

Leisure and landscape: trends and impacts, facts and figures

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M. Brinkhuijsen, H. de Jong, R. Schröder

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1 Introduction

- This report presents the findings of a quick scan of data related to trends and impacts in the realm of the project '*Landscape and Leisure: a European inventory of the relationship between leisure patterns and landscapes*'.
- Changes in leisure, tourism and landscape cannot be considered separately from the global processes of social change that have affected Western society over the past century. Industrialization for example triggered the emergence of leisure time and strongly influenced the appearance of our present-day landscapes. More recently, globalisation and the changing post-modernist consumer behaviour are examples of driving forces causing shifts in land use which are addressed in this project.
- The report aims to provide information for a website that will be consulted by participants in the project, students from landscape architecture studies and from leisure and tourism studies. A short introduction on the concepts of landscape, leisure and tourism will provide some basic definitions, facts and figures. Subsequently, social, economic and cultural macro-trends will be discussed that influence leisure patterns and landscape use. Furthermore, the impacts of leisure and tourism on landscapes will be briefly outlined and some major themes in leisure and tourism related to landscape will be introduced. For the purpose of easy reproduction on the website www.landscapeandleisure.eu, the information in this report is provided in short bulleted sections. For the same purpose, we attempted to keep the information plain and simple, concise and not too detailed.
- We tried to collect data which cover the whole European continent. The data are represented on the scale of European regions or countries as far as possible. However, many data are not available on a European scale or cover only the countries of the European Union. When the desired information was not available, data from individual countries or regions have been added to illustrate trends and impacts.
- The presented data and maps should be interpreted with reserve. Data vary depending on sources and objectives and it turned out difficult to trace original data sources and their interpretation. We suggest using data and maps as illustrations of general tendencies, not as accurate information.
- Although the focus of the project is on tourism *and* leisure, most data in this report relate to tourism. Data about leisure on the desired scale are hard to find. It demonstrates the importance of this project even more; we hope the study will provide analysis of leisure and tourism developments at a national and regional scale.
- An annotated bibliography of useful publications on leisure, tourism and landscape is documented in a separate report (*Literatuur van diagnoses en effecten; Helpdeskvraag 1095*). A third report contains design examples of

leisure and tourism developments in Europe (*Voorbeelden van landschap en leisure in Europa, inventarisatie van plannen en projecten en aanzet tot een typologie: Helpdeskvraag 1096*). Quotes from the publications in the Bibliography and designs from the Examples were used in this report to illustrate trends and impacts.

2 Landscape, leisure and tourism

2.1 Landscape

- The word 'landscape' is derived from the Middle Dutch *lant* (scap) with its roots *lant*, meaning region or territory and the people living there, and *scap*, meaning shaping or creating. The origin of the word refers to landscape as a (managed) territory, but its introduction in English language in the late 16th century referred to Dutch and Flemish landscape painting, denoting a picture or natural scenery (Schama 1995; Olwig 1996; Whiston Spirn 1998; Lörzing, 2001).
- It is an ambiguous term referring to both region or territory and view or panorama. "Landscape is a less quantifiable object than it is an idea, a cultural way of seeing, and as such it remains open to interpretation, design, and transformation" (Corner, 1999: x). Many attempts have been made to find an adequate definition expressing the ambiguous character of landscape. The European Landscape Convention has defined landscape as: "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors". The definition emphasizes that "landscape is not simply another word for environment – it is created in the eyes, minds and hearts of beholders when the material 'real' components of our environment are seen through the filters of memory and association, understanding and interpretation" (Ballester 2002, source unknown).
- The definitions of landscape include natural, rural and urban settings. In this project the focus will be on the countryside – rural and natural landscapes - and on urban-rural transition areas. Urban Landscapes with a pronounced urban character will not have a primary interest. Although the focus of the project does include urban fringe, the facts and figures in this report mostly concern rural and natural landscapes, as data about leisure and tourism in urban fringes are not available at a European scale. Data at a regional scale are available, for example in European regional projects.
- Rural landscapes are no longer exclusively shaped by the productive claims of agricultural interests. More and more, its form is a reflection of the consumer demand and recreation, tourism and even nature conservation combine to model the 'new aesthetics of nature' (Wilson 1992 in Wikipedia).

2.2 Landscape in Europe: facts and figures

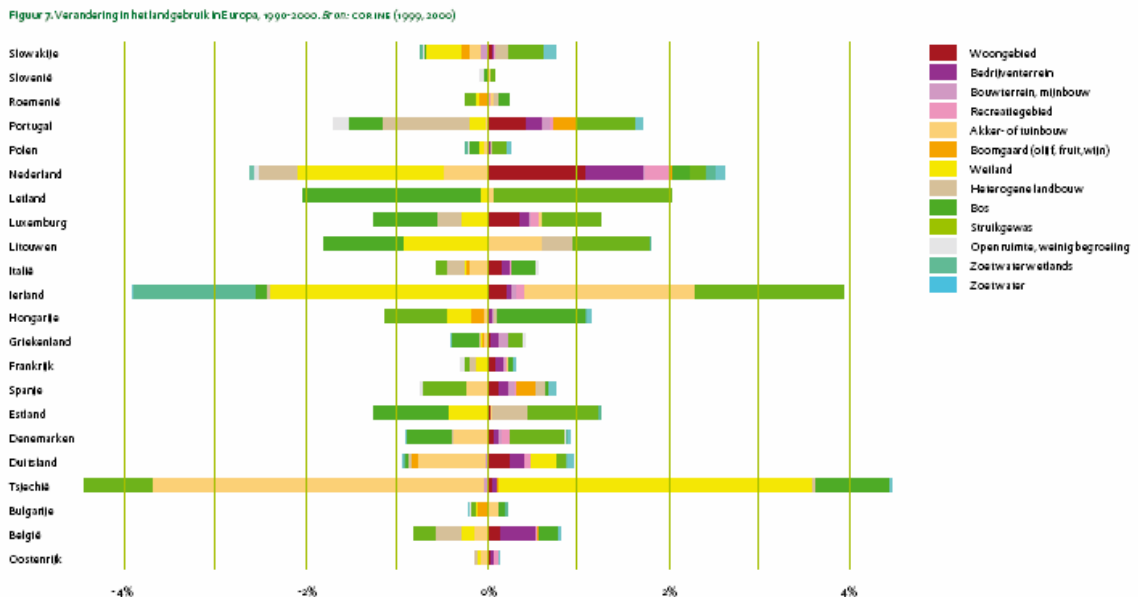
- **Rural areas** cover 90 % of the territory of the European Union's 25 member states and are home to over half of its population (EC 2005). The European Union has no common definition of rurality, but the most common definition applied by international organizations to separate rural and urban regions is that developed by the OECD. At local community level (NUTS¹ 5) the OECD defines

¹ NUTS stands for: Nomenclature des Unités Territoriales Statistiques. See also http://ec.europa.eu/comm/eurostat/ramon/nuts/introduction_regions_nl.html

rural areas as communities with a population density < 150 inhabitants/km². At regional level (NUTS 3), the degree of rurality depends on what share of the region's population lives in rural communities: To facilitate analysis, regions are grouped into three types:

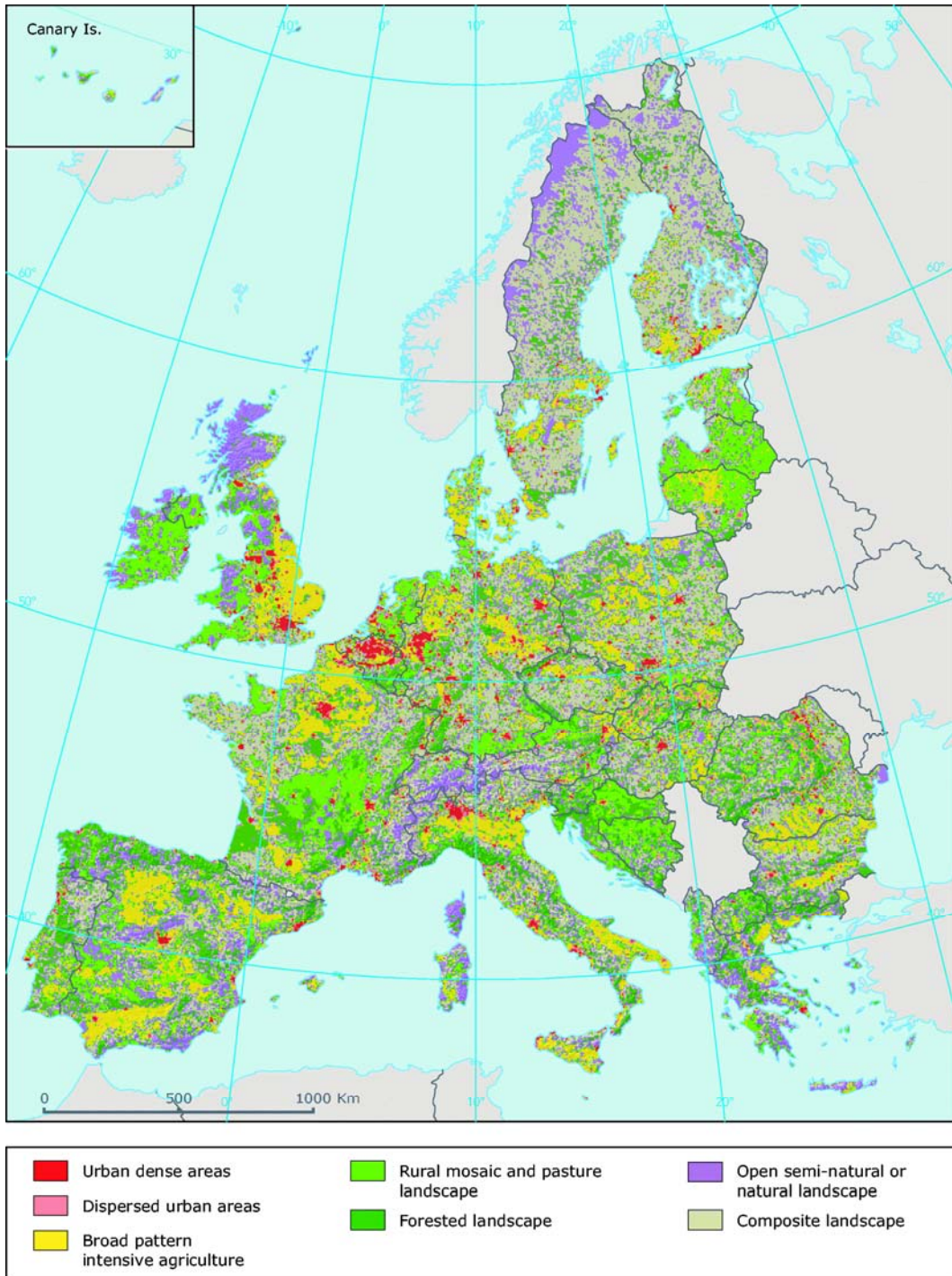
- 50 percent of the population living in rural communities (predominantly rural regions);
- 15 to 50 percent of the population living in rural communities (significantly rural regions);
- < 15 percent of the population living in rural communities (predominantly urban regions).

