THE BEEMSTER
RESEARCH REPORT

29th of March 2016,
Diemen
Foreword

This report has been written for aiding the commissioning clients’ wish to attract more visitors to the region. The topic of the study concerned how the commissioning client could improve the approach of attracting visitors. This study has been done by a research/project team consisting of six students: Jorgos Chalos, Eva Slagter, Quindy Borgman, Guus Laar, Lisa Armengol and Linde Meldo.

Subsequently, as a result of the study, this report has been created in order to come up with the flaws and the assets that the region currently has. With a group of six people, we feel that the work that has been done is an asset for the commissioning client, as well as a valuable asset for our future carriers. This is because we feel that through this research we have become better professionals. Since the project group is part of the destination management minor offered at the Inholland University of Applied Sciences in Diemen, we feel that the study that we have performed has been very helpful into completing this course and finishing our education.

A special thank you for all the involved teachers that gave us lectures during the destination management 1 programme. Their lectures have given us valuable information that helped us completing our assignment. We would also like to give another special thanks to Mr Feico Brink for aiding us almost every week with valuable information and insights when we were discussing the project together. Finally we thank those who filled in a questionnaire and those who we were able to interview, which enabled us to answer our sub questions.

We hope that we have broadened the knowledge of the reader from this report on how the Beemster could grow as a tourism destination that will attract the desired target group. Furthermore we hope that in a couple of years the Beemster’s goal has been fulfilled.
Executive Summary

This report was made in order to give valuable insights in making an effective approach of attracting tourists to the Beemster. The report was made by students studying the minor destination management at Inholland University in Diemen. The objective of the report was to give the commissioning client advice on their problems. The project started on the 1st of February 2016 and ended on the 29th of March 2016. The research provides possible solutions on attracting the desired target group “Peaceful Green”, while making their wishes and needs match with what the Beemster has to offer as well as taking the wishes and needs of the stakeholders into account. Through desk research and field research the project group has succeeded in coming up with conclusions on where the problems lie in the Beemster, while also making recommendations on where the Beemster could improve in order to attract more visitors. The project group shows in this report which steps they have taken to gather their information as well as showing the validity and the reliability of their research.

The report was made for the commissioning client (the Beemster World Heritage Foundation) for attracting more tourists, as it wants to show its cultural heritage. In order to fulfil this request the project group looked at the current information that was available about the Beemster and the target group. Through research the matching wishes and needs of both parties were taken into account. The new information should provide all the stakeholders with proper advice on how they can cooperate together on establishing a result which all stakeholders are happy with. The results of the research were used to come up with a good conclusion on the main issues that the Beemster has and where they could improve as well as a list of recommendations that the Beemster could implement. With this information the Beemster will be able to fulfil its goal and become a bigger competitor in the tourism market.

To help the commissioning client, the project group started with desk research in order to come up with an objective and a central question. In order to answer the central question and reach the objective, five sub questions were created that were answered through quantitative and qualitative research. In the methodology is shortly explained in what way each sub question is answered by comparing the Beemster with a similar destination. The project group would be able to compare the Beemster with a destination and see what they were doing right and wrong respectively. The location to compare with the Beemster was the Rhine Gorge in Germany as both are UNESCO World Heritage and both work mostly independent while attracting tourists. In the Rhine Gorge and in the Beemster interviews were performed with their stakeholders in order to compare both locations as well as through experiencing both locations first hand. Questionnaires were also handed out in Amsterdam to see how many people were interested in the Beemster and what the Beemster could do to attract their tourists.

By transcribing the interviews and combining the data that was gathered through the questionnaires the project group managed to analyse the information and put this in the chapter results. Through the results and some additional desk research the sub questions were answered. By the information the sub questions gave, the project was finally able to answer the central question in order to come up with recommendations that would answer the objective.

In conclusion of the research the Beemster has a great potential of becoming a popular destination for the target group “Peaceful Green”. The wishes and needs of the target group have a recognisable match with the tourism offer in the destination. Possible cooperation
with Amsterdam and several great ideas from the field research to Rhine Gorge give a base to form a list of recommendations for the commissioning client. While recommendations will be created for the commissioning client, locals opinions should not be ignored either.

The recommendations that the project group offers the Beemster have been divided into five different categories to determine their importance. The first one will be about the image, the brand and the product that The Beemster actually needs to sell to its target group. The second one is about the promotion that the place should have, the third will be focused on the strategy of the region, the fourth will be related to the cooperation that The Beemster could have with Amsterdam Marketing. The last one will be about the remaining recommendations in general, some are involved with stakeholders and others are regarding the new technological systems, such as the management of social networks.

Finally the project group has made an event calendar that would provide the Beemster with attracting new visitors and make it more appealing to come here. For the event calendar a theme was chosen for 2017 with the activities matching this theme. The project group has decided that the theme would be ‘Peaceful Beemster’. Also a content analysis was performed in order to examine the content of the brochures that the Beemster has and see patterns on the content of these brochures. With these patterns the Beemster can see what words they are mostly using in the content of the brochures, and compare this data with the wishes and needs of the target group.
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1. Introduction

Globalisation and changes in society in the 21st century has influenced tourism in many ways. One of the biggest challenges destinations are facing is finding ways on how to stand out from their competitors. Hence, destination management organisations have been established in order to promote the destination, communicate with the tourism stakeholders of the destination and overall ensure a sustainable growth of visitor numbers. There are different means that destinations use to increase the visitor numbers and to engage local stakeholders in the process of continuously ensuring development of the tourism destination. (M. Lindroth, 2013).

In the contexts of this research project, the project group will conduct a research about the destination ‘The Beemster’, which will result in a set of recommendations, attractive theme year and a detailed overview of a potential target group. Besides making in depth analysis about the research destination itself, the project group has an opportunity to visit one of the best practices in the industry and gain knowledge about the way which another international UNESCO landscape is functioning and promoted.

1.1 Background

The foundation of the Beemster wants to develop the Beemster in a sustainable way. As the last few years have not been beneficial for the growth of tourists a new research group has been formed by various stakeholders from the Beemster. By early research the new foundation narrowed the potential target groups down to 4 potential target groups. Each of these target groups will be allocated to a project group. In this report the peaceful green target group will be researched. The research will provide recommendations that the commissioning client will use; in order to give input and directions to the strategic plan for the Beemster.

The project group itself will obtain valuable experience in both the desk research as the work field as well as a better overview of existing models that will help to expand the current knowledge of the project group.

In the last years the locals have expressed that the number of visitors is very small and people are unaware of the Beemster being a UNESCO heritage. In order to attract more tourists the local government and all the other stakeholders in the Beemster have asked for research in order to get an answer on their objective on getting more visitors to the Beemster. The Beemster will be compared to a similar foreign UNESCO heritage that will be used to provide a comparison of two UNESCO heritages and their difference of attracting more visitors (Inholland University of Applied Sciences, Creative Business, Amsterdam/Diemen, 2016).

The landscape of the Beemster is formed by uses of the golden ratio. The golden ratio is a method considered to be used to create the perfect structure, whether it is in the form of art, infrastructure or landscape as proven by the Beemster. The Beemster has more to offer than just her beautiful landscape. A visitor centre is located in the Beemster run by the locals, who are eager to help out providing knowledge to everyone interested in the Beemster and their community. The Beemster also possesses an agriculture museum. Another attraction is the statue of a golden calf that can be found within the Beemster. The most important attraction aside from the landscape is probably the Beemster cheese factory, as they make the famous Beemster cheese. Beemster cheese is a well known brand known in multiple countries. This could attract foreign tourist, as they could be interested in how the Beemster cheese is made (De Beemster werelderfgoed, 1999).
1.2 Commissioning client
The commissioning client for this project is the Beemster World Heritage Foundation. This landscape, also part of the UNESCO World Heritage List, is situated in the northwest of the Netherlands. It consists of a lot of meadows, long small roads and trees. It is a typical landscape for the Netherlands.

The Beemster already has a few touristic spots, for example a museum and a visitor centre, where visitors can get to know more about the origin of The Beemster.

The Beemster has a so-called ‘mathematical beauty’, because of the mathematical principles that were followed. The distance between the roads and the lengths of the landscapes are all in proportion (Jong, 1999).

The reason for this project is the Beemster not having enough tourists attracted to their location. The question is how the project group can make this destination more attractive, without building anything that affects the landscape or spending a lot of money. If the project group succeeds, people will get a completely different perception of the Beemster. It will no longer be a boring landscape, but it will be a popular location for tourist. As a result, more money will be available for more tourist attractions and they will be able to grow even more.

On the other hand, the last thing the town wants are tour busses driving through their streets. The project group has to make sure that the Beemster becomes more popular, but they should be aware of the fact that too many tourists can destroy a landscape.

1.3 Objective

Objective
To gain insight in what the Beemster UNESCO World Heritage site can improve in the field of marketing and activities, in order to give recommendations to the Beemster World Heritage Foundation on how to attract and increase the amount of visitors from the target group ‘Peaceful Green’ to the Beemster UNESCO World Heritage site.

Delineation
Marketing: How to attract more tourists to the Beemster.
Activities: Current things to do in the Beemster.
1.4 Relevancies

1.4.1 Practical relevance
The practical relevance is done for the commissioning client. For the practical relevance the project group will investigate and research in which ways the Beemster will be able to attract more customers. The recommendations from the research report can be used by the commissioning client to attract a bigger amount of visitors. More visitors will be attracted by giving recommendations on several aspects and by providing an event calendar that the commissioning client can use to put the Beemster more on the map for both domestic as foreign tourists.

1.4.2 Social relevance
The social relevance is done for the local community. For the social relevance the project group will try to attract more visitors, which generate more money for the local community. These new attractions could also be more fun for the locals themselves, increasing their pride. The event calendar could also be relevant for the locals, as they become more aware of what there is to do in their environment. By dividing the events in such a way that the events will not overlap, the number of tourists could be spread throughout the entire year. With tourists coming the entire year a stronger economical balance for the locals can be gained, as well as an increase in the number of jobs. Since the number of tourists will also be spread by the multiple events, the chance of the tourists becoming a nuisance for the locals decreases.
2. Critical literature review

2.1 Ritchie and Crouch

One of the main tasks of destination management organisations is ensuring a sustainable growth of a destination and competitive position in the market. Success of a destination could be defined and determined in many different ways, depending on the framework used. For the destination The Beemster, Ritchie and Crouch destination competitiveness and sustainability model will be used in order to gain insight in the strengths and weaknesses of the destination in terms of becoming a competitive and successful tourism destination (Crouch & Ritchie, 2003).

Throughout the model of Ritchie and Crouch, the focus is on creating a competitive and sustainable destination, which could be defined as following:

"Destination competitiveness is the ability of one country to create additional values and thus increase the national wealth by managing assets and processes, attractiveness, aggressiveness and proximity and by integrating these relationships within an economic and social model that takes into account a destination’s natural capital and its preservation for future generations." (Tanja, Vladimir, Nemanja, & Tamara, 2011)

With the reference to the previous quote, it becomes clear that destinations need additional elements in their tourism offer in order to stand out, while making an effort to provide a sustainable environment for the residents of the destination. Besides helping to determine the destination competitiveness and sustainability, the Ritchie and Crouch model provides a guideline for destination management organisations to have all the essential aspects under control (Crouch & Ritchie, 2003).

The model contains of seven components, the major elements of the model are placed in five layers, from which three lower levels will be further described and applied to the research destination the Beemster.

Figure 1 - Ritchie & Crouch Destination Competitiveness & Sustainability (Crouch & Ritchie, 2003)
Supporting factors & resources
Supporting factors play an important role determining the competitiveness next to the core resources that each destination has. Without supporting factors the rest of the elements in the model lose their power and the destination will never be complete, even though the all the other aspects of the model are perfectly managed. Destination management organisations are able to influence the government to improve the quality of supporting factors and resources (Crouch & Ritchie, 2003).

Infrastructure and accessibility are great examples of supporting factors. Without the core resources and attractions, a destination cannot function. The infrastructure of the destination, e.g. the airports, telecommunications, national defence are few services to name that have a great influence in visitor's numbers wishing to travel to a destination. Accessibility determines the ease of entering the destination (Crouch & Ritchie, 2003).

Political will show the attitude towards tourism by politicians of the destination, which can have an effect in facilitating resources, such as how much financial capital and attention is given to tourism education. The level of support regarding enterprise will demonstrate the contribution to the destination. Finally, hospitality is the attitude of locals towards tourists, which itself can form a very positive or negative image of a destination (Crouch & Ritchie, 2003).

Core resources & attractions
Each destination has its unique core resources and attractions, which are the key elements a destination is known for. Core resources and attractions are generally the biggest motivators for travellers to visit a destination (Crouch & Ritchie, 2003).

Physiography and climate are the most apparent element for visitors, including the actual landscape, climate, flora and fauna. Being the most evident part of a destination, it is also the least controllable. Culture and history of an area are often one of the main motivators of a visit as well. Destinations have their own distinctive language, traditions, architecture, gastronomy and historical background that tourists can experience. Destinations should also have a mix of activities and interesting entertainment opportunities that visitors can do while being in the destination. Besides an appropriate set of activities, special events such as major sport events can draw a lot of attention to the destination either for a short or long term. (Crouch & Ritchie, 2003).

Superstructures are buildings and facilities that are built only to serve tourists’ needs such as hotels or buildings that were originally made for other purposes like residents of famous people, that now have changed into museums that tourists can visit. Market ties are various connections with origin markets that can be personal or professional (Crouch & Ritchie, 2003).

