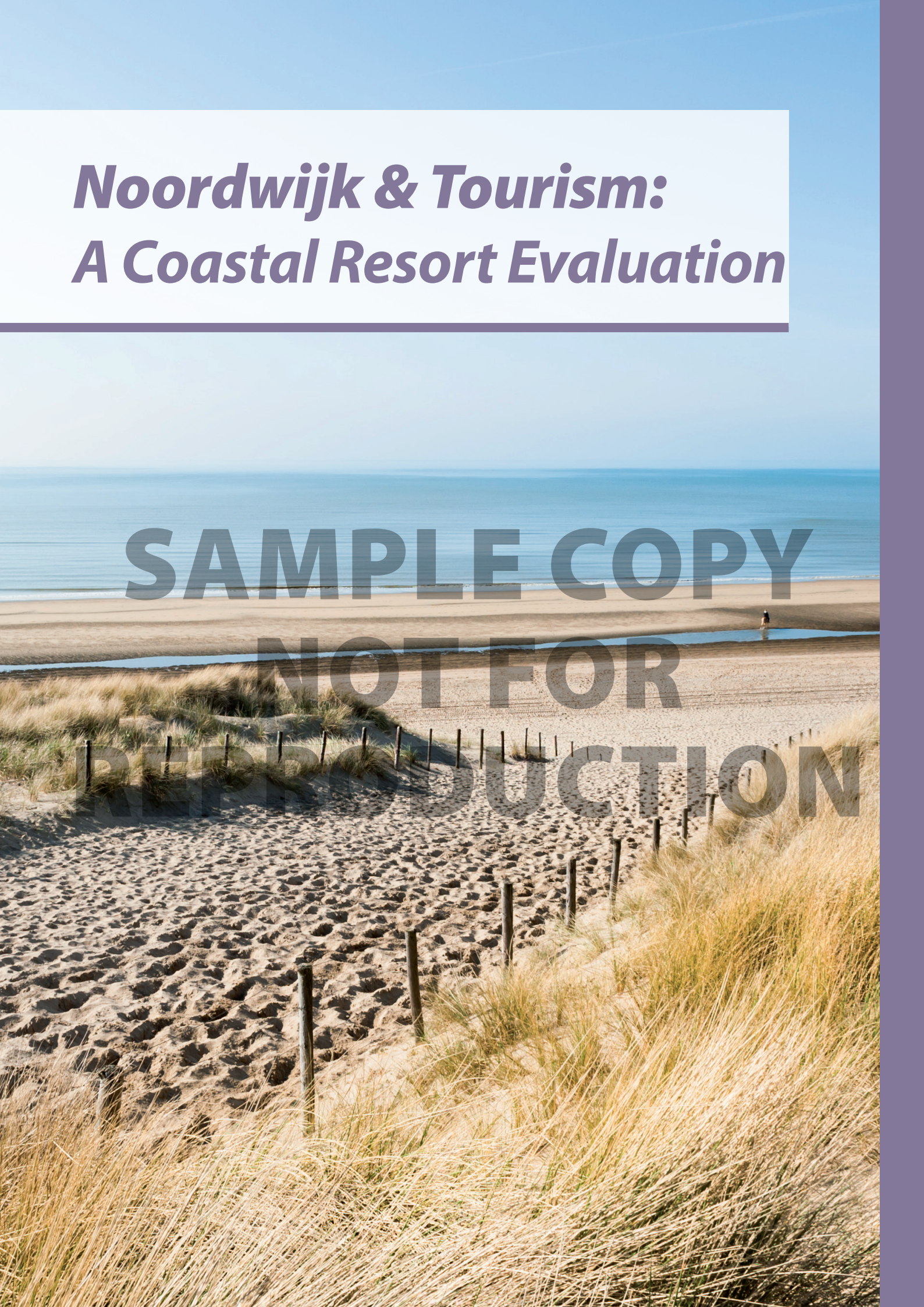


# ***Noordwijk & Tourism: A Coastal Resort Evaluation***

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# Noordwijk & Tourism: A Coastal Resort Evaluation

## Introduction

Tourism today is a major **global industry**. It provides **employment** and opportunities that help the **economy** of individuals and of an area.

Holiday destinations can be very different from each other.

Their **location** can be:-

**coastal; inland; mountainous**

Their **purpose** can be:-

**active** (e.g. skiing); **passive** (sun bathing); **cultural** (e.g. historic sites)

However, holiday resorts can "**rise and fall**"; one year they can be very popular but then this popularity can fall some years later. This Study Unit will look at **Noordwijk** and evaluate its "**tourism health**"; is it "**on the rise**" or is it "**on the fall**"?