• Throughout Europe, **urban areas** have expanded considerably more rapidly than the growth of population during the post-war decades. There is no apparent slowing down in these trends. Particularly at risk are the urban areas of the southern, eastern and central parts of Europe where the urban structure has historically been very compact but which in the past few decades have started to grow rapidly outwards (EEA 2006). *See also 2.2 Urbanization*

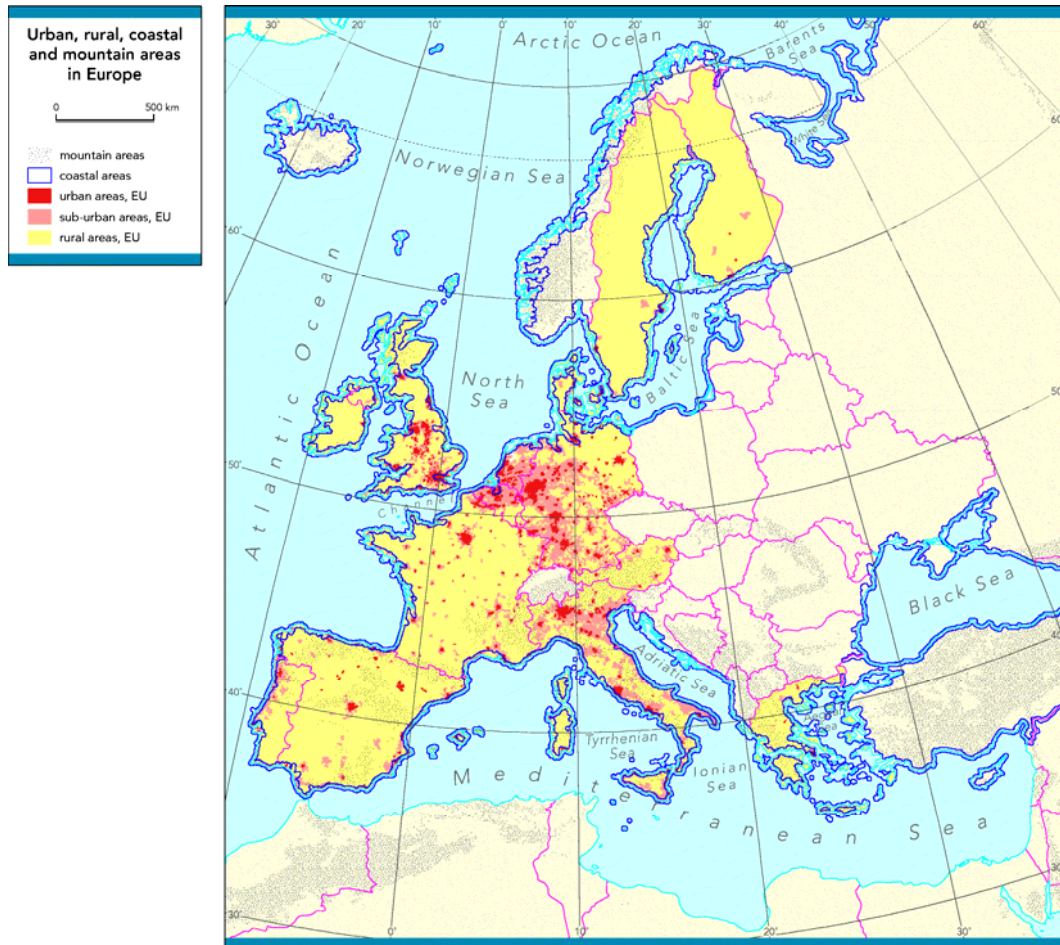


Changes in land use in Europe (Source: Evers et al. 2006, based on Corine land cover 2000: see also

<http://dataservice.eea.europa.eu/dataservice/metadetails.asp?id=955>)



Landscape types in Europe, based on CORINE land cover 2000
 (Source: <http://dataservice.eea.europa.eu/atlas/viewdata/viewmap.asp?id=1890>)



Urban, rural, mountain and coastal areas in Europe, based on Corine land cover 1999

(Source: <http://dataservice.eea.europa.eu/atlas/viewdata/viewpub.asp?id=24>)

2.3 Leisure and Tourism

- Both the concepts and markets of leisure, recreation and tourism **overlap**. “Tourism, recreation and leisure are generally seen as a set of interrelated and overlapping concepts. While there are many important concepts, definitions of leisure, recreation and tourism remain contested in terms of how, where, and when and why they are used” (Hall & Page 2002: 3). Sports, entertainment, art and culture, nature and recreation can be considered as being part of the ‘cluster of leisure and tourism’ (VROM-raad 2006).

- **Leisure** can be defined as “All time that remains after deducting time required for (domestic) labour and educational commitments (and the therewith involved transport) and the time required for personal care and care for the family members” (Beunders & Boers 1997: 35). A more experiential approach sees leisure as ‘time over which an individual exercises choice and undertakes activities in a free, voluntary way (Herbert 1988). The concept of **recreation** is

closely related to leisure and is usually defined as an *activity* in leisure time or the 're-creating' *impact* of leisure activities on one's body or mind.

- Different countries use different interpretations of leisure and tourism as well. Usually the same kind of activities are considered as leisure activities (walking, biking, swimming, sunbathing), but social and cultural **connotations are different**. In Scandinavian countries for example, leisure is closely related to outdoor living, in Germany to sports and activity, and in the UK to rural tourism (Bruls 2002). In Southern Europe, social relations and social space characterize leisure culture, converging in a strong food culture that brings people together to eat or drink outside the working place or the home.
- Within these wide definitions, leisure comprises a wide **variety** of activities of variable duration in various environments. It includes urban, rural and natural environments, both public and private, indoors and outdoors. A daytrip in the weekend can be considered as leisure, and so is shopping or a little stroll in the daily environment. The importance of urban environments, urban fringes and rural areas for leisure is related to this wide definition of leisure.
- **Tourism** comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes (World Tourism Organization UNWTO 1991). This definition of the UNWTO was subsequently endorsed by the UN Statistical Commission in 1993. For UN definition of different forms of tourism, see <http://en.wikipedia.org/wiki/Tourism>.
- To understand the meaning of tourism is very difficult because it is a very complex interaction of a range of factors. "By thinking of tourism as a system, we can interpret it as being dynamic, open to change and continuity, and it can be viewed to operate on any spatial scale" (Holden 2005: 16). The **tourism 'industry'** consists of accommodation providers, transport operators, tour operators and intermediary agencies. However, tourist facilities are often used by residents as well (busses, hotels); therefore it is hard to speak of a separate tourism industry as opposed to a conventional industry.
- The conventional form of tourism that came with the development of jet-planes and package holidays, is generally labelled **mass-tourism**. In the search for a balance in the relation between landscape and leisure, alternative forms of tourism are predominantly believed to play a pivotal role. Such forms of tourism are often labelled as '**independent**' or '**rural tourism**' if they are geographically situated away from urbanised (seaside) areas. The following main segments are distinguished:
 - Agro tourism (tourism related to the participation in agricultural activities),
 - Cultural tourism (based on cultural resources),
 - Ecotourism (based on natural resources),
 - Active tourism (sports and adventure),
 - Health tourism (physical and mental personal care, such as visits to spa's and thermal pools).

- “**Sustainable tourism** development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”.

(see <http://www.world-tourism.org/sustainable/concepts.htm>).

- Besides a segmentation of tourism, numerous **typologies** have been created over the last twenty years as well. Based on tourist behaviour, Cohen (1972) distinguished the organised mass tourist, the individual mass tourist, the explorer and the drifter. Poon (1993) suggested that fuelled by changes in society, a ‘**new type of tourist**’ emerged in the early 1990s who was more experienced, more ‘green’, more flexible, more independent and ‘harder to please’ than ever before.

- The development of destinations has been modelled by G.W. Butler (1985) as going through a cycle of phases; the **Tourist Area Life Cycle**. After exploration of the area by pioneers, first involvement takes place from local businesses, followed by a period of strong and rapid growth and a subsequent period of maturation in which growth rates are declining. If no action is taken, this will eventually lead to decline, but another scenario is rejuvenation in which case investments are made for reposition and renovation.

2.4 Leisure and Tourism in Europe: facts and figures

- As definitions of leisure and tourism are variable, so are the facts and figures. Data from different countries may be incomparable. Some data about tourism for example include leisure, others do not. The economic importance of the tourism sector is obvious and therefore, many data at national and supranational level are available for market research. For leisure, few specific data are available or accessible at a European scale.

- Worldwide, tourism is one of the fastest growing economies; it has realized an average yearly growth of 8 % in the period 1950-2000 (Verreczi, WTO 2004). The world’s three major economic sectors are the oil-industry, the car-industry and tourism. World tourism demand continues to exceed expectations and shows **sustained growth**. Of the total source markets, more than half are from Europe. Emerging source markets are South Africa, India, Brazil, China and Poland (WTO 2006).

	2004 (million)	2005 (million)	Growth 04/03 (%)	Growth 05/04 (%)
World	764	806	10.1	5.5
Europe	424.4 (55.5%)	441.5	4.3	4.0
Northern Europe	49.6	52.9	8.4	6.5
Western Europe	139.0	142.7	2.2	2.6
Central/Eastern Europe	86.3	87.9	10.0	1.9

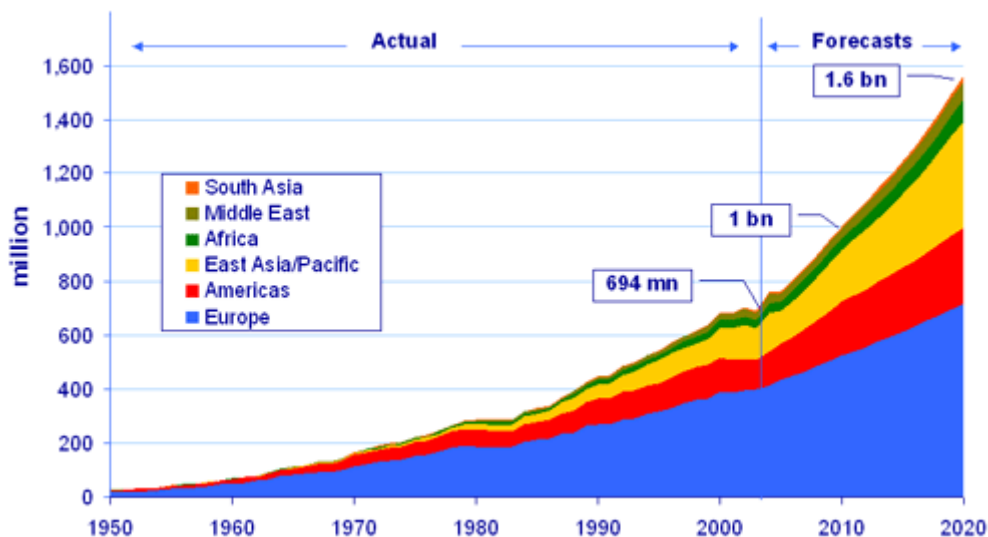
	2004 (million)	2005 (million)	Growth 04/03 (%)	Growth 05/04 (%)
Southern/Mediter. Europe	149.5	158.0	1.9	5.7
Asia and the Pacific	144.2 (18.8%)	155.4	27.3	7.8
Americas	125.7 (16.5%)	133.5	11.1	6.2
Africa	33.8 (4.4%)	36.7	9.1	8.5
Middle East	36.3 (4.8%)	39.1	22.8	7.7

International tourist arrivals by (Sub)region (UNWTO 2006).

<http://www.world-tourism.org/newsroom/Releases/2005/May/asian.htm>

Note that the relatively low amount of international tourist arrivals in the Americas is due to the fact that the United States is one country. Travels within the US do not take part in these numbers.

- Tourism is an **important economic activity** in Europe, producing directly 5% of European GDP (gross domestic product) and indirectly 10% of European GDP (Mintel 2006). Tourism in Europe comprises a wide variety of products and destinations and many different stakeholders are involved - both public and private - with very decentralised areas of competence often at regional and local levels. Tourism has great potential as regards contributing to the achievement of several major EU objectives, such as sustainable development, economic growth, employment and economic and social cohesion (EC 2001).