Destination management
The success of effective destination management is in the hands of destination management organisation, which makes it the most easily changeable layer of the model. Destination management organisation will decide the structure and in which way and on what level it will be organised. A destination management organisation has to ensure good communication with all the stakeholders, including providing information about available financial and venture capital to match the interest of investors and local stakeholders. Next to maintaining good communication with stakeholders, one of the main tasks of destination management organisation is marketing. Marketing encompasses more than advertisements but developing a brand, creating awareness of the image, positioning the destination and segmenting the market are very important as well (Crouch & Ritchie, 2003).
Destination management organisations have the power to control and support human resource management and the quality of service. Offering training and education can improve the level of service and the total travel experience. Visitor management is another aspect that can result in great travel experience, visitor centres can provide a good assist in that case. Besides ensuring an excellent travel experience for tourists, the amount of visitors has to be controlled and limited to keep local residents satisfied as well. Visitor management will make sure that visitors and locals are pleased, maintaining the resources falls under resource stewardship. Resources of a destination are the monuments, natural areas and cultural elements, which all have to be looked after (Crouch & Ritchie, 2003).

In order to make right decisions and keep up with the trends and developments in the industry, research has to be made and most importantly communicated to the members and the stakeholders so that adjustments and development can take place (Crouch & Ritchie, 2003).

Lastly, crisis management sets out guidelines and communication plans on how to act when crisis occurs. Every destination can face some kind of unexpected crisis, therefore it is important to be prepared and get past the crisis with minimum damage (Crouch & Ritchie, 2003).
2.2 BSR model

The Brand Strategy Research model is a segmentation model by RECRON Innovation Campaign. This model is used for gaining more insight in different needs and aspects of tourists and how these needs are fulfilled by a certain destination. The experience by different types of tourist groups is more specified in this model. For the destination the Beemster this model can be used to gain more insight in the specific target group Peaceful Green. With this information it becomes clearer what the Beemster already has to offer for this group and what they might need to adjust to make it more interesting (Recron Innovatie Campagne , 2016).

The model

First of all the model is divided in two different dimensions, the sociological dimension and the psychological dimension (see figure 2).

- **Sociological dimension**: the sociological dimension on the horizontal axis shows how self-centred people are (individualistic) or how focused they are on their surroundings (groups). People on the self-centred side are individualistic and are mostly interested in their own ambitions and goals and this is easily noticed in their behaviour. On the other hand, people on the group side are more focused on what their social surroundings want and can easily adjust to these wishes. People on this side want to be part of the social community.

- **Psychological dimension**: in this dimension, seen on the vertical axis, people are shown by how open and extravert they are or how closed and introvert they are.

Because the model has these two dimensions the model is divided in four more quadrants, called the perceptions. There is a red world (vitality), yellow world (harmony), blue world (control) and at last a green world (security).

- **Red**: in the red world people are seeking for adventure, culture and they like to be active. They want to further explore a destination.

- **Yellow**: in a yellow world people find food and enjoying more important. They want to be surrounded by friends and family and like being together.

- **Blue**: in this perception rest and relaxation are more important. People want to see new things but at the same time they want to relax. They are interested in a more luxurious area to show off.

- **Green**: At last in the green world people also want to relax as swell in the blue world. But here they really want to escape their daily life and have the feeling they are completely in another world (Recron Innovatie Campagne , 2016).

![Figure 2: BSR Perceptions (Recron Innovatie Campagne , 2016)](image-url)
Within these perceptions seven types of people are shown in the model to make it more specific (see figure 3). These types are not black and white so when describing a certain target group, people could be identified by, for example, a green and blue world.

1. **Outgoing yellow**: these people want to enjoy life to the fullest and want to be active surrounded by other people. They like to go out for dinner or other activities. This group can be best described with the words active, sportive and surprising. Being in contact with their family, friends or even with people they just met, is one of this group’s main priorities.

2. **Cosy lime**: in this group people are normal and joyful and they want to escape their daily life. Being together is very important in this group and their wishes are often not that special but very simple. They do not like to plan activities ahead and want to feel free.

3. **Peaceful green**: people in this group can be described as calm and serious. What they seek mostly is rest, relaxation and more time for personal hobbies. These people do not have to go far to find this and think there is enough to see and explore within their own area.

4. **Modest aqua**: in this type people are interested in art, culture and their society. They are calm, broad-minded and interested in other people, but at the same time more focused on their own interests.

5. **Luxurious blue**: in the blue world people are confident and think they deserve luxury and style when it comes to their time off. They also want to relax and escape their hectic life. Their social network is important for them and they like to do activities as going to wellness resorts.

6. **Enterprising purple**: this type of people likes to be surprised and inspired, in particular by culture. They want to see and explore new things. Activities which are seen as normal, are not enough for this group, they want a more special and rare experience.

7. **Creative and inspiring red**: people in this world are creative and seek inspiring and challenging experiences. They are often described as independent, intelligent and broad-minded. The unknown is exciting for this type of people; sports and relaxation are also important (Recron Innovatie Campagne, 2016).

Figure 3 BSR Perception (Recron Innovatie Campagne, 2016)
2.3 Strengths and weaknesses
In order to gain more in depth knowledge about the weaknesses and strengths of the Beemster area, it will be proceed to analyse internally. The strengths basically meet both physical and promotional attributes that define this place and that the Beemster already performs properly. The weaknesses, however, express in which points this place fails in terms of promotion aimed at tourism.

2.3.1 Strengths
- The Beemster is on the list of the UNESCO World Heritage sites.
- It has a great historical past, very closely related to the history of its neighbouring city Amsterdam.
- Location not far from Amsterdam.
- It is nationally known for its cheese production.
- In the Beemster there is a visitor centre for those who are interested in the history and culture of the place.
- There are now two museums that the Beemster offers to its visitors.
- The Beemster is an interesting place because of its relation to the Golden Ratio.
- The Beemster is a clear example of the fight that men won from the water in the XVII century.
- The Beemster has offers for various accommodations for visitors.

The strengths express mostly what the Beemster offers to target audiences (target client), what makes it a unique territory in the Netherlands, and what made it a place classified as a world heritage site. Moreover, the tourist attractions that this place offers, as well as history, culture and entertainment are also identified.

2.3.2 Weaknesses
- Lack of promotion of the place to national and international tourists.
- There is not much offer regarding activities and things to do on the destination
- There are not many signs to the interesting places.
- Museums provide information only in Dutch.
- There are not many restaurants in the area.
- Place not specially aimed to welcome tourists.
- Lack of use of existing resources.

The weaknesses identify the main problems of the place, which is the lack of promotion and good tools to help increase the number of visitors and overnight stays in place. This section is important because it reflects the negative points of the place to be aware of them in order to change them and make them positive.
2.4 Trends

2.4.1 Demographic Trends

Europe:

- The general trend of the European demography is that nowadays, Europeans are living longer than never before, giving as a result the increase of the elderly population. The studies say that in a few decades this proportion of elderly people will rise.
- There will be 2 working-age people for every person over 65 by 2060.
- In spite of immigration, the European population is going to decrease.
- Young people are having fewer children so the fertility rate is decreasing and, as a consequence, there will be a smaller working-age population.
- Immigration rates will rise and this is going to change the European demography, introducing more young people (this means more population in age of working).
- In 2013 Europe had a population of 507 million, and in 2050 it will be 526 million. Despite this fact, by 2060 it will be decreased to 523 million people.
- In spite of having a general overview of the European trends, the differences between the different countries will be also significant (Economic and financial affairs, 2015).

The Netherlands:

- In 2013, there was a total population of 16.8 million people, but by 2060 the total population of this country is going to rise to 17.1 million.
- The following image shows the changes in demographics related to life expectancy differences between women and men. In the right, it shows the changes that are going to be in terms of number of people from different ages (Economic and financial affairs, 2015).

![Projected demographic changes](image)

*Figure 4 – projected demographic changes (European Comission, 2016)*
2.4.2 Economic Trends

Global:
- Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites (UNWTO, 2015).
- In many countries tourism grows faster than the total economy. It is expected that this growth will continue in the coming years. The arrival of more tourists not only generates more revenue, but also encourages employment in the region (CBS, 2015).
- The income generated by the tourism industry increased up to 937 billion euros worldwide in 2014, which is an increase of 3.7% (CBS, 2015).
- In 2014, China’s expenditures on International tourism increased once again with approximately 28%. Chinese travellers spent 124.1 billion euros in total on international tourism. Therefore, China has by far the highest expenditures and has become the biggest potential market for other countries (CBS, 2015).
- Because of technological innovations lots of workers are replaced by technology and automation. If this trend of automation continues, there will be more and more middle-aged generation unemployed. The solutions for persistent jobless growth consist of improved education, job creation and government investment (Summers, 2015).
- Green- and sustainable tourism grows rapidly and has the potential to provide more jobs in the nearby future. Sustainable tourism aims to ensure that especially the locals economically profit from the tourists (CBS, 2015).

The Netherlands:
- In 2014 the total expenditures on tourism in the Netherlands increased with 3.6% up to 68.3 billion euros.
- Besides foreign tourist, the Dutch also spent more on the tourism industry in the Netherlands. The domestic tourism expenditure grew by 2.4%.
- After two years of contraction, the Dutch economy grew by 0.9% in 2014. In 2015, the Dutch economy is expected to grow by 2.0% (NRIT, 2015).

2.4.3 Social Trends

Global:
- Authenticity: European travellers are looking for real experiences in non-traditional destinations. They want meaningful, life-enhancing experiences and want to interact with local people (CBI, 2015).
- A trend that is becoming increasingly important in the supply of tourism goods and services is the sharing economy. Because of the communication over the Internet locals are available to share their houses and cars with tourists (CBS, 2015).
- Health, wellness and happiness are important nowadays. People in the western industrialised world are demanding quality of life and a healthy work-life balance. People are trying to slow down their lives in a world where most things are going faster than ever (Societal Trends, 2015).
- Green- and sustainable tourism grows rapidly and has the potential to provide more jobs in the nearby future. Sustainable tourism aims to ensure that especially the locals economically profit from the tourists (CBS, page 18). Consumers are planning to make more eco-friendly choices in the future (Bricker, 2014).
- Social media has become very important for the European tourists. 16% of the tourists use social media to find information about their destinations, possible bookings and vacations (NRIT, 2014).
- People are willing to pay more for responsible products. They are going for honest and pure products and are more conscious about the things they eat and drink (Nielsen, 2013).
2.4.4 Technological Trends

- Internet and technology have changed all the tourism industry since their appearance.
- According to Think With Google’s ‘5 stages of travel’, travellers now look approximately in 22 online travel agencies before booking their holidays. The 70% of the business travellers now use their smartphones or electronic devices to check their flight, or anything related to their stay (Vong, 2012).
- It is important to say that today travel is closely related to social media, as everyone is constantly connected to it. Social media has changed the way we travel and the traveller’s preferences.
- Nowadays is not difficult to find an App on the smartphone for everything and in the tourism industry, it is not difficult to find one to move around, another to choose restaurants and so on.
- It is starting to appear WIFI in some flights of some of the most important airline companies. The price of it can vary in order to be more expensive if the flight hours are many.
- Interactive maps in the traveller’s smartphones have totally changed the way somebody moves around a place. In has been a significant change to change ordinary maps for maps who know where you are and that give indications to get somewhere (Tourism Review, 2013).

2.4.5 Ecological Trends

- The government of The Netherlands presented in October 2011 the Sustainability Agenda in order to support the country’s green growth (Green growth in action: The Netherlands, 2016).
- To be aware of the earth resources and the shortage of some of them to avoid geopolitical and economical tensions.
- To deal with the consequences of climate change and try to make efforts to avoid it (17 trends to inspire Dutch government, 2013).
- One of the consequences of the implementation of the Green growth system is the fall of water use, which has fallen 46% since 1990 (Green growth in The Netherlands, 2009).

2.4.6 Political Trends

- Workers will be required more flexibility from the Amsterdam labour market in terms of job security.
- Employees will be able to negotiate working hours and arrangements, but they will be less likely to receive a permanent contract (Clarke, 2014).
2.5 Target group
The Beemster is known for its UNESCO World Heritage, interesting landscape and reclaimed land pumped dry out of the water. The area has potential to attract people who are interested in UNESCO World Heritage Sites, people who like nature and want to learn more about the history and culture behind the landscape. For now the Beemster is still a rather unknown area.

According to the Amsterdam visitor profile 2012 the biggest group visiting Amsterdam are foreign tourists in the age range of 21 to 30 years old. These visitors are interested in culture, architecture and the atmosphere. Thereby almost one quarter of these visitors whom come to Amsterdam also want to explore the Amsterdam region and not only the city itself. These region areas are mostly visited between the months April, May and in the summer. Tourist offices play an important role for this group when it comes to gaining information and organising (Issuu, 2016).

The Beemster wants to expand the amount of visitors coming to this area and they are open for welcoming new and other target groups. Within this project the focus lies on a new target group of the BSR-model ‘Peaceful Green’. This is a group of people who especially like nature, quietness and want to escape their reality for a few days (Onderzoek dagrecreatie, 2016). For this specific target group The Beemster already has culture to offer, including different museums and unique landscape. The municipality of the Beemster provides information for tourists on how to experience the area and various activities in the Beemster. They explain further about the history of the Netherlands and the traditions related to it. At last, the Beemster has a strong local brand, the Beemster cheese, which tourists can learn more about. (Beemster, 2016).
3. Research Questions

3.1 Central question
What should the Beemster UNESCO World Heritage Site do to attract more visitors of the target group ‘Peaceful Green’?

3.2 Sub questions
Sub question 1: What are the wishes and needs of the target group linked to what the Beemster already offers?

Sub question 2: What are the core and supportive resources and attraction in the Beemster UNESCO World Heritage Site and how do they manage their destination according to the Ritchie and Crouch model?

Sub question 3: Which elements could be implemented from the Rhine Gorge as a Unesco Heritage site to the Beemster?

Sub question 4: In what way can the Beemster UNESCO World Heritage Site cooperate with Amsterdam?

Sub question 5: What are the wishes and needs of the stakeholders of the Beemster?
4. Methodology

This chapter will describe the chosen methods of research and the methods used during the research of the Beemster.

There are two possible ways of collecting data:

1. **Quantitative research**

   According to Saunders (2011, p. 150), quantitative research is 'used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data'.

2. **Qualitative research**

   Qualitative research is in contrast with quantitative research according to Saunders (2011, p. 154): “qualitative is used predominantly as a synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or use non-numerical data. Qualitative therefore can refer to data other than words, such as pictures and video clips.”

