

TOURISM IN TOWN

THE SPATIAL IMPACT OF TOURISM ON VOLENDAM



COLOPHON

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PREFACE

This thesis plan is written for the P2 assesement review and is part of the graduation process for the Master of Science in Urbanism It contains the proposal for the research project. It was developped during the MSc3 semester.

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1.0 INTRODUCTION

1.1 Subject

The graduation project focuses on tourism in historic towns and its implications on the urban fabric of these towns. Volendam will be the case study for this project. The theory will be compared to the situation in Volendam and its conclusions applied to a design project. Tourism in the Dutch small towns is characterized by its day trippers. During the tourist season streets may be flooded with people while in winter they are empty, the same can even occur between night and day. This dynamic use of urban spaces put towns under huge pressure and requires that the urban fabric can be used flexible.

1.2 Motivation

Tourism has always been interesting to me because. Being a former citizen of Volendam, I know the town particularly well and find it interesting to do the research in the place I've been growing up. At present I'm still working in a hotel in Volendam as a bartender and therefore i get a lot of information from tourists about what they think about the village. On the other hand I'm still involved in the community so i can relate to both worlds and therefore I hope I can make a useful contribution to the development of the town.

1.3 Structure

In the first part of this thesis plan I will give a brief explanation of tourism in general. Where has it come from and how has it developed over time to the massive indus-

try it is now. The problem field will be discussed, what problem exist with tourism in Dutch historical cities? A short historical analysis of the rise of tourism and urban development of Volendam will follow this part.



figure 1: Enjoying life volendam zuiderzee (George Sherwood Hunter)



figure 2: Groeten uit Volendam (ps)

2. CONTEXT

2.1 Location

Volendam is a town located in the province of North-Holland in the Netherlands and is situated about 25 kilometers north of Amsterdam. It is situated along the IJsselmeer and together with the city of Edam it forms the municipality Edam-Volendam. At the moment the municipality has around 29.000 inhabitants of which approximately 21.000 live in Volendam and 8000 in Edam (Edam-Volendam n.d.). At the moment the population is rising because of the towns popularity, its close proximity to Amsterdam, and because inhabitants of the town are reluctant to leave (Edam-Volendam n.d.).



figure 3: Volendam in the early 20th century (historiekaart)



figure 4: Volendam 2007 (google maps)

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





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



figure 6: Volendam by Fernand Le Gout-Gerard (mpfia)

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).

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 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: Port of Volendam by Paul Signac 1896



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 Volendam. — Helaas is een van de studenten in Holland overleden. — (Wegens gebrek aan ruimte eerst thans geplaatst.)

figure 8: Tourism in the early 20th century: South-African students visiting Volendam (europeana)



figure 9: Mass tourism in Venice



figure 10: enormous cruise ship symbolizes mass tourism

3. PROBLEM DESCRIPTON

3.1 Introduction

As described above, 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). Off 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. Using this definition the different interests and problems between tourists and inhabitants will be examined. This will be followed by 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 proposal 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 City visitors

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 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 ra-

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

ther 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.



figure 12: Bus in Volendam (stadsregio amsterdam)

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 traveling 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 Vo-

lendam 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 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).



figure 13: Boat service to Marken (by author)

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,



figure 14: warning to tourists (umaitech)



figure 15: The dike in Volendam (by author)



figure 16: Congestion, busses through touristic centre (lijstkras)



figure 17: parking lot next to the harbor (by author)

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 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 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 Dike

Of course the dike in Volendam was not built for tourists or for the locals to enjoy a drink but to protect the hinterland against the sea. 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



figure 18: Dike which needs to be strengthened (start-notitie)



figure 19: flooding 1916 (Hart)