Tourism: Actual growth (1950-2004) and forecast

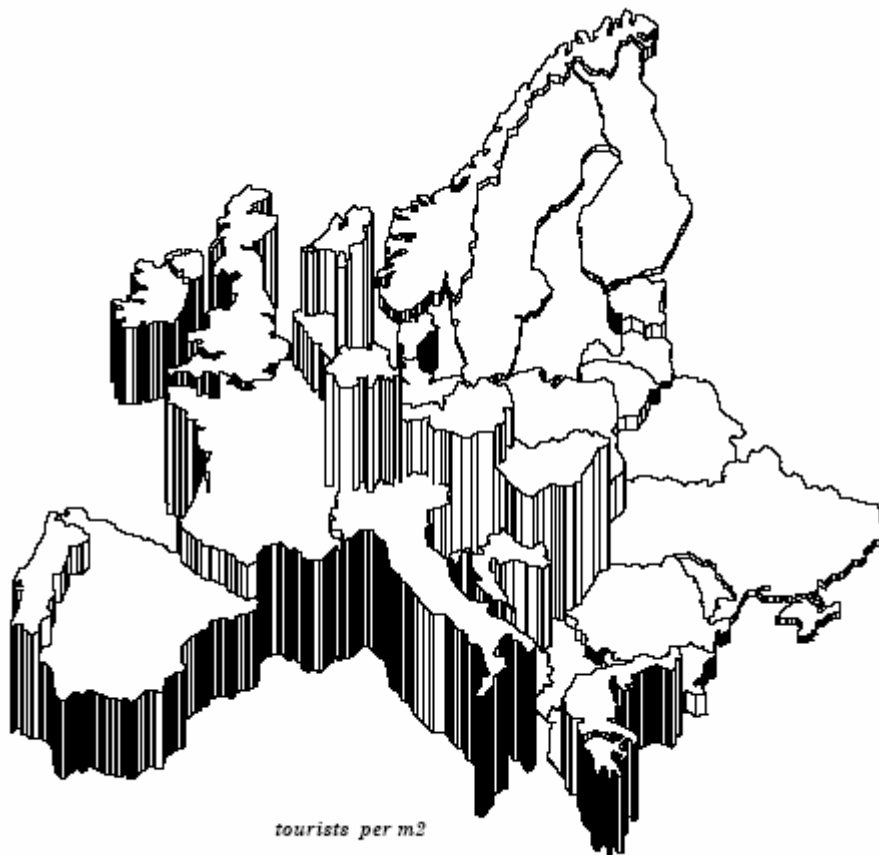
(Source: <http://www.world-tourism.org/facts/menu.html> see Historical perspective)

- Tourism growth is brought about by a **growing number of holidays**, both short and longer stays. Together with an increasing demand for higher quality and the readiness to pay for quality, it produces high growth rates in expenditure.
- In the Netherlands, 3.5 % of GDP is derived from tourism, and 11.9 % of consumptive expenditure is leisure-related. 5.0 % of total employment is directly related to leisure (Hoekstra et al. 2006). The contribution of residents to tourism expenditure rates is 48% and 81% of it is related to day trips (CBS 2006).

	International Tourism Receipts 1990 (million €)	International Tourism Receipts 2004 (million €)	Market share in the region 2004 (%)	Average annual growth 95-00 (%)
Europe	114,366	264,631	100	1.8
Northern Europe	20,627	40,122	15.2	1.1
Western Europe	49,562	94,446	35.7	0.5
Central/Eastern Europe	3,808	23,288	8.8	0.3
Southern/Mediter. Europe	40,369	106,775	40.3	3.7

International Tourism Receipts by Country of destination
(Source: <http://www.world-tourism.org/facts/menu.html>)

- Six of the world's top ten tourist **destinations** (in terms of arrivals) are in Europe: France, Spain, Italy, UK, Germany and Austria (Mintel 2006).
- The **arrivals of international tourists** in Europe grew from 25.3 million in 1950 to 414.4 million in 2002, which represent a progression of 1537% in half a century. Even though the growth of international tourism continues, in Europe, its rhythm has gradually slowed down (Leidner 2004).



Tourists per m² (Source: <http://www.topotronic.nl>, see *Touristic Parameters in Europe 2003*).

- Depending on the definition of the sector, tourism employs directly 7 to 9 million persons in the European Union. If indirect **employment** is taken into account, more than 20.6 million jobs could be recorded (the share of tourism employment varying between 4 and 12% of total EU employment, depending on the definition) (Leidner 2004).
- Germany is set to reinforce its number one world ranking in 2006 in terms of international tourism **expenditure**. If current trends are maintained, the Russian federation will continue to be one of the markets offering the best growth potential over the foreseeable future (WTO 2006).

	International tourism expenditure in 2004 (US\$ billion)	Expenditure per capita US\$
World	633	99
Germany (1)	71.0	861
United Kingdom (3)	56.5	938
France (5)	28.6	474
Italy (6)	20.5	354

	International tourism expenditure in 2004 (US\$ billion)	Expenditure per capita US\$
Netherlands (8)	16.4	1,007
Russian Federation (10)	15.7	109
Belgium (11)	14.0	1,355
Spain (13)	12.2	302
Austria (14)	11.9	1,459
Sweden (15)	10.2	1,131
Switzerland (19)	8.8	1,181
Norway (20)	8.4	1,842
Denmark (22)	7.3	1,352
Ireland (24)	5.2	1,310

World's Top Tourism Spenders

Source:

http://tointiative.org/facts/eng/pdf/barometer/UNWTOBarom06_3_en_Excerpt.pdf

- According to the sector itself, **low-cost airlines** now account for 12% of all scheduled flight operations and 15% of all available seats. This represents one in eight of the world's scheduled flights being provided by low-cost operators. In April 2005 the World's airlines will operate nearly 2.3 million flights, with a potential 260 million available seats for sale. Low-cost airlines will account for just short of 300,000 flights, which equates to nearly 38 million available seats. "The low-cost phenomenon continues to break all records," says Duncan Alexander, Managing Director of OAG Business Development. Europe, the Middle East, and Africa are showing the most dramatic year-on-year growth in low-cost operations, but all major world regions are showing double-digit increases over April 2004. Even in the established intra-European and domestic US markets, low-cost airlines continue to expand. Within Europe, there are 24% more budget flights today than in April last year.

(<http://www.oag.com>, see Press releases april 2006)

Low-cost carriers in Europe		
Connections	Departures per day	Airports with discount airlines
Great Britain (312)	Great Britain (659)	France (27)
Germany (141)	Germany (314)	Italy (25)
Italy (115)	Italy (166)	Great Britain (24)
Spain (106)	France (152)	Germany ((21)
France (78)	Spain (138)	Spain (13)
Ireland (34)	Ireland (79)	Norway (13)
Belgium (30)	Belgium (64)	Sweden (7)
Sweden (26)	Norway (53)	Ireland (5)
Netherlands (24)	Netherlands (39)	Netherlands (5)
Norway (5)	Switzerland (38)	Austria (4)
	Sweden (33)	

Source: Based on Low-Cost Monitor 2003, in Luftfartsverket 2003.

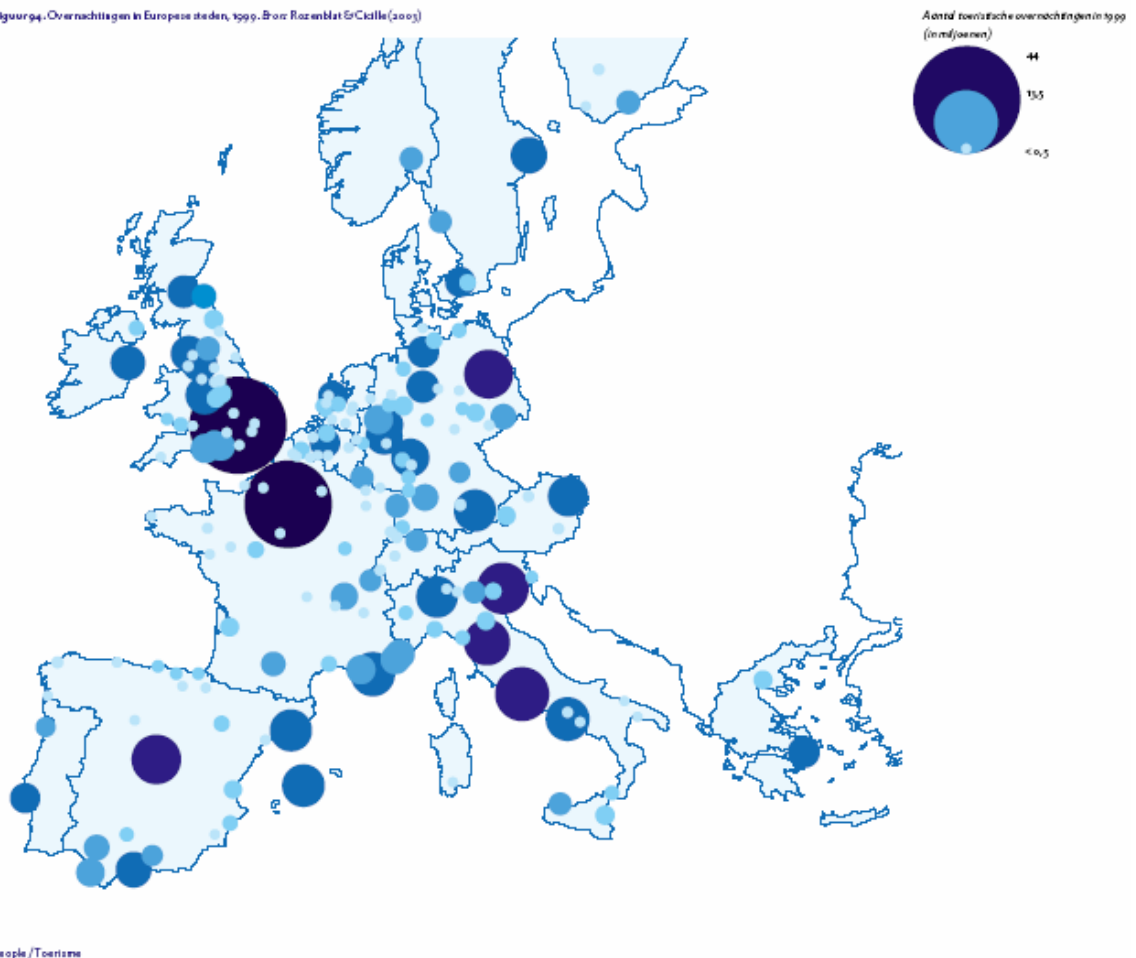
(Source: Nordin 2005).

- Low-cost carriers bring destinations within reach that used to be too far away and/or too expensive for short trips. An example of all low-cost destinations approachable from the Netherlands can be found on:

<http://www.lowcostairlines.nl>

- **Cities** in particular profit most from low-cost carriers. In France for example, tourism growth rates are about 2% and for Paris 9%. The hotel market profits more from the growing number of foreign guests than other accommodations like camp sites or holiday cottages.

Figuur 94. Overnachtingen in Europese steden, 1999. Bron: Rozenblat & Cicille (2003)



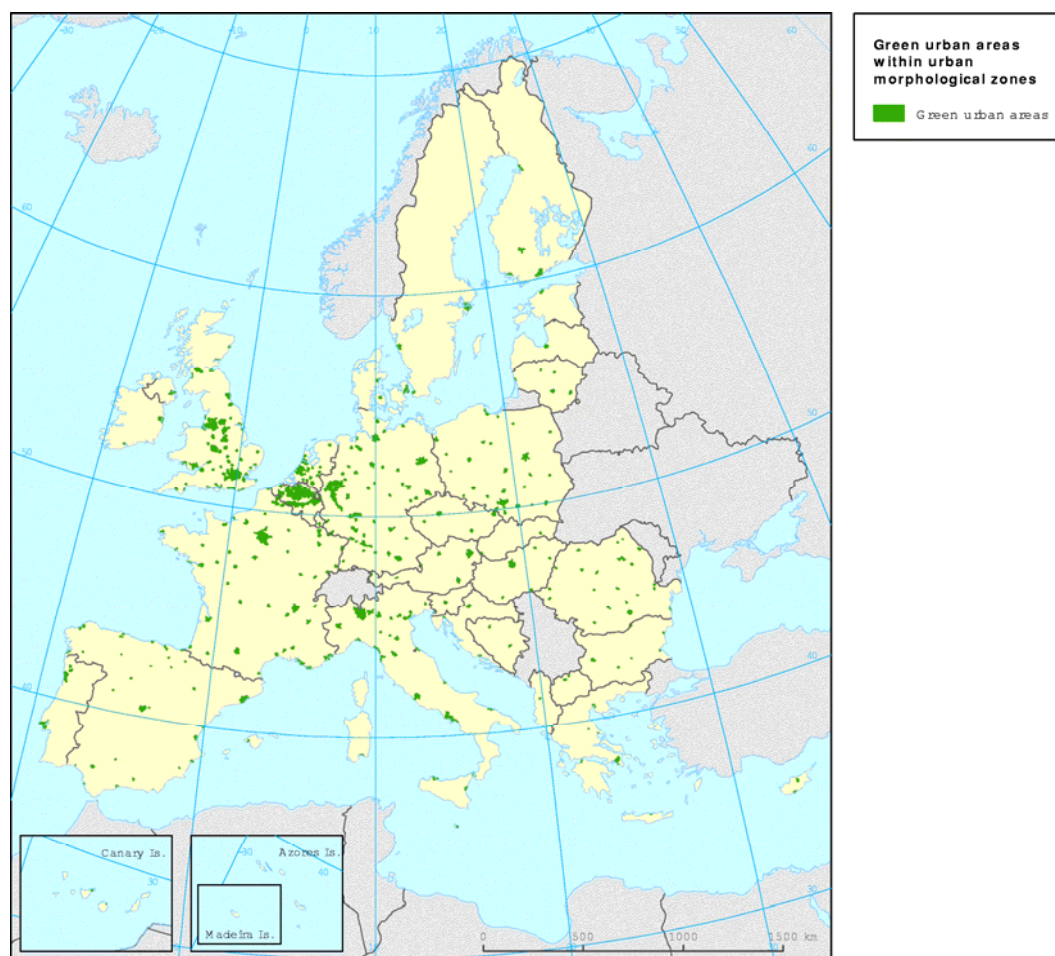
Overnight stays in European cities 1999, based on Rozenblat & Cicille 2003. (Source: Evers et al.2006)

- Although many people think of the countryside when leisure in green environments is discussed, most leisure activities in green areas take place in **urban environments**. In the Netherlands, 90 %(!) of leisure activities in green areas take place in the city (RLG 2004); public gardens, parks and park forests are very popular leisure environments. Data about movements for leisure purposes show similar outcomes: “Citizens prefer urban areas over the countryside, not only in general but also for outdoor recreation” (Harms 2006:

61). As far as it concerns outdoor recreation, walking and cycling, about two third of the activities take place in urban areas.

