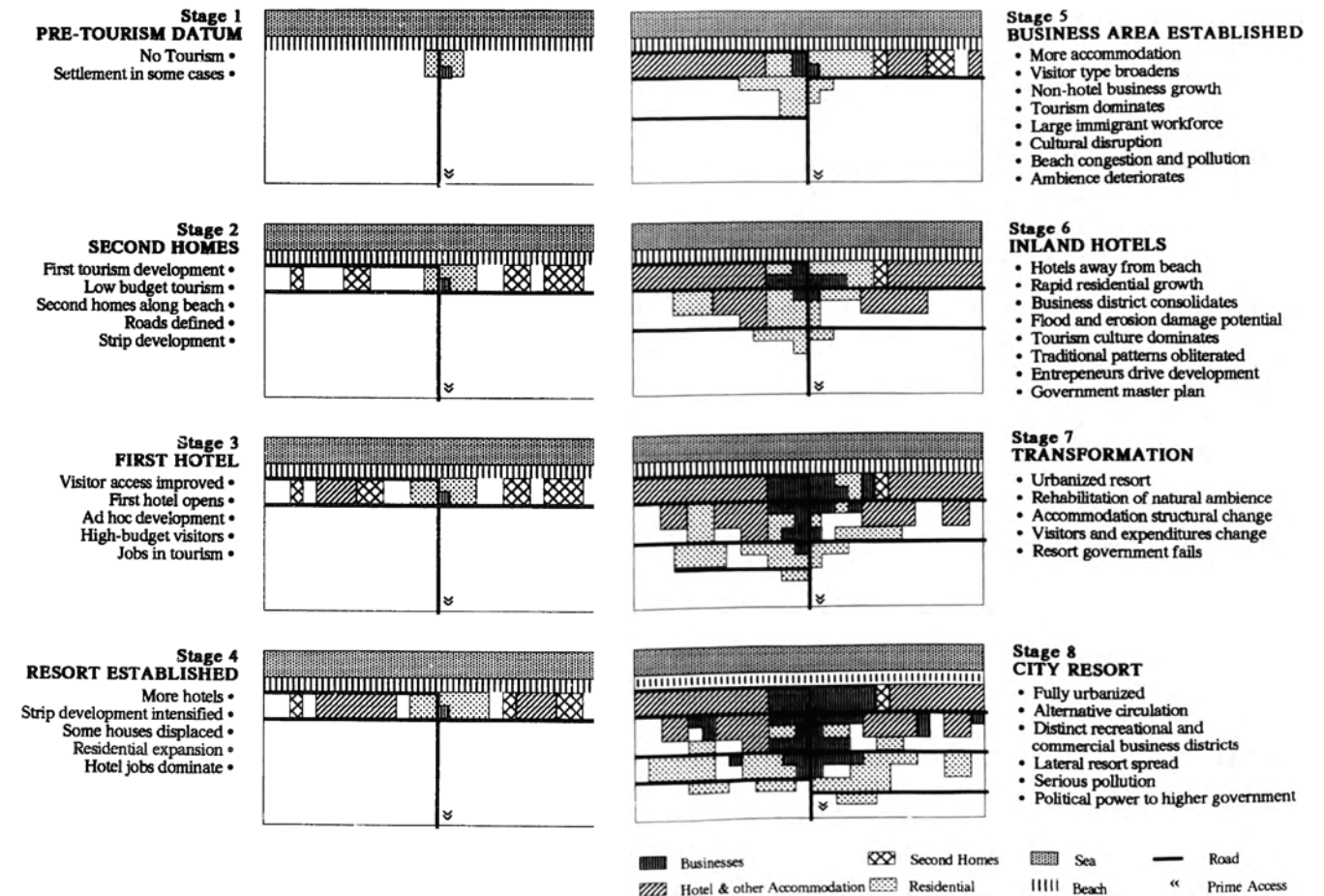
using their homes for recreational purposes and can rent their homes to others while they themselves are not there.

First hotel

Smith describes that in this stage the accessibility of the seaside resort will be improved significantly. Therefore visitors can more easily get to the area. Now the first major tourism development commences and this is the starting point of large-scale tourism.

Resort established

More and more space for accommodation will be constructed sparked by the success of the first venue. The strip development which has been initiated in the second stage will be further intensified to cater for more people. In this stage tourism evolves from being tied to only one specific place to the predominant aspect of the town's identity and will be ingrained in the lives of the



resident's population.

Business district established

Residential houses are displaced away from the beach front, its place taken by more hotels and accommodation. A business district has been established outside of the hotels. For some resorts

with limited natural and recreational resources the aforementioned tourist carrying capacity for beach and water is reached. "The ambience of the resort begin to deteriorate as natural land cover is removed and architecture of mixed quality replaces it" (Smith 1991). At this stage a master plan might be prepared to resolve some of

the issues stated above.

Inland hotels

Hotels now also begin to emerge somewhat away from the beach as land adjacent to the beach is no longer available. The natural ambience of the place is lost through concentrated development. However aquatic and other wildlife is reduced as their habitats are disrupted and destroyed. Flood induced damage might become a potential danger from this stage because of development pressure on scarce resources that may lead to projects that present problems with accretion and erosion of beaches. The habits and culture of the original inhabitants of this town might have completely disappeared because the place is now totally tourism oriented.

Transformation

The resort is now widely seen as a recreational center. Efforts are made to restore a natural ambience in the beach front areas.

City resort

At this point the resort has become a city in itself. There is a clear separation of the prime recreational facilities and the commercial business areas with considerable commercial infill and redevelopment. Congestion and pollution of the beachfront might have reappeared. Earlier master planning is seen to have failed and a new plan

may be prepared (Smith 1991) .

As opposed to Butler's model this model has been specifically developed to describe development at the seaside. The same trend can be derived from both models however, the eventual state of decline.

2.4 Tourism Paradox

Christaller and Butler come to the conclusion that tourism development in an area results in the decline of the attractiveness of that place if there are no counter measures taken. This notion that a tourist area develops and eventually comes in a state where decline is inevitable has been supported by van den Borg (1991). He describes this as the tourism paradox: "The maximum number of visitors that can be absorbed by a tourist attraction has been indicated by the term 'Tourist Carrying Capacity (Borg 1991:53). In the long run, tourism destroys itself. When the pressure of tourism on a locality has reached the level of the tourist carrying capacity in the physical sense, congestion and pollution will significantly reduce that locality's attractiveness" (Borg 1991:59).

4. Rejuvenation of seaside resorts

As described before in the model of Butler, to rejuvenate a tourism destination in decline it is

needed to change the tourism product by adding new facilities with a unique character. Exactly this approach has been applied to the Dutch seaside resort of Scheveningen.

Rejuvenation of Scheveningen in the 1970's
Scheveningen is one of the major seaside resorts in the Netherlands. The development of Scheveningen as a popular tourist destination is similar to the earlier explained development of seaside resorts in England. Also the resort can be described as having developed according to the life cycle model proposed by Butler and the Beach Resort Model by Smith.

