

CASE STUDY

Sustainable Beach Management

ABSTRACT:

Beach pavilion operators, the Municipality of Zandvoort and the Provincial government of North Holland have engaged a private firm to draw-up a plan for 'sustainable beach management' in the municipal area of Zandvoort. The need for this arose from the market itself in order to be able to offer tourists a clean, safe, environmentally conscious area in which the preservations of natural values substantially contributes to recreational behaviour and appreciation for the natural environment. The plan must create a win-win situation for consumers and businesses. Stakeholders include tourists, businesses and society in general.

LOCATION:

Local information on Zandvoort, a beach town in The Netherlands

KEYWORDS:

Beach Management in practice, Economics, Beach-related services

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EXECUTIVE SUMMARY

Beach pavilion operators, the Municipality of Zandvoort and the Provincial government of North Holland have engaged a private firm to draw-up a plan for 'sustainable beach management' in the municipal area of Zandvoort. The need for this arose from the market itself in order to be able to offer tourists a clean, safe, environmentally conscious area in which the preservations of natural values substantially contributes to recreational behaviour and appreciation for the natural environment. The plan must create a win-win situation for consumers and businesses. Stakeholders include tourists, businesses and society in general.

Tourists

In the first place, the beach-goer will find himself in an area where he may experience a clean recreational environment.

He will be confronted with an environment where the beach and nature are consciously managed. In addition, the visitor will be offered a certain level of quality by businesses, in cooperation with the Municipality, in the sphere of sustainability. This will have a positive influence on the behaviour of the visitor, and in time, will attract a different calibre of visitor in terms of spending and behaviour compared to the current mass tourist.

Businesses

The businesses on the beach will be able to achieve cost savings by setting up collective rather than individual plans in the spheres of energy, refuse management and innovation. In time, sustainable beach management will have an impact on the image of a beach resort and on the number and calibre of visitors to the beach. In the future, this will result in higher profits, less nuisance, and contribute to added value for the product as a whole.

Society

Social benefits include:

- Decreased use of fossil fuels
- Setting an example
- Decreased CO₂ emissions
- Improved tourist behaviour

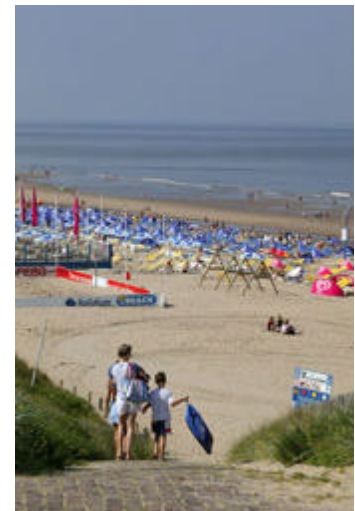
Three aspects of beach management are central to the proposed plan. These can mainly be divided into sustainable energy supply, litter and refuse on beaches and innovation by beach businesses.

The local situation in Zandvoort

In Zandvoort 40 beach pavilions are placed on the beach each year from March till October. Four owners of beach pavilions agreed to take part in this project. It appeared that a lot of the beach owners wanted to see the results first before they decided to invest in this project.

In the end three of them decided to go on with the project and are still busy implementing various sort of measures to manage their pavilion in an sustainable way.

Two examples of what they have accomplished are subscribed here:



Clean Beach project

Together with the municipality and Corus, a large steel industry, they decided to start a special project on reducing the litter on the beach that is placed there by tourists. Special garbage bins, special garbage bags were bought and special actors gave a show on the beach to inform visitors on the project and the goals of the project.



Green Key project

Together with a number of beach pavilion owners in the Netherlands they take part in a project that is called the Green Key project. Together they take a number of measures in order to make their businesses more sustainable. As a result they receive a certificate. By obtaining this certificate they can communicate to their visitors that the pavilion which they are visiting is doing business in a sustainable way. This is really important for the image of the pavilion and in the long run also for the image of the municipality.

QualityCoast flag

On 27th of May the municipality of Zandvoort received as first municipality the QualityCoast flag for its effort in the field of achieving sustainable tourism. In the following years sustainable tourism is an important aim for the local government. Not only in terms of tourism, but also were it the redevelopment of new areas is concerned, as well as stimulation of sustainable ways of transport to and from the coast.



TABLE OF CONTENTS

Presentation on sustainable beach management by H. Van Kleef. This was presented during the workshop on sustainable beach management in Zandvoort from 10th till 12th of March 2005.

<http://www.fee-international.org/>

<http://www.fee-international.org/Programmes/Greenkey>

<http://www.nederlandschoon.nl/contact/contact.htm>