	Origin: urban areas (categories 1,2, and 3)		Origin: Countryside (categories 4 and 5)	
	Urban destination	Rural destination	Urban destination	Rural destination
All daytrips	81	16	38	58
Outdoor recreation	67	31	14	83
Walking, Biking	65	30	22	73
Sports	83	16	36	62
Recreational Shopping	88	7	67	29
Events	86	12	29	69
Attractions	76	21	35	62
Going out (catering)	88	10	29	68
Heritage	78	15	56	37
Performing Arts	94	6	53	46
Cinema	96	2	81	14

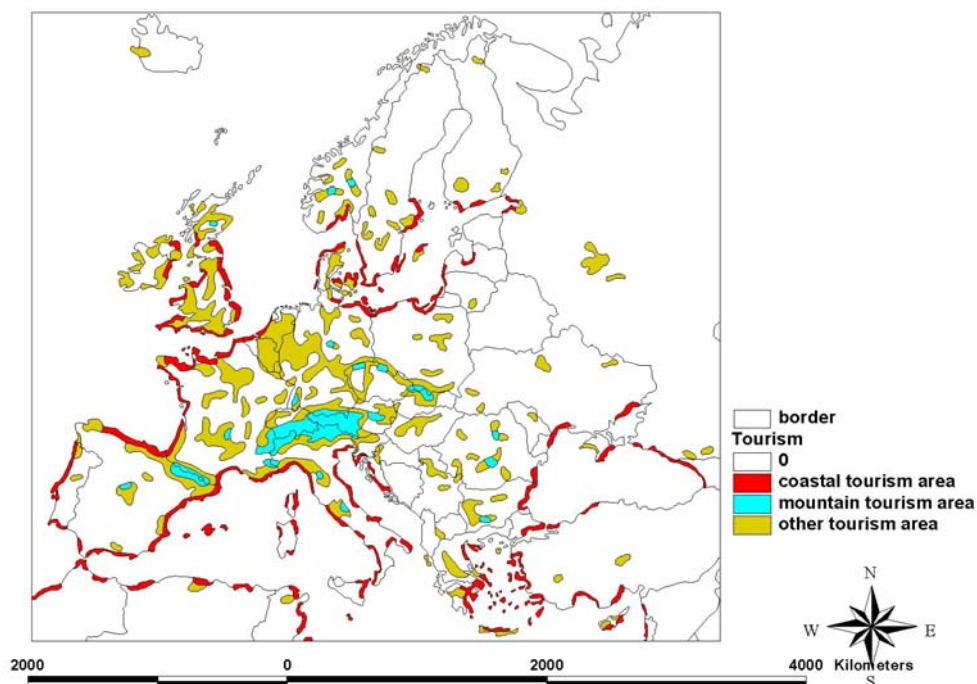
Daytrips of more than 2 hours, origin and destination 2002, in %. Based on Onderzoek Dagrecreatie 2001-2002 (ODR) (Harms 2006)



Green urban areas within urban morphological zones (2000)

(source: <http://dataservice.eea.europa.eu/atlas/viewdata/viewpub.asp?id=2128>)

- Today's society is marked by a greater diversity in life-styles, values and attitudes. It also contains greater social differences. This implies that the behaviour of consumers and travellers will be harder to predict and marked by a greater diversity, the tourism industry is being **polarized** into the mega and the micro, the safe and the unsafe, the mass tourists and the individualists, the mega airlines and the low cost-carriers. It is increasingly being polarized into large global players and really small ones, losing its middle ground (Nordin 2005).
- Despite considerable integration within the sector, small independent tour operators still thrive in highly different **market niches**. In the UK, for example, there is a strong demand for specialist activities such as waking, cycling and golfing holidays (Mintel 2006).
- Apart from cities, which draw many tourists, coastal and mountain areas are **favorite tourist landscapes**. Other popular destinations are landscapes with woods, hills and lakes.



Most popular tourist landscapes in Europe (Source: Grote Bosatlas 2001)

- After the reformations in Eastern Europe, **tourist flows** have been changing. Eastern Europe is becoming more popular as a tourist destination: up-to-date facilities are rapidly being developed; it is still cheap and 'authentic'. The Baltic

Sea has become a serious competitor for the North Sea. At the same time, people from Eastern Europe have entered the Western en Mediterranean tourist market.

3 Macro trends and their relation to landscape, leisure and tourism

- A person's wish to visit a particular environment (landscape) is socially constructed, and thus inherently subject to change and diversity (Urry 1995). "Shifts in perception of what are regarded as being desirable landscapes are therefore associated with social and cultural changes in the society that tourists originate from" (Holden 2000: 25). For example, in the mid-eighteenth century a marked shift was noticed through the increased preference for romantic and picturesque scenery. "The previous landscapes of fashion were those of the European low countries, that is, Belgium and Holland, because they illustrated the human ability to dominate nature to provide agriculturally productive terrain" (Holden 2000:25). In the nineteenth century, sublime landscapes of 'wilderness' (like mountains and rugged coastlines) gained prominence as places to visit. The English developed mountaineering and laid the foundations for Alpine tourism.
- In order to understand the more recent changing relationship between leisure and landscape, it is important to discuss some of the major social changes that have occurred in Western society in the 20th century.

3.1 Socio-economic trends

Consumption

- The '**Consumer Society**': industrialisation in the early 20th century meant an increased productivity and increased disposable income; for a large portion of the population basic needs are relatively easily satisfied (Lecture John Ryan, Virginia Tech University)
- Post War gains in productivity lead to what Gerard Schulze (1995) has termed the '**Experience Society**'. Necessities are easily obtained, the central question changes from "What do I need" to "What do I want". In this process, the sensation or experience of goods and services is adding value to the base products. Pine and Gilmore call this the 'Experience Economy' (1999); instead of the functional quality of goods and services, the narrative and the sensation have become the unique selling points.
- In the UK, between 1979 – 1989 **consumer spending** on leisure grew 150% in value and 50% on volume (if spending on alcohol is removed from the figures) (Leisure Consultants, 1990) while over the same period the amount leisure time rose by only 2%. In the Netherlands, in 2002, about 28 billion euro was spent on leisure and tourism. Other sources defined leisure and tourism wider and figured out that expenditure rose to almost 90 billion (!) euro in 2004 (VROM-raad 2006).

Time spending

- **Working hours have dropped** since the early twentieth century, due to the introduction of holidays and less working hours. The amount of working hours differs between countries. Americans work average 25.1 hours per person of working age per week, the Germans average 18.6 hours. The average American works 46.2 weeks per year, while the French average 40 weeks per year (Alesina et al. 2005). US employees work over 200 hours more than in the EU-15. Consequently, European employees have more leisure time than their US counterparts. In the Netherlands, since the early twentieth century yearly working hours have dropped over 50%. Currently, on average, the Dutch employee works 1338 hours on a yearly base; about 250 hours less than in the EU-15. The most important cause is the high amount of Dutch employees that work part-time (CPB 2006).
- Increased flexibility of working hours and the ability to work at home allows the consumers to determine his/her own leisure time. (Beunders & Boers 1997). Although free-time (time off work) has increased for a long time, it has **stagnated** since the mid-nineteen-eighties ((Schor 2000). In the Netherlands, even a slight decline of leisure time can be observed these days (Harms 2006).
- As a result of people being increasingly 'busy' (more social commitments, work), they **demand high quality** exceptional experiences to optimally utilize their 'real' leisure time (Beunders & Boers 1997).

Agriculture under pressure

- While environmental restrictions and production costs increase, agriculture is under pressure, especially in urbanized regions where ground prices are very high. The major importance of agriculture for employment and as a major contributor to regional economies in rural areas decrease. Many regions search for **diversification** and leisure and tourism are generally considered as important contributors to future regional economies. At the same time, rural areas have to do with many other sectors and functions which make claims to the countryside like first and second homes in a rural or 'rurban' setting, and leisure. It offers chances and challenges for new socio-economic developments (Veer 2005).

3.2 Social and cultural trends

General trends

- Examples of fundamental changes on macro level are **differentiation** (increased complexity of the society, of consumer demands, of the labour market); increased **social mobility** (people can easily access higher social classes); and **declined influence of the traditional social structures** (institutions) such as family, church, neighbourhood and employer, on the behaviour of the individual.
- Examples of long-term developments that influence our cultural frame of reference are cultural **globalisation** on the one hand, whereas on the other hand an increased appreciation of the own culture – 'back to the roots' – is recognised.

Furthermore, a strong 'health and body' trend (search for eternal youth) increasingly demands leisure facilities that contribute to the physical **well-being** of the individual. (Beunders & Boers 1997).

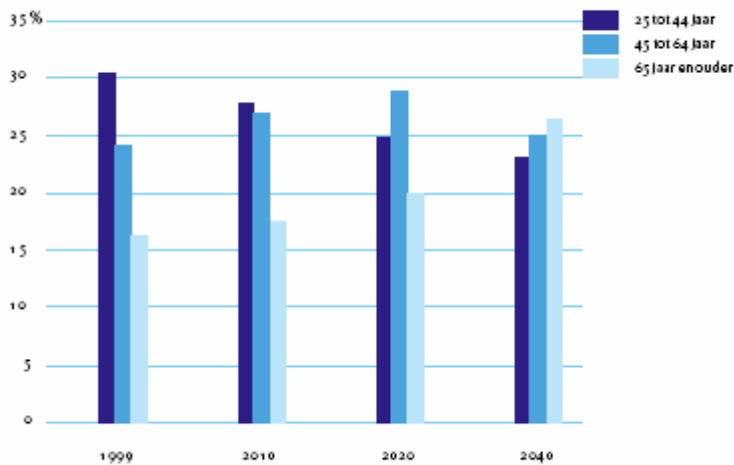
- The more a country develops towards the neo-liberal 'Western' economy and culture, the more a 'Western' style of leisure consumption is adopted. The same appears to count for immigrants.