Scheveningen's popularity however began to wane after the Second World War, reaching its lowest point in the early 1970's. Tourists were avoiding the North Sea resorts in favor of new and exciting surroundings. Clearly in a state of decline the local authorities decided to make a plan to rejuvenate the seaside resort. Scheveningen had to be redeveloped to become a tourist destination functioning in all four seasons, attractive for the tourist but also with a recreational function for the local and regional population. Furthermore it had to become a center not only for recreation but also for living and working. (Weg 1982).

Starting points for the redevelopment were the following principles (Weg 1982):

- Valuable natural resources of the area should be preserved.
- Development of facilities for enhancing the resources (all-weather facilities).
- Development in relation to physical planning of neighboring areas.
- Integration with local communities.
- Comprehensive planning and multifunctional character of the resort area
- Accessibility of the resort by all means of transport
- Maintenance of the Kurhaus and other valuable facilities like the Pier and Circustheatre.
- Step by step development process
- Effective control and organization of the resort management and promotion.

The master plan consisted of creating a small urban density where pedestrian roads lead to the beach. Alongside these roads are located the main facilities for amusement, entertainment and retailing. Major new facilities added to Scheveningen are casinos, a theatre, a multiplex cinema, a shopping mall, numerous hotels and restaurants (Weg 1982, (Schuppen and Mars 2005).

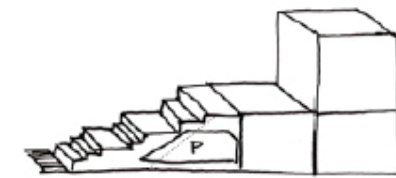
There has been critique concerning the scale of the redevelopment, its architecture and the fact that most additions have nothing to do with the original attraction of Scheveningen, the beach

(Schuppen and Mars 2005). However immediately after the first redevelopments were finished visitor numbers increased from about three million in 1978 to six million in 1981 (Weg 1982) and almost 12 million in 2007 (Boekesteijn and Soeterboek 2008) and at least in that respect the rejuvenation can be called a success. It can be stated that rejuvenation by adding new attractions, facilities and an improved infrastructure to a tourism destination can be beneficial and bring the area out of a stage of decline.

5 Coastal defense and changes for rejuvenation in the Netherlands in the next decades

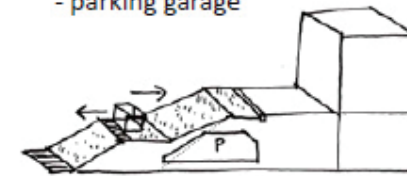
The above described rejuvenation of Scheveningen in the late 1970's and early 1980's didn't include coastal defense measures. However with sea levels rising, the coast needs to be strengthened according to the report by the Delta Committee. In this respect the Dutch coast in the coming decades will change drastically (Delta commissie 2008).

The committee provides two possible solutions for strengthening the defense of the North Sea coast. The first are 'Hard' measures which are man-made coastal defense structures such as sheet piling in a dune or stone barriers. These measures could be an opportunity for seaside



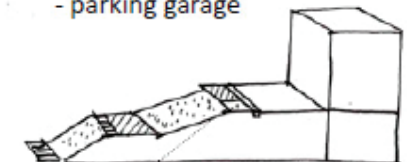
SQUARE AT SEA

- stepped square
- stand
- integration of functions
- parking garage



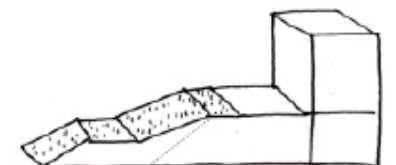
URBAN DUNE

- stepped dune
- integration of functions
- yearround pavilions
- dune paths
- parking garage



STEPPED DUNE

- stepped dune
- integration of functions
- dune paths- park program



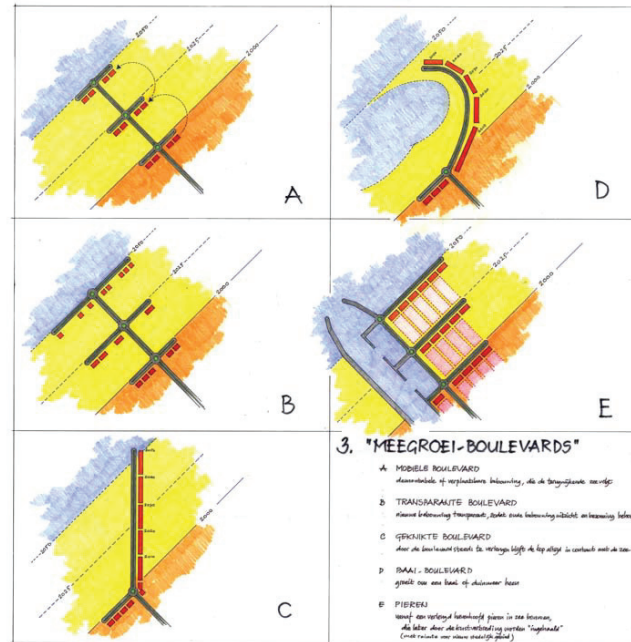
NATURAL STEPPED DUNE

- stepped dune

resorts to solve some of their typical problems. One such example is Katwijk where coastal defense and a new design for the beach front are integrated. In this project a new dune has been added to strengthen the coast and behind this dune a parking garage has been designed (Arcadis 2012). Using the hard mode provides possibilities to combine defense with program and give the spatial quality an impulse such as displayed in figure 4 (Warmerdam 2011).

The second method is the 'Soft' method which consists of sand supplementation, also called a Sand Engine. By intensification of the current supplementation to forty million cubic meters per year the coastline will shift gradually to approximately one kilometer towards the North Sea by the year 2100 (Deltacommissie 2008).

According to the committee a broader coast means space for nature which can bring quality back to the coast, a quality which has disappeared in the last 150 years. Furthermore there will be new space for leisure, recreation and for high quality housing. Sea bound expansion of the coastline with hundreds of meters will be a great challenge for seaside resorts. Seaward expansion of seaside towns can prove to be a major opportunity to restructure and solve spatial problems. Thereby improving (Neefjes and Bleumink 2010). Figure 5 shows five possibilities for sea bound



development for the coming forty years.

Conclusion

Nowadays with the need to improve the coastal defense due to sea level rise (Deltacommissie 2008) and the fact that seaside resorts are in decline (Agarwal and Shaw 2007) new challenges face the beach-front towns. The four theories on tourism development reviewed in this paper all state that in the end a tourism destination is bound to become less attractive to visitors unless some changes are made to the tourism product (Borg 1991; Butler 1980; Christaller 1936; Smith 1991). The example of Scheveningen shows that

a resort in decline can be able to rejuvenate when attractions are added and accessibility improved (Weg 1982).

