

Networking for sustainable tourism in the Netherlands:

towards a Dutch Action Plan

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commissioned by Ecooperation



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V.R. van der Duim and J.D.A.D. Caalders. *Networking for sustainable tourism in the Netherlands: towards a Dutch Action Plan*. Bureau BUITEN, Arnhem / Socio-spatial analysis and recreation and tourism, Wageningen University and Research Centre.

This study is carried out as part of the Bilateral Sustainable Development Agreement between the Netherlands and Costa Rica. It intends to provide the basis for a Dutch Action Plan on sustainable tourism by identifying and analysing existing networks for sustainable tourism in the Netherlands.

sustainable tourism, Bilateral Sustainable Development Agreement, the Netherlands, Costa Rica, networks

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This research was funded by Ecooperation, Amsterdam

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Preface

This study has been commissioned by Ecooperation in the framework of the Bilateral Agreement on Sustainable Development between Costa Rica and the Netherlands. We would like to thank Ecooperation for letting us explore the myriad networks in sustainable tourism in the Netherlands.

Important input for this study was gathered through interviews and a workshop, held at May 10th, 2000. We would like to thank Hugo Eekhof, Harro Boekhold, Dick Brand, Henk Eggink, Patricia Colette, Naut Kusters, Chris Enthoven, Inge Vos, Frans de Man, Arjan den Bakker, Gerard Couvreur, Rian Verkooyen, Bouwe Taverne, Erik van Dijk, Lia Spaans and Elzaline Schriever for sharing their information and knowledge with us.

Finally, we thank Astrid Cabout for assisting us with the data collection.

Utrecht / Wageningen, June 2000

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1 Introduction

1.1 background and aim

This study is carried out as part of the *Bilateral Sustainable Development Agreement* between the Netherlands and Costa Rica. Within the framework of this agreement a joint programme for sustainable tourism has been approved in April 1998. The programme for sustainable tourism consists of three themes:

- * development of criteria for sustainable tourism;
- * professionalisation;
- * tourism and community development.

Projects should be carried out in Costa Rica (type 1), in the Netherlands (type 2) and bilateral (type 3) (see: *A Tourism programme 1997 – 2000 for the Bilateral Agreement on Sustainable Development*). Since April 1998 several projects in Costa Rica - focussing on theme 3: tourism and community development - and a few bilateral projects have been initiated or completed.

So far, no projects of type '2' have been executed. For the programming and co-ordination of such projects, a Dutch Action Plan (DAP) is being prepared. The outlines for this action plan are to be set up in 2000, in close co-operation with the NCDO.

In order to make this DAP as effective as possible, proposed projects should preferably *link up with existing initiatives* in the Netherlands. This study intends to provide a basis for the DAP through *identifying and analysing existing networks for sustainable tourism in the Netherlands*.

This study has a programmatic nature and consists of:

- an (partial) overview and analysis of existing networks in the Netherlands;
- an identification of networks which are most relevant with respect to BASD;
- an indication of possible BASD- projects, in the Netherlands as well as bilateral with Costa Rica or other countries within the BASD (Bhutan and Benin).

The overview of networks is presented in the appendix. In this main part of the report, firstly, the use of the concepts of sustainable development, networks and BASD will be explained. Secondly, some backgrounds of tourism and sustainable development in the Netherlands will be described, as well as the main networks for sustainable tourism and their relevance for BASD. Finally contours for a Dutch Action Plan will be sketched.

1.2 The concept of sustainability

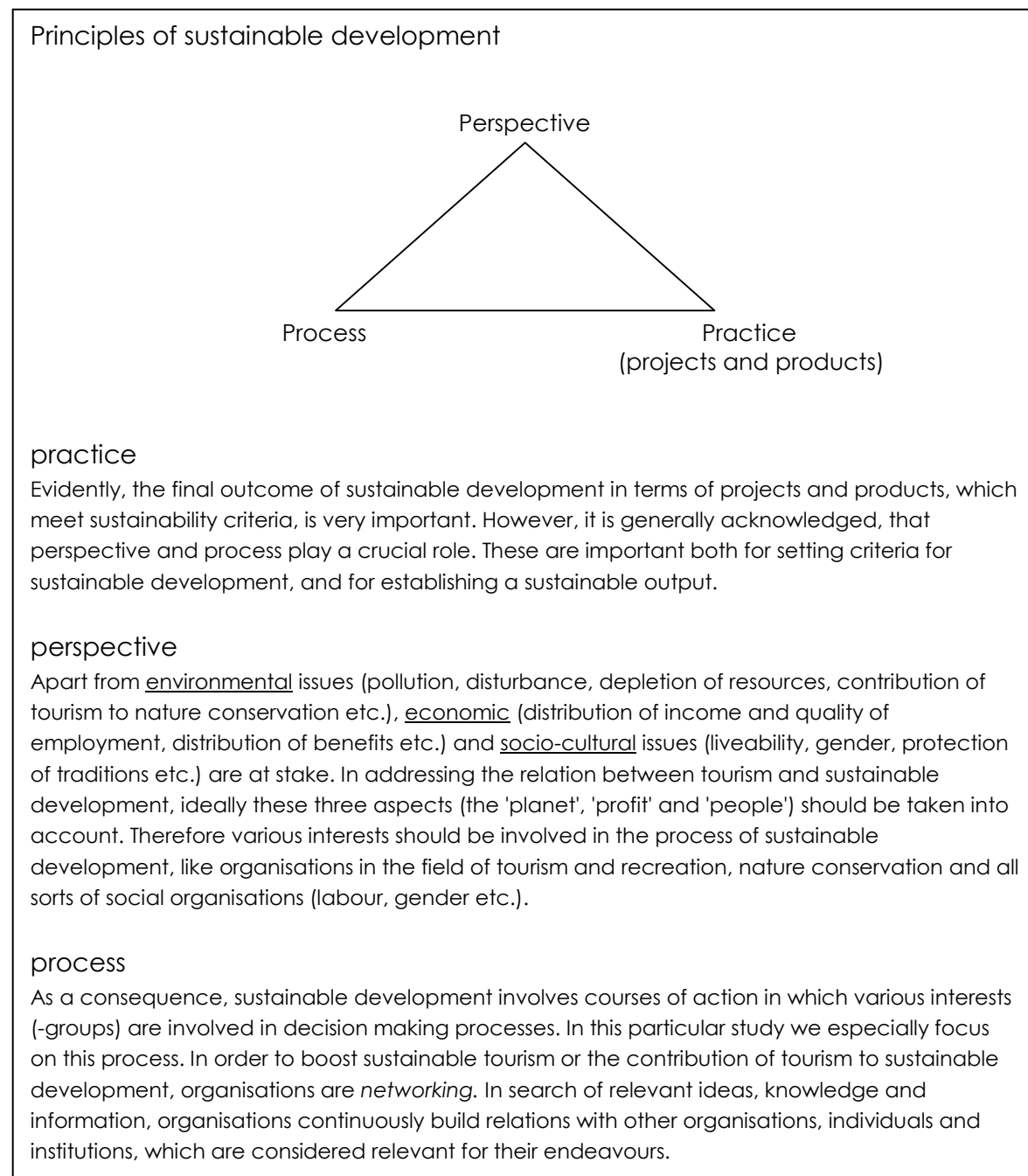
In 1992, the United Nations Conference on Environment and Development, 'the Earth Summit' in Rio de Janeiro, identified the principles of action towards 'sustainable development' in the Agenda 21 document. Now, at the beginning of the new millennium, the term sustainable development has gained popularity well beyond the confines of

global environmental organisations. In the field of tourism it has become an attractive as well as an ambiguous phrase.

Three principles (see box) are essential in the process of sustainable development (Taverne, 1998):

- a perspective on sustainability, society and the future;
- a process of dialogue and co-operation between parties involved;
- a practice aimed at projects and products which meet sustainability criteria.

figure 1: principles of sustainable development



Definitions of sustainable tourism can include sustainability in terms of practice, process, perspective or combination of these. However, in the strive for sustainable development, the relevance of 'process' is increasingly emphasised. Interactive en participative methods of planning and project implementation are gaining importance worldwide and the Netherlands are no exception. The process of sustainable development has created numerous *networks*: co-operative structures in which organisations work together to create sustainable development. Co-operation for sustainable tourism may be considered even more important than in other sectors, due to the fact that the tourism product is made up of the supply of numerous entrepreneurs (see also Caalders et al., 1999).

The forms and content of co-operation (i.e. networks) in sustainable tourism in the Netherlands, are the focus of this study.

1.3 Networking for sustainable tourism

In analysing networking, and hence in this study, various aspects are particularly relevant. Below, the aspects which will be used to analyse and compare tourism networks in the Netherlands are described.

- 1 The echelon of networking: a distinction can be made between networks at various spatial levels. Apart from that there will be or to be links between the various echelons.
 - *A distinction will be made between local, regional and national*
- 2 The sectors and organisations involved: it is important to find out which organisations are involved in the process of networking, that is governmental, profit and/or non-profit organisations, especially as the BASD has a multi-sector approach. In addition, the target groups of the network are relevant.
 - *A distinction will be made between governmental, profit and/or non-profit*
- 3 The issues and interests involved: as stated in the above, the relation between tourism and sustainable development is multifaceted and should be approached from various perspectives. Apart from *environmental* issues, *economic*, and *socio-cultural* issues are at stake. As a consequence, various types of interests should be involved in the process of networking, like organisations in the field of tourism and recreation, nature conservation and all sorts of social organisations (labour, gender etc.).
 - *A distinction will be made between tourism industry, consumers, nature and environment (including landscape and forestry), socio-cultural, agricultural and local population*
- 4 The extent and way of institutionalising: not only the question 'who is involved' is relevant, but also the question 'which patterns of social organisation result from this process of networking'¹. Ways of organisation (formal/non-formal), co-ordination and will be examined. Ofcourse, financing is a crucial aspect in this respect.