Demography

- Demographic trends include ageing, a reduction in the relative share of youth in the population, reduced family size, and increased multi-cultural composition of the population due to immigration. (Beunders & Boers 1997)
- **EU-population will diminish** over the next fifty years, while population in Asia and Africa in particular will increase fast (RPB 2006).
- While some regions are dealing with **population growth**, others are subject to depopulation, declining in birth rates and an aging population. Regions that cope with depopulation are relatively inaccessible, such as mountain regions, small islands, and peripheral regions (Dammers 2006).
- Rising incomes among **the young**, the growth of single-person households and new social structures which favour extended social and professional networks are all leading to more travel among the 16-35 age group.
- Worldwide, the population aged 60 and over is growing faster than any other age group. The 60+ population, at 605 million today, will almost double by 2025, to 1.2 billion. By 2050, it will reach 2 billion—marking the first time in history when people aged 60 and over outnumber children aged 14 and under. The trend toward **ageing** is most pronounced in Europe, which by 2025 will have eight of the 10 "oldest" populations—that is, percentage of people above age 60—among countries worldwide with at least 10 million people. By 2050, an estimated 35% of the European population will be over the age of 60, compared to 20% today (www.healthandfuture.org)

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Figuur 91. Verandering in de leeftijds van toeristen. Bron: EC (2004)



Change of age of tourists (Source: Evers et al. 2006, based on EC 2004)

- A concentration of well-to-do **aged people** may cause economic growth in suburban areas, tourist coastal areas and in the countryside of their youth (RPB 2006). Ageing and early retirements have caused an increase of senior tourists. Aged people have more leisure time at their disposal. However, not all environments are easily accessible for them. City trips are very popular among aged people, and so is health tourism. Aged people are willing to pay more for safety and comfort than young people and families (Evers et al. 2006: 62).

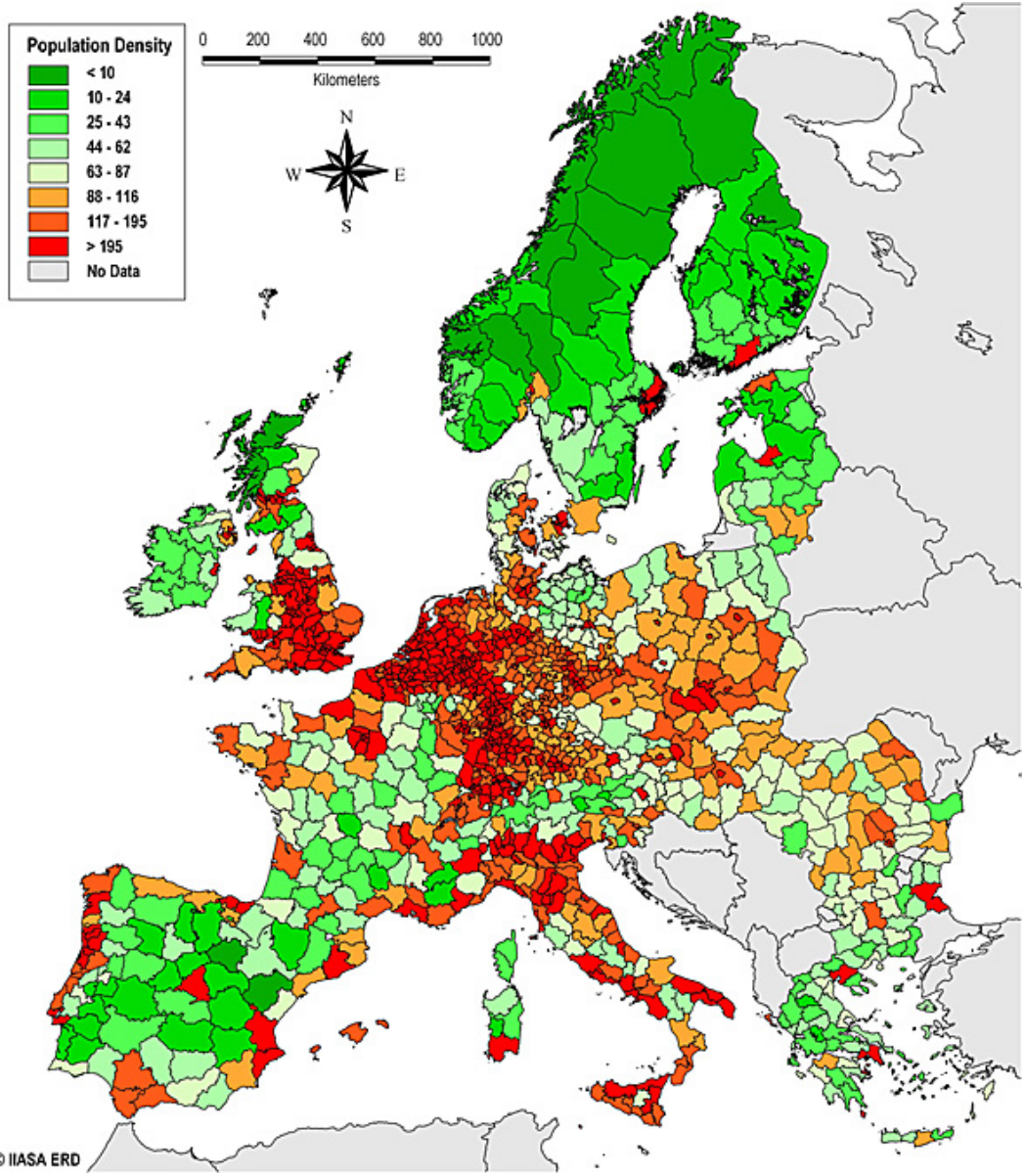
Urbanization

- According to the 2005 Revision of World Urbanization Prospects, the global proportion of urban population increased from a mere 13 per cent in 1900 to 29 per cent in 1950 and reached 49 per cent in 2005. Since the world is projected to ongoing urbanization, 60 per cent of the global population is expected to live in cities by 2030. The **rising numbers of urban dwellers** give the best indication of the scale of these unprecedented trends: the urban population increased from 220 million in 1900 to 732 million in 1950, and is estimated to have reached 3.2 billion in 2005, thus more than quadrupling since 1950 (UN DESA 2005).

The world's **urban population** of the more developed regions is projected to increase very slowly, rising from 0.9 billion in 2005 to 1 billion in 2030. Between 2005 and 2030, its average annual growth rate is projected to be 0.5 per cent, about a third of the 1.4 per cent per year estimated for the period 1950-2005. In Europe, the proportion of the population residing in urban areas is expected to rise from 72 percent in 2005 to 78 per cent in 2030 (UN DESA 2005). For population densities per country, see also [http://www.unece.org/stats/trends2005/Sources/102_Population%20density%20\(per%20km2\).pdf](http://www.unece.org/stats/trends2005/Sources/102_Population%20density%20(per%20km2).pdf)

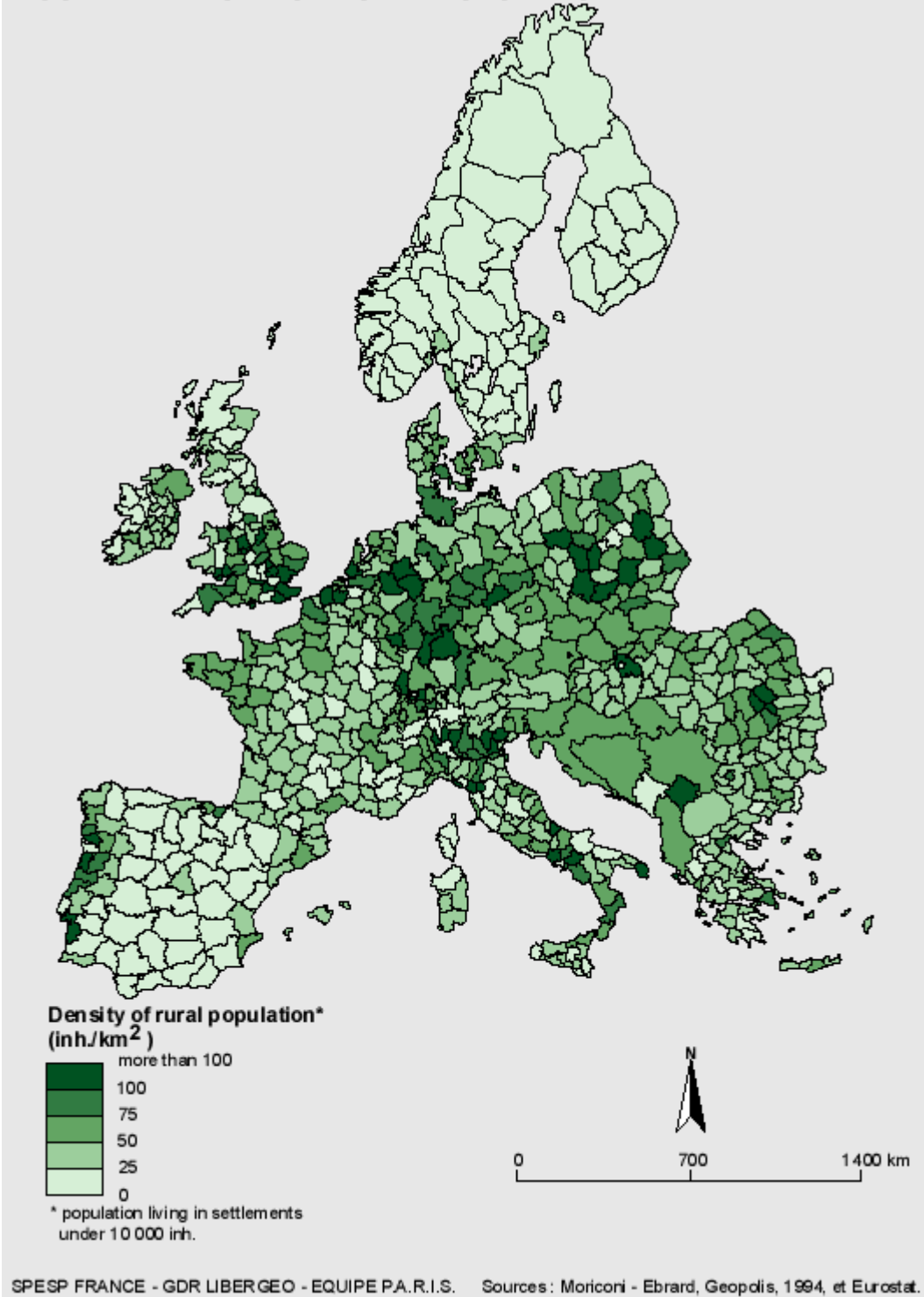
Major area	Population (x 1000)			% urban
	urban	rural	total	
Europe	525 628	202 762	728 389	72.2
Eastern Europe	203 260	94 068	297 328	68.4
Northern Europe	80 225	15 568	95 792	83.7
Southern Europe	99 090	50 299	149 389	66.3
Western Europe	143 053	42 862	185 879	77.0

Population of urban and rural areas at mid-year and percentage urban, 2005, based on United Nations Department of Economic and Social Affairs/Population Division World Urbanization Prospects: The 2005 Revision
http://www.un.org/esa/population/publications/WUP2005/2005WUP_DataTables1.pdf)