Direct influence on the spatial composition of seaside towns are the coming coastal defense works. These defense works can be divided in technical and natural solutions. Both methods can contribute to the rejuvenation of seaside resorts. The technical solutions can be described as construction works such as sheet piling and stone barriers. The construction of a defense structure can include program which can give a spatial quality impulse. Sand supplementation by using a 'Sand Engine' constitutes the natural way to improve the coastal defense. A broader coast makes space for nature which will bring back quality. Seaside resorts can expand seawards and this provides them with an opportunity to restructure and resolve spatial problems, enhancing quality of the resort and its facilities.



2. Masterplan

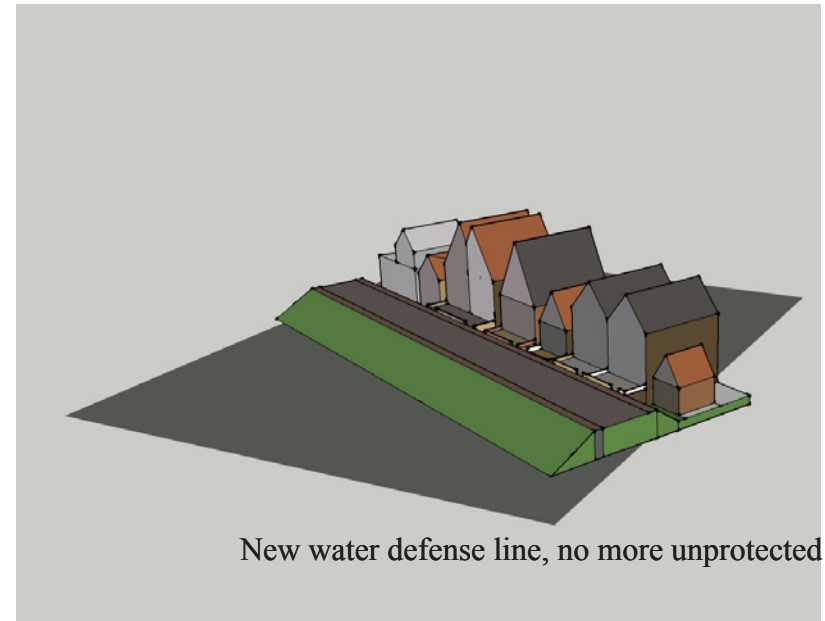
8. Masterplan

The Masterplan consist of introducing a few new elements to Volendam, most noticeably a new water defense and a light rail connection which will be discussed below.

Old Dike

The old water defense of Volendam doesn't meet legal standards according to the Delta-commissie therefore it is necessary to strengthen the dike. There are a couple of ways to do this. One of the proposals by the water authorities is the 'oeverdijk which introduces a new dike with a gradual slope in front of the old one. Using this method will broaden the coastline and creates space for all types of activities.

For Volendam I propose such a solution to solve the problem with the strenght of the current dike.

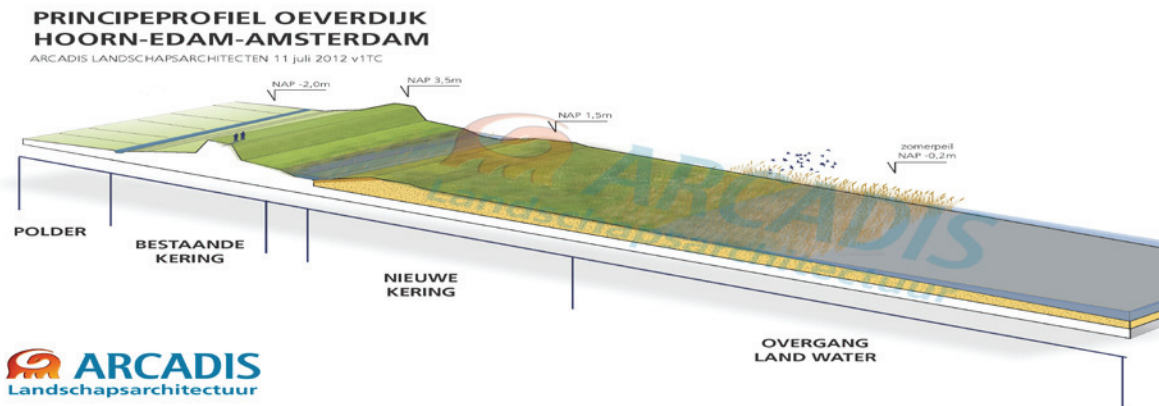


New water defense line, no more unprotected areas

Current situation: Houses along a dike.



New Situation: new dike in front of the existing one. creating a 'vooroeverdijk'



Vooroeverdijk

New Dike

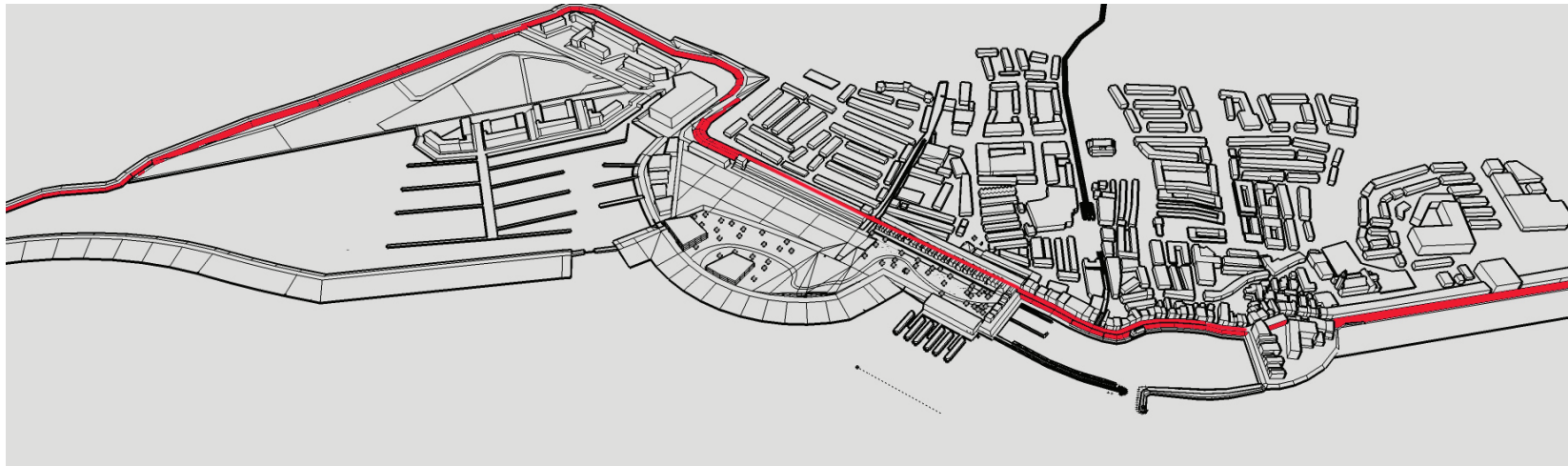
Some parts of Volendam are currently not protected from the water because these parts are on the outside of the dike (buitendijks). Currently these parts consist of a Marina and abandoned industrial area. There is a risk of flooding so at the moment there are no major developments planned on this site. The need to strengthen the old dike provides an opportunity to include all parts of Volendam within the new water defense. Here also a vooroeverdijk is proposed.