## Background to Noordwijk

### Read

Noordwijk is a **coastal settlement**, famous for its **beaches** and its **bulb & flower fields**. For this reason, Noordwijk is often called "**the floral seaside resort of Europe**". Noordwijk today has a **resident population** of around **26,000**.



Fig 1

Noordwijk began as a **fishing** village around **1200 AD**. From then, until the beginning of the **19th century**, fishing remained its main **function**. However, after this, fishing began to be replaced by the new and growing industry of **tourism**.

Noordwijk became a seaside resort in **1866**; at this time it was just for the **rich** and the **elite** of Dutch society. The first hotel to be built was the **Grand Hotel Huis ter Duin**. Later, with the construction of the **steam tram**, the **resort function** really began to grow.

Today, because of its **long sandy beaches** (13kms), it is a **popular resort town** with over **1,000,000 overnight stays** per year. That's 2,750 visitors per night, on average, every day of the year!

# The Butler Model of Resort Development

## Read

All resorts begin simply and then, if all goes well, the place/area develops considerably.

The various stages that a resort goes through are described by the “**Butler Model**”. The **Butler Model** identifies **6 stages** of a resort’s development:-

### 1. Exploration

This is when the resort’s potential is first realised. It may be the **natural beauty** of the area or its **cultural attractions** that begin to draw in small numbers of visitors. At this stage there are very few tourist facilities/amenities.

### 2. Involvement

Local people in the place/area begin to become involved. They might offer **accommodation, cafés** and the like i.e. **basic facilities**. There is, however, still only a **brief tourist season** and **small visitor numbers**.

### 3. Development

This is the “**boom time**” for the resort. Large numbers of visitors arrive, perhaps through independent travel but very often by **foreign travel agents** offering “**holiday packages**”. It is at this time that there can begin to be “**conflicts of interest**” between locals and the visitors.

### 4. Consolidation

Tourism is now a very important part of the place’s/area’s economy, providing many jobs and much money. Visitor numbers are very high but they begin to “plateau”. Facilities that were once new and attractive become a little jaded/worn.

### 5. Stagnation

The **heyday** of the place/area is **over**. Whilst still attracting visitors, the numbers are falling and the place/area is no longer as popular as it once was; it is now a bit out-of-fashion.

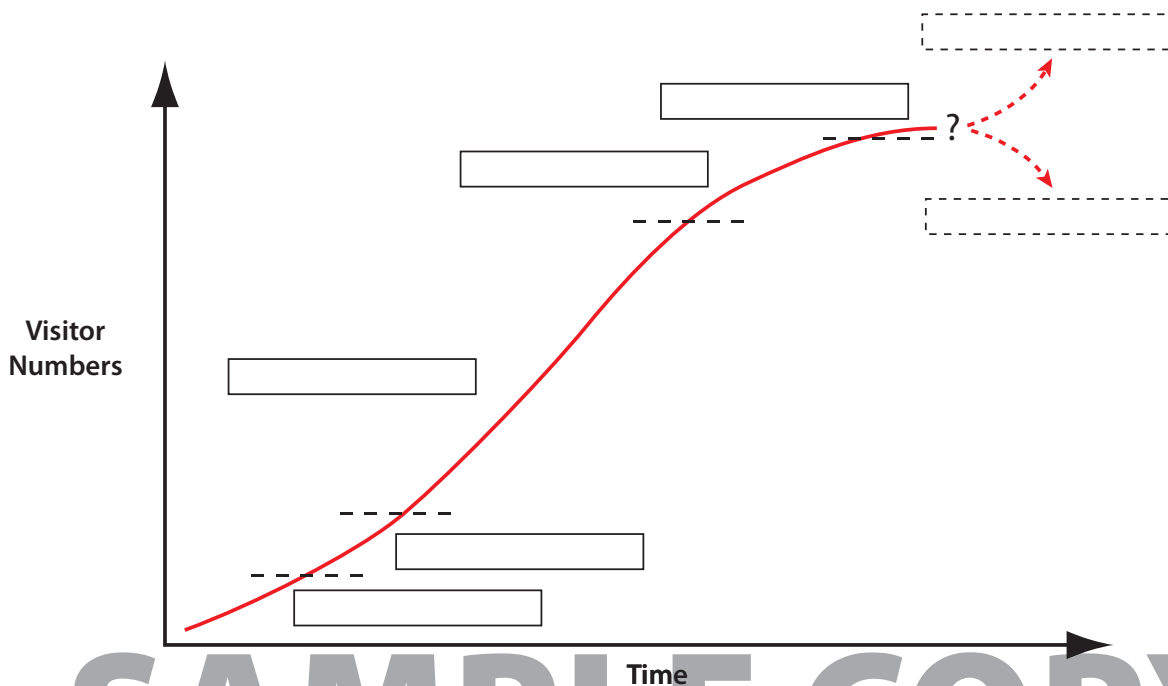
### 6. Rejuvenation/Decline

The place/area continues to lose its appeal as the tourist infrastructure shows its age. Other, newer places/areas become more popular and are attracting visitors away. It is at this stage that a decision needs to be made – **either** to try to bring back new life to the resort (**rejuvenate**) **or** simply accept that the decline is terminal (**decline**).