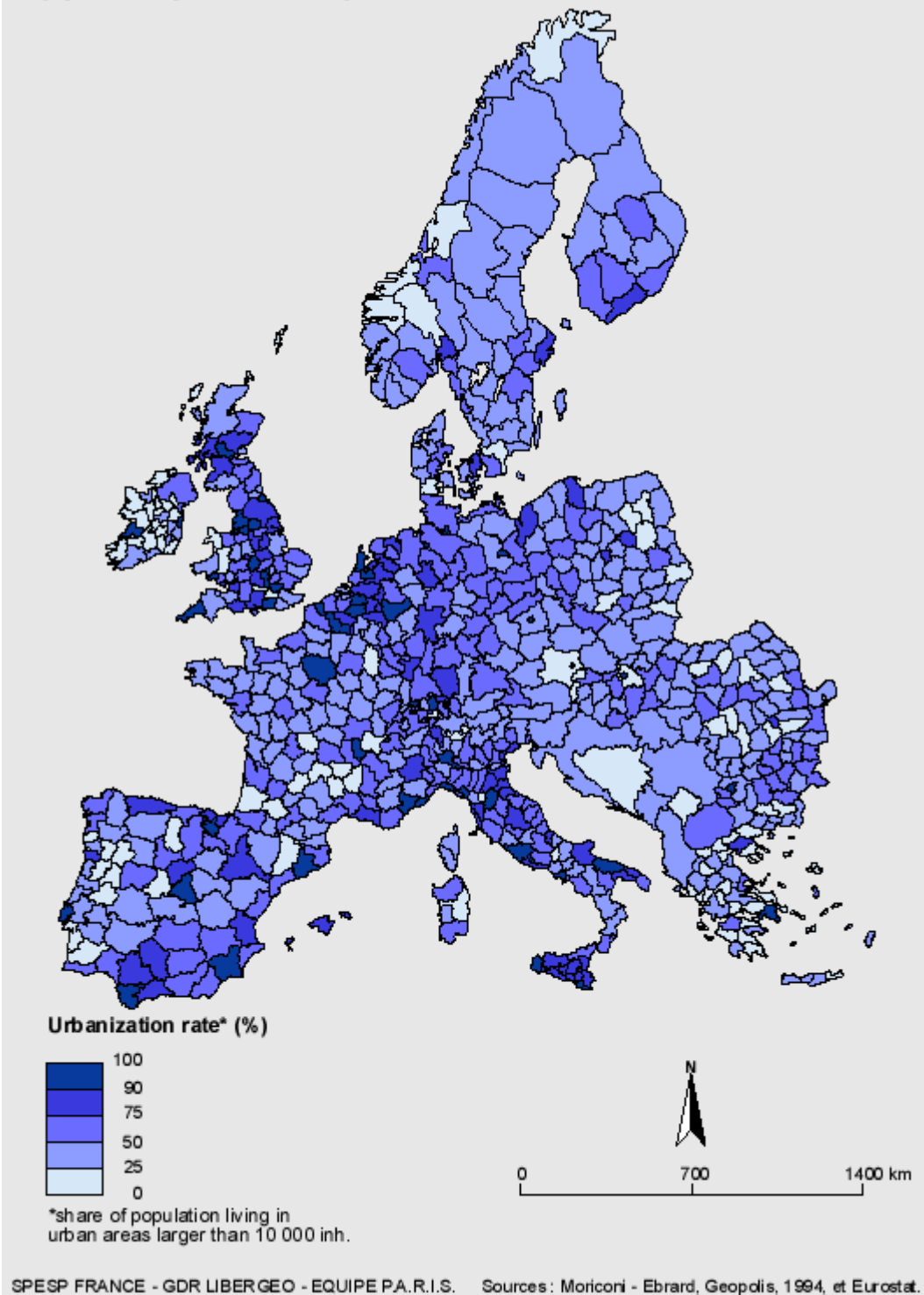
Europe's population density for NUTS3 levels areas (source: http://www.iiasa.ac.at/Research/ERD/DB/mapdb/map_9.htm)

FIGURE 2 - DENSITY OF RURAL POPULATION*

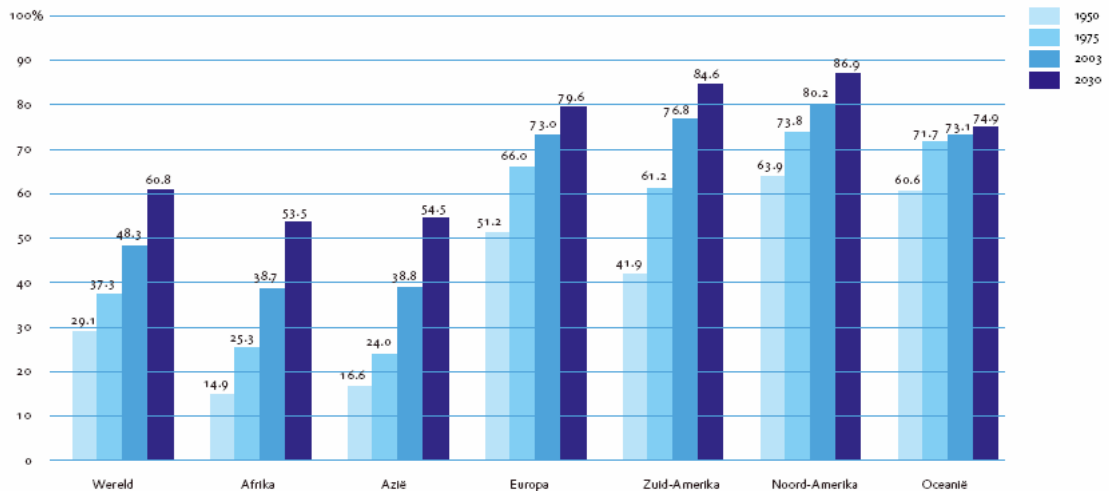


Density of rural population (source:
<http://www.libercarto.prd.fr/themes/travaux/europe/relvilcamp/fig2.htm>)

FIGURE 1 - URBANIZATION RATE*

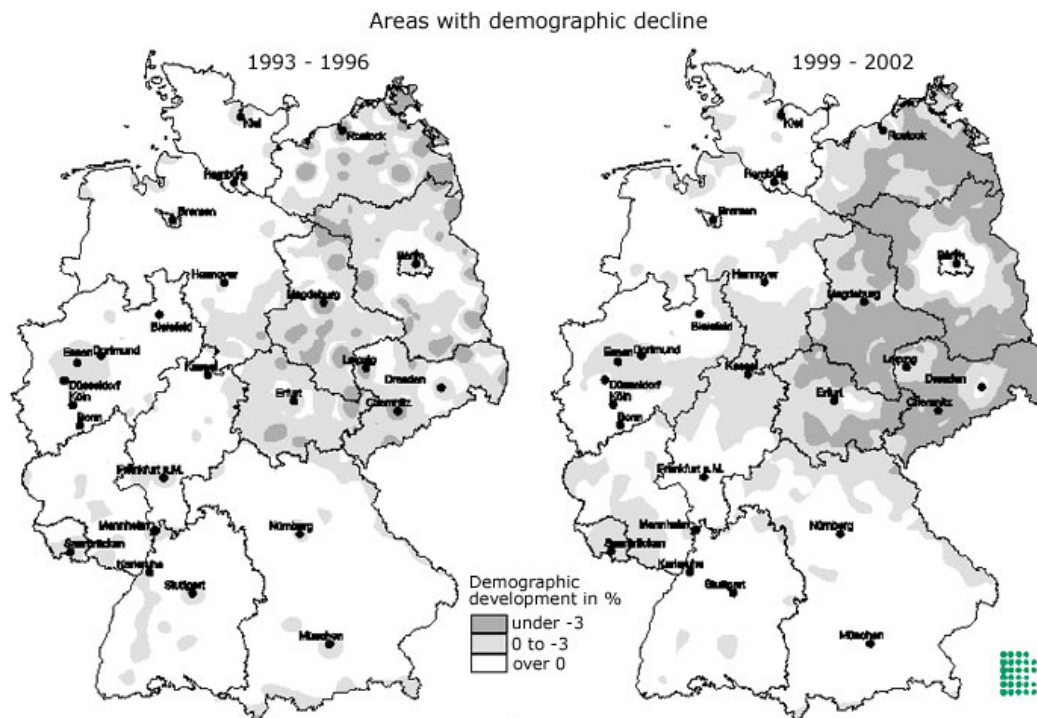


Urbanization rate (source:
<http://www.libercarto.prd.fr/themes/travaux/europe/relvilcamp/index.htm>)



Growth of urban population (source: UN 2004)

- Urban **sprawl** is the physical pattern of low-density expansion of large urban areas, under market conditions, mainly into the surrounding agricultural areas (EEA 2006). “Urban sprawl is most noticeable in countries or regions with high population density and economic activity (Belgium, the Netherlands, southern and western Germany, northern Italy, the Paris region) and/or rapid economic growth (Ireland, Portugal, eastern Germany, the Madrid region). New development patterns can also be observed, around smaller towns or in the countryside, along transportation corridors, and along many parts of the coast usually connected to river valleys. The latter is exemplified by the so-called 'inverse T' of urban sprawl along the Rhône valley down to the Mediterranean coast. Hot spots of urban sprawl are also common along already highly populated coastal strips, such as in the case of Spain where the artificial areas may cover up to 50 % of the total land area” (EUKN 2006).
- In Europe, both urban growth and shrinkage may be observed. Many cities in Central and Eastern Europe suffer from shrinkage, especially in former Eastern Germany. These post-socialist cities were confronted with a highly competitive global market which caused serious industrial regression (see also <http://www.shrinkingcities.com>)



Areas experiencing demographic growth and decline in the periods 1993-1996 and 1999-2002 (Source:

http://www.difu.de/index.shtml?publikationen/dfk/en/04_1/)

- Second residences are becoming more popular, either in the home country or abroad. Most second homes are acquired for leisure purposes. “The proportion of second homes across the EU varies considerably, with some of the highest concentration located in Southern European countries because of both the high local demand and their attraction as classic holiday destinations. In countries such as Greece, Italy, France and Spain, between 10 and 15 % of housing stock is comprised of second homes. Although Southern Europe is better known for its second homes, there is also a high proportion of second residences in Northern Europe because of the number of affluent countries in the region. [...] The trend for second homes is likely to grow in the long term because of cheap flights and lower living costs abroad” (RICS 2005,

http://www.overseasproperty.com/archives/2005_04_01_pfoverseas_archive.html). A large share of the rural second houses in Europe seems to be coastal, especially in France, Greece and Spain. (Gallent 2006).

Mobility

- Because of **increased mobility** (better infrastructure, faster cars, lower airfares), the catchment area of recreation and tourist attractions has increased. Similarly, from the consumers point of view, the radius of action which is determined by factors such as age, income, physical health, knowledge and personal transport, has increased as well. On the other hand, traffic congestion problems in densely populated areas negatively affect the catchment areas of attractions (Beunders & Boers 1997).

- Still, the majority of movements for leisure purposes take place in the **daily environment**. These are mostly related to regular activities. People tend to accept larger distances for non-regular or incidental activities.
- European integration has encouraged the development of **border regions**. New route networks have been developed, missing links added and new attractions and facilities built.

Organization of space

- The '**global cultural economy of space**': new ways in which space is organised, characterized by:
 - new collective experience/sense of place that increasingly transcends geographical barriers;
 - de-differentiation in space between private and public spheres of every day life;
 - de-segregation of leisure from home and work life;
 - rapid and widespread exchange and communication of symbolic goods (money, ideas, images);
 - predominance of visual over textual media throughout globalization processes (Meethan 2001).

Planning from top-down to bottom-up

- Site-related qualities and spatial features appear to be of major importance for economic development. As a result, regional development is tending towards bottom-up approaches which take regional qualities and initiatives as a starting point. Many contemporary planning processes are characterized by **size-fit** solutions and local actors **participating**. However, a lack of attention for tourism in rural development processes is a missed chance and means a serious threat (Caalders 2002).

3.3 Environmental trends

- The trends of landscape use in Europe are all but homogeneous: whereas densely populated regions suffer from overcrowding, in other regions depopulation is the trend (high pressure – low pressure).

Climate change

- Climate change is one of the biggest long-term issues that the tourism industry faces, and it could lead to the loss of many destinations whose appeal depends on the natural environment (ETC 2006). Climate change is likely to increase the severity and frequency of storms and severe weather events, which can have a disastrous effect on tourism. Some of the other impacts that the world risks as a result of global warming are **drought, diseases and heat waves**. These negative impacts can keep tourists away from the holiday destinations. Global warming may cause less snowfall in ski resorts, meaning a shorter ski season in the Alpine region. Higher sea levels will threaten coastal and marine areas with widespread floods in low lying countries and island states, increasing the loss of coastal land.

- Global warming influences tourist flows. The European Commission reported that “North Sea beaches would replace the Riviera as a vacation destination. The annual migration of rich North Europeans to the south could stop – with dramatic consequences for the economies of Spain, Greece and Italy” (Financial Times 5-1-2007).

4 Impacts of leisure and tourism

- Leisure and tourism have a strong impact on landscapes and regions from (socio-) economical, socio-cultural and environmental points of view. **Positive and negative impacts** often turn out to be two sides of the same coin: people and regions profit from leisure and tourism developments, but they also pay a price. 'Sustainable development' strategies attempt to find more well-balanced approaches.

- The above described processes of transformation "acquire new dimensions, properties and directions, invariably reflected and imprinted on the landscape". Often ascribed the ambiguous label 'fastest growing industry' "in the sheer volume of its geographical flows and presence impact, tourism represents a highly effective factor of change in the landscape". (Terkenli 2002: 227). "The pre-existing landscape is either greatly modified (as in heritage planning in urban areas) or totally obliterated (as in the building of Disney theme-parks)' (Rodaway 1995: 262).