¹ In this respect Engel (1995: 102) refers to so-called institutional configurations: "institutional configurations can be seen as emergent forms of social organisation which result from lasting relationships between individual social actors who recognise their mutual interdependence in view of some common objective or concern. A degree of appreciation for each others competencies has to develop in order to assure a minimum level of co-operation. A process of accommodation of views and interest among core actors leads to an accepted 'theory of innovation', specifying individual tasks and responsibilities and an array of co-ordinating mechanisms to establish co-ordination and mutual adjustments to these. The co-ordinating mechanisms include a joint mission, priority setting and resource allocation procedures, as well as a meshwork of formal and informal communication

- 5 The goals of the networking process: in a recent workshop at Wageningen University, discussing various methods of 'interactive planning', a distinction was made between planning processes aiming at emancipation, innovation and efficiency (Caalders, 1999b). This distinction indicates that the reasons for involving stakeholders in the decision-making process can vary. If *emancipation* is the main rationale, the aim is to create a more legitimate process by consciously including the interests of marginal and less powerful groups. If *innovation* prevails, interaction between various 'carriers of knowledge' should mobilise a maximum of know-how and creativity. An interactive process should thus lead to a more integrated approach towards sustainability. When emphasis is on *efficiency*, an interactive approach is based on the recognition of the inter-dependency between various actors. In order to reach its own goals, actors are dependent on others. Co-operation often takes the form of negotiation and creation of 'win-win' solutions. In practice, interactive processes often aim at a combination of the above goals.
- *A distinction will be made between emancipation, innovation and efficiency*
- 6 The activities of networks: closely related to the above, networks can be involved in various *activities*. According to Engel (1997: 117-119) four groups of activities can be discerned:
- Learning through joint reflection
 - Services
 - Advocacy
 - Network management
- The first group embraces all activities aimed at stimulating joint reflection to increase the level of shared understanding of the complex situations dealt with by participating organisations.
- Typical service activities within networks include training, communication, information and documentation services and 'tailor made' advice.
- Advocacy refers to activities performed or facilitated by the network organisation on behalf of its members or participants with respect to participation in the public or governmental development debate, putting forward the aims related to their mission statement and clients. According to Engel (1997) "this requires the network to formulate proposals on contemporary development issues and voice these in the public media". International examples in sustainable tourism are the CSD-groups, Tourism Concern in England and the ECWCT.
- Finally, 'network management' has to do with facilitating the networking process itself, which includes caring for the network communication structure and operating procedures, monitoring of network resources, activities and outputs and co-ordination with other organisations and networks.
- *A distinction will be made between learning through joint reflection, services, advocacy and network management and various types of output*
- 7 Analysing the *activities* will also reveal the output of the process of networking in terms of products and projects. This output can take on various forms:
- *informing industry / tourists / general public*
 - *creating preconditions / improving opportunities for sustainable behaviour of industry / tourists*
 - *creating new sustainable products*
 - *improving sustainability of existing enterprises / practices*

relationships. Once consolidated, an institutional configuration demonstrates particular characteristics (...) and a momentum of its own".

- 8 Apart from such this 'tangible' output, networks can also be more or less successful in creating and sustaining horizontal and vertical linkages
- 9 The way of direction and instruments are also crucial factors. Various ways of regulation can be discerned, i.e. social, economic and regulatory (see Caalders et al., 1999).

Each of the networks will be analysed using the above characteristics as a guideline. In addition, each of the networks will be characterised according to the perspective on sustainable development which is applied: economic, ecological and/or socio-cultural. And, as will be elaborated below, these aspects should be evaluated on their relation with BASD.

1.4 Relation with BASD

The analysis of networks is carried out in order to facilitate the creation of a Dutch Action Plan. It should therefore have relevance for the BASD-process.

One of the ways in which this link is made is by analysing to what extent existing networks link up with BASD goals and themes. Following the Policy of the BASD, the Action Plan 2000 of Ecooperation, the Tourism Programme and the Action Plan of the Dutch technical Committee, the subsequent criteria are particularly important in this respect:

- A multi sector involvement. One of the essentials in the BASD-process is the participation of governmental organisations, educational institutes, private sector and NGO's. The BASD particularly stresses participative methods of decision making and public private partnerships, as well as the involvement of NGO's in the process of sustainable development;
- The linkage with other BASD themes, i.e. biodiversity, gender, environmental management, agriculture and sustainable economic development;
- The possibilities for reciprocal projects with other BASD countries (Costa Rica, Benin and Bhutan) and non-BASD countries;
- The linkages between tourism and rural and community development in general and the linkages of tourism with other productive activities in particular;
- The link with the CSD-process in general and the theme 'informed participation of local people in Sustainable Tourism'

In addition, conclusions of the network inventory will be related to the strategic themes identified by Ecooperation and to the bilateral Tourism Programme.

Strategic themes identified by Ecooperation include:

- climate change, in particular the United Airfund;
- biodiversity, in particular with regard to wetlands;
- economic relations and sustainable economic co-operation, especially chains.

The three main objectives of the present Tourism Programme are:

- development of criteria
- professionalisation, and
- tourism and community development.

2 Sustainable tourism networks in the Netherlands

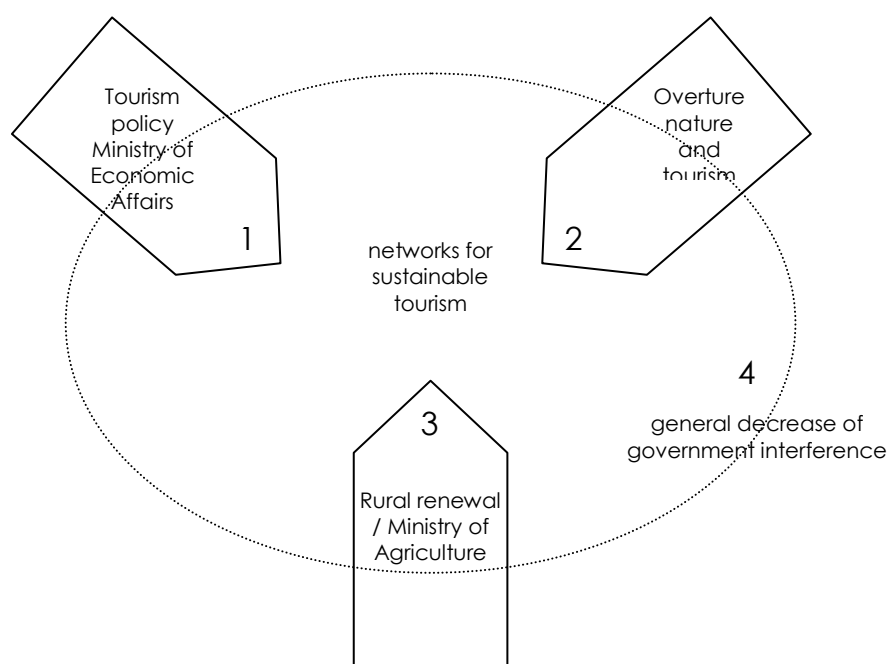
Interactive and participative methods have become very popular. Also within the tourist sector the notion of 'networking' is widely-used and the relevance of operating in networks is accepted. This process is stimulated by the fact that co-operation is in many cases a precondition to receive funding for projects. At the national level, a number of (policy) developments and trends can be discerned which have particularly contributed to the rise of networks for sustainable tourism. These trends will be highlighted below (3.1) and consequently the main networks at national, regional and local level will be described (3.2 and 3.3). Apart from the trends which have been influential in the creation of networks so far, some other developments can be highlighted which might provide interesting opportunities for future co-operation and innovation in networks (especially with regard to BASD). These are described in section 3.4.

2.1 Tourism networks in a historical perspective

The existence of a wide variety of tourism networks in the Netherlands can be related to a number of developments. Below, we will highlight developments in three (policy) sectors which have been particularly relevant:

- (tourism) policy of the Ministry of Economic Affairs;
- overture between nature/environment and tourism;
- (rural renewal) policies by the Ministry of Agriculture, Nature and Fisheries.

figure 2: developments relevant for existence of networks for sustainable tourism



These developments are presented in the scheme on the next page. In order to understand the current arena, it is important to also take a fourth trend into account, namely a general tendency of government to decrease its involvement and to place the responsibility for development in the hands of the (private) sector.

Tourism policy / Ministry of Economic Affairs

In 1979 the first Dutch National Policy Plan on Tourism was published by the Ministry of Economic Affairs. In this plan, the Ministry argued to establish Tourist and Recreation Development Plans (TROP's) for economically weak regions. As a result, a boom of tourist and recreation development plans, action plans (TRAP's) and policy plans were published. After the appearance of TROP's for all Provinces in the eighties¹, local authorities created their own local plans.

The intermediate (regional) level was generally lacking both in the provincial TROP's and in local plans. Provincial plans did not consider the developments and limiting conditions on a regional level, whereas most local authorities disregarded competition from other towns in the same region. Subsequently in the eighties, the regional level became more important. The improvement of the tourist and recreation product on a regional level received more emphasis. This was amongst others inspired by changing insights at the national and European level with regard to town and country planning, and regional economic development. By starting from a regional point of view, a more efficient use of manpower and budgets could be achieved as towns can offer supplementary tourist attractions and services. In projects such as the 'Heart of Brabant' or the 'Westerkwartier', local authorities attempted to create a regional tourist and recreation product through co-operation and allocation of supplies (Van der Duim and Speelman, 1992)

A serious hampering for the development of tourism and recreation and for efficient policy making appeared to be the lack of organisation within the sector. The necessity to create networks within the sector has been a goal of national policy since the beginning of the 1990's. To facilitate the process the Ministry of Economic Affairs stimulated the appointment of so-called 'catalysts'. For example in Northwest Overijssel and the top of Noord Holland, these catalysts have been trying to develop and extent the networks that were initiated in the eighties.