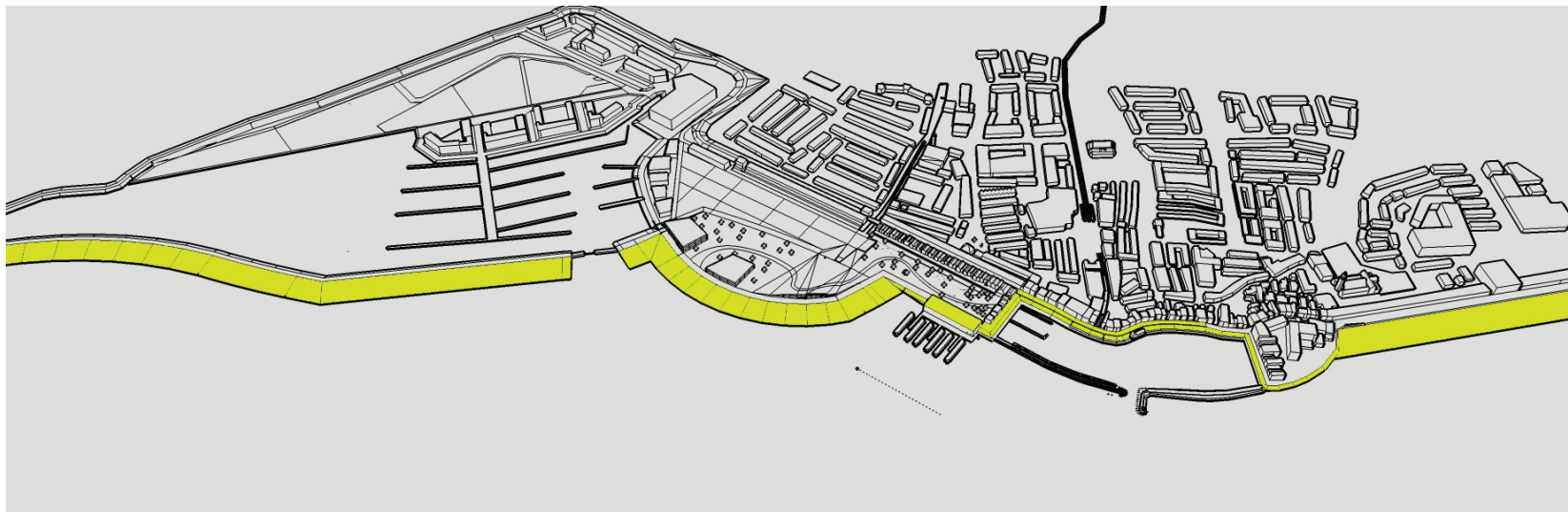
Current water defense line



New water defense line, no more unprotected areas

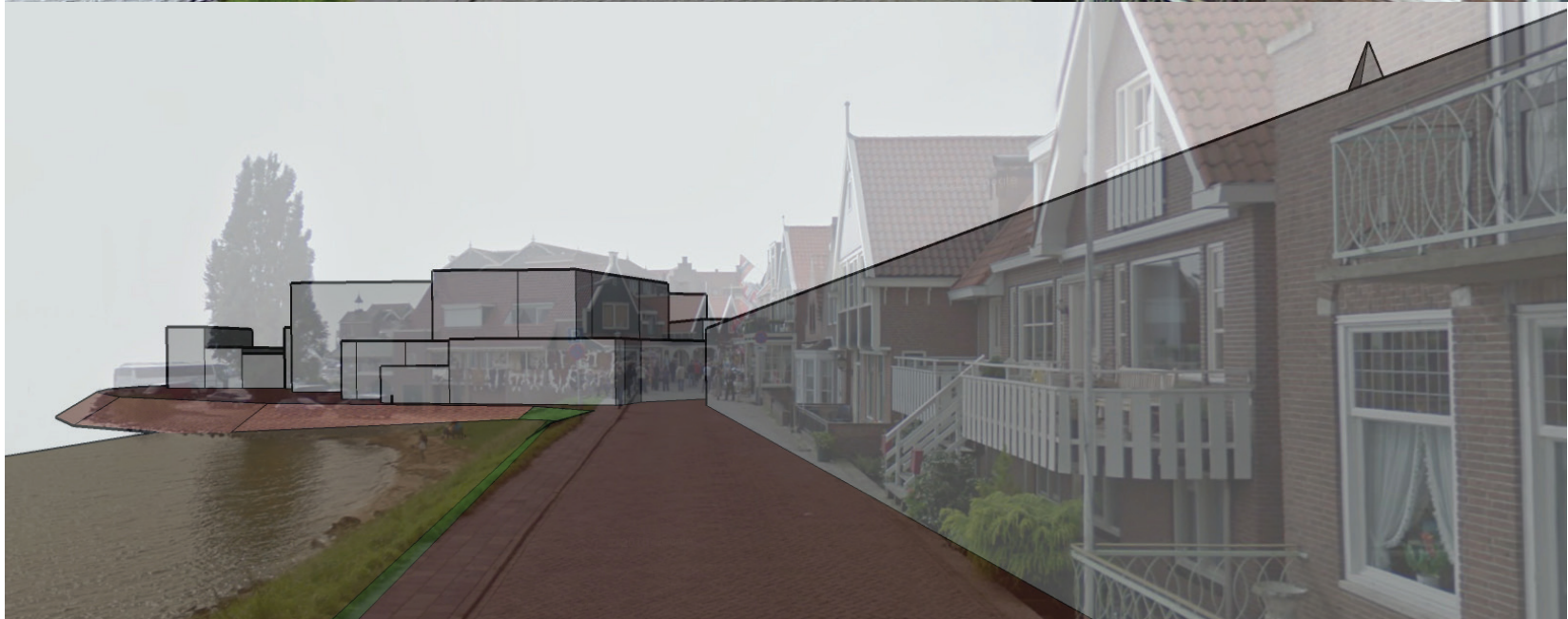


Old dike in red, large parts of Volendam are not protected.



New water defense line in yellow, a new dike protects the whole of Volendam.