For this research both qualitative and quantitative research were used. To gain information, the project group has conducted interviews, handed out questionnaires and did desk research.

**Interviews**

An interview is explained as followed by (Saunders, 2011) :“An interview is a purposeful discussion between two or more people (Kahn and Cannell 1957). The use of interviews can help you to gather valid and reliable data that are relevant to your research question(s) and objective.”

**Semi-structured interviews**

To gain relevant information for the research the project group will make use of the semi-structured method during their field research. Within this method few standard themes are created and interview questions according to the main subject of the research and sub questions. The interview questions might change depending on the different respondents. Every respondent has another specialty and therefore some questions could be added or left out during the interview. Thereby the order of the interview could be different each time as well. Lastly the conversation with the respondents were recorded and noted down by the project members to ensure that the information gathered is valid. This is especially necessary because the interview can change with every respondent and the conversation might end up in a discussion (Saunders, Methoden en technieken van onderzoek, 2011).

**Desk Research**

Desk research is a form of secondary data where a company or a person already did research on the same or a comparable subject. The information could be published on the Internet but as well in for example quality newspapers or other forms of databases (Saunders, Methoden en technieken van onderzoek, 2011). Within this project; desk research was used to gain more information about the Beemster in order to find out which information was relevant for the research.

**Questionnaires**

A questionnaire is defined by (Saunders, 2011) as: “we use questionnaire as a general term to include all techniques of data collection in which each person is asked to respond to the same set of questions in a predetermined order (deVaus 2002). It therefore includes both,
structured interviews and telephone questionnaires as well as those in which the questions are answered without an interviewer being present."

Population
For both questionnaires non-profitability sampling was chosen. The decision to use this approach was made as in both areas the questionnaires were not handed out in the whole region, making the chances of someone that lives further away filling in a questionnaire smaller. With non-profitability sampling every individual seen at the location was targeted to fill in a questionnaire (Saunders, 2009).

This approach has been chosen because the majority of the population of Amsterdam Metropolitan area are tourists. In The Beemster, however, most people are locals as indicated by The Beemster government (De Beemster, 1999).

The chances of approaching a valid representative that can fill in a questionnaire were quite high in both places as in Amsterdam questionnaires were handed out to find answers to the sub-question about tourists and in The Beemster locals’ opinions were what the group collected. Therefore, a non-probability sampling was a good way to approach people for a questionnaire for this research.

Tourist in the Metropolitan area
In order to pick out the sample size, the project group has looked at the most recent tourist population of the Metropolitan Amsterdam for the first 10 months of 2015. The most recent number of the tourist population found was 3.1 million visitors (I amsterdam, 2016).

As the research was done in 1 day of sampling in the Amsterdam Metropolitan area, the project group realised that they do not possess the required amount of time to get a representative sample of all these tourists. It has been decided that 3.100.000 will be divided by the average of the 3.100.000 tourist that came in the first 10 months of 2015. As the last two months were not be calculated from 2015; 61 days will subtracted from 365 in order to obtain the following equation of the amount of visitors visiting the Amsterdam Metropolitan on a single day: ‘3.100.000/304= 10197 visitors’.

![Figure 5 – Sample size Amsterdam Metropolitan](Creative reasearch systems, 2012)

As the confidence level 95% was chosen and a confidence interval of 14 (see figure 5). This was chosen in order to make sure that enough people will be asked and that a heterogenous group of people will be approached, as some people did not match the interest of visiting a UNESCO heritage or its area.

The questionnaires were handed out on 1st of March from 10:00 till 14:00 at Amsterdam central station.
**Locals Beemster**

The amount of people living in the Beemster in 2015 was 8903 inhabitants (CBS, 2015). As in the Beemster the project group planned to do interviews, the project group realised that they will need to make sure that they have enough valid representatives. It was decided that the sample of these people would be calculated in the same way as the Amsterdam metropolitan region.

As the interviews for the Beemster were done in one day of research, the 8903 inhabitants were divided by a full year in order to get a representative sample of a normal day. \( \frac{8903}{365} = 24 \) inhabitants.

![Figure 6 – Sample size locals Beemster (Creative research systems, 2012)](image)

In order to find out how many interviews have to be done a confidence interval of 1 was used and a confidence level of 99% (see figure 6). This was chosen as all the opinions regarding the Beemster are very important and should be observed very carefully.

The interviews were planned on 2\(^{nd}\) of March at 10:00 until 14:00 in the center of the town of the Middenbeemster. Interviewees were approached on the streets of the town, local shops and restaurants.

**Interviews stakeholders Rhine Gorge**

The project group planned to conduct interviews during the field trip to Rhine Gorge between between the 22\(^{nd}\) till the 23\(^{th}\) of February. The project group intended to interview various stakeholders of the area and a tourism board of Rhine Gorge.

For the research proposal, the project group made a central question and five sub questions. For those sub questions research was done in the ways as described below.

1. **What are the wishes and needs of the target group linked to what the Beemster already offers?**

This first question can partly be answered by desk research. The things the Beemster offers can be for example looked up on the Internet. However, it is important that the characteristics of the target group are looked into, in order to find out what their interests and expectations in the Beemster would be. Researching this will be done by analysing questionnaires done in Amsterdam.
2. **What are the core and supportive resources and attraction in the Beemster UNESCO World Heritage Site and how do they manage their destination according to the Ritchie and Crouch model?**

This question will be answered by desk research and interviews. Internet and other media can be used to look up what attractions the Beemster has and how they can relate to three down layers of the Ritchie and Crouch model. Besides that, a visit to Beemster was planned to see if there are more possibilities for attractions. Semi-structured interviews with local stakeholders were conducted and used to answer some parts of the question.

3. **Which elements could be implemented from the Rhine Gorge as a UNESCO Heritage site to the Beemster?**

To answer this question, the project group went to The Rhine Gorge in Germany. A visit to tourism board was planned. Besides, semi – structured interviews with local stakeholders had to be made as well. In that way they will get to know how The Rhine Gorge puts itself on the national and international map. After that, the project group had to check whether or not some of these strategies can be used to promote the Beemster to the target group.

4. **In what way can The Beemster UNESCO World Heritage Site cooperate with Amsterdam?**

For this question, the project group needed to find out what the Amsterdam Metropolitan Area can do to help the Beemster become more popular. Desk research was done in order to find a way for Amsterdam to help the Beemster. Semi-structured interviews with stakeholders in the Beemster will provide some insight regarding marketing that could be used in future cooperation in terms of promotion.

5. **What are the wishes and needs of the stakeholders of the Beemster?**

The last sub question is about what the inhabitants expect from the project group. In order to know their opinion about the Beemster and turning it into a popular destination, the project group conducted semi-structured interviews with stakeholders in the Beemster. The project group planned to make 25 interviews with local stakeholders to find out what their wishes and needs are.
4.1 Gaps
In this chapter will be explained which gaps were made during the research. A gap is the difference between what the project group planned to do and what they actually did. Also explained is the influence this has on the reliability of the research paper.

1. First of all, the amount of interviews being held changed. In the methodology part the group figured out that 25 interviews would be needed in the Beemster. However, after 12 interviews, the project group noticed a pattern of similar answers and decided to leave with 12 interviews instead of 25. This does not affect the reliability of the research paper, since 12 interviews were more than enough in this case.

2. Another important gap is the fact that the project group planned to do interviews during their stay at the Rhine Gorge. Since most of the tourism boards that were visited had no time to answer the given questions, the group agreed on mailing the questions to them. The persons in charge of the tourism boards promised an answer by mail. Unfortunately, they did not provide enough answers for the project group to find a correct answer to the sub question, despite multiple attempts to get a proper mail back. Therefore, the members of the group decided to change the sub question. This of course has a huge effect on the whole research plan, because a whole question is changed. However, it did not influence the reliability of the report since the data gained during the research in Rhine Gorge provided needed information to answer the new sub question.

3. The third gap is about the questionnaires. The group decided to do 49 of them in the Beemster, but came back with 52. This cannot really be described as a gap, since it only makes the research more reliable. Still, this is a small difference in what the group planned to do and what they eventually decided to do.

4.1.1 Reliability
The reliability of the research is not really clear at some points. Fact is that the project group misses a major part of the information about the Rhine Gorge since they did not receive information to their interview questions. Next time the project group should take the interviews right at (in this example) the Rhine Gorge, and if this is not possible they should manage to get the answers for example by phone. The questionnaires however are very reliable. There were no major occurrences that could have influenced the given answers. Moreover, the project group managed to get more questionnaires than they first planned to have, which improves the reliability. However, the research was conducted in one day only. It could be that the outcomes are different in for example the autumn.

4.1.2 Validity
According to Fathi M. Sherif, the meaning of validity is: ‘Validity refers to the degree to which a measure or procedure succeeds in doing what it purports to do’ (Sherif, 2013). Despite the gaps in this research plan, which influence the reliability, the research is valid. The project group managed to get the people filling in the questionnaires and interviews giving a lot of answers. None of the given questions has a low outcome, which means the group does not miss any information on that part. Still the problem remains of not having enough interviews from the Rhine Gorge. By changing the sub question, the project group takes a less big risk on making the wrong assumption with too little information. The group chose to use semi-structured interviews, which makes the research more valid. By using this type of interview, the responses can be compared. Since a lot of answers were the same, the project group is sure that the whole research is covered. Besides that, the questionnaire was read by a family member and was understood, which also increases the validity of the research.
5. Results
This chapter will describe the results the project group has obtained during their research. First, the results of the interviews and questionnaires are explained and secondly, the outcomes of the questionnaires are shown.

5.1 Results of the interviews and questionnaires
The project group went to Amsterdam, the Beemster and the Rhine Gorge in Germany in order to obtain the proper answers to the sub questions.

5.1.1 Amsterdam
On the first of March, from 10.00 till 14.00, two members of the project group went to the capital city of The Netherlands, where they succeeded in handing out 52 questionnaires, which is three more than planned.

5.1.2 The Beemster
On the first of March, from 10.00 till 14.00, three other members of the project group went to the Beemster where they held 12 interviews with the stakeholders of the Beemster, including the visitor centre and some locals. The transcribed and labelled interviews can be found in appendix.

5.1.3 The Rhine Gorge
From the 23th till the 25th of February, the project group went to The Rhine Gorge in Germany. They went to several tourism boards, hotels and castles. The transcribed and labelled interviews can be found in the appendix.
5.2 Outcome of the interviews and questionnaires

Figure 7: The age of tourists visiting Amsterdam

Figure 7 shows the amount of people who answered the questionnaires, and what their age is (n=52). The largest group of people has an age between 25-34 (32.7%) and the group between 16-24 (30.7%) takes the second place. Only six of the questioned people are between 35-44 (11.5%) and 55+ (11.5%), which is a small amount. The blue chart shows the group with an age between 45-54 (13.5%). Apparently younger people have a higher interest for the capital of the Netherlands.

The second question asked was if this was the first time they were visiting Amsterdam. 17 (33%) of the respondents answered this question with ‘yes’, and 35 (67%) with ‘no’ (n=52).

Figure 8: The nationality of the questioned people.

As can be seen in figure 8, Amsterdam has a lot of nationalities walking around (n=52). Most of the questioned people are Dutch (32.7%), but the amount of Australians is quite big too if
considered the long way they have to travel. Furthermore there are three Canadians, three people from Belgium and three from Denmark. What is quite surprising is the small amount of Germans; since they are a neighbour country, Amsterdam is very easy for them to reach.

**Figure 9: The travelling partner of the questioned people.**

The figure above shows with whom the questioned people are travelling (n=52). Most of the people are travelling alone (34.6%), the second place is taken by people travelling with friends (23%). Only two people (3.8%) were travelling to Amsterdam with school and only three went there with family (19.2%). Ten people (19.2%) chose to go to the capital with their husband or wife.

**Figure 10: The amount of people visiting several attractions in Amsterdam.**

Figure 10 shows that most of the questioned people have visited one of the most famous parts of Amsterdam: The Red Light District. Also Rijksmuseum, Rembrandt house and Anne Frank house are well visited by the tourists (n=133). Apparently Madam Tussauds and the
Dam Square are less interesting to them. The total n=133 as respondents were able to choose more than one answer. Valid n=52 as 52 tourists filled in the question.

Figure 11: Other visited destinations by the questioned people.

As can be read in figure 11, the people visiting Amsterdam also visited other nearby attractions n=36. Since the question did not have an option to choose 'no', only respondents that had visited any places outside Amsterdam had filled in the question, which makes the total 36. From those tourists that had travelled outside Amsterdam, Volendam is really popular. Ten people have seen the Zaanse Schans, but only two have seen the Kinderdijk. Only two tourists have been to the Beemster.

The seventh question asked was the amount of people being familiar with UNESCO (n=52). More than 50% have never heard of it, which is quite a big amount.

According to the answers of the eight question asked to the tourists (n=52), only 31% visited another UNESCO heritage site. The rest of the questioned had not visited another UNESCO site.
Figure 12: The visited UNESCO World Heritage sites.

Figure 12 shows which UNESCO sites were visited by the questioned tourists (n=14). As can be seen, none of the sites is very often visited, because almost no one of the tourists knew about UNESCO. The total n=14 for this case, as only tourists that had actually visited any UNESCO sites wrote down the destination name.

Figure 13: The interest of tourists towards cultural heritages.

The figure above shows that most of the tourists are interested in cultural heritages (n=52); less than 25% is not interested. About 20% does not have an opinion. **Exact results!**
Figure 14: Where did the tourists find their information about Amsterdam.

The pie chart in figure 14 shows that a big part of the questioned people (n=52) found their information about Amsterdam on social media and via friends and family. Trip advisor also is a big source of information and even the tourism offices are still important to the travellers. **Exact numbers!**

![Pie chart showing information sources](image1)

Figure 15: The lengths of the stays.

As shown in the figure above, most of the tourists (34.6%) are staying 2-5 days and 30.8% less than two days (n=52). 23% of the questioned people are staying longer than a week and the rest will be spending 5-7 days in Amsterdam.

![Bar chart showing lengths of stay](image2)
Figure 16: Reasons to visit Amsterdam.