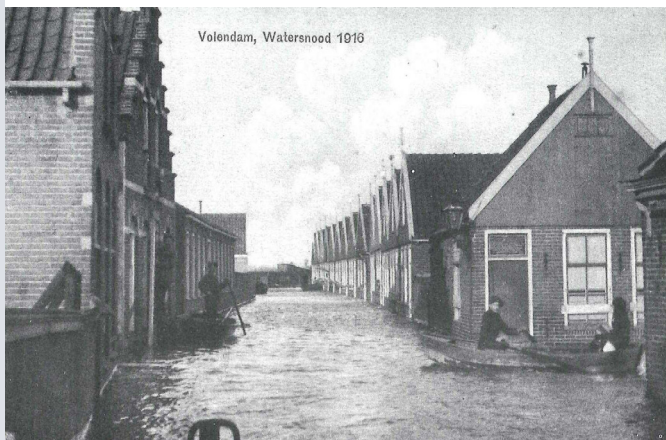


figure 20: flooding 1916 (Hart)

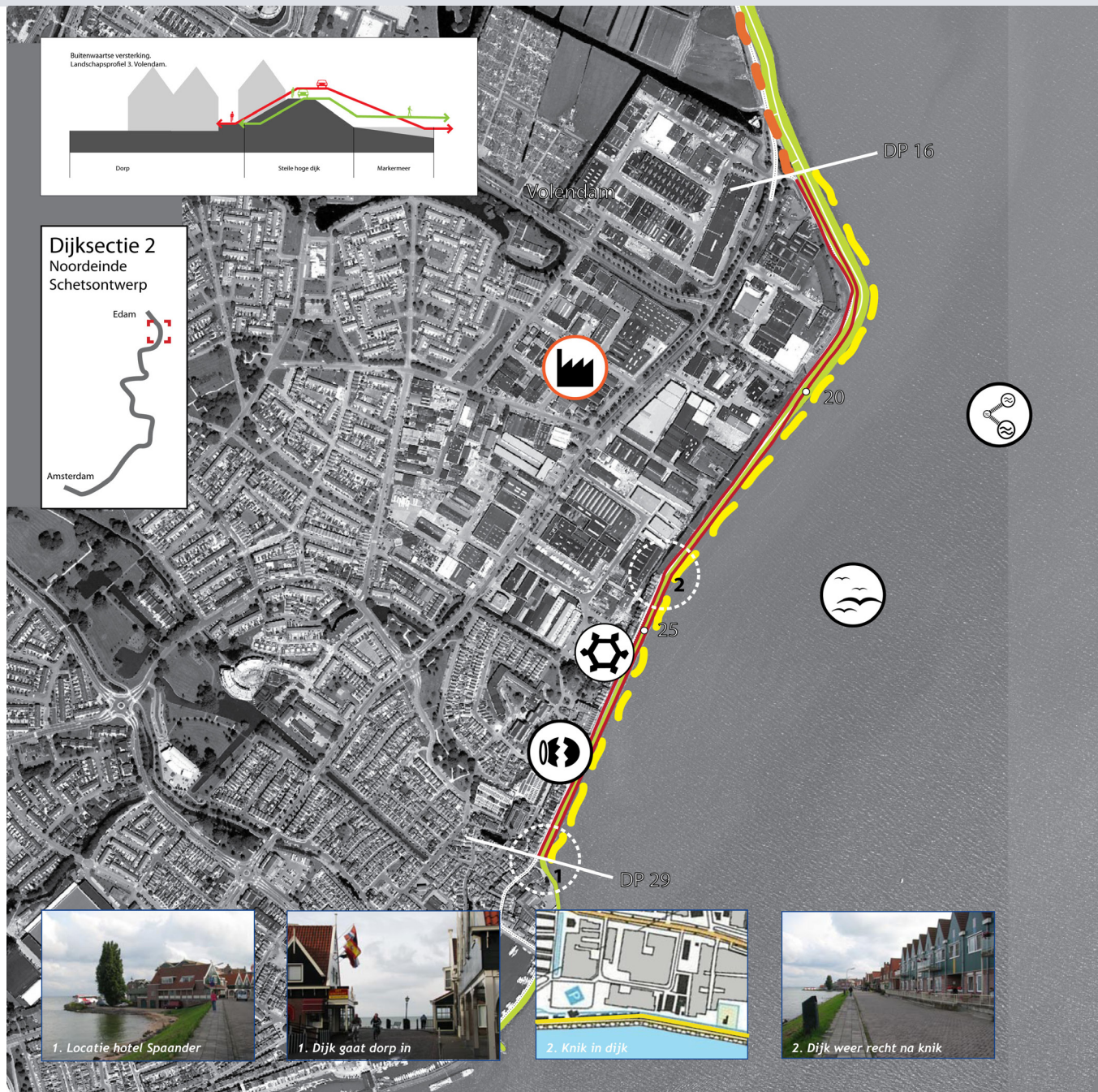


figure 21: draft design by water authorities (HHNK)