Light Rail

Till 1956 Volendam was connected via Edam and Monnickendam to Amsterdam with a tram. The line was replaced by a bus service which at that time was regarded as more flexible. The former tramstation area was redeveloped in the 80's however its presence is still visible in street names and the rather large street profile which is now the 'Zeestraat'



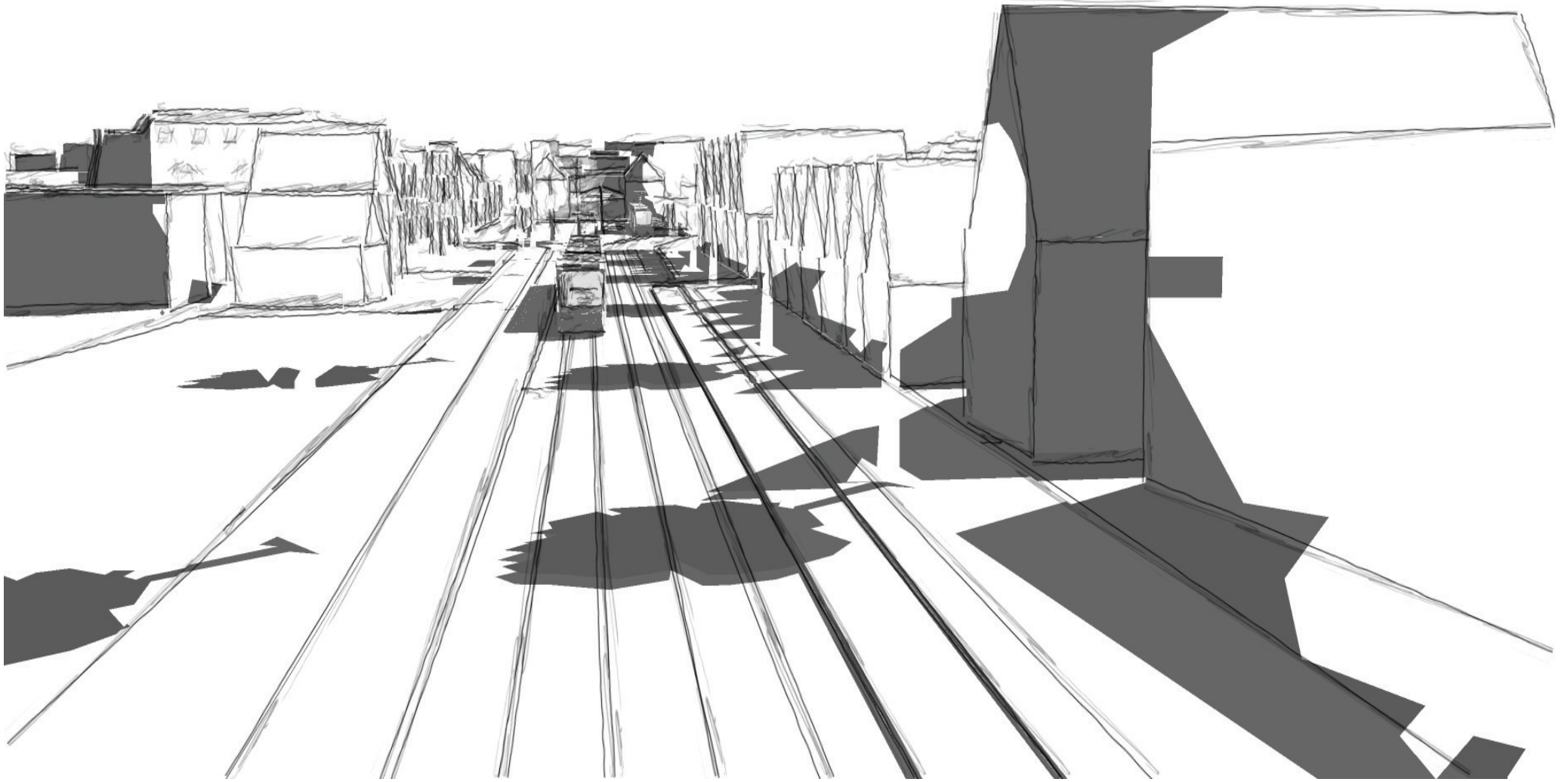


Noord/Zuidlijn stops in Amsterdam North



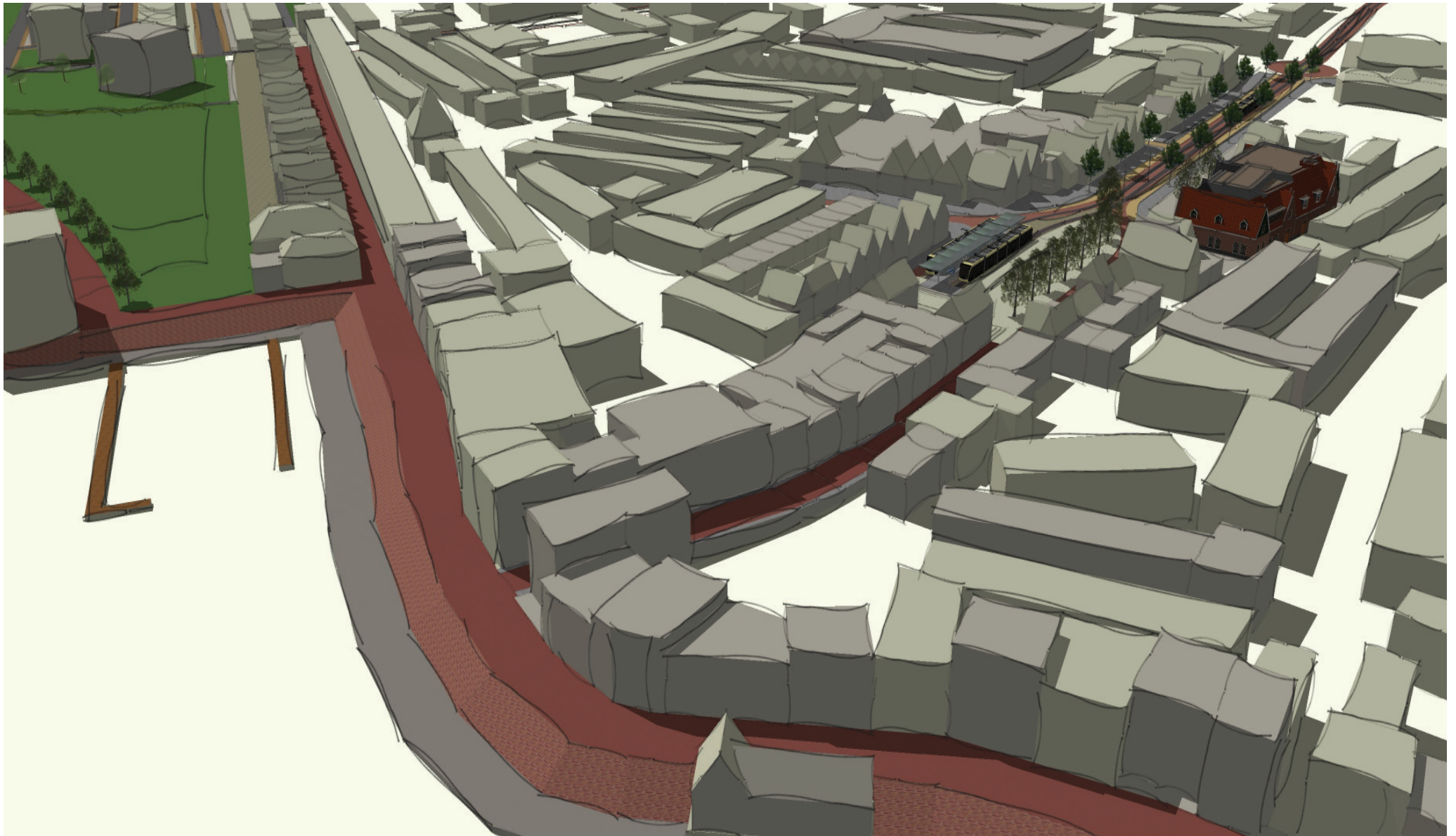
Proposed route connecting Purmerend, Edam, Volendam