Figure 16 shows that most of the people (53.9%) visiting Amsterdam are there for the culture (n=52). Only five (9.6%) of the questioned people came to the capital city for shopping and eight (15.4%) for relaxation. The rest of the respondents for other reasons (21%) and nobody came chose nature to be the motivation to come to Amsterdam.

![Bar chart showing reasons for visiting Amsterdam.](image)

Figure 17: Other visited destinations.

For this question tourists could choose multiple destinations that they have visited, which moved the total n=54, while total of 52 respondents filled in this question. As the chart above shows, most of the questioned tourists (59.6%) have not visited other destinations but Amsterdam. Den Haag (13.4%) and Rotterdam (9.6%) were also quite popular towns in the Netherlands, other cities were only visited by a few tourists.
Figure 18: Activities planned by tourists.

This last chart shows which activities tourists tend to do while their stay in Amsterdam. Respondents were allowed to choose multiple answers, the total n=93, while 52 respondents filled in that question. A lot of tourists are interested in seeing Amsterdam by foot- 71.1%. 53.8% persons decided to visit the town by a city tour and only 11 people (21.1%) chose the traditional Dutch way: biking. 19.2% went to day trips and 13.4% chose other.
6. Results sub questions

6.1 Sub question 1: What are the wishes and needs of the target group linked to what the Beemster already offers?

The target group of the project is "Peaceful Green", a group who is mainly interested in welfare, nature and culture. This type of customer also likes the contact with the local people, their traditions and to mingle with them, so it can be affirmed that is a group that prefers places not too crowded where they can enjoy what nature offers, in addition to learn a new culture and art and history that surrounds it.

With this short introduction that reflects what are the wishes of the target group, the research has been focused to find those potential tourists that could be identified as "Peaceful Green". The Beemster already has some very strong qualities that the target group could be interested in, such as the fact of belonging to the list of the UNESCO world heritage sites. In order to be able to identify the target group, the project group proceeded to make some questionnaires to tourists in Amsterdam. Thus, it would be much easier to know if the Beemster is already known or should still make improvements to fit the offer with the wishes and needs of the target group and attract more tourists.

Looking at the portfolio of tourists visiting Amsterdam, there is not any dominating group of nationality besides 32.7% (n=52) Dutch visitors. Most of the travellers came to Amsterdam alone 34.6% (n=52) or with friends (23%). The age of the respondents was quite young, the group of 25-34 years old, 32.7% (n=52) was the biggest while ages between 16-24, 30.7% (n=52) was high as well. Knowing the nationality, age and with who are the majority of tourists travelling to Amsterdam makes it easier to understand the choices regarding those tourists’ interest in types of attractions.

Most respondents were in the city no more than three to five days, which is very unlikely that during such a short time they would decide to go visit the Beemster. On the other hand, most of the respondents said that it was not their first time in Amsterdam. This could be really positive because they might want to visit other places nearby, as they have already had time to explore Amsterdam. Questionnaires showed that many of the tourists (Dutch mostly), went to visit or had planned to visit Volendam and Zaanse Schans, two very picturesque and close towns to Amsterdam and The Beemster. That could be identified as major competitors, as well as opportunity for cooperation.

Most of the tourists replied that they are interested in cultural heritage. Conversely, many respondents said they were not interested in the UNESCO list or had never heard of it (50% of respondents). By this we can identify that this is not a very important factor for tourists when choosing to go to visit somewhere. However, there are tourists who replied that they are familiar with the UNESCO list and that have already visited some places of the list in the past (31% of respondents). The latter could be part of the target group that The Beemster should address to.

There are many possibilities to relate what the Beemster offers to what the target group wants. To reach the objective the Beemster still need to work very hard and it needs a lot of promotion even though the city already offers some attractions for them. These activities are: admire the landscapes, guided tours on foot, by bicycle or bus and leisure activities in town (I Amsterdam, 2016). The place also offers a wide range of history in its museums: Museum In ‘t Houten Huis Museum Betje Wolff, Purmerends Museum and Museum Agrarisch Westerhem (Google Maps, 2016). We don’t have to forget the famous cheese produced in
this place, known as Beemster cheese. As already discussed above, the target group would be interested in the culture of the place and so the cheese factory is the perfect place to go just to try the different cheeses that this region offers.
6.2 Sub question 2: What are the core and supportive resources and attractions in the Beemster UNESCO World Heritage Site and how do they manage their destination according to the Ritchie and Crouch model?

Supporting factors and resources

Infrastructure
The Beemster is a small village close to Amsterdam and is only accessible by car, bus or bicycle. There is no train station and no airport. Remarkable for the Beemster are the narrow roads. These narrow roads are all built according to an orderly and rigidly geometric pattern. The Beemster owes its fame to this subdivision and design based purely on rational principles (Werelderfgoed, 2015). The infrastructure is part of the attraction in this case.

Accessibility
As for accessibility the Beemster is quite accessible. Visitors do not need a visa to get in the Netherlands if they live in the European Union. Visitors from other countries do need a visa (Rijksoverheid, 2016). Visitors can get to the Beemster in different ways: by car, bicycle or by bus. There is no train- or metro station in the Beemster and if visitors want to go there by bus they need to take multiple busses, there is no direct connection with Amsterdam. Other cities like Purmerend and Alkmaar have direct bus routes to the Beemster and they go multiple times a day (Local5, Interview de Beemster Local 5, 2016).

Facilitating resources
The Beemster has almost 9000 inhabitants (Gemeente Beemster, 2014). There are no colleges or universities in the Beemster, only primary schools. The closest college is in Alkmaar, and the closest university is in Amsterdam. Despite that the Beemster has no colleges or universities, the ones close by are very accessible for the inhabitants from this area. The closest tourism course is Tourism Management in Diemen and takes one hour and twenty minutes to reach by public transportation from the Beemster. The people who work at the visitor centre in the Beemster are volunteers. They are not specialised in tourism but they are so passionate about their town that they want to help by working in the visitor centre. The biggest difficulty for the Beemster is that there are almost no financial resources to stimulate the tourism in the area (Kickoff, 2016).

Hospitality
The attitude from the inhabitants of the Beemster to tourist is very good. The people working at the visitor centre are all volunteers and they are very hospitable. They are happy when they can provide people with information about their town (Stok, Summary, 2014). When the project group went to the Beemster for interviews, all the people were very friendly and cooperative to all the project members. During the interviews the project members asked the inhabitants what their attitude is towards incoming tourism. They all see the benefits from an increasing amount of visitors and they would not mind if more tourists are going to visit the Beemster (Local8, Interview de Beemster Local 8, 2016).

Political will
The local government supports tourism and wants to increase the amount of tourists visiting the area since it is one of the ten UNESCO world heritage sites in the Netherlands. On the other hand they do not give a large budget to develop tourism in the area (Kickoff, 2016). The local politics is very positive about attracting more tourists to this region. Because of this in February 2015 seven local parties signed an agreement on developing the Beemster as a tourist destination (Stok, Presentation, 2015).
Core resources & attractors

Physiography & climate
What makes the physiography of the Beemster so special is that this area used to be a lake and now is a village surrounded by meadows (Werelderfgoed, 2015). The Beemster is a small village in an agricultural landscape close to Amsterdam. The weather in this area is not very attractive and definitely not one of the reasons to visit The Beemster. There are a lot of rainy days and the average temperature is around ten degrees (KNMI, 2016). The Beemster is not famous for the scenic views since the area is flat and you only see grass fields and trees.

Culture & history
The Beemster is an UNESCO world heritage site because of its culture and history. This area used to be a lake and in the year 1612 they achieved to pump the water away and change the water into land for the first time in history. In 1999 the Beemster became part of UNESCO because of the unique geometric layout in the polder and the outstanding example of a landscape created by human beings (UNESCO, 2016). The Beemster has many historical buildings like the church and houses. The most famous historical buildings in the Beemster are the traditional stolp farmhouses with a typical roof (Visitor centre Beemster, 2015). The Beemster has three museums and a multimedia experience that shows how the area has changed through the years (VVV, 2016).

Mix of activities
The Beemster has a lot to offer, but not for everyone. There are three different museums, forts and a bird show. Visitors can also bicycle and drive through the area and visit typical Dutch windmills or farmhouses. They can do different kinds of sports and workshops such as golf and pottery. This area is very famous for its bicycle routes. Even though the Beemster has a lot of different activities to offer there is not something to do for every type of tourist. There is no nightlife, there are no shopping malls, you cannot visit a concert or sports game and it is not as busy or big as other famous tourist destinations. The attractions are mainly based on the educative aspect; not on entertainment or esthetics. This means it does not offer the ultimate experience for tourists according to the theory of Pine & Gilmore (1998) (Buhalis, 2012). In the winter lots of activities are closed so in the summer months there is more to do than in the winter (Visitor centre Beemster, 2016).

Special events
The Beemster is not a city that attracts many events or festivals. It is a small village with 9000 inhabitants and its only accessible by car or bus. This is not the ideal location for big events since the village is too small to handle this many people. There are a lot of grass fields in the Area of the Beemster so it could be possible to organise a big festival. For most of the special events like the Olympic games the infrastructure has to change, this is not possible since the Beemster is an UNESCO world heritage site.

Entertainment
The Beemster has one cultural centre where theatre and music shows are held for the local community. There are a few workshops and there is a bird show in the area. There are also events in de region but these are more focused on the local community instead of tourists (VVV, 2016). Most of the attractions in the Beemster are focused on the educative part and not on entertainment.
**Superstructure**
In the Beemster there are a few hotels and there is a visitor centre. One of the hotels is located in an old fort and the visitor centre is located in a traditional farmhouse (Kickoff, 2016). All the other traditional farmhouses, windmills and the church are part of the superstructure. They were not made to attract visitors back in the days but nowadays tourists use this for their needs.

**Market ties**
The Beemster has close market business with Amsterdam. In the past the merchants from Amsterdam decided to change the Beemster from a lake into land (Tucker, 2013). Since then the Beemster and Amsterdam were linked to each other. Nowadays marketing organisation I Amsterdam also promotes the Beemster as a tourist destination (I Amsterdam, 2016). The Beemster is located in the Netherlands and their currency is the euro like most of the countries in the European Union, this also creates a market tie.

**Destination Management**

**Organization**
In 2008 Stichting Beemster Werelderfgoed, a volunteers-driven local foundation, was founded. It aims to draw attention to the World Heritage from locals and tourists. They want to market the Beemster as a tourist destination by providing visitors with information through their tourism information office (Stok, Summary, 2014). In February 2015 they signed an agreement with seven stakeholders on developing the Beemster as a tourist destination (Stok, Presentation, 2015). They are structured at a regional level since it is only promoting one particular destination.

**Marketing**
An important factor of making a destination well known is marketing. At this moment the Beemster has no clearly defined promotion and marketing strategy and to attract more visitors this has to be developed (Meer, 2016). The Beemster has a new website with a new logo which gives the destination a more appealing look. But this look also has to reach their potential visitors. At the moment the Beemster positions itself as a UNESCO world heritage site and they are not sure if they want to keep this image or change to a new one (Meer, 2016).

The Beemster works together with I Amsterdam to reach their potential visitors in the region of Amsterdam because I Amsterdam is big and renowned organization (I Amsterdam, 2016). Since 2011 the visitor centre makes use of different social media channels such as Facebook and Twitter. They provide the information only in Dutch so this does not reach all the international visitors (Facebook, 2016).

**Quality of service**
Stichting Beemster Werelderfgoed is focused on promoting the destination as a UNESCO World Heritage site and they indicate that the destination has lots of fun attractions (VVV, 2016). Visitors indicate that they were not impressed by the attractions that the Beemster currently offers and there was a lack of information about the World Heritage (Stok, Summary, 2014). This is a difference between the expectations and the experience of the Beemster. The service providers at the visitor centre are volunteers and not well trained in tourism (Kickoff, 2016).
Human Resource Management
Stichting Beemster Werelderfgoed is a volunteers-driven local foundation. The people who work there do this because they like to provide tourists with information about the region. Since they are no professionals and it is a small organization they did not have special trainings or courses. During the desk research there was no information found about training and educating members of the DMO.

Finance & Venture capital
Stichting Beemster Werelderfgoed has a small budget for developing and promoting the Beemster as a tourist destination. Stichting Beemster Werelderfgoed is trying to put the Beemster on the map without using a lot of expenditures (Kickoff, 2016).

Visitor management
Stichting Beemster Werelderfgoed wants to give the visitors the experience that they are in a UNESCO world heritage site. They try to do this but the experience does not match the expectation. The destination is quite accessible but the accessibility with public transportation could be better (Local5, Interview de Beemster Local 5, 2016). The visitor centre had limited opening hours so tourists cannot always be provided with information (Visitor centre Beemster, 2015).

Resource Stewardship
Stichting Beemster Werelderfgoed takes care and looks after the destination, because the Beemster is a UNESCO world heritage site it is important that the destination maintains its original and authentic look. The Stichting Beemster Werelderfgoed and municipality is responsible for this since they manage the destination. They try to invest in the destination without damaging the area and with a sustainable, long-term strategy so the destination does not get destroyed (Kickoff, 2016).

Crisis management
There is no information about a crisis management plan at the Beemster. Since the Beemster is a small village with only 9000 inhabitants it appears that there is no crisis management plan at the Beemster.
6.3 Sub Question 3: Which elements could be implemented from the Rhine Gorge as an UNESCO World Heritage site to the Beemster?

The project group did an interview in the Rhine Gorge and found out that there are some similarities between both destinations. As both of them are UNESCO world heritages, the group thought about some ideas that the Beemster could implement.

The Rhine Gorge is famous for its vineyards and wine production, so there are many tourists visiting this area for this reason. According to Hotel Manager in Koblenz: “Another important reason why people come to this area is our local product, wine. We have many wine fields in this area”. The Beemster could implement this in their strategy; they could use cheese as their own local famous product, as their cheese is nationally well known.