Although many plans were over-ambitious and implementation of plans left a lot to desire, it provoked the discussion on tourism development in the Netherlands and seeded the currently existing networks.

Overture nature and tourism

The bond between outdoor recreation and nature in the Netherlands was for a long time very firm. From the first initiatives to put outdoor recreation on the national policy agenda around 1960, until well into the 1970's nature was regarded as a highly suitable setting for leisure activities. This started to change when the lobby for nature preservation became more powerful in the eighties. From being a natural ally, recreation now became regarded as a threat to nature, and casual visitors of natural areas as potential disturbers of the ecological balance.

¹ A separate plan was made for the Rijnmond area (the area around Rotterdam)

After more than a decade of drifting apart, attempts at conciliation of recreation (and later also tourism) and nature conservation became successful in the first half of the nineties. This is related to the need for both tourism and nature to search for new allies. In 1987 the Foundation for Recreation (Stichting Recreatie) organised a conference "Nature Recreation? Naturally" (Natuurgerichte recreatie? Ja, Natuurlijk), aiming at creating of 'win win' situations. Through such initiatives, the climate for co-operation has improved. Examples of co-operative activities include the Pan Parks project at the international level, covenants between national organisations in the field of tourism, recreation and nature conservation at the national level, and numerous projects joint projects at the regional level.

Another milestone in the relation between tourism and nature has been the 1994 report of the Raad voor Natuurbeheer (The Dutch Council for Nature Policy) *Are we going too far?*, in which it incited debate by posing the following central question: 'Do we have to go and see everything which seems attractive and interesting to us, and at what price do we allow ourselves the space and freedom to do so'? One of the consequences was the establishment of intergovernmental 'task forces', and reluctant admission by the Dutch tourism sector that a percentage of international tourism can be seen as a non-sustainable pattern of production and consumption. It was the first time 'sustainable tourism' was put on the agenda in the Netherlands. Although implementation of the recommendations of the report leave much to be desired (see Beckers, 1999), the so called 'Groeneveld Conferences' in which governments, tourism industry and some environmental organizations meet and the subsequent founding of the Initiative Group for Outgoing Tourism are direct results of the 1994 report.

Finally, the international discourse on 'sustainability' has influenced Dutch tourism. Almost all levels of governmental policy and almost every economic sector of society now calls for new forms of growth: sustainable, environmentally aware, integrating economic and social development and more equitable in its impact. In the wake of the Brundtland report *Our Common Future* and *Agenda 21*, the tourism sector in the Netherlands has also gradually embraced the concept of sustainable development. As we explained in paragraph 1.2 this 'new ideology' implicates new courses of action and networking.

Rural renewal /Ministry of Agriculture, Nature and Fisheries

A third policy line which is relevant is 'rural renewal'. Development of rural tourism is an important part of rural renewal strategies. It is considered an interesting opportunity for regions which are confronted with a decline in agriculture. The Ministry of LNV is the main actor in the field of rural renewal, and most projects tended to focus primarily on the agricultural sector. With regard to tourism, this meant that emphasis was for a long time on agri-tourism. As this line of government policy includes substantial government subsidisation, the 'regular' tourism sector was not too fond of such initiatives. This has changed somewhat in recent years as rural renewal projects now increasingly involve non-agricultural sectors as well. Co-operation between the 'regular' tourism sector and agri-tourism networks now occurs more frequently. From both sides, it seems that people are more and more willing to take a look at the 'other side of the fence'.

Interesting policy initiatives in the field of rural renewal are Valuable Cultural Landscapes (WCL), Regional Innovation Networks, Liveability (Aandachtsgebieden Leefbaarheid), Land Arrangement (Landinrichtingsprojecten) and some European programs (LEADER, EFRO-5b). The rise of agri-tourism and agri-environmental networks can in some cases be

directly linked to such policy initiatives. (In other cases, however, such networks are rather a reaction against policy-regulation.) Below, some policy initiatives are shortly described.

WCL

In 1994, 11 regions in the Netherlands were appointed 'WCL': Valuable Cultural Landscapes. The aim of this policy was not only to preserve the small-scale landscape, but also to create new types of economic development through a strengthening of the interrelation between various sectors (e.g. agriculture, nature, tourism, forestry). Sustainable development was an important aim of WCL-policy. Central in terms of process was a bottom-up approach to rural development. Though this was interpreted and executed differently in each region, the creation of networks of entrepreneurs was generally stimulated.

WCL-policy has ended in 1999, but many regions want to preserve the momentum. For this reason, Midden-Limburg and Achterhoek have applied to become a pilot-area for a 'Regional Innovation Network'.

Regional Innovation Networks

The Ministry of Agriculture, Nature and Fisheries is currently experimenting with a number of initiatives aimed to stimulate different types of innovations in rural areas. Emphasis should be less on individual enterprises and technological innovations 'sec', and more on strategic co-operation, learning processes, 'systems innovations' and the prelude to innovation. In order to assess the opportunities for the creation of such innovations, a number of pilots with 'regional innovation networks' will start in 2000. In these networks, four types of actors should be present: knowledge institutions, governments, societal organisations and enterprises / civilians². The way of functioning of the network is not worked out in detail yet, but should be further specified in the pilots. One important criterion is that no new institutions will be developed; the network will be composed of actors already active within the region. Pilots will be carried out in Midden-Limburg and Achterhoek; three other regions have also applied, but their plans have to be adapted at some points (i.e. North-Netherlands, Zuid-Holland, de Leyen).

Apart from these pilots coupled to LNV-policy, there is at least one other plan for a similar type of network development, namely in the Province of Groningen.

Landinrichting

Another instrument is 'Landinrichting' (land arrangement), which provides the opportunity to create a spatial structure more attuned to the (desired) function of a region. In the past, this instrument was mainly put on to improve the efficiency of agricultural enterprises (land consolidation). Currently, it is used more broadly, e.g. to transform agricultural into nature areas, or to move tourist enterprises out of sensible areas (where they are not offered the opportunity to expand). A famous example of Landinrichting including the tourism sector, is Schouwen West. The ensuing communication between various actors functions in part as a network.

European policies

Other policies initiated within the framework of rural renewal, include European policies such as LEADER and EFRO (5b). LEADER is a bottom-up policy, which was previously operational in a number of selected areas. In the new LEADER-program (LEADER plus) which is currently being developed, no a priori selection of areas is foreseen. Priority themes eligible for subsidisation are: the use of information technology in rural areas; improving the quality of life in rural areas; adding value to local products and making the best use of natural and cultural resources; and strategies focusing on equal opportunities

² In Dutch these actors are referred to with the acronym 'KOMBI': Kennisinstellingen, Overheden, Maatschappelijke organisaties en Burgers/Bedrijven. The 'I' stands for Innovation and Interaction.

for women and young people in rural areas. The aim is to link up with existing co-operation and network structures³.

With regard to regional development, a new policy applies from 2000 to 2006. Within this new policy, the formerly 5 objectives have been reduced to 3. Part of the Netherlands (probably around 2 million people) is eligible for support under 'objective 2': zones in which support is available for economic and social transformation. This includes zones where changes in industry or services take place, rural areas struck by regression, areas dependent on fishery or urban zones with specific problems.

Decreasing government interference

Despite the above, the general tendency in the last ten to fifteen years was a decrease in government interference. The 1980's and 90's can be characterised as an era of no-nonsense policy, with an emphasis on pragmatism and profitability. In recreation and tourism policy, the trend towards decentralisation, privatisation and public private partnerships are clear results of this approach. Recreation is not longer approached as a 'common good', but rather from an economic point of view. A typical example is the so called ROEB-project: *Recreatie op Eigen Benen* (lit: Recreation on it's own feet). This project which started in 1995, aims to create an improved, more independent and financially more powerful position for the recreational sector. Such developments have influenced the nature of tourism networks and the role of the (national) governments in these networks.

These, and other stages of development, have induced the existence of a wide variety of networks at various levels. In the following two paragraphs we will highlight some of the most important or interesting.

2.2 Main networks at the national level

At the national level there are five networks of particular importance with regard to sustainable tourism.

The first is the "Co-ordinatie Overleg Milieu, Toerisme en Recreatie" (see also appendix). This Co-ordination platform is an initiative of the tourism sector and links up with the second trend ("overture nature and tourism") described in section 2.1. The platform includes tourist and recreation organisations representing a broad range of interest groups (industry, consumers, sports, leisure) as well as several ministries and the provincial governments. At the initiative of the platform a policy document focusing on the relation between tourism / recreation and the environment has been accepted (*Beleidsagenda Milieu, Toerisme en Recreatie*). This document discerns a number of policy themes, amongst others sustainable development of rural tourism, enhancing the quality of the coastal environment, leisure related mobility, implementing environmental management systems and tourism abroad. For each of these themes, a co-ordinator has been appointed to stimulate the development projects. Some finance is available to stimulate initiatives, but the main

³ http://www.europa.eu.int/comm/dg06/press/index_nl.htm

contribution should come from existing regulations and the partners involved. Despite a promising start and background (it is an initiative of the sector), it seems that the Beleidsagenda is currently unable to function as a true stimulus of developments. The amount of action varies for each theme, however, and a number of projects have been carried out under the flag of the Beleidsagenda. In some cases, theme-specific networks have been created, or, when networks were already existent, these have been coupled to the themes. This is for example the case with regard to theme 10 "tourism abroad" which is related to the "Initiative Group Outbound Tourism".