To improve accessibility of Volendam I propose to bring return to former times and reintroduce a tram line, or rather Light Rail line. Extending the currently under construction North / South line in Amsterdam to Purmerend, Edam and Volendam. Not only will there be a reduction in travel time from Amsterdam to Volendam but it will also connect Edam and Volendam with the national rail network via a train station in Purmerend. Furthermore the now weak public transport connection between Volendam, Edam and Purmerend will be strengthened.

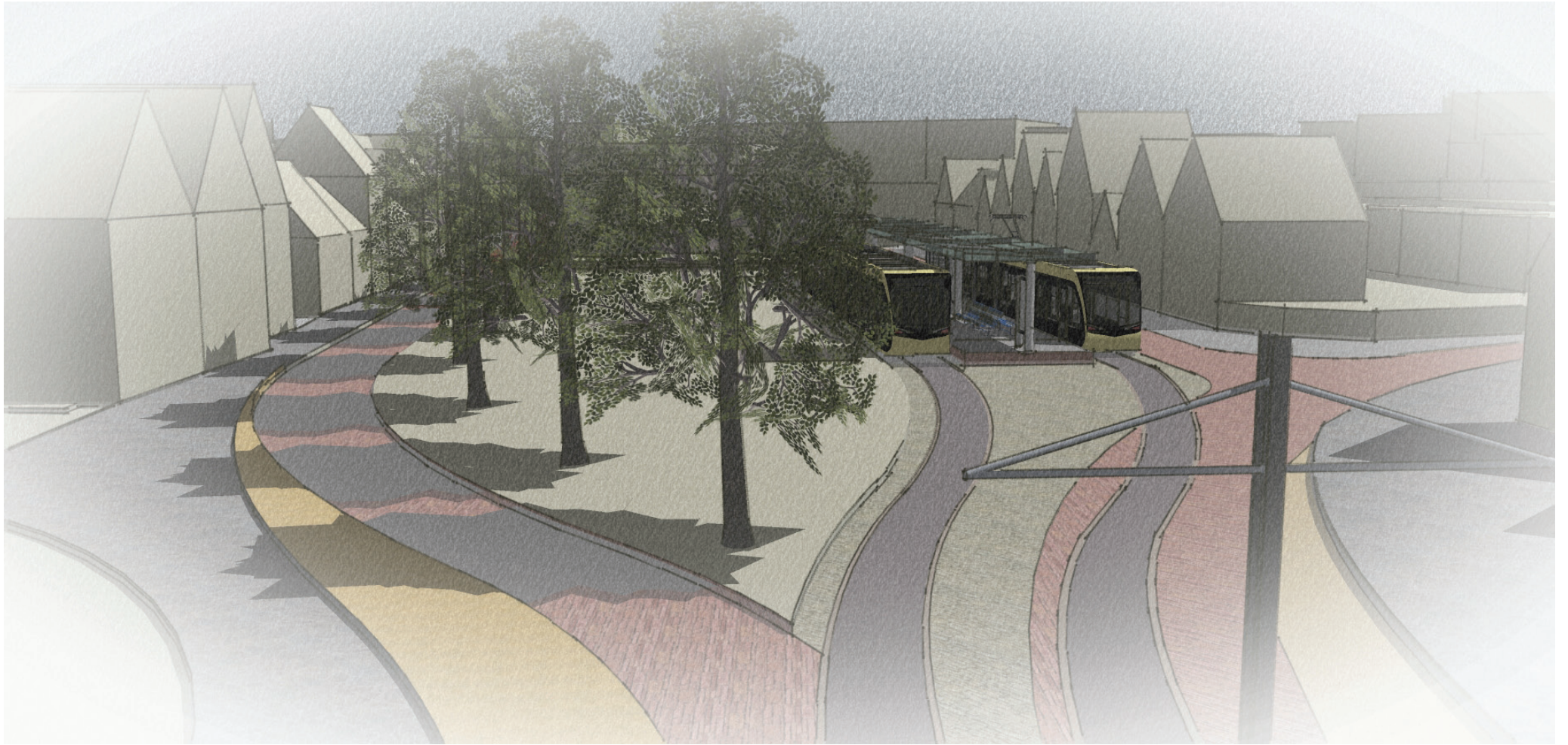


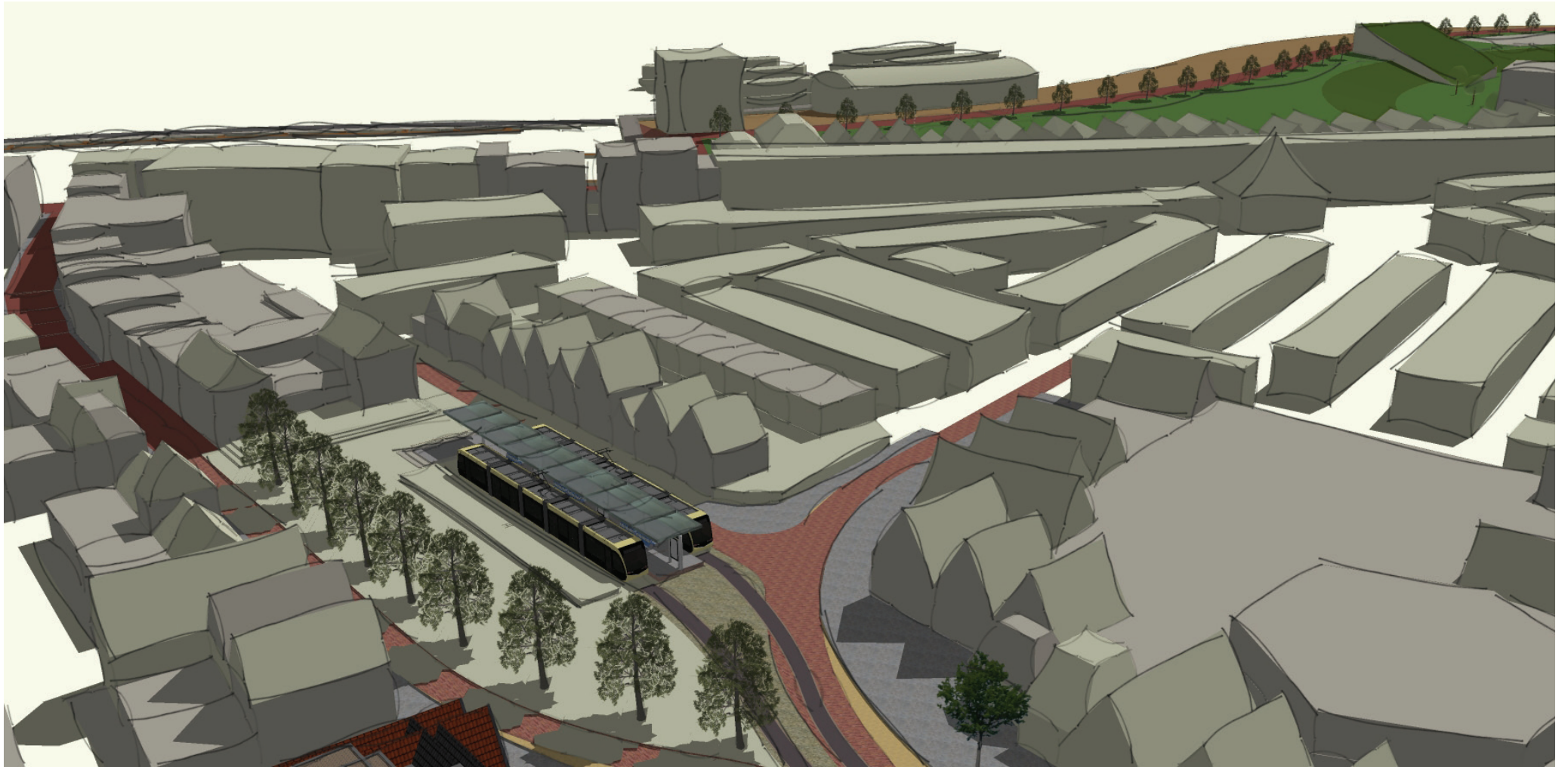