4.2 Dijksectie 2 Noordeinde

4.2.1 Situatie

Begrenzing

24 Zuiderpolderzeedijk DP 16 - DP 29

Ruimtelijke kwaliteit

Binnen dijksectie 2 gelden de kwaliteiten van landschapsprofiel 3:

- bebouwing staat op/in het binnentalud;
- beleving afwisselend, besloten en levendig;
- dijk kleinschalig smal;
- dijk laag;
- steil buitentalud (gedetailleerd profiel);
- auto's, fietsers en wandelaars op de dijk.

Ontwerpprincipes

Binnen dijksectie 2 gelden de ontwerpprincipes van landschapsprofiel 3:

- kruinhoogte zoveel mogelijk behouden;
- kruinbreedte zo smal mogelijk (minimaal 3m);
- talud binnen behouden;
- talud buiten zo steil mogelijk;
- voorland zo laag mogelijk;
- positie weg, midden kruin;
- positie fietsers, op de dijk.

Problematiek

Stabiliteitsprobleem binnendijks en opbarsten.

4.2.2 Aandachtspunten voor het ontwerp

Locatiespecifieke kwaliteiten

Deze dijksectie bestaat uit twee verschillende delen. Het noordelijk deel wordt gekenmerkt door een steile groene berm aan de binnenkant. De dijk is hier zichtbaar in beweging; de weg vertoont scheuren en het hek helt over. Omdat op deze plek de dijk duidelijk een andere ruimtelijke opbouw heeft dan de opbouw beschreven voor landschapsprofiel 3 kunnen de ontwerpprincipes niet volledig worden overgenomen. Er zijn hier binnenwaarts locatiespecifieke oplossingen nodig.

Het zuidelijk deel is het deel dat gelijk is aan landschapsprofiel 3. Met uitzondering van de buitendijkse activiteiten: die zijn hier niet te vinden. De huizen staan hier wel direct aan de dijk. Het is een plek met archeologische waarde. Hier gelden de ontwerpprincipes

zoals beschreven voor profiel 3 wel.

Buitendijks is het Markermeer aangemerkt als Natura-2000-gebied en maakt het onderdeel uit van de Ecologische Hoofdstructuur water. De gehele dijk is een belangrijke route voor het busverkeer naar Hotel Spaander en de winkels. Er ligt een klein strandje aan de dijk.

Er is een klankbordgroep Noordeinde opgericht die de taak heeft na te denken over een integraal ontwerp voor de dijksectie Noordeinde. Deze klankbordgroep heeft vooral de taak een uitspraak te doen over de verkeersafwikkeling richting de haven in relatie tot de mogelijkheden in het kader van de dijkversterking met daarop eventueel aanvullende maatregelen. Deze klankbordgroep brengt ook de financiële consequenties hiervan in kaart.

Een buitenwaartse oplossing betekent een verschuiving van de as van de dijk, met de mogelijkheid om de kruin breder te maken. Als de weg gelijk blijft qua breedte, rijst de vraag wat een goede ruimtelijke inpassing is van de weg.

De dijkversterking wordt zo ontworpen dat de komende vijftig jaar de dijk voldoet aan het vereiste veiligheidsniveau. Omdat bij een versterking de bodem inklinkt, zal de dijk hoger worden. Een aandachtspunt is om deze verhoging als gevolg van bodemdaling gefaseerd aan te brengen. Dit kan door in het ontwerp de dijk breed genoeg te maken, zodat een verhoging relatief eenvoudig en in fasen kan worden aangebracht.

Een ander aandachtspunt is de knik tussen het noordelijke en het zuidelijke deel van de dijksectie, daar waar het groene talud overgaat in bebouwing. Ook moet rekening worden gehouden met de dijk in relatie tot het aanwezige gemaal.