This "Initiative Group" is the second main network for sustainable tourism at the national level. It includes organisations representing various parts of the tourism sector, such as travel agencies, transport companies (airline, railway) and consumers, as well as the association of nature organisations and various ministries. Aim is to decrease the impact of outgoing tourism on nature and environment. Projects focus on transport to the destination area and nature and environment in the destination area. The tourism industry is stimulated to take nature and environment into account in its products. The main focus is on communication and exchange of ideas between partners and with others. The group aims to stimulate, co-ordinate and (to a lesser extent) initiate developments. A recent project in which the Group was involved focused on the Dutch Antilles, and included mainly communication of the impact of tourism on the environment. An associated network is the "Alpen platform". This platform co-operates with the tourism sector in the destination area, and has achieved some interesting results.

A third network specifically focusing on sustainable tourism is the "Werkplaats Duurzame Recreatie". This network includes a number 'green' tourist and recreation organisations, that intend to link some of their marketing and communication efforts. Main current activity is the development of a web-site to inform consumers.

With regard to the third development mentioned in 2.1, a "Coördinatiepunt Plattelandsvernieuwing" (Co-ordination Platform Rural Renewal) has been set up to co-ordinate activities of various ministries and various levels of government and to develop joint initiatives (LNV, VROM, VWS, EZ, IPO, VNG, and also BiZa, OC&W and V&W). The main activities under the heading of 'rural renewal' are initiated by LNV. Most action takes place at the local or regional level. At the national level, a supportive structure has been created for agri-tourism and other types of projects. This includes for example ISW: Innovatie Steunpunt Wageningen. This centre for support advises local and regional networks, as well as individual entrepreneurs, on their strategy and the opportunities for innovation.

A fifth initiative at the national level is the "Netwerk plattelandstoerisme Nederland" (Network for Rural Tourism in the Netherlands), including organisations from both the agricultural and the tourism 'world'. It is an informal network, which meets a couple of times per year. This network has issued a brochure in September 1999, in which the importance of co-operation for rural tourism development is stressed. The partners involved are willing to jointly think about (marketing) strategies for rural tourism development.

In addition to these five (semi) permanent networks focussing on sustainable tourism, a number of other networks exist which are involved in a related theme. Examples are networks related to walking or horse-back riding (i.e. 'green' types of tourism / leisure). Some other types of co-operation focus on a particular project, such as the 'PAN-parks' initiative of WWF.

2.2 Networks at the regional and local level

At the regional and local level, many activities are currently taking place within the framework of rural development / rural renewal. This is no doubt related to the large amounts of funding available not only from the national, but also from the European government. Nevertheless, some 'true bottom-up' initiatives can be found as well.

In addition, a large number of projects are aimed at 'green' types of leisure (hiking, canoeing, cycling, horse-back-riding) as attention for the environment is growing. Many of these projects are set up at the initiative of the tourism sector, or in co-operation with nature organisations. Examples are projects aimed at the decrease of car-mobility, environmental management systems for tourist enterprises and the creation of route structures. In the Province of Drenthe entrepreneurs are invited to start projects on for example environmental management, co-operation with organisations in the field of nature conservation, sustainable construction or raising environmental awareness of tourists. The province subsidises projects up to 60%.

Apart from networks organised around sustainability, the number of more general tourism networks also seems to be increasing. This includes local platforms of tourist-recreation entrepreneurs, co-operation between suppliers of similar products (e.g. for marketing purposes) and co-operation in functional tourism 'chains' (offering package deals).

Below, the most relevant initiatives and networks will be described. In the appendix a more detailed description of some of these networks can be found.

In the Dutch Shallows a so-called Wadden Initiatiefgroep (Initiative Group Dutch Shallows) has been founded. In this Platform, nature conservation and tourism organisations are working together to formulate innovative solutions for tourism and nature in the Dutch Shallows (see Cornax, 2000). On one of the islands in the Dutch Shallows, Texel, a Platform for the development of sustainable tourism has been founded. Both initiatives are of particular importance to the strive of Ecooperation to concentrate on the issue of wetlands. A bilateral project between Texel and Manuel Antonio in Costa Rica has already been submitted.

WCL Midden-Limburg is a successful example of rural development. In this WCL area a number of associations has been created as a result of WCL-policy. This includes a co-operation for agrotourism (9 members), nature management on farms, culinary products (11 members, one full-time employee), and an association of forest owners. In many WCL-areas, one or a few central actors have functioned as catalysts for the generation of projects and the creation of networks. In the Achterhoek, SPA has played an important role.

The web-site of ISW ('Innovatie Steunpunt Wageningen') provides an overview of agri-tourism networks in the Netherlands. Recently, a meeting of these associations has been organised at the initiative of ISW. Such a meeting was regarded useful as many of these associations meet with similar problems, and could thus learn from one another. A similar exchange project is being prepared by LTO (the farmers' union) and DLV (a consultancy for the agricultural sector). Most of these associations are still in a very pre-mature stadium, and are busy sorting out very basic problems and issues. This means that the added value of *international* exchange at this stage can be questioned. A project aimed at exchange at the European level has not brought about much enthusiasm. The opportunities for exchange within the framework of BASD can therefore be questioned.

Some exceptions do however exist. One is 'Den Hâneker', an association active in the region Alblasterwaard / Vljfheerenlanden, which exists for a long time. This association has developed contacts with Costa Rica at its own initiative and has progressive ideas about sustainable development. Also in terms of organisational structure, this association is an example of good practice.

In some other regions, 'brokers' are very active. This is the case for example in Southwest Friesland, a former WCL-area. Such brokers support agri-tourist associations in the area ('It Boerehiem' in Friesland) as well as agri-environmental associations and individual farmers.

Of the many associations offering compound tourist products, most have a very limited number of participants. 'Hotel de Boerenkamer' (Hotel rooms at Farms), for example, which is in itself an interesting concept, has currently only 6 participants. A good exception is 'Tuintpad Overijssel', which has over 100 members. This association offers agri-tourism products in the province of Overijssel.

2.4 Other initiatives (non-networks)

Apart from these already existing networks, a number of interesting initiatives can be mentioned. These include projects in which the tourism sector is involved, but which are not specifically related to networks. In addition, two programs which focus on sustainable development which offer opportunities for tourism are mentioned.

Mobility

In a number of regions, experiments have started to try and decrease car-mobility. This often includes the creation of a so-called 'transferium': a place where a transfer from one type of transport to another (i.e. from car to public transport) is facilitated. An example of a successful mobility project is the 'Vakantie Vervoerkaart Veluwe' (Holiday Transport Ticket Veluwe). This project has been carried out with a large number of partners, including tourist offices (GBT), a holiday resort chain (Landal Greenparks), a bus company (Midnet), and various attractions on the Veluwe. All visitors of Landall Greenparks are offered a card allowing them to use public transport facilities from and to tourist attractions for free. Special buses are put on during the holiday season to transport these people to and from the attractions. Other transferiums which are being developed meet with enthusiasm, but numerous practical problems remain.

Environmental management systems (Milieubarometer)

Several initiatives to develop an environmental management system for the tourist-recreative sector have joined their forces in the 'Milieubarometer'. Especially the RECRON has been very actively involved in this project. The Milieubarometer is a hallmark for camp-sites, group accommodations and so on, which have introduced an environmental management system in their enterprise. Several levels are discerned (bronze, silver, golden) and the highest level is officially approved by the 'Stichting Milieukeur', the official body for control of such hallmarks. Some entrepreneurs who have introduced far-reaching

environmental measures are pioneering to find ways to include landscape aspects into the 'Milieubarometer'.

Sustainable technological development

An important source both in terms of the amount of finance available and the opportunities for innovative projects are the so-called 'ICES' funds. These funds are available for projects strengthening the structural position of the Dutch economy. One of the programs under this heading is DTO: Sustainable Technological Development. Numerous projects have been carried out under this heading, spread out over five themes (food, housing, mobility, water, and chemistry). Within this framework, a program for 'sustainable tourism' is currently being developed. This program focuses on 'factor 20' innovations, which means innovations offering a completely new perspective on sustainable tourism (tourism in the year 2050)⁴.

Under the Dutch Initiative for Sustainable Development ('NIDO' Nederlands Initiatief Duurzame Ontwikkeling) a total sum of 30 million Dutch guilders is available for projects aiming at 'factor 4' innovations (see footnote). These are directed towards sustainable development in general, but linkages with tourism are possible.

Other initiatives which can be placed under this heading (and which are partly integrated in the above mentioned programs) are 'duurzaam bouwen' (DuBo: sustainable construction) and sustainable energy. Interesting linkages with regard to BASD might be possible for experiments with wind and solar energy for tourism purposes.

Intensive land use

A number of initiatives are aimed at a more intensive or 'multiple' use of land. The Expertise Network for Multiple Land-use intends to develop initiatives which contribute to a more effective use of available space. Projects aim at development of (fundamental) knowledge, development of new innovative concepts and communication / awareness raising. EMR focuses on a multitude of themes, such as corridors, network-cities, vital rural areas, ecological infrastructure and water⁵. An example of a much-used concept is 'construction of subsurface buildings'. The approach is multi-disciplinary and the network is composed of actors from a variety of backgrounds: national government representatives, academics and market actors. The network is financed by ICES / KIS (Investeringsimpuls Kennisinfrastructuur) and co-operation with other ICES / KIS⁶ projects takes place.

The Ministry of VROM has a special program to stimulate intensive use of land in urban areas: StIR (Stimulering Intensief Ruimtegebruik).

⁴ The terminology of types of innovations used is interesting, also because it links up with the three aspects of sustainable development discerned in chapter 2 (product, process and perspective). Various levels of innovation are discerned, ranging from 'factor 2-4' to 'factor 20'. Factor 2-4 includes projects aimed to create new products, make existing products more efficient and to transform financial profit into sustainable profit. Factor 5 to 10 includes innovations which demand a change of the process (e.g. new partnerships or a different technological process), and factor 20 is used to indicate innovations which include a technological turnaround, or a completely new perspective on societal and technological processes.