## Task

- (a) These stages can be illustrated on a graph. On the graph that follows, enter the words **Consolidation; Exploration; Decline; Stagnation; Involvement; Development; Rejuvenation** in the appropriate places.

## The Butler Model



At all stages of a resort's development there is **impact**. This impact can be **positive/negative**. This impact can affect:-

- the **people** of the resort (**social** impact);
- the **money** being spent/earned in the resort (**economic** impact);
- the **natural surroundings** of the resort (**environmental** impact)

### Task

- (b) Consider the stages of the Butler Model described above. Think about whether its **social**, **economic** and **environmental** impact is **low (L)**, **medium (M)** or **high (H)** and, in each case, whether it is a **positive (+)** or **negative (-)** impact.

Enter a tick (✓) along with a "+" or a "-" in each box in the three right hand columns below (continues over):-

Level of Impact		L	H	M
<b>Exploration</b>				
<b>Stage 1 &gt;</b>	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			
<b>Involvement</b>				
<b>Stage 2 &gt;</b>	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			

Development				
Stage 3 >	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			
Consolidation				
Stage 4 >	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			
Stagnation				
Stage 5 >	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			
Rejuvenation/Decline				
Stage 6 >	... on the <b>social</b> geography of the place/area			
	... on the <b>economic</b> geography of the place/area			
	... on the <b>environmental</b> geography of the place/area			

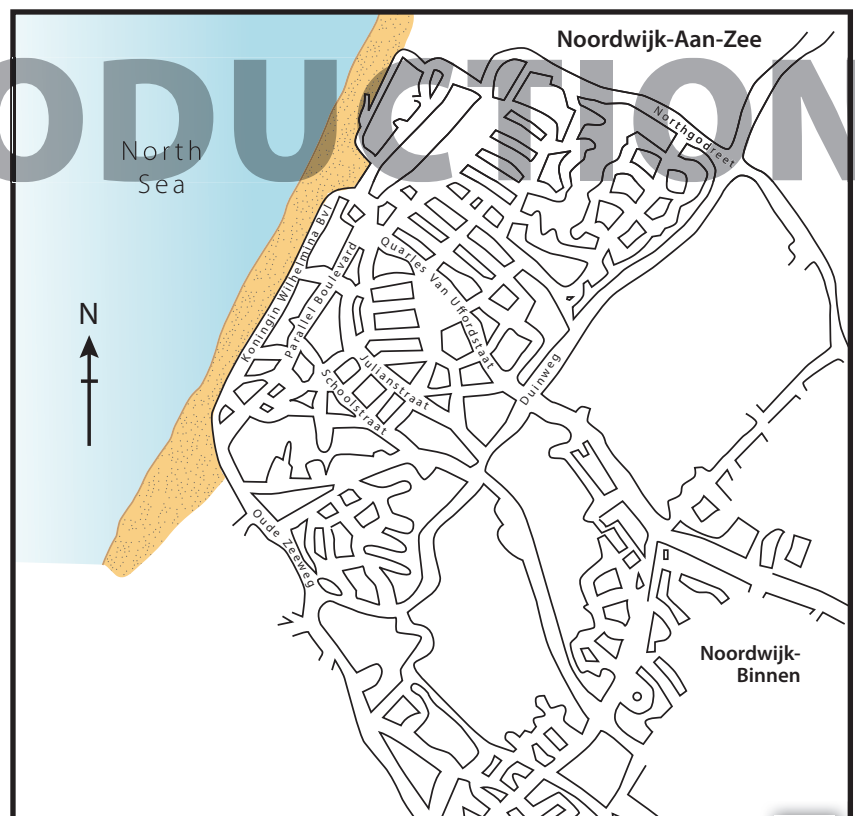
## On-Site Activities

## Read

Now your tasks will evaluate Noordwijk today (in the year \_\_\_\_\_).

The **map opposite** (figure 4) shows Noordwijk aan Zee (Noordwijk on Sea).