Te onderzoeken varianten

Voor deze sectie wordt een buitenwaartse en een constructieve variant onderzocht in het MER. Een binnenwaartse versterking is niet reëel vanwege de huizen. Er wordt binnen deze sectie gekeken naar mogelijkheden voor innovatieve oplossingen.

Effecten

Voor de buitenwaartse oplossing wordt bekeken in hoeverre deze het Natura-2000-gebied werkelijk zou aantasten. Een oplossing met meer verkeer levert een extra geluidbelasting, zowel op de woningen als op het Natura-2000-gebied. Aandachtspunt is het behoud van zichtlijnen in verband met de benodigde kruinhoogte.

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 the dikes wouldn't break again.

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. It is not yet clear which solution the water authorities will choose to strengthen the dike in the centre of Volendam.

3.4 Slobbeland

Even though the dike is being strengthened some parts do not benefit of this because they lay outside the dike. One of such areas is Slobbeland which is on the south west of the old harbour. This area is on the waterfront and underdeveloped. It currently hosts a series of mostly unused industries an empty camping, a recreational facility which is fenced off and only open during summer. It is 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 part of the graduation project I want to make a design for this location.

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

- The difference in perception of Volendam between residents and city- visitors and how to deal with this when developing plans for urban development.
- 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.



figure 23: Holiday village, slobbeland and the old harbour (by author / google maps)



figure 24: Functions Slobbeland(by author / google maps) 14



figure 25: Aerial view of Volendam (Snijder)



figure 26: Aerial view of Volendam (Snijder)



figure 27: industries at Slobbeland (by author)



figure 28: Aerial view of Volendam (Snijder)



figure 29: recreational area Slobbeland (by author)



figure 30: Holiday village Volendam (by author)



figure 31: Fenced off inaccessible (by author)



figure 32: unused space Slobbeland (by author)



figure 33: Holiday village Volendam (by author)

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 strategic design for the 'Slobbeland' area that considers all the themes discussed in the previous section. The creation of a 'tourism ghetto' should be avoided as it would contribute nothing to the residents of Volendam. Therefore the design should be beneficial for both the city-visitors as the residents. 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. How have other tourism cities dealt with mass tourism and its effect on the city?

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

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

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

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

7. 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.

If the result of the research would be that there is a better insight in the way to integrate tourists and residents activity in a peaceful manner then 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.(see articles). This is an on going battle and has been going on for decades.

6.1 Scientific Relevance

The theory whether 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.



Zuideinde vreest 'pretpark Volendam'

Gepubliceerd op 15 februari 11, 17:30 Laatste bijgewerkt op 15 februari 11, 17:33

VOLENDAM - 'Volendam wordt een pretpark'. Dat schrijft Jan Schilder namens Zuideinbewoners van de kant van straat, die uitkijkt over het Markermeer. Hij vreest de komst van recreatiewoningen, een hotel en meer winkels rond zijn huis. Dat zou veel overlast met zich meebrengen.

Schilder wil met zijn brief gemeenteraadsleden waarschuwen. Morgenavond komen zij bij elkaar om over het verkeersplan voor de Dijk te praten. De Volendammer zegt dat het verkeersonderzoek onvoldoende is om een dergelijk besluit door te voeren. Een rechter zou een besluit volgens hem kunnen terugdraaien. "Voor het tellen van de voetgangers is geen opdracht gegeven, hoewel de rechter hierom wel heeft gevraagd", schrijft Schilder. Vorig jaar wonnen de Zuideinbewoners een rechtszaak over het verkeersplan.

figure 34 Residents fear living in a themepark (NHD)

De Stadskrant



De tunnel moet een toeristische attractie worden

Dijktunnel: van droom naar werkelijkheid?

Sinds ondernemers van Haven-Noord en bewoners van het Noordeinde een dijk tunnel presenteerden als de ultieme oplossing voor zowel de dijkveiligheid als voor de oplossing van de verkeersproblemen rond hetzelfde Noordeinde, is de sfeer in de gemeenteraad ogenschijnlijk omgeslagen van lacherig naar belangstellend. De gemeenteraad ziet wel iets in een oplossing mits dit geen oneigenlijk beslag op gemeenschapsgeld legt, al is men bovenal blij dat de twee voormalige tegenstanders elkaar hebben gevonden in de omarming van het tunnelplan. Onzeker blijft het vooralsnog wie de plannen gaat betalen en hoe hoog de kosten uitvallen. De initiatiefnemers zijn nog aan het rekenen.