4.1 (Socio-)economic impacts

- "**Tourism expenditures** and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors" (UNEPTIE 2002). At the same time however, a recurring theme in the discussion of economic benefits of tourism and recreation is that of 'leakage' – tourist spending that leaves the local economy through the import of goods and services. As rural leisure and tourism are closely related to the consumption of locally produced goods, the amount of leakage is significantly lower than in the case of mass-package tourism.

- Leisure and Tourism can be a significant, even essential **part of a local or regional economy**. Diversification of a local economy is a sign of health, but "over-reliance on tourism, especially mass tourism, carries significant risks to tourism-dependent economies. Economic recession and the impacts of natural disasters such as tropical storms and cyclones as well as changing tourism patterns can have a devastating effect on the local tourism sector" (UNEPTIE 2002)

- Rural leisure and tourism stimulate the development of both public and private **Rural Goods and Services** which provide urban market facilities and services, other than the agricultural production (Dagevos et al. 2004).

- For most areas tourism and recreation is beneficial for the **local labour market**, and in rural areas with pressurised and heavily subsidised agricultural sectors it forms a welcome diversification of the local economies. Leisure and tourism developments in rural areas can also help counteracting the depopulation of the countryside by the job opportunities it generates. However, "the seasonal character of much tourism may create problems for destinations that are heavily dependent on it" (UNEPTIE 2002).

- Leisure and tourism can induce local governments to invest in infrastructure and facility **improvements** which come to local communities' disposal as well. At

the same time, the more attractive for tourists, the higher the prices of real estate, decreasing the housing opportunities for (children of) local residents.

- Second homes bring economic benefits such as housing-stock improvement, general expenditure and tax contributions, but can have negative social and environmental impacts. Second home owners may have different images of rurality than local owners, which may cause social tensions and protests.

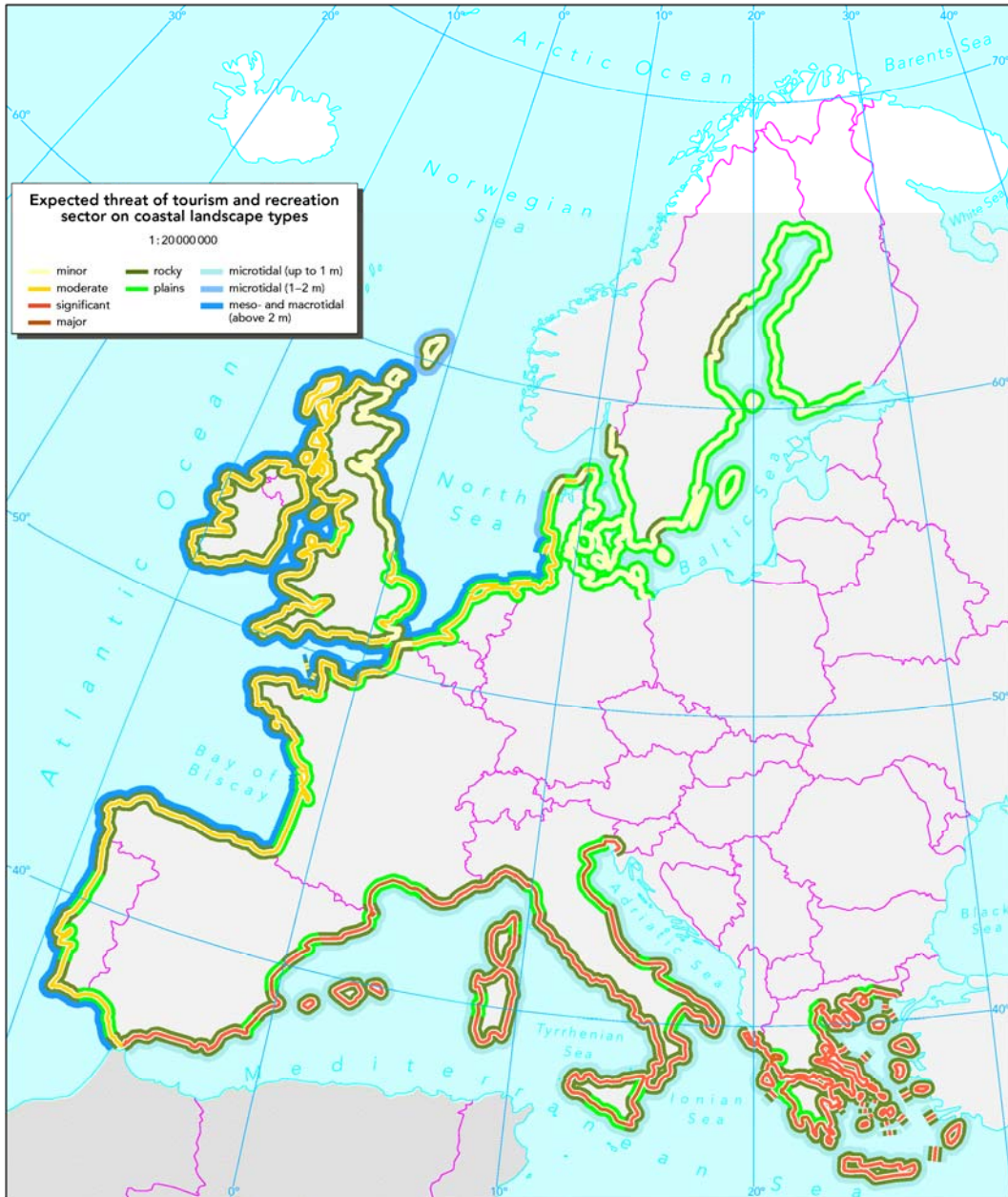
4.2 Social and cultural impacts

- Leisure and tourism “bring about changes in **value systems and behaviour** and thereby threaten indigenous identity”. “While landscape, accommodation, food and drinks etc. must meet the visitors’ desire for the new and unfamiliar, they must at the same time not be too new or strange because few visitors are actually looking for completely new things”. Also, “adapting cultural expressions and manifestations to the tastes of visitors or even performing shows as if they were real life constitutes staged authenticity” (UNEPTIE 2002). But leisure and tourism can also help to preserve cultural traditions, to conserve natural resources to protect heritage and to revive cultures, arts and crafts.
- Leisure and tourism can improve **local liveability**, for example by means of better infrastructure and investments in green space and recreational areas. Residents benefit from commercial (shops) and public (cultural events and communal activities) facilities that are primarily developed for tourism. At the same time however, it has negative impacts like increased traffic and littering resulting from leisure and tourism. The development of tourist enclaves negatively affects the relationship between the hosts and the visitors. It can produce cutting contrasts of rich enclaves in poor surroundings.
- Leisure and tourism can contribute to the **social cohesion** of a community through increased liveliness of the area and a feeling of appreciation of the own environment (Veer 2005). This can help raising awareness of the financial value of natural and cultural sites, and boost the preservation and transmission of cultural and historical traditions (UNEPTIE 2002).
- It has been argued that the European landscapes are increasingly appreciated as leisure **commodities**. The emergence of a leisure landscape can be regarded as a threat as well as a relief. Commoditisation becomes a problem when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, and the original identity is lost (UNEPTIE 2002). Local ‘identity’ and privacy of community members may deteriorate.
- Leisure and tourism implies the encounter of different values and lifestyles. When the social and cultural carrying capacity of local communities is overexploited, it can cause clashes. It can also add to the vitality of communities, raise local awareness of natural and cultural values and encourage civic involvement and pride (UNEPTIE 2002).

4.3 *Spatial and environmental impacts*

- If tourism and recreation is developed and managed in an irresponsible manner, the natural environment can be severely threatened by soil erosion and decreased biodiversity. This impact has been linked to the macro process of global change by Burger (2000) who asserted that “one key aspect of global change is a decrease in ecological integrity as more and more landscapes are developed, leaving a mosaic of intact refuges and degraded patches that may not be sufficient for conserving biodiversity” (Burger 2000: 39). However, “by contributing to the economic base of regions, ecotourists / recreationists can influence the protection of land and biodiversity on a landscape scale, contributing to ecosystem management” (ibid.).

Map 10.3 Expected threat of tourism and recreation sector on coastal landscape types



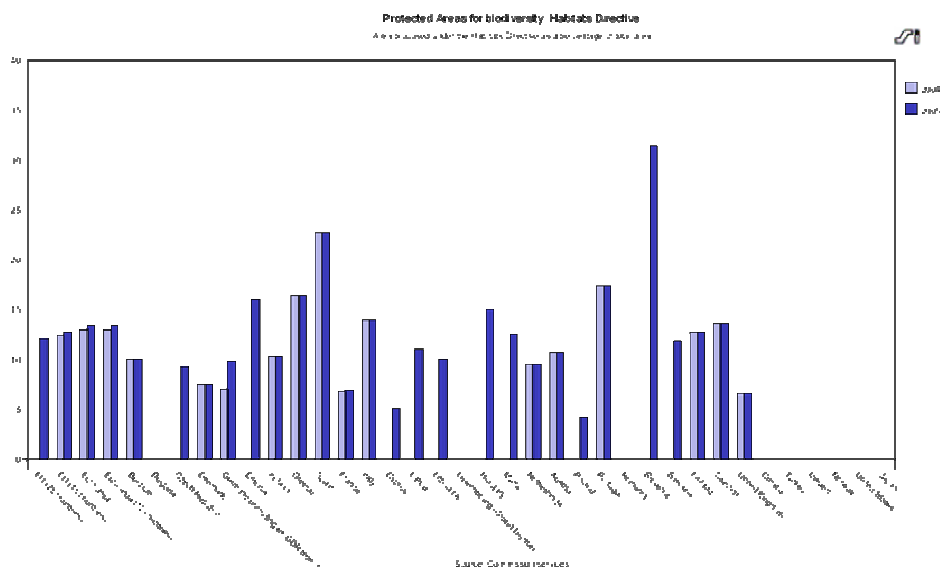
Expected threat of tourism and recreation sector on coastal landscape types
(source: <http://dataservice.eea.europa.eu/atlas/viewdata/viewpub.asp?id=118>)

- Leisure and tourism can put pressure on natural resources when it increases consumption in areas where resources are already scarce. One of the most critical resources is **fresh water** because personal use, swimming pools and golf courses cause scarcity, especially in dryer regions. On the Balearics, groundwater levels have dropped over 90 meters since 1975. Litter causes severe problems too, especially on relatively small islands like Mallorca and Ibiza; in 2000, the islands had a population of 800.000 and host 10.8 million tourists.

Authorities have introduced tourist taxes which are used to finance regeneration projects (www.iucn.nl).

- Construction activities like accommodations, infrastructure and other facilities change landscapes and can have severe **physical impacts** like land degradation and harm to coastal systems. Natural coast lines are being built and remodelled: in Italy for example, 43% of the coast is completely built (2001) (www.iucn.nl).

- This also counts for activities; intensive and unsustainable use of vulnerable ecosystems like marine and coastal areas and alpine regions will add to loss of **biodiversity** and erosion. The Alps counts for 12 % of the worldwide sales in tourism; 40.000 km of ski runs has brought about large areas of wood cuttings and has caused severe erosion (www.iucn.nl). Biodiversity also decreases from trampling and disturbance (In't Veld et al. 2006).