⁵ http://www.bouwweb.nl/CUR/emr/downloads/Plan_van_Aanpak.pdf

⁶ KIS = knowledge infrastructure

Other

Finally, worth mentioning are Ecofys (implementation of sustainable energy in recreation areas) and KLICT (sustainable economic development through chains).

3 Towards a Dutch Action Program

In this chapter we will highlight the main conclusions of our research. In the first place we will give a categorisation of networks. In the second place relevant aspects for BASD are elaborated and general and specific themes are highlighted. Finally recommendations for projects and actions are specified.

3.1 Categorising networks for sustainable tourism

At the national, regional and local level, a large number of networks are operational. Generally speaking most networks aim at efficiency, fewer at innovation and almost none at emancipation. However, some networks and initiatives offer promising leads towards innovation: regional knowledge networks, DTO-KOV and sustainable construction. In the paragraphs below we will highlight some of these opportunities.

The range of networks having some relevance for sustainable tourism is very broad. It includes associations of tourist entrepreneurs (such as RECRON, ANVR), initiatives focusing on liveability, rural development and preservation of cultural history, as well as partners co-operating within the framework of specific (subsidised) projects. The networks most relevant within the framework of this report, however, should somehow relate to BASD-goals. Especially, sustainability in all its facets (economic, ecological, socio-economic) should be included. In order to create some clarity and to be able to distinguish between various types of networks, four categories are discerned.

Sustainable tourism perspective

In the first place we discerned networks *specifically organised around sustainable tourism development*. Referring to the three principles of sustainable tourism - perspective, process and practice - sustainable tourism is the perspective around which these networks are organised. Various aspects of sustainability receive attention in these networks (economy, nature/environment and socio-cultural issues). As regards process, these networks are made up of a variety of actors, with a different background (e.g. both nature and tourism organisations, or both consumers and industry). Thirdly, in terms of *practice*, the networks are focusing on a number of (integrated) projects. In short, these networks are multi-sectoral, cover various aspects of sustainability and have an integrated approach. A typical example of this type of network is the Wadden Initiatiefgroep

Multi-sectoral approach

In the second place, we discerned a category of networks which have been *organised around a (policy) theme* which is related to sustainable tourism: WCL, rural renewal, area-specific development, spatial organisation, liveability, and so on. This means that sustainable tourism is not the main perspective of these networks, but in practice it is often part of the development strategy. In terms of process, a multi-sectoral approach is chosen. A typical example of this type of network is WCL Midden-Limburg.

Product approach

Thirdly networks organised around a *specific (sustainable) tourism product* can be mentioned. These include more permanent networks such as associations of entrepreneurs offering a similar product (e.g. agri-tourism, accommodation in historical buildings, campsites located in nature areas) or groups of entrepreneurs co-operating for marketing and product-development purposes (specified regional associations of entrepreneurs). But also ad hoc networks focusing on a specific project aimed to develop a sustainable tourism product.

Typical examples of this type of network are initiatives developed in TREK Brabant, Hotel de Boerekamer and so on.

Other networks

In addition to the above-mentioned, a number of other networks having some relevance can be mentioned. These include for example the more general tourism networks, such as tourist associations like RECRON. Such associations generally represent the interests of their members: tourist entrepreneurs, tour operators, hikers, cyclists and so on. Many of these are somehow involved in projects focussing on the environment (e.g. environmental management), or development of 'green' products.

Typical examples of this type of networks are RECRON, Toerisme & Recreatie AVN and Platform LAW.

networks and BASD

For the BASD, the first type of network, specifically organised around sustainable tourism development is the most interesting. Especially co-operation with the Co-ordination Platform for the Environment, Tourism and Leisure and the Initiative Group for Outbound Tourism is essential if BASD wants to link up with existing initiatives.

However, other types of networks and actors are important in some respects as well. These include the specific policy themes of the Ministries of Agriculture, Nature Management and Fisheries (LNV) and Housing, Spatial Planning and the Environment (VROM) (see 'multi-sectoral approach'), TREK Brabant (see 'product approach') and the Recron and Netherlands Federation for Touroperators (ANVR). Co-operation with these networks / actors should be seriously considered.

3.2 Relevant aspects for the BASD

In this paragraph firstly the relation between our findings and the objectives of the existing tourism programme are discussed. Secondly, the correlation between Dutch networks and specific BASD criteria is highlighted. Finally, the relation between a new programme for sustainable tourism and the BASD is addressed.

Objectives of the existing tourism programme

Within the framework of the *Bilateral Agreement on Sustainable Development* between Costa Rica and the Netherlands, a joint programme for sustainable tourism has been approved in April 1998. Three themes are constitutive for this programme:

- * development of criteria for sustainable tourism;
- * professionalisation;
- * tourism and community development.

Looking at actual networks and initiatives in the Netherlands from the perspective of the existing programme and taking the principle of reciprocity into account, the following conclusions are evident:

development of criteria for sustainable tourism

- as well as in Costa Rica as in the Netherlands many organisations at various levels are developing criteria, developing systems of certification and hallmarks. For example ICT in and Canamet in Costa Rica and the RECRON, ECEAT and the Ministry of VROM in the Netherlands. A bilateral comparison and subsequent workshop seems practicable.

professionalisation

- the question of professionalisation in both countries more and more concentrates on the question in which way and how the process of sustainable development of tourism could be organised and facilitated. Which forms of co-operation, including which actors, are favourable and what will be the respective role of the various sectors (government, private and NGO's)?
- another aspect of professionalisation is learning from good practices. In Costa Rica more than ten type 1 projects are executed. In the Netherlands a lot of experience has been gathered with respect to sustainable tourism. A comparison and exchange of insights (transfer of knowledge and experiences) should serve the cause of the BASD;

tourism and community development

- in the Netherlands attention for the social aspects of sustainable tourism is limited. In Costa Rica more than ten type 1 projects are executed in which this issue plays a central role. Especially in this respect exchange of knowledge and experiences with Costa Rica could be fruitful.

A comparison between the existing tourism programme and this study reveals the following priorities:

- co-operation in the field of developing criteria and systems for certification;
- co-operation with respect to the way the process of sustainable development should be organised;
- exchange of knowledge and experience focussing on the social aspects of sustainable tourism, preferably based on an analysis of the results of the type 1 projects executed in Costa Rica.

Specific BASD-criteria

As stated in paragraph 2.2, following the Policy of the BASD, the Action Plan 2000 of Ecooperation, the Tourism programme and the Action Plan of the Dutch and Costarican Technical Committees, the subsequent criteria for networking are particularly important:

- A multi sector involvement ;
- The linkage with other BASD themes;
- The possibilities for reciprocal projects;
- The linkages between tourism and rural and community development ;
- The link with the CSD-process;

multi sector involvement

Generally speaking in most networks governmental organisations and/or profit organisations are prevailing. In some networks, non-profit organisations address environmental concerns. As we have seen in paragraph 3.1 many networks in the Netherlands were initiated by the government, firstly aiming at the profit sector and later including environmental organisations. Only in a relatively few number of cases, networks have been developed truly 'bottom-up' or have been initiated by the sector.

linkage with other themes / tourism, rural & community development / CSD process

Only in so called WCL -areas and in rural renewal projects socio-cultural issues are at stake and explicit attention is paid to rural and community development and the linkages with other productive activities.

As a consequence, specific attention for gender issues and the CSD theme 'informed participation of local people in sustainable tourism' is almost non-existing.

Only recently these issues have been addressed in the Initiative Group for Outbound Tourism, partly as a result of the efforts made by Retour Foundation and the NCDO, both members of the Dutch technical Committee.

possibilities for reciprocal projects

In quite some regional and local networks possibilities for reciprocal projects are existing. Only one of interviewed actors active in networks for sustainable tourism was aware of the existence of the BASD, however (see the next paragraphs). As the saying goes: 'unknown is unloved'. However, as communication of projects and results is an important aim of Ecooperation, we urge that especially the exchange of ideas with the tourism sector is improved.

Communication media worthy of note in the tourism sector are for example:

- The Newsletter of the Co-ordination Platform for the Environment, Tourism and Leisure ('Nieuwsbrief Milieu, Toerisme en Recreatie');
- The newsletter 'Extra-ordinary Green' ('BuitenGewoonGroen') of Recreation & Tourism AVN;
- Recreation & Tourism (Recreatie en Toerisme) and Rekreaksie.

Apart from that, the BASD tourism programme should be placed on the agenda of the Groeneveld 2001 Conference. It is advised to start a project through which Ecooperation, the Dutch Technical Committee, the NCDO and the Initiative Group for Outbound Tourism are able to promote the philosophy and output of the BASD in general and the tourism programme in particular.

The BASD tourism programme could be complementary to existing projects and networks by stressing gender issues and the CSD theme 'informed participation of local people in sustainable tourism'. However, as the tourism programme of the BASD is largely unknown at the regional and local level, Ecooperation is advised to communicate the BASD and tourism programme in some of the media which are in place in the tourism sector. Moreover, Ecooperation is advised to sponsor and co-organise the Groeneveld 2001 Conference.

Focus for a new programme

As stated in paragraph 1.2 sustainable development consists of perspective, process and practice. Although the desire to realise tangible results (in terms of poverty alleviation and creating employment) in the short run is understandable, it is questionable whether this strategy is the most valuable for the Dutch Action Programme for sustainable tourism. Taking into account the relatively limited funds available within the BASD (especially in the policy dialogue with Costa Rica and in type 2 and 3 projects), we consider it preferable to focus on projects aiming at the process of sustainable development and / or developing a new perspective on the relation between tourism and sustainable development.