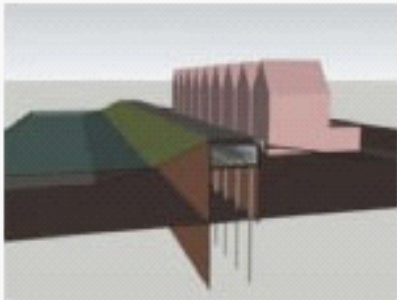


figure 35 Tunnel as a strategic plan to solve infrastructural problems and dike strengthening? (stadskrant)

Noordhollands Dagblad

Volendam komt als beste uit de bus bij toeristen

Gepubliceerd op 23 maart 11, 15:26 Laatste bijgewerkt op 23 maart 11, 15:29

VOLENDAM - Wederom pakt Volendam een prijs. Ditmaal op het gebied van toerisme.

Dankzij de jachthaven en de bijzondere ligging aan het Markermeer. Dat zijn de grootste trekpleisters van Volendam. Zo blijkt uit een onderzoek van vakantiehuisbemiddelaar Atraveo. Toeristen geven Volendam een ruime 9. Zij scharen het palingdorp moeiteloos in het internationale rijtje tussen het Oostzeepad Zingst in de Oostzee en Riva del Garda aan het Italiaanse Gardameer.

De prijs wordt binnenkort uitgereikt op de Internationale Toerisme Beurs in Berlijn. Meer info op: www.atriaveo.de

figure 36 Volendam receives tourism award (NHD)

7. APPROACH

7.1 Methods

The research will be conducted while using three kinds of research methods: Literature research, expert interviews and research by design.

7.1.1 Literature research

I have examined literature on the spatial impacts of tourism on the cities of Venice and Bruges in order to gain a better theoretical basis for the research on Volendam.

7.1.2 Expert interviews

Interview with experts is a qualitative research method where one can gather information which is not as easy to retrieve from literature. To get a deeper understanding of the context these interviews can be useful. For the case of Volendam i want to conduct three interviews with relevant actors in the tourism sector, municipality and water authorities.

Interviews to be held:

Tourism:

Marcel Rutten

General manager / shareholder of Hotel Spaander, Brasserie Cathrien and Grand Cafe de Bosbaan. Marcel Rutten has been working in the tourism sector for over 20 years and has been the general manager of Hotel Mercure Amsterdam aan de Amstel before, since 2006 he is general manager of Hotel Spaander in Volendam. From this interview I hope to gain more insight in how the tou-

rism sector works.

Municipality:

W.G. Runderkamp

Alderman since 2006, part of his portfolio is recreation and tourism. I hope to get a better understanding on how the municipality thinks about mass tourism in Volendam and how they adjust their policies towards tourism.

Water authorities:

Koos Woestenburg

Woestenburg works at the water authorities and is responsible for the dike between Edam and Amsterdam. His knowledge on the subject could be helpfull to get a better understanding of where and why the dike has failed to meet the legal standards.

7.1.3 Analysis of Volendam / Research by design

For the research on the urban structure an analysis will be conducted through the means of drawing and mapping. The following topics will be adressed: History, economic structure, infrastructure, movement patterns, morphology.

7.2 Research questions and methods used.

Methods to answer the research questions:

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

Research by design / literature study / expert interview

2. How have other tourism cities dealt with mass tourism and its effect on the city?

Literature study

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

Research by design / literature study / expert interview

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

expert interview

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

Research by design, expert interview

6. What kind of program is needed to make Slobbe-land attractive to both tourists and residents?

literature study / expert interview

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

Research by design

7.3 Planning

January: P2 presentation, thesis plan, review paper

February: Interviews, Start writing thesis

March: Conclusions for P3 presentation, Strategies

April: Design strategies, Design

May: Finishing Thesis, final product P4 presentation

June: P5 presentation, finish last things.