Protected areas for biodiversity. The indicator is based on national territories proposed by countries under the Habitats Directive as a percentage of total area 2002 (source:

http://epp.eurostat.ec.europa.eu/portal/page?_pageid=1996_39140985&_dad=portal&_schema=PORTAL&screen=detailref&product=STRIND_ENVIRO&language=en&root=STRIND_ENVIRO/enviro/en0721

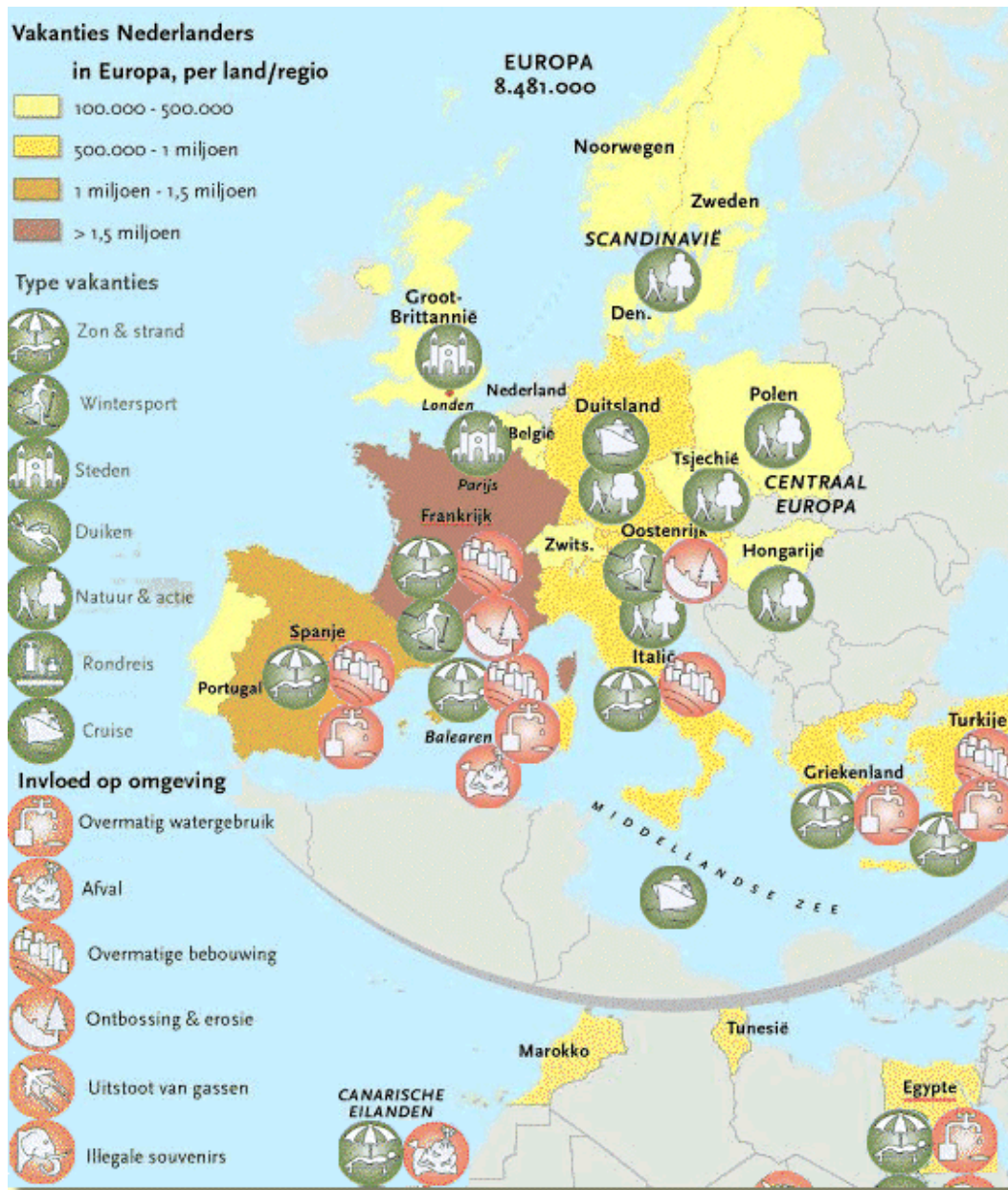
- Possible positive spin-offs from recreation and tourism development for the environment are the improved environmental management and planning of the area. Similar to the improvement of local awareness about the value of cultural heritage of a community, tourism may also raise **awareness** about the value of the natural resources of a specific area. Visitation and appreciation of a natural area will increase the willingness of local and national governments to invest in nature preservation, and in some cases visitors may directly financially contribute to the protection of natural parks.

- Air traffic is causes environmental impact at a global scale as well. It is a heavy energy consumer and one of the world's largest perpetrators of CO2 emission. In the Netherlands, travel by airplane is chosen in 40% of the cases, even for relatively close destinations.

	Car (2 p.)	bus	Train (int.)	Airplane (Boeing 737 over 3000 km).
Energy consumption	1.94 MJ	0.56 MJ	0.94 MJ	2.8 MJ

Energy consumption of common means of transport (Source: IUCN)

http://www.iucn.nl/nederlands/programmas/neth_worldecology/toerisme/natuuren_toerisme/index.htm



The Dutch on holidays (Source: http://www.iucn.nl/nederlands/programmas/neth_worldecology/toerisme/natuuren_toerisme/index.htm)

5 Themes

Various trends in Western society affect leisure and tourism and their involvement in the landscape (see also bibliography). An increasing amount of people have an increasing amount of disposable income, but less leisure time to spend it. At the same time, land use becomes more and more dominated by consumptive purposes (leisure) rather than productive purposes (agriculture). In this section a few selected themes are discussed that arguably affect most significantly the shifting relationship between leisure and landscape in rural areas and urban fringes.

5.1 *Commoditisation*

- Commoditisation is understood as “the ways in which material culture, people and places become objectified for the purposes of the global market” (Meethan 2001: 5)
- Commerce has penetrated everywhere; events, places and objects are being commoditized, branded and themed. “Consumption increasingly constructs the way we see the world (Zukin 1991: 11). Commercialized entertainment has even become indispensable for the feasibility and survival of urban revitalizations (Hannigan 1998).
- “Rural areas are becoming a green backdrop setting for present-day pleasure. Landscapes are packed, commoditised and presented for consumption; the more ‘authentic’ the better” (Metz, 2002: 181).

5.2 *Individualization*

- The education level has improved significantly thereby increasing the demand for more complex forms of entertainment, often characterised by ‘active exploration’ rather than passive consumption. Simultaneously and conversely however, people are increasingly looking for aspects typically found in the countryside, such as ‘peace and quietness’, ‘space’, ‘authenticity’, ‘nature’ and ‘health’.
- Leisure and tourism supply cater to trends of individualization and offer more choice through modular packages and size-fit products and services.
- The users of landscapes form a differentiated group, varying from each other in terms of age or life style, and especially in experience of the landscape. What one experiences as ‘nicely visited, might be interpreted by another as ‘overcrowded’.

5.3 *Polarisation & Differentiation*

- On the supply-side of leisure & tourism, a process of ‘**spectacularization**’ has taken place. The public has become more and more demanding, and, in their competition for customers or visitors, leisure industries have introduced more

spectacular leisure supply. These processes have accelerated the past decades and nowadays, leisure is more diverse and dynamic than ever before. This process can be observed on both sides of the spectre, both the ultimate fierce challenge and complete relaxation.

- Related to the described 'restructuring' of social life is the **intertwinement** of leisure and work in terms of space and time. Whereas previously professional and leisure space was strictly separated, currently people work at home, and urban planning has abandoned the conventional rule to separate working areas from residential and recreational areas. 'Rurban' environments are being developed (Dam, 2003) and there are increasing numbers of hobby farmers and farms devoted to entertainment or recreation. Comparable processes can be observed in tourism. While enclave tourism still thrives and takes up many tourists, there is also a segment integrating with other environments into multi-purpose landscapes.
- Historically, three different **ideal images of nature and landscape** can be distinguished:
 - The Arcadian or romantic image (peaceful countryside, mixture of)
 - The wilderness image (pristine, untouched nature)
 - The functional image (man works with nature in landscape to produce food) (Buijs et al. 2006: 379).

Since the 1980s, under pressure of urbanisation of the rural areas, social demand for landscape in the Netherlands has been growing and the **preference** for functional landscape is declining rapidly in favour of the wilderness image (Buijs et al 2006,). Similarly, in France a change from functional and Arcadian preferences towards more nature-oriented landscape preferences was observed (Buijs et al. 2006)

- Preferred images of nature differ between social groups; people living in an urban environment tend to prefer 'natural' (wilderness) elements more people that belong to a rural environment. Young respondents rate non-cultivated landscape higher than older people. (Buijs et al. 2006: 380)

5.5 Leisure and Tourism Segments

- The segments of the tourism and recreation sector that have exploited the opportunities that emerged from the social change are numerous. A number of main trends are selected and their impacts on leisure, landscape en resources are discussed in more detail subsequently.

Adventure & Physical challenge

- The consumer of today becomes more and more experienced, and "in the search for different experiences, consumers will increasingly look for deepening experiential value and more intense experiences". This is likely to cause growing demand for 'safe danger' such as adventure sports and 'thrill" experiences. (ETC 2006).

- An ambiguous but evocative term, adventure tourism can be used to describe anything ranging from taking a walk in the countryside to taking a flight in space. Some of the core characteristics of adventure are for example uncertain outcomes, danger and risk, challenge, novelty, stimulation and excitement and anticipated rewards. (Swarbroocke et al. 2003).
- Sports and adventure tourism typically capitalise on the natural resources of an area and can be extremely stressful for both the natural environment (e.g. off piste skiing, mountain biking) and the social environment (clashes with residents and other users of the landscape). Therefore, such types of tourism and recreation require careful spatial planning and visitor management. Geographical information systems with participatory approaches can be useful tools to allow for sound planning and decision making (Hasse & Milne 2005)

Culture & Identity

- The English Tourism Council (2000) describes some of the changing values and attitudes likely to have an impact on tourism and include for instance a growing search for more authentic products, a focus on nostalgia, roots, other cultures and identity, an increasing interest in spiritual and intellectual activity.
- Within tourism and recreation, this trend is articulated in the emergence of products that capitalise on the cultural resources of a certain area. Cultural tourism is defined by ATLAS² as 'The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'.
- As experiential qualities have become more important, the making of a 'good' cultural product for the leisure market requires a proper narrative in order to make the attraction interesting for visitors. Planners and managers use tools such as 'myth making', story telling, and other interpretation techniques that 'provoke, reveal or relate' (Carter 1997).
- Many sub-segments can be identified such as heritage tourism, spiritual tourism, agritourism, gastronomic tourism etc.
- In practice, rural tourism usually involves small-scale, low-profile forms of leisure and tourism (Veer 2005). Still, it represents a considerable part of the total European tourism market, although few systematic and comparable data are available (Veer 2003). The market is highly fragmented. Hall et al (2003) estimate the contribution of rural tourism to total supply at 10 to 25 %. Some countries like the UK, France and Austria have a long tradition in rural tourism and agro tourism, other countries joined recently.
- Rural tourism is a growing segment. In 2002, the World Tourism Organization estimated yearly growth rates of 6% against an average of 2 %. Some countries in Southern and Eastern Europe showed much higher rates, up to 20 %. The

² ATLAS is the Association for Tourism & Leisure Education, a network of universities with research and education interests in tourism and leisure

increase was caused by new tourist markets and changing economies due to European integration (Veer 2003).

Health & fitness

- Health and fitness is becoming an increasingly important aspect of people's lives and as such also an important aspect of travel. This can be explained by increased (fear of) ageing, and increased stress levels. The increased focus on health and fitness among all age groups takes many shapes, such as a growing number of people visiting spa and health resorts both far way and in their home countries (Nordin 2005)
- In fact, health has been labelled 'one of the crucial motives' for travel in the 1963 UN conference on "Journeys and Tourism" that defined the notion of tourism (Łęcka 2002), and indeed health tourism is a very old form of recreation and recovery, in particularly in the mountain regions .However, what is new is the broad appeal it appears to have to a wide variety of market segments. (Nordin 2005)
- It has been pointed out that the health and fitness concept is part of a larger group of new values based on well-being and balance. "With more material wealth and well-being leisure has emerged as an ever more important value factor" (Nordin 2005:20)

Eco-tourism

- Environmental responsibility started to emerge since the 1960s and now is taken for granted by the post-materialistic, younger part of the population (Nordin 2005). Together with a need for compensation of the increasingly urbanised population and their increased intellectual capital, eco-tourism emerged as a 'responsible' and 'educational' type of tourism.
- Eco-tourism is defined by the International Ecotourism Society as "responsible travel to natural areas that conserves the environment and improves the well-being of local people".
- " It is clear that ecotourism, in the strictest sense of the word, still only accounts for a small proportion of the total tourism market. Current estimates are between 3-7% of the market (WTTC, WTO, Earth Council 1996 in <http://www.earthsummit2002.org/es/issues/tourism/tourism.rtf>).

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