According to Hotel Manager in Koblenz: “We have a lot of nice villages and castles in this area. People can do a boat tour and visit one of the cities and villages”. The Rhine is used as their main attraction because it connects the city with all the nice castles and villages around it. The Beemster could use this strategy as well as they have typical landscapes and a beautiful environment.

The project group found out that the place they were staying, a youth hostel, used to be a fort in the Middle Ages, what they did in Koblenz was changing such an emblematic place into an accommodation place for tourists. In the Beemster they could use the same idea with the farmhouses that they have. These could be transformed into small cottages in which tourists could stay and enjoy a different experience.

Events are also important in the Rhine Gorge area to attract tourists, as they did in Koblenz two years ago with a really known event in whole Germany named Bundesgartenschau. This is a big flower event in Germany. The Hotel Manager in Koblenz said “Not so big as the Bundesgartenschau because this event was really for the whole country, which takes place every two years in Germany”. She also said that other events were taking place in Koblenz but none as important as this one was “There are also other small events that are mostly made for inhabitants but also for tourists. The Christmas Market and Rhine in Flames for example, attract a lot of tourism. In the hotel we have two weeks fully booked”. It might be a bit more difficult for the Beemster to have a big event but it could take the events that already take place in the town and make them more interesting for foreign tourists by, for example, doing them in English as well.

The Rhine Gorge area is receiving tourism because of many other elements, so the fact that this site is part of the UNESCO world heritage is not the main reason for visitors to go there. The Hotel Manager in Koblenz confirms: “I don’t think so, at least not in Koblenz. Maybe there is a difference in the surroundings. I think that the fact that this place is part of the UNESCO is not the main reason why there are so many people here”. In the Beemster they could use the same strategy in order to receive more visitors and start focusing on other interesting parts of the Beemster.

From doing the interview the project group can conclude that a lot of strategies of the Rhine Gorge could also be implemented in the Beemster. For example they really make use of their natural environment to attract more visitors. The Beemster could follow this example in order to gain more tourists.
6.4 Sub question 4: In what way can the Beemster UNESCO World Heritage Site cooperate with the Amsterdam metropolis area?

One of the possibilities for attracting more tourists to the Beemster is by working together with other regions. Amsterdam is close by and also part of the Amsterdam metropolis area, therefore the Beemster should focus on cooperating with the Amsterdam metropolis area as they are the best choice. Through desk research and asking questions to some stakeholders in the Beemster possible ways for collaborating together were identified.

Current collaboration

Currently Amsterdam is working with the Beemster as it is a part of the Amsterdam metropolitan area. On the “I Amsterdam” website the Beemster is described as: “a UNESCO World Heritage site that’s an oasis of scenic polders, waterways, dikes, restored mills and charming, traditional farmhouses. Some visitors explore the area on foot or by boat, but bicycles are the preferred method of transportation around these parts. (Iamsterdam, 2016)” The website also mentions the museum and the Eenhoorn (a cycling path) and its cheese like houses. It does not appear that besides the fact that the Beemster is mentioned on the “I Amsterdam” website they work together on other aspects as well.

Shelter tourists

Amsterdam tries to shelter some of her foreign tourists into nearby cities or bigger cities in the Netherlands. The reason for this is that Amsterdam receives too many tourists and they became a nuisance. As the Beemster is relatively close it could shelter some of these tourists. (Dutchnews, 2016) This could mean that the route of transportation between the Beemster to Amsterdam has to be improved. However the locals argue that statement as they consider the accessibility to be good. “The accessibility is fine for me. Everything is close by from here, Amsterdam, the beach and Alkmaar. There are many busses driving here and we are close to the highway.” (Local6, 2016)

Moving attractions

As the Beemster has a lot of open space and Amsterdam is getting quite crowded another idea of working together with Amsterdam metropolitan area is simply moving some of the attractions such as relative small art inside museums and other possible moveable attractions toward the Beemster and her surroundings. As people come Amsterdam to sightsee and visit museums, moving museums to other areas is a solution.

Promotion

Instead of only using the “I Amsterdam” website as a promotion for the Beemster the Amsterdam metropolitan area could use billboard or poster in all the towns with information about the Beemster. Billboards will most likely be expensive, but it depends on where you put it. Maybe the Beemster can collaborate with a different company and they might be willing to sponsor the Beemster as that will give them promotion and some goodwill. Since the Beemster is not visited much and not everyone knows what UNESCO world heritage is, it could raise awareness for all other UNESCO heritage as well in the Amsterdam metropolitan area. “I think the Beemster should make more use of the fact that they are UNESCO. The story behind it is very interesting but people need to know about it. If you can have a bus with tourists from Amsterdam each day and you tell them about the Beemster and show them the peaceful area I think people will like it” (Local7, 2016).
UNESCO metropolis tour

A special tour can be organised that visits all the UNESCO World Heritage monuments that are located in the Amsterdam metropolis area. In the questionnaires it is shown that people are unfamiliar with UNESCO. By offering a tour people not only get to see the world heritage, but also the Beemster and thus putting it more on the map.

Other tours

As there are several tours in Amsterdam. The Beemster can cooperate with Amsterdam and become a part of these tours and build a reputation for itself. It is also possible to set up tours with other cities that are part of the Amsterdam metropolis area.
6.5 Sub question 5: What are the wishes and needs of the stakeholders of the Beemster?

With an aim of attracting more visitors to the Beemster, it is important to keep in mind the wishes and needs of the local stakeholders since an increasing amount of tourists will have influence on the locals. To find out the point of view the residents and local businesses of the Beemster have towards tourism in the Beemster, local stakeholders were interviewed.

The interviews showed that local residents are very positively minded about increasing number of visitors coming to the Beemster. All of the respondents were optimistic or at least neutral about the idea of attracting more tourists to the area. Answers like: “I do not mind”, “For me it does not matter”, “I do not really care if they come”, were very common. The fact that many locals did not have a definite opinion towards tourism could also mean that stakeholders are not aware of the risks and opportunities that increase of tourists can have. However, many interviewers also expressed very positive opinion about tourists. One of the respondents said: “I don’t mind if tourists visit the Beemster. We have enough space here and the local people are really friendly. I actually prefer that more tourists come because then there is more to see and more to do in this town.” (Local5, 2016). Another local said: “No I think that is going to be really nice for the village so I don’t mind. The tourists will make the restaurants and shops more busy and what I said before, they make the village more lively.” (Local8, 2016).

Another concern of the commissioning client and the project group was the risk of bringing big groups or large tour busses that could disturb the life of small town residents. As it came out, the locals are very open-minded and do not even mind the tour busses. One of the interviewees said: “No I wouldn’t mind. I think we have enough space.” (Local6, 2016) Another local added: “I know in some cities they see tour busses more as a problem than a benefit but I wouldn’t mind. There are not so many people here so it’s not like in Amsterdam. We have enough space here.” (Local5, 2016).

Locals were also asked several questions that could help to understand if the locals are missing out anything and how satisfied they currently are living in the Beemster. Overall, it can be said that locals are pleased with the facilities and activities to do in the area. Locals also appreciate the quietness and tranquil atmosphere of a small town. Respondents described the area as: “The Beemster is a very peaceful and beautiful area”, “little town with a lot of green in the town and not busy.” Since the tranquillity and quietness is highly valued by local residents, it is questionable if locals actually would not mind the masses of tourists and changes that the town will make to accommodate increasing amount of visitors.

Overall it can be concluded that stakeholders of the Beemster wish to see more tourists in the area and see many benefits that tourism can create for local community. Nevertheless, even though the locals did not show any harm of bringing more visitors to the Beemster, it might not be the most suitable option for the Beemster to bring enormous tour busses to a small town like the Beemster as this could take away the peacefulness that the locals appreciate so much.
7. Conclusion

The project group has used various research methods in order to find out possible solutions on how to attract more visitors from the target group to the Beemster. The central question “What promotional tools and activities should the Beemster UNESCO World Heritage Site use to attract more visitors of the target group peaceful green?” together with several sub questions were created to achieve the objective of the research and give recommendations to the commissioning client.

Desk research in the first phase of the project helped to understand what exactly is expected from the commissioning client and what the current position of the Beemster as a tourism destination is. Further, relevant trends and models were described to support the field research and lead to practical conclusions.

The project group travelled to the Rhine Gorge in Germany to find out how another UNESCO World Heritage site is managed. Field research to the Rhine Gorge Valley proved to be successful as many activities and strategies that the Rhine Gorge is using can be implemented in the Beemster as well. Using local products and truly displaying the local environment is something that the Beemster still has to work on, while the Rhine Gorge has effectively managed to use it as an attraction for tourists. The Rhine Gorge is a good example where locals are actively involved in production and community activities, which could be part of the meaningful real experiences that, according to the latest social trends, nowadays tourist is attracted to. Trends are also moving towards pure and conscious products that the customers are willing to pay extra for. Local brands such as the Beemster cheese could be introduced to international tourists during various events in the region.

The Beemster has a lot to offer to the chosen target group ‘Peaceful Green’. These travellers are described as people who like nature, quietness and want to escape their every-day lives for couple of days. The interviews with locals showed that one of the charms of the Beemster is its small town atmosphere, very quiet and peaceful. Next to the tranquil atmosphere, the Beemster has a variety of educational and relaxing activities such as bird watching or bicycling. Described qualities of the destination match the wishes and needs of the target group. Now as a specific target group is chosen, local tourism management organisation can take more effective use of promotional tools by specifically targeting that type of travellers.

While working together with local stakeholders, another way to attract more visitors to the Beemster is to cooperate more closely with the largest near-by city Amsterdam. Desk research showed that there is already some promotional information available on the I Amsterdam web site about the Beemster, as well as the visitor centre of the Beemster is also marketing itself on various media platforms; however these need to be updated and extended. Cooperation with Amsterdam would make it easier for such a small town like the Beemster to promote itself, since Amsterdam has a larger budget and is better known among tourists. Cooperation could take form of combined tours from Amsterdam to the Beemster and near-by cities attractive to the target group.

Looking at the age of the visitors in Amsterdam, the research showed that the majority are young people from 16-34. This could be related to the tendency of having more young/working age people moving to Europe. Most of the respondents stayed in Amsterdam for 2-5 days, which gives enough time to make a day trip to the Beemster. However, most of the visitors had no idea what UNESCO World Heritage is, making it difficult to market the destination mainly for that title. The research also revealed what those tourists tend to do during their stay and their interests, which can help the commissioning client to choose the appropriate marketing tools and suitable locations for the target group.
In conclusion, the Beemster has a great potential of becoming a popular destination for the target group peaceful green. The wishes and needs of the target group have a recognisable match with the tourism offer in the destination. Possible cooperation with Amsterdam and several great ideas from the field research to the Rhine Gorge give a great base to form a list of recommendations for the commissioning client. While recommendations will be created for the commissioning client, locals opinions should not be ignored either.
8. Recommendations

In this chapter of the project, the recommendations are given to the commissioning client. The recommendations that the project group offers the Beemster have been divided in five different categories to determine their importance: the first category is the image, the brand and the product that the Beemster actually needs to sell to its target group. The second category is about the promotion and events that the Beemster needs to organize, the third will be focused on some advices regarding the strategy of the region, the fourth will be related to the cooperation that the Beemster should have with Amsterdam Marketing. The last one will be recommendations in general, some are involved with stakeholders and others are regarding the new technological systems, such as the management of social networks.

Image:

1. When travelling to the Rhine Gorge, the project group found out that this region is well known because of its wine production, nationally recognized. The Beemster could do the same thing with the cheese, as it is really good positioned in the market of The Netherlands. In the Rhine Gorge lots of tourists were going to visit it because of its wine fields and wine tastings. The Beemster should organise a cheese market or cheese festivals were people can buy, make and eat cheese. This will be a special experience for tourists. With this, The Beemster could achieve an image and a brand by selling their star product. At least but not last, many visitors would go to that region in order to do some activities related to the cheese tasting.

Promotion and events:

1. The Beemster should have more entertainment and events in order to be more competitive. At the moment the attractions are mostly educative and not very entertaining. The interview at the hotel in the Rhine Gorge revealed that many tourists visit the place because of their events and festivals. The Beemster should organise more events so tourists have a reason to come there.

2. The interviews in the Rhine Valley and in The Beemster concluded that not many people care about the UNESCO world heritage. This means that it could be a reason to go somewhere but not the main of the reasons for most of the people. The Beemster should move the focus on something else instead of only the UNESCO world heritage. It is also important and, of course, they can use it. But to make The Beemster busier, it has to offer something else.

3. The Beemster could work together with other towns and promote each other (in) directly. This means that if The Beemster offers some kind of route, when it finishes try to show tourists something else of another town next to The Beemster. This could help to increase the number of visitors, because the tourists would spend one day out visiting typical Dutch villages and interacting with local people.

Strategies:

1. At the moment the visitor centre is runned by volunteers. This makes the visitor centre efficient but not in a professional way. They could bring in a young, educated person who studied marketing or tourism. This person can give the organisation a boost and give them fresh ideas. He/she also could be responsible on designing tourism strategies.

2. Make some of the attractions bigger, as only a few people can participate at a time. If they cannot do that, they could renovate them or build some other. It is also important if they want
to reach a bigger market segment, to offer the guided tours and the museums in other languages, starting with English.

**Cooperation Amsterdam-The Beemster**

1. It would be really positive for The Beemster to cooperate with Amsterdam in order to increase the number of visitors, some of their strategies should be really focused on that.

2. The accessibility for international tourists could be improved. Some of these tourists do not know how to move around The Netherlands and the connections to The Beemster are not as clear for them, people have to take multiple busses from Amsterdam to get there. A bus that drives to The Beemster once a day could definitely increase the accessibility to the destination.

3. Hand out coupons for a ticket in the cheese factory at similar attractions in Amsterdam or just sending some Beemster workers there to try to show tourists what The Beemster offers.

**Recommendations in general**

1. Social network: Nowadays, destinations work a lot thanks to these tools that make them more competitive. This is because they can show pictures, create events and letting people know what is going on there. The Beemster has a Twitter and Facebook account but they only provide information in Dutch. This fact should really change because social networks are nowadays some strategical tools that everybody can see.