	P2		P3		P4	P5
2012	Januari	Februari	March	April	May	June
	Problem statement					
	Research Questions					
	Thesis Plan					
	Review paper					
		Interviews				
		Start writing Thesis	Conclusions			
			Finishing research			
			Design Strategies			
				Design	Finishing thesis	
					Final Product	Public presentation

figure 33 Planning

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Illustrations

Fig 1: *Enjoying life volendam zuiderzee* by George Sherwood Hunter (<http://www.1st-art-gallery.com/George-Sherwood-Hunter/Enjoying-Life-Volendam-Zuider-Zee.html>)

Fig 2: *Groeten uit Volendam* (http://www.palingsoap.com/volendam_klederdracht.html)

Fig 3: *Volendam in the early 20th century* (www.historiekaart.nl)

Fig 4: *Volendam 2007* (<http://maps.google.nl>)

Fig 5: *De vissersstraat in zijn oude glorie* (Hart 1980:93)

Fig 6: *Volendam* by Fernand Le Gout-Gerard (<http://www.mpfa.ie/legoutgerard.htm>)

Fig 7: *Port of Volendam* by Paul Signac (<http://artmight.com/Artists/Paul-Signac/the-port-of-volendam-53853p.html>)

Fig 8: Tocht van Zuid-Afrikaanse studenten naar Volendam en Edam (<http://www.europeana.eu/portal/record/92106/ABA6D169B727CD6271C936D-1286B3EA0EC622B36.html>)

Fig 9: MSC Musica (<http://cruises.about.com/od/msc-cruises/ig/MSC-Cruise-Ships/MSC-Musica-in-Venice.htm>)

Fig 10: cruise ship venice (<http://green.blogs.nytimes.com/2010/02/02/italians-to-electrify-cruise-ships-in-port/>)

Fig 11: The four urban populations and their characteristics (Martinotti 2005)

Fig 12: Bus in Volendam (http://www.stadsregioamsterdam.nl/beleidsterreinen/openbaar_vervoer/exploitatie_ov/concessie_waterland)

Fig 13: Boat service to Marken (by author)

Fig 14: Warning to tourists (<http://www.umaitech.com/photos/signs.php>)

Fig 15: the dike in Volendam (by author)

Fig 16: Congestion, busses through touristic centre (<http://www.lijstkras.nl/index.php?limitstart=4>)

Fig 17: parking lot next to the harbor (by author)

Fig 18: Dike (Linde and Verkerk 2008: 39)

Fig 19: De overstroming van 1916 (Hart: 66)

Fig 20: Watersnood 1916 (Hart: 69)

Fig 21: Draft design Noordeinde (HHNK)

Fig 22: Draft design Noordeinde (HHNK)

Fig 23: Map of Volendam (by author / google maps)

Fig 24: Slobbeland (by author / google maps)

Fig 25: Aerial view Volendam (F. Snijder)

Fig 26: Aerial view Volendam (F. Snijder)

Fig 27: Slobbeland (by author)

Fig 28: Aerial view Volendam (F. Snijder)

Fig 29: Slobbeland (by author)

Fig 30: Holiday village (by author)

Fig 31: Slobbeland (by author)

Fig 32: Slobbeland (by author)

Fig 33: Holiday village (by author)

Fig 34: Residents fear living in a themepark (NHD)

Fig 35: Tunnel (stadskrant)

Fig 36: Volendam receives tourism award (NHD)

Fig 37: Planning (by author)

I. APPENDIX: ABSTRACT

The visitor's city

A review on the socio-spatial impacts of tourism on two cities: Venice & Bruges

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Paper abstract – Every city has visitors, however some more than others. Some cities have more visitors than residents according to Martinotti: “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). As described here visitors according to Martinotti are not always a blessing for a tourism locality. This statement is confirmed by Bryon (2006) who describes a perceived segregation between city visitors of Bruges and its residents not only in the social aspect but also in the spatial one (Bryon 2006 :10).

This review aims to explore the socio-spatial impacts of visitors on the city. The cities of Venice and Bruges will be examined; these cities have a larger visitor population than resident population.

The theories developed by van den Borg about the tourism paradox will be used to discuss the 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”(Borg 1991: 59).

Key words – Tourism, City visitors, socio-spatial impacts, Venice, Bruges

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