Most of your fieldwork activities will be carried out along the **beach** area and along both the **Koningin Wilhelmina Boulevard** and **Parallel Boulevard**.





# Noordwijk Now and Then

## Task 1

Below are two photographs; one is from the start of the 20<sup>th</sup> century and the other from the start of the 21<sup>st</sup> century.

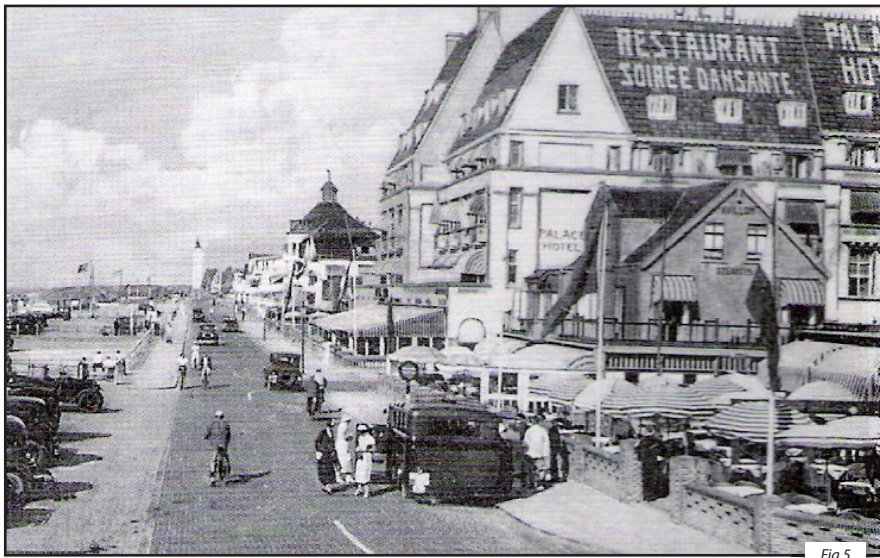


Fig 5



Fig 6

- (a) Along which street were the photographers facing when the photographs were taken?
- \_\_\_\_\_
- (b) Identify (use **arrows** and **labels**) two buildings/features of the built environment that are to be seen in both pictures.
- (c) On the second photograph (figure 6), **circle areas** of the built environment where **change** has taken place since the first photograph (figure 5) was taken.

## Task 2 - "Noordwijk Information Guide"

The "**Noordwijk Info Guide**" boasts of the town's many attractions. How true would **you** rate the statements it makes about Noordwijk.

- Have a quick look over the **table below**. It contains aspects of Noordwijk that are stated in the **Noordwijk Info Guide** (*but do nothing yet!*).
- Now take a walk around both **Koningin Wilhelmina Boulevard** and the **Parallel Boulevard**. As you walk, look around and consider these aspects of Noordwijk (*but still do nothing yet!*).
- At last, time to complete the table below! There are 10 boxes per aspect. Put a **tick** (✓) in the box to show what you feel to be a fair evaluation of each aspect, based on what you have seen/experienced and evaluated.

Noordwijk ...	<< Strongly Disagree					Strongly Agree >>				
	1	2	3	4	5	6	7	8	9	10
is a modern town										
has a rich history										
is situated at the seaside										
has long, sandy beaches										
has alluring boulevards										
has a pleasant old town centre										
has rugged dunes										
has a range of restaurants and shops										
offers sunbathing, walking, horse riding and cycling in the dunes										
the best place to blow away the cobwebs is at the beach										
has a flourishing night-life (imagine!)										
has tennis, bowling and mini-golf										

Fig 7

- Overall, how **accurate** are the descriptions of Noordwijk's attractions?

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- Imagine **you** had to write the introductory paragraph to the next edition of the **Noordwijk Info Guide**. Write an accurate few sentences

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## Task 3 - Noordwijk and The Butler Model

### Read

From your short time in Noordwijk, it is obvious that it must have had its stages of **Exploration, Involvement** and **Development** (as described in the Butler Model).

### Task

Your task is to consider the last three Stage of the Butler Model i.e. **Consolidation, Stagnation** and **Rejuvenation/Decline**.

#### 4. Consolidation

Is there evidence that some of Noordwijk's facilities (that were once new and attractive) have become a little **jaded/worn**?

#### 5. Stagnation

Is there evidence that Noordwijk is now a bit **out-of-fashion**?

#### 6. Rejuvenation/Decline

Are there signs of <b>rejuvenation</b> bringing the resort back to new life?	Are there signs of <b>decline</b> and that the decline is terminal?

### Further Research

[www.noordwijk.nl](http://www.noordwijk.nl) <http://noordwijkaanzee.net/en/>

*End of Study Unit*

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