In Costa Rica as well as the Netherlands, numerous projects are already being carried out. Based on experiences in the Netherlands in the last ten to fifteen years, it is questionable whether these projects are very durable if they are not rooted in a broader context. Innovations, like in the case of sustainable tourism, should not only focus on product innovation, but rather on system innovation as well as the development of a long term perspective on sustainable tourism.

In this respect we recommend to co-operate with Dutch projects aiming at developing :

- a new perspective on the future of sustainable tourism, as in the case of for example the DTO-project aiming at a level of innovation as high as 'Factor 20' (see paragraph 2.2);
- chains and networks, which facilitate the process of sustainable development (see paragraph 3.3)

Linking up with these existing programs and initiatives can enlarge the scope of BASD. Moreover, linking these Dutch initiatives with similar projects in Costa Rica could provide an international dimension from the start.

Emphasis within the BASD tourism program is - especially in Costa Rica - on projects aiming at product development. In light of the limited budget of the BASD, the Dutch Action Plan should focus much more on strengthening the process of sustainable tourism development and developing a long term perspective on sustainable tourism.

3.3 Central themes

In the Workplan 2000 of Ecooperation 3 central themes were discerned: climate change, biodiversity and economic relations.

Climate change

Ecooperation is preparing the privatisation of the United Air Fund (UAF) and will assist in developing interesting product portfolios. Regarding tourism, co-operation should be established with Initiative Group for Outbound Tourism and the Netherlands Federation for Touroperators (ANVR)

A possible interesting product portfolio is co-operation with 'Trees for Travel' (or 'Actie Strohhalm'). Within the framework of the tourism programme special attention could be paid to the air traffic between Netherlands and Costa Rica, as the flow of tourists to Bhutan and Benin is still very limited. Co-operation with Dutch touroperators is mandatory.

Biodiversity

One of the central points of interest within the theme of biodiversity are the 'wetlands'. To elaborate the 'wetlands exchange programme', also in the domain of tourism, possible partners for co-operation are the following networks (non-elusive):

- the Initiative Group Recreation, Tourism, Nature and Environment in the Dutch Wadden Area
- Biesbosch
- Schouwen West

With respect to biodiversity, an exploratory study has been carried out at the request of Ecooperation last year (Caalders et al, 1999). In this study some suggestions were made for future activities. These included amongst others the need to take the relation between tourism experiences and biodiversity into account and to further explore the possible contribution of tourism to the preservation of biodiversity. The Biesbosch provides an interesting case in this respect, as one of the nature management organisations is interested in enlarging the opportunities for appropriate types of tourism.

Another issue addressed in the report was the need to explore the opportunities to put on more regulatory instruments. This is one of the activities taking place in Schouwen West.

The Wadden are an area where a number of networks for sustainable tourism are currently active. Especially the Initiative Group is very innovative in its ideas for combining nature and tourism.

Apart from these linkages with Dutch networks, the activities of the BASD and of the tourism program in particular, will be presented during the COP in Nairobi.

Sustainable economic development

The development of 'sustainable tourism chains' is a highly interesting way forward for sustainable tourism development. In the framework of the BASD, co-operation is under way with the ANVR and the Initiative Group for Outbound Tourism. A bilateral project will be proposed in September. Other interesting opportunities are offered by co-operation with TREK Brabant and the pilots on so-called 'knowledge centres' in for example Limburg and Groningen.

TREK Brabant is an initiative of theme-park The Efteling. As a result an open and flexible network was created, now consisting of amongst other the Province of North Brabant, the Ministry for Agriculture, Nature and Fisheries, tourism companies and the Association for the Preservation of Nature. TREK Brabant is aiming at synergy and innovative projects by linking existing networks and initiatives. It tries systematically to connect existing and new bottom up initiatives. Implementation of ICT in the tourism sector is probed.

The idea to set up 'regional knowledge centres' in the Netherlands was put forward by the NRLO (National Council for Agricultural Research) in an advice to the Ministry of Agriculture (NRLO, 1998). Such centres could, for example, provide services to entrepreneurs and pass on knowledge generated at universities and other research centres to local practice. These centres do not necessarily have to take the form of buildings or consist of a large staff; they may (partly) consist of services offered through internet for example. The main task would be to bring together various 'worlds of knowledge': local operational knowledge, national and international development programs, research and development carried out by universities and so on. Proposals for the creation of such centres, as well as the type of services they should offer, are being studied in the Netherlands (NRLO, 1998, Lengkeek, 1999). Extension of these activities to (for example) Costa Rica would very well fit the purposes of the Bilateral Agreement on Sustainable Development (Caalders et al, 1999).

Interesting prospects to link Dutch tourism networks with the three themes which are central in the Workplan 2000 of Ecooperation (UAF, biodiversity and economic relations) exist. Of the three themes, the development of sustainable tourism chains is perhaps the most ambitious, but it can be expected to have most impact as well.

3.4 Specific themes

The literature study and the interviews revealed some other options for specific themes and projects. Most promising are:

- 'Kust op de Kaart' (Coast on the Map)
The Netherlands Institute for Design, the National Bureau for Tourism and Tourism & Recreation AVN have started a project (see: www.kustopdekaart.nl) aiming at innovation of the Dutch coast by analysing in which way product-design and (landscape-)architecture could enhance the economic, spatial and cultural development of the Dutch coast. Started as a Dutch initiative, links with Great Britain,

Sweden and Denmark have been established. It is advised to expand this initiative by means of a bilateral project between Costa Rica and the Netherlands

- 'Good practices'
In the Netherlands quite some examples of 'good practices' can be found (excellent entrepreneurial activities, distinctive 'product oriented networks' etc.). The examples of 'good practice' could be linked with examples of 'good practice' in other countries in and outside the BASD, in order to learn from each other and to exchange knowledge.
- Spatial Planning
A very important prerequisite for sustainable development of tourism is an adequate system of spatial planning and legislation. Instruments and themes like Environmental Impact Assessment⁷ (EIA), Multiple Land-Use, protection of natural and cultural sites, town planning and so on are very relevant for reaching a satisfactory balance between tourism, recreation and environment. Experiences in the Netherlands and Costa Rica are very different in this respect. Especially the legal and institutional context in which development of sustainable tourism takes places varies. Such aspects should be explicitly taken into account in bilateral projects and exchanges.
- Energy Zero tourism development
In the framework of DuBo (sustainable construction) experiments are undertaken to create so-called Energy Zero facilities. It would be interesting to find out to what extent such concepts can be used for tourism and recreation, for example by using wind or solar energy. Exchange of good practices in sustainable construction and energy are appreciated.
- Tourism and nature
In Costa Rica as well as the Netherlands the alliance of tourism and nature is tested and disputed. Experiments and practices in national as well as private parks and reserves should be discussed and exchanged in order to safeguard nature as well as the diversity of tourist experiences for the future.

3.5 Recommendations

The development of a revised tourism programme in the framework of the BASD needs input from various sources. In the first place an evaluation of the current programme. Secondly input from the Costa Rican technical Committee. And thirdly input from other sources, like CSD, CBS and other international forums.

This study also aims to contribute to this process, by providing information for the development of a Dutch Action Plan for sustainable tourism, by means of an analysis of networks for sustainable tourism in the Netherlands.

⁷ see also the study of Van Wijk (1999)

Long term objectives

In this report it was argued that sustainable development consists of a perspective, a process and practice. Although the desire to realise tangible results (in terms of poverty alleviation and creating employment) in the short run is understandable and sound, it is questionable if this strategy should be favoured by BASD. Taking into account the relatively limited funds that are available within the BASD, projects aiming at advancing the process and / or *developing* a new perspective on the relation between tourism and sustainable development, are preferable.

Particularly two central issues seem pertinent:

- endowment to the Dutch programme DTO focussing on 'factor 20' innovations, which means innovations offering a completely perspective on tourism (tourism in the year 2050). The specific perspective of the BASD could give an important input to the discussion and the comparison between the Dutch situation and the situation in Costa Rica (and Bhutan and Benin) could give the project an international dimension from the start;
- more insight in the way the process of sustainable development of tourism could be organised and facilitated. Which forms of co-operation, including which actors, are favourable and what will be the respective role of the various sectors (government, private and NGO's)? A comparison between Costa Rica and the Netherlands with respect to *the process of networking*, the respective roles of the governments, national tourism organisations (like the Costa Rican ICT and the Dutch Toerisme & Recreatie AVN and NBT) and organisations like CANATUR and Recron, could reveal models for developing knowledge and (innovation) networks aiming at sustainable development of tourism.