2. The accommodation is a really important thing to take into account in a destination. The Beemster should offer bigger variety of accommodation in order to attract people with variable budgets.

3. Involve all the stakeholders in the process and see what they can offer and what their ideas are.

These are the most important recommendations that the project group could give to the commissioning client. These ideas are taken thanks to different aspects of the research, such as desk research, the questionnaires and interviews. The visit to the Rhine Gorge gave another perspective to the project in order to take elements that could improve The Beemster strategies regarding tourism. This visit helped the project group to notice the differences between both destinations and also to adapt some of the ideas taken there to The Beemster. This could make it a more competitive destination and increase its number of visitors by exploiting some resources that the destination actually has. At least but not last, they should take advantage of their resources and create a good strategy in order to show tourists the potential of The Beemster as a tourist destination.
9. Event calendar

The event calendar of the Beemster will show 24 events during one year. These events will be quite easy to organize and they will cost little or no money. This year’s theme is ‘Peaceful Beemster’, linked to the target group ‘Peaceful Green’. The events the project group members came up with will fit the peaceful tourists the Beemster wants to attract.

<table>
<thead>
<tr>
<th>Month</th>
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<th>2</th>
<th>3</th>
<th>4</th>
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</thead>
<tbody>
<tr>
<td>January</td>
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<td>Wine Festival (1)</td>
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<td>Two Mills Cycling Tour</td>
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<td>February</td>
<td>Cooking Workshop in one of the forts</td>
<td>Visit the Cheese Factory with a local guide</td>
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<td><img src="image" alt="Cheese Factory" /></td>
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<td>Make the most original photo of the Golden Cow</td>
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<tr>
<td>May</td>
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<td>Painting the landscape from the dikes</td>
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<td>Bird Spotting Festival</td>
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<td>July</td>
<td>Cheese market and fair with local products</td>
<td>Tour through the tulip fields of The Beemster</td>
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<td><img src="image" alt="Cheese market" /></td>
<td><img src="image" alt="tulip fields" /></td>
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<tr>
<td>August</td>
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<td>Event</td>
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<tr>
<td>September</td>
<td>Cheese Contest</td>
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<td>October</td>
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<td>Farmer Weekend (3)</td>
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<td>November</td>
<td>‘Sint Maarten’ (4)</td>
<td>Make your own cheese in the cheese factory</td>
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<td>December</td>
<td>Christmas Market(5)</td>
<td>Fireworks in the Beemster</td>
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</tbody>
</table>

1. Wine festival: At one of the beautiful forts in de Beemster there will be a wine festivals where people can drink, eat and buy different kinds of wines. There are many activities at the festival such as wine tasting, workshops and cooking workshops with wine.
2. Route of Arts: this is a route through the Beemster, where cyclists or hikers can visit every piece of art in the region like the Unicorn House, or the Betje Wolff Museum.
3. Farmer Weekend: during this weekend, visitors from the Beemster can have a day in the life of a farmer. They can visit a farm and try all the things that farmers do in this area: milk cows, ride tractors and horses, planting your own tree and so much more.
4. Sint Maarten: during this typical Dutch event, children will make their own lampion. With this, they go along everyone’s house to collect candy.
5. Christmas market: During the weekends before Christmas the main street of de Beemster turns into a beautiful Christmas market. There will be different kinds of food and drinks, activities and visitors can buy local products and Christmas gifts.
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Appendix

Content Analysis

This content analysis for the Beemster will be found out what kind of promotion the tourism board focuses on right now and what kind of characteristics they are focusing on. While doing this the target group “Peaceful Green” and the specific calendar events are more highlighted than other subjects.

The goal for doing this content analysis is: “Get an insight in the role of nature and outdoor events in the Beemster’s tourism promotion”. A few criteria that will be looked at during the analysis are: Nature, Activities, Animals and Local products. These criteria’s are chosen because they are linked with the specific target group.

Quantitative information
First of all was looked at the quantitative information by counting how many times the criteria was used in pictures on the website of the VVV and the visitor centre Beemster.

Website VVV Beemster (Laag Holland, 2016):

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<td>Pigs</td>
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<td>Farms</td>
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<td>Cheese</td>
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Visitor center Beemster (Bezoekerscentrum Beemster, 2016).

<table>
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<tr>
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<td>Sheep</td>
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<td>Local (products)</td>
<td>Mills</td>
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**Qualitative information**

Secondly the Beemster visitor centre published six different folders online where the qualitative information was gathered. These were only used for gathering qualitative information, as there were not many pictures used.

Folder ‘Op bezoek’

A lot of different sentences in this folder describe the beautiful landscape the Beemster has to offer with its wide fields and water surrounding the area:

“The English writer Aldous Huxley admired the geometrical beauty of the polder: " Inevitably lead the laws of perspective, the long roads and the shining water to a vague vanishing point. Lovely scenery! " (Bezoekerscentrum Beemster, 2016).

Thereby they point out the many local products the Beemster provides in their many farms and the possibility to do activities:

“A lot of farmers offer products out of their own cultivation as cheese and butter, vegetables and fruits and even wine and beer! In the Info centre are folders, maps, biking- and walking routes available” (Bezoekerscentrum Beemster, 2016).

Folder ‘Boederijen’

In this folder they particularly mention the different farms the Beemster withholds and the beauty of the landscape:

“The right square ground, with straight roads and water ditches and the triangular rooftops of the farms make the Beemster still a mathematical beauty” (Bezoekerscentrum Beemster, 2016). And they say: “The Beemster farm is inseparably connected with the typical landscape of the in squares divided reclaimed land” (Bezoekerscentrum Beemster, 2016). Lastly they mention a lot of farms have different purposes nowadays: “A lot of farms are destroyed or have a new purpose, most likely as house” (Bezoekerscentrum Beemster, 2016).

What they mention as well is the Beemster experience where you can see the layout of the Beemster perfectly:

“The multimedia sightseeing flight ‘Beleef The Beemster’ and a video presentation give you a beautiful view of the Beemster” (Bezoekerscentrum Beemster, 2016).
Folder ‘Boomgaarden’
In the following folder they mostly promote the nature of the Beemster as orchards and many fruit trees beside the long roads:

“In particular it are the high- and half standard fruit trees which increase the beauty of the landscape. This is best seen in spring during flowering” (Bezoekerscentrum Beemster, 2016).

Which is also mentioned is that these trees are something local as they were already doing that in the past:

“The pear trees still stand beside the roads Nekkerweg and Volgerweg. These are trees which are over a hundred year old” (Bezoekerscentrum Beemster, 2016).

Folder ‘Forten’
A big part of the nature and landscape are the forts in the Beemster, these are really a part of the local need of the area. As the land is reclaimed they used the water surrounding them as a defence. Nowadays they still need them to hold back the water, or other purposes as wine:

“In the past the Dutch people used the surrounding water as a defence” (Bezoekerscentrum Beemster, 2016). And: “The Beemster withholds five different of these forts of the Stelling of Amsterdam” (Bezoekerscentrum Beemster, 2016). About the different purposes they say: “The last named fort is a wine storages and a restaurant” (Bezoekerscentrum Beemster, 2016).

Folder ‘Waterbeheersing’
What is mentioned in this folder is the use of mills to help reclaim the land and made it become as it is nowadays.

“Leeghwater and his workers made use of 43 mills in the fight against the water” (Bezoekerscentrum Beemster, 2016).

Folder ‘Beemster op de kaart’
The last folder mainly describes the nature and typical landscape of the Beemster. How its beauty lies in the straight lines and mathematical beauty:

“This ideal was found in the symmetry and geometrical figures in the landscape” (Bezoekerscentrum Beemster, 2016).

Outcome
From doing this content analysis on the Beemster’s folders and websites the project group gathered more insight on which subjects the Beemster promotes its destination. Per criteria is summarised what the most important outcomes are within the promotion.

Quantitative results:
Nature
When looked at the criteria connected with the target group, the quantitative results show that the promotion of the Beemster mostly focuses on the nature of the Beemster with its wide fields, geometrical lines and the water surrounding the area. On both websites these are important factors but the visitor centre does not focus a lot on the subject water while the VVV does.
Activities
Mostly the website of the VVV shows a lot of different activities in and around the Beemster while the visitor centre does not at all, they only show a few. When looked at the outcome boats and shopping are the activities promoted most. Thereby are wine tasting and biking routes important subjects.

Animals
Within the criteria animals the cow is more often shown on both websites than other animals.

Local (products)
Lastly in this criteria farms are the most popular for the promotion on the website of the VVV. On the other hand mills are more popular for promoting the Beemster on the visitor centre website. In general both subjects are used quite often on both of the websites. Less used is the fact that the Beemster cheese comes from out of this area.

Qualitative results:
Nature
As well the qualitative results out of the folders show that the nature and the typical landscape are very important for the Beemster and this is what they promote the most. Also the fact that the land is reclaimed and its mathematical beauty comes up in a few of the folders several times. Thereby the importance of water in the area is mentioned several times.

Activities
Very few activities are mentioned in the folders of the Beemster. A few things they do mention are the Beemster experience and the many museums that can be visited.

Animals
None of important animals within the Beemster are mentioned in the folders.

Local (products)
As for local products and buildings they do promote a lot. For example mills come by very often and they explain where they were used for now and back in the day. Also they describe the many different farms in the area and the different products they provide, such as cheese and wine. Lastly the forts in the Beemster are often mentioned and what they are used for.

Conclusion
When keeping in mind the target group ‘Peaceful Green’ within the promotion of the Beemster, it can be concluded that the Beemster does a good job. They promote mostly the nature and the beautiful landscape of the Beemster, where this specific target group is interested in. Furthermore this target group wants to be able to focus on their hobbies. When looked at the results they do focus on boats and shopping, but other activities are not highly promoted. The Beemster could consider providing more activities and making the Beemster a more lively area. Thereby the folders in general describe the history behind the area very well, but as for promotion they could give tourists more information about what there is to do around the area.

Looking at the goal for this content analysis: “Get an insight in the role of nature and outdoor activities in the Beemster’s tourism promotion” the organisations do a good job focussing on and promoting the nature of the Beemster. As for the activities in and around the area they could do better. They show two important activities as biking and boat trips but further than that not much. When looked at the target group, this group would expect more when it comes to this subject and like the fact that they can be busy doing activities outdoors.
Interview questions Rhine Gorge

Tourists

1) What type of tourists does the Rhine Gorge attract?
2) Why do the tourists come to the Rhine Gorge?
3) What are the main interests of the incoming tourists?
4) Where do the tourists come from? (domestic/international)
5) Do tourists return frequently?
6) How many people come each year? (high/low season)
7) Did the amount of visitors increased after the Rhine Gorge became a UNESCO world heritage site in June 2002?
8) How much do the tourists spend on average within the Rhine Gorge region?
9) What is the average price level within the Rhine Gorge?
10) How big is the influence of the price for coming to the Rhine Gorge?
11) How long is the average duration of their stay?
12) Do people come to the Rhine Gorge individually or in groups?

Marketing & Promotion

1) What types of promotion does the Rhine Gorge use?
2) Which kind of promotion is the most successful?
3) What is the budget spent on promotion?
4) Did the marketing and promotion strategy change, after the Rhine Gorge became a UNESCO world heritage site in June 2002?
5) Did this have the expected results?
6) Could you describe the kind of tourists that the Rhine Gorge tries to attract with promotion and marketing activities?
7) Did the amount of tourists increased due to advertisement?
8) Has there been any sales promotion e.g. discounts to attract more tourists?
9) Did this have the requested results?
10) What obstacles does the Rhine Gorge face when trying to attract more visitors?
11) How do you prevent these obstacles?
12) How can the marketing and promotion become more successful?

General

1) What makes the Rhine Gorge special compared to other UNESCO sites?
2) Does the government support the tourism development in the Rhine Gorge? (sponsorships/funding)
3) How important is sustainability for the Rhine Gorge?
4) What are the main sources of income of the Rhine Gorge?
5) How many stakeholders does the Rhine Gorge have?
6) How do you work together with the stakeholders?
7) On which aspects does the Rhine Gorge try to improve? And what are the future plans?
8) Are there any special events/new events coming up this year?
Interview The Beemster

Locals

- Is The Beemster a nice place to live?
- What do you think of tourists visiting the Beemster?
- Would you mind if more tourists would visit the Beemster?
- Why do you think that tourists visit The Beemster?
- Do you know the reason why The Beemster is part of the UNESCO world heritage?
- How could the accessibility be better for tourists to arrive?
- Are there any special events in the Beemster?

Visitor Centre

- What tangible and intangible resources of the place are the most attracting for visitors?
- What type of tourism and what kind of tourists is the Beemster currently attracting?
- Are there more national or international visitors in the Beemster?
- How is the Beemster currently being promoted to its visitors?
- What tools uses The Beemster to position itself in the market?
- Does the visitor centre uses social media or other modern techniques?
- Can we say that The Beemster has "competence" at a national level?
- What do you think that can be improved to attract more tourists? (Promotion, attractions, events, accessibility, marketing, service etc.)
- How do you think the region could increase its number of tourists?
- Do you think it could be possible to offer tourists arriving in Amsterdam the chance to visit The Beemster?
- Do you think that The Beemster should improve its current image, or create a new one?
Questionnaires

**Questionnaire**

Thank you for taking a moment to fill in this questionnaire. The information gathered will be used to help to promote The Beemster UNESCO World Heritage near-by Amsterdam. The research is held by research group from InHolland University International Tourism Management students. All the information given by you will be completely anonymous!