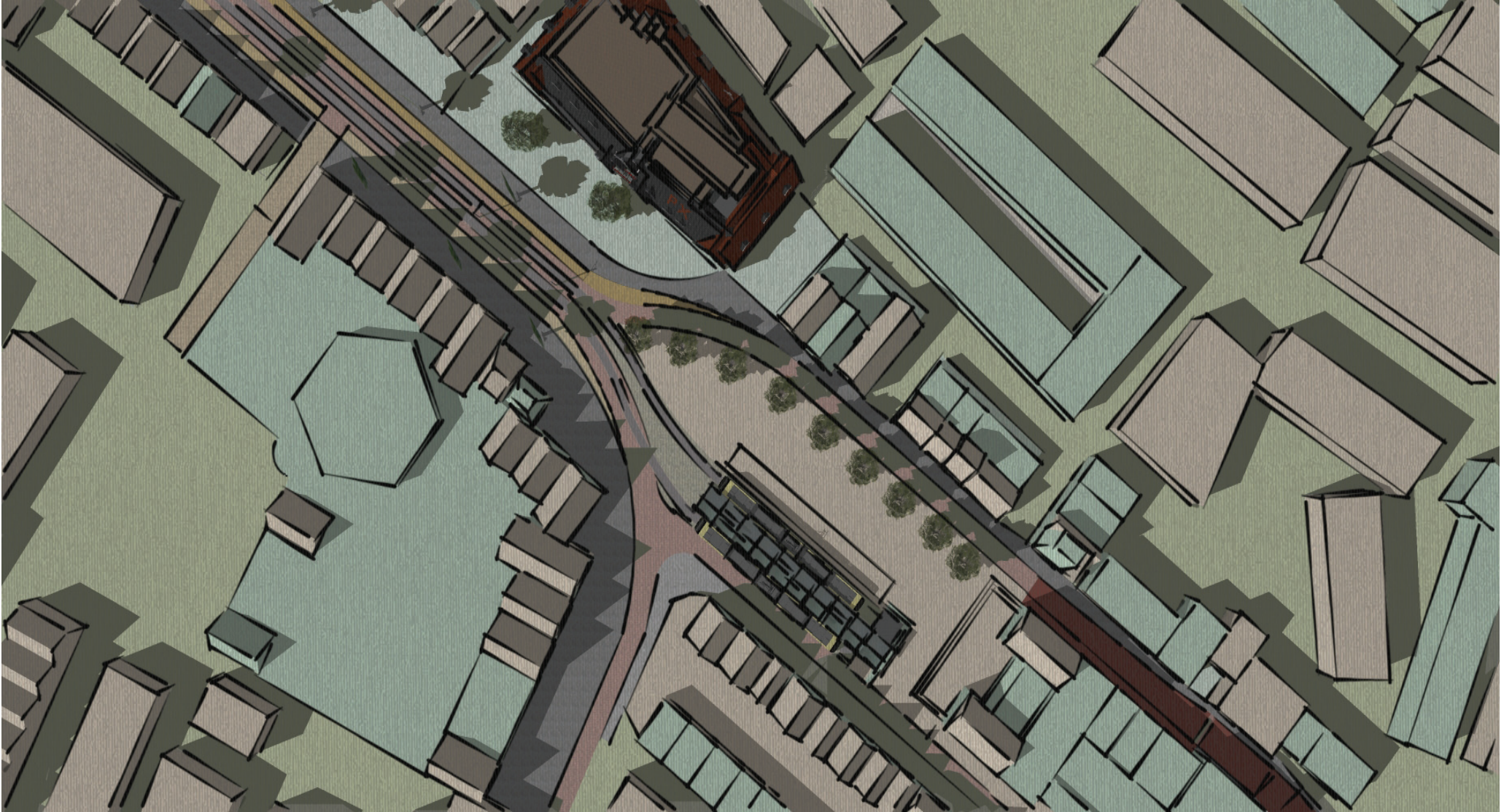
3. Slobbeland



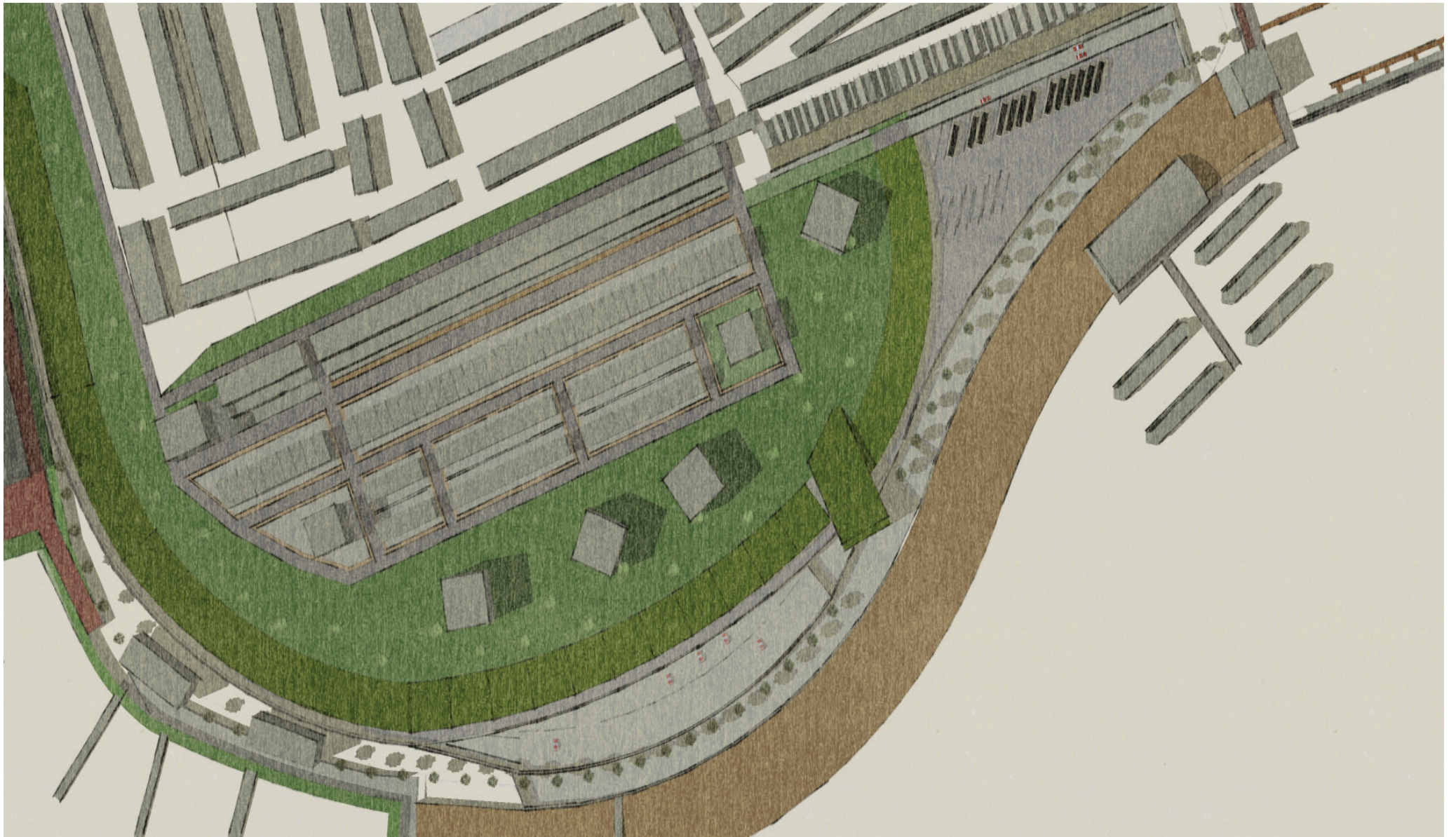
New water defense line in yellow, a new dike protects the whole of Volendam.

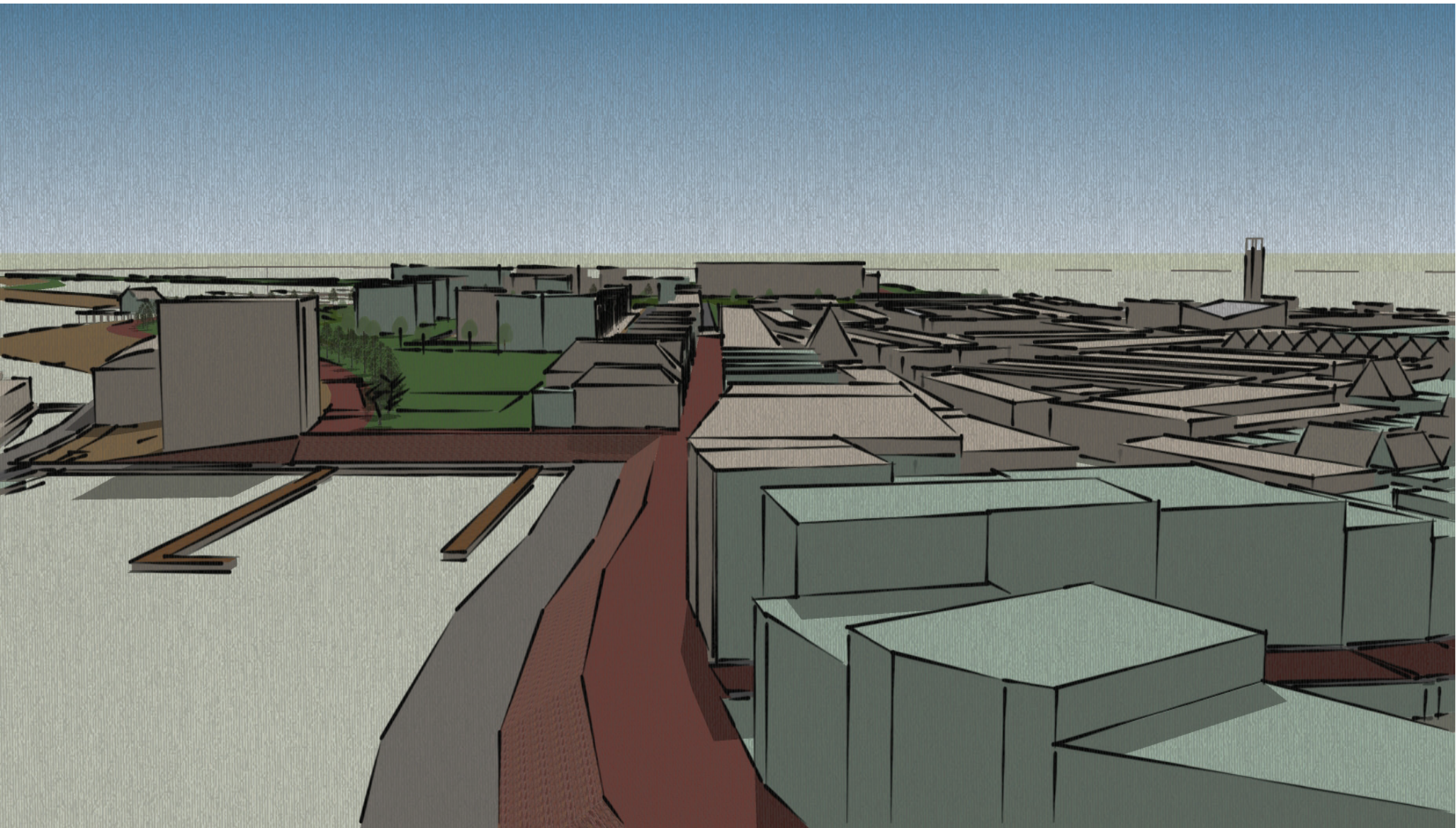












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