Short term objectives

Apart from facilitating the development of a long term perspective and facilitating the process of sustainable development of tourism, the desire for short and mid-term tangible results is valid. Such results are also a precondition to keep the process going and can be an important stimulus to change peoples' perspective on sustainable development. Therefore Ecooperation and the Technical Committee on Tourism are advised to:

1. establish firm links with the Co-ordination Platform for the Environment, Tourism and Leisure and the Initiative Group for Outbound Tourism;
2. organise the Groeneveld 2001 Conference and promote the BASD and the tourism programme in the tourism sector;
3. communicate the (opportunities offered by the) BASD and tourism programme in some of the specific tourism media which are in place
4. further expand the three themes which are central in the Workplan 2000 of Ecooperation (UAF, biodiversity and economic relations) in the field of tourism
5. stress gender issues and the CSD theme 'informed participation of local people in sustainable tourism' in order to be complementary to existing projects and networks
6. develop an action plan focussing on the following issues:
 - on the development of criteria and systems of certification for sustainable tourism;
 - a bilateral comparison and subsequent workshop on the project 'Kust op de Kaart' (Coast on the Map)

- linking examples of 'good practice' in countries in and outside the BASD, in order to learn from each other and to exchange knowledge.
- a bilateral comparison and subsequent workshop in the field of Spatial Planning
- energy Zero tourism development: exchange of good practices in sustainable construction and energy in tourism

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Appendixes

Appendix 1

List of persons and organisations interviewed

Arjan den Bakker	RECRON
Harro Boekhold	Stichting Recreatie
Naut Kusters	ECEAT
Gerard Couvreur	ANVR
Rian Verkooyen	ANVR
Bouwe Taverne	RABO bank
Erik van Dijk	Stichting Toerisme en Recreatie AVN
Lia Spaans	TREK Brabant
Elzaline Schriever	Componeergids / Innovatie Centrum Groningen

Appendix 2

A typology of interactive processes

	Emancipation	Innovation	Efficiency
Issue at stake	Getting voice in a matter	Quality	Support
Actors involved	Grass roots	Experts	Pressure groups
Steering	Bottom up	Network steering	Top down
Policy goal	Involving grass root in policy	Development of policy and plans	Implementation of policies and plans
Dependencies	Social relations/ Communicative action	Knowledge and Expertise/ Instrumental action	Power relations/ Strategic action
Method	Exchange of values and norms	Activating knowledge and creativity	Creating 'win-win' situations
Role of facilitator	Protection of openness	Opening of 'windows'	(Conflict) Resolution and Mediation
Criteria for success	Autonomy of target group	New policies/Quality	Smooth implementation
Threats	Existing power relations/ Lack of motivation/	Lack of resources	Lack of trust/ Too many different actors

Source: Caalders, J. et al. (forthcoming)

Appendix 3

List of networks and initiatives at the regional level (in Dutch)

Note:

This list includes most initiatives, networks and projects which we have come across in our inventory. It was impossible within the framework of this project to find out for all projects whether or not they are still in place. Descriptions have literally been taken over from brochures and newsletters in most places. Whenever more information was available this is included. As has been indicated in the text, many projects are heavily subsidised and the reader should realise that projects are often not continued for a long time after subsidisation has ended.

Noordelijke provincies

Het NNBT (Noord-Nederlands Bureau voor Toerisme) voert het project '**plattelandstoerisme in één vat gegoten**' uit. Dit project beoogt meer samenwerking tussen rurale toeristische ondernemers tot stand te brengen via het bottom-up principe. Bovendien is het de bedoeling nieuwe accommodaties in monumentale of karakteristieke gebouwen en arrangementen te creëren. Subsidie zijn mogelijk tot 20% (voor restauraties e.d. tot 40% met een maximum van f200.000). Voor elke regio (Noord, Zuidoost en Zuidwest) is een stimulator benoemd. Samenwerking met provincie Drenthe, NLTO, recreatieschap Drenthe, VVV's, RECRON, Kon. HORECA Nederland.

Investeringspremieregeling Noord-Nederland (**IPR**): ondernemers kunnen gebruik maken van deze regeling als ze zich in de Noordelijke provincies willen vestigen. Het stuwende toeristische bedrijf (dag- of verblijfsrecreatie) komt daarvoor in aanmerking.

Drenthe en Groningen kennen bovendien een premieregeling voor kleine investeringen in de toeristische sector (resp. **KITS** en **KLITS**), bedoeld voor logiesverstrekende bedrijven.

De '**Stichting de Pronkkamer**' is een samenwerkingsverband van agro-toeristische ondernemers in het Lauwersmeer gebied.

Groningen

Een actieve organisatie op het gebied van duurzaam toerisme in Groningen is '**Stichting Welzijn Westerkwartier**' (SWW: welzijn en economische ontwikkeling). Deze organisatie is onder andere betrokken geweest bij het opzetten van de '**Plattelandscirkel**': deze ondernemers bieden bijzondere vormen van overnachting aan en liggen allemaal dichtbij natuurgebieden. Verder is SWW betrokken bij de opzet van een groot aantal fiets- en wandelroutes in het Westerkwartier. Onder is met het CNME (**Consulentschap Natuur en Milieu-educatie**) (toerisme en natuur) een fietsroute voor kinderen opgezet.

Deze laatste organisatie is ook betrokken bij het project **Groningen een landschap beleven**, dat in 1999 is afgerond. Dit project was gericht op het versterken van de natuurgerichte recreatie en natuurbeleving in de provincie. In het kader van dit project is tevens samenwerking tussen natuur, milieu en recreatie tot stand gebracht en is deskundigheid bij VVV medewerkers op het gebied van natuurgerichte recreatie / toerisme tot stand gebracht. Andere betrokkenen bij dit project zijn o.a. NLTO, Provincie Groningen, Recron, Stichting Toerist, SWW, Stichting het Groninger Landschap

In het oostelijk deel van de provincie werken actoren samen in verschillende projecten. De **Stichting Toerist** heeft een 'Componeergids' uitgegeven, waarmee bezoekers hun eigen plattelandsvakantie kunnen samenstellen.

Co-operatief Compagniest Banket is een samenwerkingsverband van een aantal agri-toeristische ondernemers. Aanvankelijk boden deze ondernemers gezamenlijk een speciaal arrangement aan: een diner waarvan elke gang op een andere boerderij werd geserveerd. Deelnemers konden per fiets of koets van de ene boerderij naar de andere gaan. Op dit moment is de vereniging ook betrokken bij het ontwikkelen en de promotie van streekproducten.

Een ander samenwerkingsverband is '**rondje Groningen**': (vooralsnog) 8 boeren (agrotourisme) verspreid over Groningen bieden gezamenlijk een recreatiepakket aan. De bedoeling is dit product verder te gaan ontwikkelen tot een echt arrangement, inclusief standplaats voor de tent, nabrengen van de bagage, informatie over de betrokken bedrijven en over de omgeving. Betrokkenen zijn onder andere het CNME en Stichting Toerist.

Er zijn plannen voor een **Kennis Informatie Centrum** voor de provincie Groningen. Hierbij zijn onder andere de Kamer van Koophandel, de provincie, NLTO en Stichting Toerist betrokken.

In Groningen is een **Vereniging voor Kleine Dorpen** actief (doelstellingen welzijn en leefbaarheid)

Op Roakeldais: een internationaal dansfestival in Warffum waarbij 220 lokale gastgezinnen en 130 vrijwilligers zijn betrokken. Het evenement is draait geheel op lokaal initiatief en bestaat dit jaar 35 jaar. Het trekt elk jaar zo'n 500 tot 600 dansers en 30.000 bezoekers.

In 1998 is voor de tweede keer een project tussen de stad Groningen en het ommeland georganiseerd. Het thema is vooral cultuur en er wordt gestreefd naar maatwerk met collectief vervoer.

Milieucoöperaties (samenwerkingsverbanden van boeren op het gebied van natuur en milieu) zijn actief in Midwolda e.o., Sebaldaburen e.o., Zevenhuizen en rondom de stad Groningen.

Friesland

Natuurtoerisme Frielân is een project gericht op het bevorderen van samenwerking tussen natuur landbouw en recreatie. Betrokken zijn onder andere het Fries Bureau voor Toerisme, de provincie Friesland, FLTO, HISWA, It Fryske Gea, NME, Natuurmonumenten, RECRON en SBB. In het kader hiervan is onder andere een onderzoek uitgevoerd naar de introductie van nieuwe producten op het gebied van natuurtoerisme in Oost Friesland.

Op initiatief van het CNME Friesland is het project **Recreatie met een Groene Rand** gestart. Provincie Friesland en FBT zijn ook betrokken. Financiering vindt deels plaats in het kader van het uitvoeringsprogramma Gebiedsgericht Milieubeleid en door het WNF.

Vuilwaterinzameling recreatievaart: onderzoeken naar het aandeel van de recreatievaart in de vervuiling van oppervlaktewater en het treffen van maatregelen; 24 stations voor inzameling van huishoudelijk afvalwater zijn inmiddels gerealiseerd. Betrokken partners zijn: ANWB, HISWA, Ministerie LNV, Noord Nederlandse Watersport Bond (NNWB), Provincie Friesland, recreatieschap "de Marrekrite", Waterschap Friesland.

Ook in Friesland is een **Vereniging van kleine dorpen** actief.

Gemeente **Wûnseradiel** ontwikkelde een totaalplan voor de waarden door overleg met alle mogelijke private partners en overheden. Het werd gesteund door EZ. De gemeente was de motor achter de toeristisch-recreatieve ontwikkeling van de Ijsselmeerrand.

In Zuidoost Friesland en Zuidwest Friesland zijn samenwerkingsverbanden voor agrotourisme actief (resp. "**Samenwerkingsverband agrotourisme ZO-Friesland**" en **It Boerehiem** "). Verder is er de

vereniging "**Ontdek Ons**", eveneens een samenwerkingsverband op het gebied van plattelandstoerisme).

Zuidwest Friesland was van 1994 tot 1999 een **WCL**gebied.

In bungalowparken in ZW Friesland kunnen **natuur-arrangementen** worden geboekt. Hierbij gaat per arrangement 25 gulden naar een natuurbeherende instantie.

Waddengebied

De **Initiatiefgroep Natuur, Milieu, Recreatie en Toerisme in het Waddengebied** uitgebreid bespoken in de tekst en in bijlage 4.

Op **Terschelling** hebben de Stichting Boeren Natuurlijk Terschelling, het CBTB, de Natuurhistorische Vereniging, de Coöperatie Mestkoepel, de actiegroep Verontruste Veehouders, de Vogelwacht en de Vereniging voor Recreatiebelangen de koppen bijeen gestoken. Doel van deze actie is de politiek te overtuigen van de noodzaak voor duurzame landbouw, een integrale milieuvergunning voor de Wadden, de mogelijkheid tot uitruil van gronden en het ontwikkelen van Waddenproducten.