1. What is your age?
   - o 16-24  o 25-34  o 35-44  o 45-54  o 55+

2. What is your nationality? ____________

3. Whom are you travelling with? ____________

4. Is this your first time visiting Amsterdam? ________

5. For how long are you staying in Amsterdam?
   - o less than 2 days  o 2-5 days  o 5-7 days  o longer than 7 days

6. What was the most important reason to visit Amsterdam? (Choose one)
   - o Culture (Museums, history, art)
   - o Shopping
   - o Nature
   - o Relaxation
   - o Other: ____________

7. Are you visiting any other destinations in the Netherlands besides Amsterdam?
   - o If yes where? ____________

8. What kind of activities are you planning to do during your stay in Amsterdam? (Choose as many that apply to you)
   - o Walking
   - o Biking
   - o City tour
   - o Day trips
   - o Other: ____________
9. What attractions have you visited/planning to visit during your stay in Amsterdam? (Choose as many that apply to you)
   o Rijksmuseum
   o Red Light District
   o Flower Market
   o Anne Frank House
   o Botanic Garden
   o Other:________

10. Have you been in one of these destinations? (Choose the ones you have been to)
   o Kinderdijk
   o Zaanse Schans
   o Beemster
   o Marken
   o Volendam

11. Are you familiar with UNESCO World Heritage list?
   o Yes       o No

12. Have you ever visited any UNESCO World Heritage site? (If yes, which ones)
   o No       o Yes,________

13. Are you interested in cultural heritage?
   o Yes       o No       o I don’t know what it is

14. Where have you gathered information about attractions in and around Amsterdam?
   o IAmsterdam web site
   o Tripadvisor
   o Social media (e.g. Facebook, Instagram)
   o Tourism Office
   o Tips from friends and family
   o Locals
   o Other:________

   Thank you for your time!
**Ritchie and Crouch model**

There is a bus right here, there is no train but it is easy to come. A supermarket here and a hairdresser, pharmacy, and everything you need. Little town with a lot of green in the town and not busy. An old Dutch town museums tourists can visit. Visitor centre and museums nice small town public transport you can easily come. We have bus stop right here. The Cono Cheese factory in the western part of De Beemster. And here we have a agricultural museum, we have museum Betje Wolff and let me think... Many nice locations where people can relax, sit and enjoy a drink. One of these places is the market square in the centre of the village. And we have the famous Beemster cheese.

Yes, I think the accessibility is very good. If you’re with the car we are close to the highways. There are many busses going to Alkmaar and Purmerend. And we have a neighbourhood bus. The neighbourhood bus is also driving to Purmerend and even further to the hospital. But we don’t have a train station and... Sometimes, sometimes. We have a yearly music event in the sports hall. Sometimes there are bands performing on a stage. We also have a pirate fest with many famous Dutch singers and bands.

De Beemster is a very peaceful and beautiful area. People come here to walk around or they come by bicycle because there are many nice bicycle routes here. And the UNESCO world heritage is probably also important for tourists visiting this place. The accessibility is fine for me. Everything is close by from here, Amsterdam, the beach and Alkmaar. There are many busses driving here and we are close to the highway. Sometimes, but not that many.

No I think the events are more focused on the locals then on the tourists. I think because not that many tourists visit de Beemster so it’s not necessary.

We also have a museum and the cheese factory of de Beemster. It’s maybe enough to fill half a day but nothing more.

The accessibility is good. I have friends in Amsterdam and I can go to them by bike, by car or by bus. We are in the middle of nowhere here but still everything is easy to reach.

I think people visit this place because of the UNESCO world heritage. This area is also nice if you want to rest and enjoy the peaceful surroundings. Maybe to bike or do a pick nick or so.

We have several museums and we have the visitor centre when you enter the village. We also have some restaurants and shops where tourists can go for a drink. We also have the cheese factory and at the end of the polder you can see how high the water used to be.

The accessibility could be better. We have good accessibility by car because we are close to the highway but we don’t have a train station or so. We also only have a few bus stops and the....

We have some music events for the local community but we don’t have big events like in Amsterdam or Alkmaar.

**Locals’ attitude towards tourism/wishes and needs**

I don’t really care, for me I don’t mind. I really like it when tourists come to de Beemster. I don’t mind if they come, that would only be nice because we have many attractions if I can say so. Many sites also nice and quiet. Yes, for me it doesn’t matter. They don’t disturb me, I can still do my things and I don’t notice them too much. I don’t know, I don’t mind.

Yes, they can come nice and quiet place to live.

For me it doesn’t matter, I don’t mind seeing other people here also. If they are nice and polite it is all good.
The tourists that come here are Dutch and international. It’s a bit fifty-fifty I think. Occasionally I see a bus with eh… Japanese or Chinese tourists. But that is really rare. No I wouldn’t mind. I think we have enough space.

I don’t mind if tourists visit de Beemster. We have enough space here and the local people are really friendly. I actually prefer that more tourist come because then there is more to see and more to do in this town.

Sometimes in the summer there are tourists here. I saw some Chinese people last year. And I also see people who like to bike around this area. No I wouldn’t mind. I think it’s beneficial for this town. Because the tourists will spend money and this would be good for the local community.

I know in some cities they see tour busses more as a problem than a benefit but I wouldn’t mind. There are not so many people here so it’s not like in Amsterdam. We have enough space here.

I really don’t mind if tourists visit de Beemster. As long as there are not so many tourists as in Amsterdam it’s fine for me. But I don’t think that is going to happen haha.

I love this area because I bike a lot. I also see tourists biking in this area in the summer, but still not that many.

In the summer months I see tourists biking around the area. Most of them are Dutch I think. I also see international tourists sometimes but usually they come in groups and stay for a short time. No I wouldn’t mind. What I said before, as long as it’s not the same like Amsterdam it’s no problem for me.

For me personally I don’t care. I think it’s nice when there are some tourists in town. This will make the village more lively and we can earn money from tourists.

No I think that is going to be really nice for the village so I don’t mind. The tourists will make the restaurants and shops more busy and what I said before, they make the village more lively.

Sometimes I see tourists by bike but also by car and bus.

Cooperation with Amsterdam

more information for tourists. About the place and that it is this UNESCO. Because it is a nice place to visit for one day maybe for people that visit Amsterdam, they can also come here for excursion.

Wishes and needs of stakeholders

the connection to Amsterdam could be better. Maybe we can have a weekly event that attracts many tourists. All the tourists in Amsterdam go to Alkmaar for the cheese market. Maybe we can have something like that but then also about our UNESCO site.

I think de Beemster should make more use of the fact that they are UNESCO. The story behind it is very interesting but people need to know about it. If you can have a bus with tourists from Amsterdam each day and you tell them about de Beemster and show them the peaceful area I think people will like it. Busses to Amsterdam can take a long time. I think they can make the accessibility for tourists better. Maybe they can make a bus that goes to de Beemster once a day or something like that.

Maybe we can make more museums about the UNESCO world heritage. Or tourists from Amsterdam can come here because of the Beemster cheese. Maybe you can think of something like that.
Interview De Beemster local 1
Date: 01/03/2016
Time: 11:00
Location: Restaurant

Q: Is De Beemster a nice place to live?
A: “I was born in De Beemster but I do not like living here because I feel that this is a farmer village and well I am not exactly a farmer and everybody thinks I am. But it is near Amsterdam”.

Q: What do you think of tourists visiting de Beemster?
A: “I think that they should come more often because it is something good for the restaurant and also because it is kind of special, there are also lots of museums here and nobody visits them. During the summer I see lots of Chinese tourists and it is really busy”.

Q: Would you mind if more tourists would visit the Beemster?
A: “I would not mind if there were many tourists because I think it is kind of funny”.

Q: Why do you think that tourists visit De Beemster?
A: “I think it’s because it is part of the UNESCO world heritage but also because at the end of De Beemster you can figure out what happened with the land and the water because the level of the water is quite higher than the road, so it is really different”.

Q: Do you know the reason why De Beemster is part of the UNESCO world heritage?
A: “Yes, I think it is because 400 years ago this was a lake and they decided to empty it and now we live here so, it is kind of special”.

Q: How could the accessibility be better for tourists to arrive?
A: “It is really easy to come here with the bus. From Amsterdam there is a bus that goes straight to Middenbeemster. I think if Amsterdam made more advertisements of De Beemster and De Beemster itself creates an image of the place, like the red bus in London, it would be more attractive”.

Interview De Beemster local 2
Date: 01/03/2016
Time: 11:50
Location: Streets of De Beemster

Q: Are you from here?
A: “Yes, I live here my whole life and I work here.”

Q: Do you find De Beemster a nice place to live and work?
A: “I think it is a very beautiful place. “

Q: Is there enough things to do for locals and tourists?
A: “Yea, I think so, you have a supermarket here and a hair dresser, pharmacy, and everything you need. If you want to go to the cinema you can go to Purmerend. Everything is nearby. “

Q: Do you see a lot of tourists here?
A: “Sometimes, yes. “

Q: Would you mind seeing more tourists coming here?
A: “Yes, I don’t really care, for me I don’t mind. “

Q: Do you know that De Beemster is part of the UNESCO World Heritage?
A: “I don’t understand what you mean, I have no idea. “

Q: But what attracts people to come to De Beemster?
A: “Beemster cheese, yes, Beemster cheese..”

Q: Is it easy to reach De Beemster?
A: “Yes, there is bus right here, there is no train but it is easy to come. “
Interview De Beemster local 3  
Date: 01/03/2016  
Time: 11:30  
Location: Streets of De Beemster  

Q: How do you like living in De Beemster?  
A: “Yes, it is a nice town to live, very little town but it is nice and quiet.”  

Q: Do you see any tourists in De Beemster?  
A: “hmm… yes, sometimes, summer we have tourists here. But not so much.”  

Q: And what do you think about tourists coming here?  
A: “Yes, for me it doesn’t matter. They don’t disturb me, I can still do my things and I don’t notice them too much. I don’t know, I don’t mind.”  

Q: Would you mind seeing more tourists coming here?  
A: “Yes, they can come. It can be a beautiful little place to see for tourists. But I don’t know if many tourists really want to come. It is really a little place, maybe just for one day not too long, it is not so much to do here for long.”  

Q: Why do you think tourists visit De Beemster?  
A: Maybe because it is a little town with a lot of green in the town and not busy. An old Dutch town that tourist want to see. We also have museums tourists can visit.”  

Q: Do you know that De Beemster is part of the UNESCO World Heritage?  
A: “I don’t know. Didn’t hear about it.”  

Q: Is it easy to reach De Beemster?  
A: “I think yes, for tourists I don’t actually know. I always go with car. So I can’t really answer this.”
Interview De Beemster local 4
Date: 01/03/2016
Time: 11:40
Location: Streets of De Beemster

Q: How do you like living in De Beemster?
A: “I think for families it is a nice and quiet place to live. I have now lived here for about 10 years. So yes I like living in De Beemster.”

Q: Are there a lot of tourists coming to De Beemster?
A: “Not a lot of tourist, this time of the year especially not. But summer I see some tourists.”

Q: Why do you think tourists visit De Beemster?
A: “Ummm, maybe because the history of the place. It was a lake long time ago and now it is a town instead. So now you have a visitor centre and museums where you can find more information about this. I think tourists find it interesting. Also is a nice small town to see outside Amsterdam.”

Q: What do you think about tourists visiting De Beemster? Would you mind if more tourists come here?
A: “For me it doesn’t matter, I don’t mind seeing other people here also. If they are nice and polite it is all good.”

Q: Do you know that De Beemster is part of the UNESCO World Heritage?
A: “Yes, I think it is again about that the area was covered with water years ago. But I don’t know the details about it. But it can be interesting for tourists.”

Q: Is it easy to reach De Beemster?
A: “I think with public transport you can easily come. We have bus stop right here.”

Q: How do you think De Beemster can become more popular?
A: “Hmm, maybe more information for tourists. About the place and that it is this UNESCO. Because it is a nice place to visit for one day maybe for people that visit Amsterdam, they can also come here for excursion.”
Interview De Beemster local 5
Date: 01/03/2016
Time: 11:10
Location: In a shop at De Beemster

Q: Are you from here?
A: “Yes, I was born in town ten minutes driving from here but I was raised here and live here my whole live.”

Q: Do you find De Beemster a nice place to live and work?
A: “Yes, De Beemster is a beautiful place to live and work. There are not so many people but because of that it is very cosy. The people here are really friendly and I live close to many nice cities.”

Q: What is your opinion about tourists visiting de Beemster?
A: “I don’t mind if tourists visit de Beemster. We have enough space here and the local people are really friendly. I actually prefer that more tourist come because then there is more to see and more to do in this town.”

Q: What kind of attractions and sites?
A: “The Cono Cheese factory in the western part of De Beemster. And here we have a agricultural museum, we have museum Betje Wolff and let me think… Many nice locations where people can relax, sit and enjoy a drink One of these places is the market square in the centre of the village. So that is very nice for the local people but also for the tourists.”

Q: And why is this so attractive for tourists?
A: “Well, the tourists can see with their own eyes how the Dutch people live. And we have the famous Beemster cheese”

Q: Do you see a lot of tourists here?
A: “Sometimes in the summer there are tourists here. I saw some Chinese people last year. And I also see people who like to bike around this area.”

Q: Would you mind if more tourists are going to visit De Beemster?
A: “No I wouldn’t mind. I think it’s beneficial for this town. Because the tourists will spend money and this would be good for the local community.”

Q: Do you know why De Beemster is part of the UNESCO World Heritage?
A: “No, that my shortage. I actually have to know that but I don’t. I don’t know anything about it. Sorry.”

Q: What do you think of the accessibility of de Beemster?
A: “Yes, I think the accessibility is very good. If you’re with the car we are close to the highways. There are many busses going to Alkmaar and Purmerend. And we have a neighbourhood bus. The neighbourhood bus is also driving to Purmerend and even further to the hospital. But we don’t have a train station and the connection to Amsterdam could be better.”

Q: The tourists that come here, do they come by car or by public transportation.
A: “Well, that’s very diverse. I think most tourists come here by car. But sometimes you also see tour busses with tourists stopping here.”

Q: And would you mind if more tour busses would visit de Beemster?
A: “I wouldn’t mind. I know in some cities they see tour busses more as a problem than a benefit but I wouldn’t mind. There are not so many people here so it’s not like in Amsterdam. We have enough space here.”

Q: And are there any events in De Beemster and the area?
A: “Sometimes, sometimes. We have a yearly music event in the sports hall. Sometimes there are bands performing on a stage. We also have a pirate fest with many famous Dutch singers and bands.”

Q: And are there any events that could be interesting for tourists visiting De Beemster?
A: “For tourists? Eh, no not that many. It’s more for the local community.

Q: That was the last question, thank you for your time and help.
A: “No problem, good luck!”
Interview De Beemster local 6
Date: 01/03/2016
Time: 11:00
Location: In a shop at De Beemster

Q: Are you from here?
A: “Yes, I live in De Beemster.”

Q: Do you find De Beemster a nice place to live and work?
A: “Yes, I am very sure about that. I live in De Beemster for 38 years already. I wasn't born here but after my youth I moved to de Beemster. I am very happy here because I have everything I need.

Q: What is your opinion about tourists visiting de Beemster?
A: “I really like it when tourists come to de Beemster. I don’t mind if they come, that would only be nice because we have many attractions if I can say so. Many sites also.”

Q: Why is de Beemster attractive for tourists?
A: “De Beemster is a very peaceful and beautiful area. People come here to walk around or they come by bicycle because there are many nice bicycle routes here. And the UNESCO world heritage is probably also important for tourists visiting this place.”

Q: Ok, so you already know more about De Beemster and UNESCO world heritage?
A: “Yes, I know that this place is UNESCO because it used to be a lake. Somewhere in the 17th century they turned the water into land with windmills, and now we are living here. In some countries they can’t imagine making polders so that is pretty special for the tourists.”

Q: Do you see a lot of tourists here?
A: “No, not that many. But sometimes yes.”

Q: And are the tourists Dutch or also from other countries?
A: “The tourists that come here are Dutch and international. It’s a bit fifty-fifty I think. Occasionally I see a bus with eh… Japanese or Chinese tourists. But that is really rare.”

Q: Would you mind if more tourists will visit De Beemster?
A: “No I wouldn’t mind. I think we have enough space.”

Q: What do you think of the accessibility of de Beemster?
A: “The accessibility is fine for me. Everything is close by from here, Amsterdam, the beach and Alkmaar. There are many busses driving here and we are close to the highway.”

Q: The tourists that come here, do they come by car of by public transportation.
A: “Well, that’s very diverse. I think most tourists come here by car. But sometimes you also see tour busses with tourists stopping here.”

Q: And are there any events in De Beemster and the area?
A: “Sometimes, but not that maby.”

Q: And are there any events that could be interesting for tourists visiting De Beemster?
A: “No I think the events are more focused on the locals then on the tourists. I think because not that many tourists visit de Beemster so it's not necessary.”
Q: And now the final question. How do you think de Beemster can attract more tourists?
A: “Maybe we can have a weekly event that attracts many tourists. All the tourists in Amsterdam go to Alkmaar for the cheese market. Maybe we can have something like that, but then also about our UNESCO site.”

Q: That was the last question, thank you for your time and help.
A: “Goodbye!”
Interview De Beemster local 7
Date: 01/03/2016
Time: 12:00
Location: At a restaurant in De Beemster

Q: Are you from here?
A: “Yes, I was born and raised in de Pijp in Amsterdam but now I live here in de Beemster. My ancestors were from de Beemster. My great-great grandfather was named: Leeghwater. So I always say I am family from the man who made this polder.”

Q: Do you find de Beemster a nice place to live and work?
A: “Yes, I do like it here. It’s very quiet and I can bike a lot in the area. I like that. I don’t work anymore so I don’t know how that is here. I used to work in Amsterdam as a painter.”

Q: What is your opinion about tourists visiting de Beemster?
A: “I really don’t mind if tourists visit de Beemster. As long as there are not so many tourists as in Amsterdam it’s fine for me. But I don’t think that is going to happen haha.”

Q: Why is de Beemster attractive for tourists?
A: “I actually don’t know. I love this area because I bike a lot. I also see tourists biking in this area in the summer, but still not that many. We also have a museum and the cheese factory of de Beemster. It’s maybe enough to fill half a day but nothing more.”

Q: Do you know why de Beemster is part of the UNESCO world heritage?
A: “Yes, I know a lot about the UNESCO world heritage because my ancestors were family from the man who changed the water into land. I have read a lot about it and know the whole story. For tourists this can be special because this only happened in the Netherlands.”

Q: Do you see a lot of tourists here? And what kind of tourists?
A: “In the summer months I see tourists biking around the area. Most of them are Dutch I think. I also see international tourists sometimes but usually they come in groups and stay for a short time.”

Q: Would you mind if more tourists are going visit De Beemster?
A: “No I wouldn’t mind. What I said before, as long as it’s not the same like Amsterdam it’s no problem for me.”

Q: What do you think of the accessibility of de Beemster?
A: “The accessibility is good. I have friends in Amsterdam and I can go to them by bike, by car or by bus. We are in the middle of nowhere here but still everything is easy to reach.”

Q: Have you ever seen if the tourists that visit de Beemster come by car or by public transportation?
A: “I think most international tourists come here by car or by bus. The Dutch people come here by car or by bike.”

Q: And are there any events in De Beemster and the area?
A: “Not that I know of.”
Q: And now the final question. How do you think de Beemster can attract more tourists?
A: “I think de Beemster should make more use of the fact that they are UNESCO. The story behind it is very interesting but people need to know about it. If you can have a bus with tourists from Amsterdam each day and you tell them about de Beemster and show them the peaceful area I think people will like it.”

Q: That was the last question, thank you for your time and help.
A: “Good luck!”
Interview De Beemster local 8
Date: 01/03/2016
Time: 12:15
Location: On the streets of De Beemster

Q: Are you from here?
A: “Yes, I am from this area.”

Q: Do you find De Beemster a nice place to live and work?
A: “Yes, I live here with my husband and children. It’s a nice place for my children to grow up and also for my husband and me to have a quiet life. We don’t like the busy city so much. I work in Purmerend but that is only a short drive from here.”

Q: What do you think of tourists visiting de Beemster?
A: “For me personally I don’t care. I think it’s nice when there are some tourists in town. This will make the village more lively and we can earn money from tourists.”

Q: And why do you think tourists visit de Beemster?
A: “I think people visit this place because of the UNESCO world heritage. I don’t know exactly why this area is UNESCO world heritage but I do know it has something to do with the polders and history of this place. This area is also nice if you want to rest and enjoy the peaceful surroundings. Maybe to bike or do a pick nick or so.”

Q: What kind of attractions and sites are interesting for tourists visiting de Beemster?
A: “We have several museums and we have the visitor centre when you enter the village. We also have some restaurants and shops where tourists can go for a drink. We also have the cheese factory and at the end of the polder you can see how high the water used to be.”

Q: Do you see a lot of tourists here?
A: “Not that many but sometimes I see them”

Q: Would you mind if more tourists are going visit De Beemster?
A: “No I think that is going to be really nice for the village so I don’t mind. The tourists will make the restaurants and shops more busy and what I said before, they make the village more lively.”

Q: What do you think of the accessibility of de Beemster?
A: “The accessibility could be better. We have good accessibility by car because we are close to the highway but we don’t have a train station or so. We also only have a few bus stops and the busses to Amsterdam can take a long time. I think they can make the accessibility for tourists better. Maybe they can make a bus that goes to de Beemster once a day or something like that.”

Q: The tourists that come here, do they come by car or by public transportation.
A: “I actually don’t know that. Sometimes I see tourists by bike but also by car and bus.”

Q: And are there any events in De Beemster and the area?
A: “We have some music events for the local community but we don’t have big events like in Amsterdam or Alkmaar.”
Q: And now the final question. How do you think de Beemster can attract more tourists?
A: “Hmm.. That’s a good question. Maybe we can make more museums about the UNESCO world heritage. Or tourists from Amsterdam can come here because of the Beemster cheese. Maybe you can think of something like that.”

Q: That was the last question, thank you for your time and help.
A: “Bye, good luck with your research.”
Interview De Beemster local 9
Date: 01/03/2016
Time: 11:04
Location: Streets of De Beemster

Q: Is De Beemster a nice place to live?
A: “Yes, I like it here. It’s a really quiet place to live but you also can find everything you need”.

Q: What do you think of tourists visiting De Beemster?
A: “I like them, but there is still a lot of work to do in order to attract more tourists”.

Q: Would you mind if more tourists would visit the De Beemster?
A: “No but I wouldn’t like to receive the massive tourism as Amsterdam”.

Q: Why do you think that tourists visit De Beemster?
A: “National tourism mostly because they might have family or friends living here or because they have a weekend or holiday house. Internationals tourists come here because they want to see a typical Dutch village and because it is near Amsterdam”.

Q: Do you know the reason why De Beemster is part of the UNESCO world heritage?
A: “I don’t know it exactly but I think it is because something about an ancient polder”.

Q: How could the accessibility be better for tourists to arrive?
A: “They could promote it more in Amsterdam and then organize trips or excursions to De Beemster offering buses”.

Q: Are there any special events in De Beemster?
A: “I don’t remember any actually but I think there are some for local people”.
Interview De Beemster local 10
Date: 01/03/2016
Time: 11:18
Location: Streets of De Beemster

Q: Is De Beemster a nice place to live?
A: “It is nice but many times is also boring for young people”.

Q: What do you think of tourists visiting de Beemster?
A: “There are not many but sometimes I see some buses of Asian tourists as big groups. I also see sometimes, mostly in the weekends or festivity days families or little groups of tourists visiting De Beemster”.

Q: Would you mind if more tourists would visit the Beemster?
A: “No, I would like it”.

Q: Why do you think that tourists visit De Beemster?
A: “Because it is a UNESCO world heritage site and because it is near Amsterdam”.

Q: Do you know the reason why De Beemster is part of the UNESCO world heritage?
A: “Yes, it was because in the past men won the battle against the sea and they could build the land where we are now. This polder is more important because it was the first one in The Netherlands”.

Q: How could the accessibility be better for tourists to arrive?
A: “It is actually not that difficult to get here from Amsterdam. There is a bus that tourists can take from there that goes straight to Middenbeemster”.

Q: Are there any special events in de Beemster?
A: “I don’t think so”.
**Interview De Beemster Visitor Centre**

**Date:** 03/03/2016  
**Interviewed:** Henkjan van Meer, Secretary Beemster World Heritage  
**Time:** 13:00  
**Location:** E-mail because the visitor centre was closed

Q: What tangible and intangible resources of de Beemster are the most attracting for visitors?  
A: “If you look at the websites [www.bezoekerscentrumbeemster.nl](http://www.bezoekerscentrumbeemster.nl) and [www.vvvbeemster.nl](http://www.vvvbeemster.nl) you can find all the information about all the attractions and sights we have in de Beemster.”

Q: What kind of tourists is de Beemster currently attracting?  
A: “We always say that we focus on the national and international quality tourist. But what is that?”

Q: Are there more national or international visitors in de Beemster?  
A: “We don’t know that. In the visitor centre there are more national tourists than international. For the whole Beemster I have no idea.”

Q: How is de Beemster currently being promoted to its visitors?  
A: “At the moment we don’t have a clearly defined communication strategy. We are busy with that.”

Q: Does the visitor centre uses social media or other modern techniques?  
A: “We use Facebook, Youtube and Twitter. But we don’t have a lot of people who follow us.”

Q: What do you think that can be improved to attract more tourists?  
A: “I have no idea, that is up to you.”

Q: Do you think it could be possible to offer tourists arriving in Amsterdam the chance to visit de Beemster?  
A: “Yes I think so. We are very close by to Amsterdam so de Beemster is easy to reach from there.”

Q: Do you think that De Beemster should improve its current image, or create a new one?  
A: “We are now thinking about that with professionals. But at the moment we think improve the current image instead of creating a new one.”
Interview Hotel Manager Koblenz
Date: 24/02/2016
Time: 10:50
Location: Hotel

Q: What type of tourists does the Rhine Gorge attract?
A: “The city’s tourism is a short tourism, they stay from Friday until Sunday. Some guests stay also one week but it is really like for city trips”.

Q: Do they also visit the area around here?
A: “Yes, well it depends, the city of Koblenz receives this kind of short tourism but in the surroundings they receive a kind of visitors that stay longer, from one week until two weeks because there is a lot to see in the area”.

Q: Why do tourists come to this area?
A: “We have a lot of nice villages and castles in this area. People can do a boat tour and visit one of the cities and villages. Another important reason why people come to this area is our local product, wine. We have many wine fields in this area”.

Q: Where do the tourists come from? (domestic/international)
A: “International”.

Q: Are they from Europe or also outside of Europe?
A: “Outside of Europe”.

Q: How many people come each year? (high/low season)
A: “I don’t know the exact number but I notice that every year we are receiving more tourists”.

Q: Did the amount of visitors increased after the Rhine Gorge became a UNESCO world heritage site in June 2002?
A: “I don’t think so, at least not in Koblenz. Maybe there is a difference in the surroundings. I think that the fact that this place is part of the UNESCO is not the main reason why there are so many people here”.

Q: Do people come to the Rhine Gorge individually or in groups?
A: “Both. We have many small groups but we don’t receive tourists coming from big buses”.

Q: Does the government support the tourism development in the Rhine Gorge? (sponsorships/funding)
A: “Yes, they do. Because of the Bundesgartenschau there was a lot if investment here in this region and to keep this they renovated the streets, the roads and the infrastructures. So this is also important for the tourism”. 

Q: Are there any special events/new events coming up this year?
A: “Not so big as the Bundesgartenschau because this event was really for the whole country, which takes place every two years in Germany”.

Q: But every year you do have the Christmas Market in Koblenz as well right?
A: “Yes, we have a lot of events in the city. We have a lot of Christmas Market and other events in cities very nearby”.

Q: Does this attract a lot of tourists?
A: “The Rhine Flammen is made for inhabitants and for tourists. There are also other small events that are mostly made for inhabitants but also for tourists. The Christmas Market, for example, attracts a lot of tourists. In the hotel we have two weeks fully booked”.

Q: When does the high season take place in Koblenz?
A: “The high season is from Eastern to end of October and then in November we have some events, concerts and theatre which attracts a lot of people who live near Koblenz and want to have a nice evening in the city. December is also a good month because of the Christmas Market”.