De **Stichting Waddengroep** is een initiatief van drie stichtingen in het Waddengebied die zich bezighouden met streekproducten. Inmiddels zijn ongeveer 70 producenten hierbij aangesloten. Doelstellingen zijn onder andere het ontwikkelen van hoogwaardige streekeigen producten met een Wadden keurmerk.

Stichting Duurzaam toerisme Texel: samenwerkingsverband van gemeente, VVV, provincie en toeristische ondernemers op Texel. Doelstellingen zijn onder andere het verminderen van de milieudruk van toerisme, met behoud of zelfs bevordering van toerisme als economische activiteit.

De Groepsaccommodatie **Jonkersbergen** in Den Hoorn, Texel heeft natuurbeheer, recreatie en landbouw geïntegreerd op 1 bedrijf.

Op **Vlieland** zijn in het verleden een aantal projecten rondom integraal waterbeheer uitgevoerd, waar recreatie ook een onderdeel in was.

Drenthe

Duurzaam Drenthe is een omvangrijk programma met als doel het verduurzamen van de bedrijfsvoering van Drentse ondernemingen. Het gaat hierbij onder andere om het invoeren van milieuzorgsystemen. De toeristische sector was ook bij dit project betrokken. Inmiddels zijn de ervaringen uit dit project ingezet ten behoeve van de Milieubarometer.

DIFTAR toerisme; in de gemeente **Brederwiede** (Giethoorn) vindt gescheiden afvalinzameling plaats van boot-toeristen.

Ook in Drenthe is een vereniging van kleine kernen actief (**BOKD:** Brede Overleggroep Kleine Dorpen Drenthe). Deze vereniging is onder andere betrokken bij het project '**Verborgene Cultuurschatten**', waarin verder onder andere het Recreatieschap Drenthe, RegioProject, NNBT en Wageningen Universiteit participeren. Doel van het project is om lokale verenigingen in te schakelen bij cultuurtoerisme.

Noabernet is een bundeling van kleinschalige verblijfsrecreatie in Noord-Drenthe (ongeveer 20 ondernemers). Doel is bevorderen, promoten en stimuleren van het plattelandstoerisme in Noord-Drenthe en het verbeteren van bedrijfsvoering. Het project valt onder het WCL gebied. Initiatiefnemers zijn het Van Hall Instituut en de provincie Drenthe.

Inmiddels heeft Noabernet zich ook aangesloten bij **Drents Landleven**, een omvangrijk project gecoördineerd door Noord-Nederlands Bureau voor Toerisme. Er is een gids uitgebracht onder dezelfde naam waarin het aanbod voor plattelandstoerisme in Drenthe op een rij is gezet.

Een ander (agro) toeristisch samenwerkingsverband is "**Oostermoerse Agrarische Vrouwen**". Ook is er een initiatief van de Land – en Tuinbouworganisatie: **NLTO wandelen door het Drentse boerenland**.

De Provincie, het VVV, het Hippisch Innovatiecentrum en het Recreatieschap Drenthe willen **ruitertoerisme** een oppepper geven. Subsidie van dit project komt van de NOM (ISP) en LNV (regeling regionale vernieuwing). Een van de doelen is het ontwikkelen van draagvlak door organisaties met elkaar in contact te brengen.

Het **Land van Weldadigheid** is een themapark in oprichting, dat onder andere zou moeten gaan zorgen voor het ontwikkelen van educatieve routes, rondleidingen, workshops, lezingen, cursussen en beurzen. Het is bedoeld als een structurele versterking van de regio gebaseerd. Het project wordt veel genoemd in veel brochures en publicaties uit 1998 en 1999, maar kampt op dit moment met grote (onder andere financiële) problemen. Partners in dit project zijn AVVN, Bijenstichting, Bureau Hollema, KMTP, Stichting Fruithof, Stichting Gehandicaptentuin en de Vlinderstichting.

Het **Natuurtransferium Borgeris** een bekend project op het gebied van recreatiemobiliteit. Het loop tracé is niet optimaal. Overigens zijn in Drenthe al vanaf 1990 projecten rondom mobiliteit en toerisme in gang gezet (o.a. Drenthe Attractietour).

In **Diever** wordt jaarlijks een uitvoering van Shakespear opgevoerd door een (amateur) toneelvereniging (sinds 1946). In dit kader vinden uitwisselingen plaats met Stratford upon Avon.

Rondom de Hunebedden in Drenthe zijn een aantal projecten opgezet door **het Nationaal Hunebedden Informatiecentrum**. Er vindt hierbij veel regionale samenwerking plaats.

In het stroomgebied van de **Hunze** is een plattelandsvernieuwingproject gestart waarin win-win situaties voor recreatie en natuur moeten worden behaald. In de provinciale studie "de Hunzeverleiding" worden integrale oplossingen voor dreigende verstedelijking en ideeën ter verhoging van de leefbaarheid geschetst. Er is een klankbordgroep uit de streek en ideeën worden verankerd in bestemmingsplannen, een financieringsopzet en een organisatie-model. Er zijn inmiddels vervolprojecten op gang gebracht.

In het Drentse **WCI** gebied is de **vereniging Meander** opgericht met als doel de afzet van streek-eigen producten te stimuleren. Deze vereniging heeft samen met de werkgroep Plattelandstoerisme een Agrarische fietsroute gerealiseerd.

Drenthe / Overijssel

In het Reestdal (grensrivier Drenthe/Overijssel) is een platform actief genaamd "**Groen Toeristisch Platform van het Reestdal**". Dit platform is ontstaan op initiatief van de Stichting Natuur en Milieu Overijssel en het functioneert nu met een eigen bestuur. Betrokkenen zijn de gemeenten de Wolden, Meppel, Staphorst, hotels, musea, Staatsbosbeheer, Stichting het Drents en Overijssels Landschap. Doel is promotie van het gebied als een landschappelijke eenheid en het vinden van een balans tussen natuur en recreatie.

Overijssel

De **Rabobank** in Steenwijk / Brederwiede heeft een projectenfonds voor plattelandsvernieuwing. Doel is het ondersteunen van vernieuwende projecten die moeten zijn gebaseerd op samenwerkingverbanden. Ze hebben tevens een servicepunt Recreatie en Toerisme en vergelijkbare punten voor andere sectoren.

Het **Tuinpad Team** (GOBT, GLTO, Stichting Stimuland Overijssel) heeft een gids met 60 bedrijven uit heel Overijssel uitgebracht. Hierin staat het toeristisch aanbod op het gebied van plattelandstoerisme. Verder zijn er fiets- en wandelroutes en arrangementen opgezet.

De **Vereniging Plattelandsbeheer Issala** wordt gevormd door een groep boeren en boerinnen uit de omgeving van Deventer. Doelstelling is het vinden van een evenwicht tussen landbouw, milieu, natuur en landschap en de integratie van stad en land. Recreatief medegebruik is een van de thema's.

De **Stichting Stimuland** is actief op het gebied van Plattelandsontwikkeling in Overijssel. De Stichting functioneert als een soort catalysator.

Natuurlijk ... Overijssel biedt informatie over alle natuurgerichte activiteiten in Overijssel. De internet-site geeft bovendien informatie over overnachtingsmogelijkheden en meer algemene informatie over natuur.

Het "Bestuurlijk Overleg voor het Gebiedsgericht beleid in de Kop van Overijssel" heeft in 1998 de functie van **toeristische makelaar** in het leven geroepen. Al eerder, in 1990, fingeerde de Kop van Overijssel als Pilot-gebied voor regionaal toeristisch beleid van het ministerie van Economische Zaken. Het is ons niet gelukt iemand te vinden in Overijssel die op de hoogte was van het bestaan van deze makelaar.

Het **milieuproject Recreatie & Toerisme** heeft aan de wieg gestaan van de **Milieubarometer**. Doelen waren breed: van het stimuleren van de verblijfsrecreatie tot het doen van milieu-investeringen. Betrokken partners waren onder andere HISWA, Koninklijk Horeca Nederland, Ministerie van LNV, Ministerie van VROM, Bedrijfsmilieudienst Oost, AVN.

Via de **Natuur- en recreatiekrant** worden toeristen en recreanten in Noordoost Twente geïnformateerd over natuur en cultuurhistorie. Doel is het bevorderen van milieuvriendelijke recreatie.

In het **WCL**gebied Twente Project is onder andere een project uitgevoerd op het gebied van Plattelandstoerisme. Hierbij was het doel vooral het ondersteunen van ondernemers via het geven van cursussen, vermarkting, promotie en het ontwikkelen van een kwaliteitskeur.

De **Stichting Kunst en Cultuur Overijssel** organiseert samen met het Nationaal Park de Weerribben, IVN, SBB, restaurants, heemkundekringen e.a.: vier seizoensdagen. Tijdens deze dagen worden cursussen gegeven die betrekking hebben op de combinatie cultuur en natuur.

Overstap 1000-fietsenplan was bedoeld om dag- en verblijfsrecreanten te stimuleren om hun auto te laten staan en in plaats daarvan gebruik te maken van de fiets, bus, kano of fluisterboot. Dit project is inmiddels in deze vorm beëindigd.

Op initiatief van de **Vereniging de Reggestreek** en **Natuur en Milieu Wierden** is het zgn. '**Spakenplan**' ontwikkeld (m.m.v. Stimuland). Dit plan ook wel aangeduid met "op boer'n klomp'n door de Reggestreek" combineert landschapsverfraaiing met agrotouristische activiteiten zoals het opzetten van fiets- en wandelroutes, bezoek aan agrarische bedrijven en logeren in de streek.

Camping en bungalowpark "**Papillon**" functioneert als een voorbeeldbedrijf op het gebied van milieuverantwoorde bedrijfsvoering. Ook de inpassing in natuur en landschap wordt geoptimaliseerd.

In het kader van het **Gebiedsgericht beleid Noordoost Twente** is gewerkt aan een visie waarin de verschillende functies zich de komende 25 jaar in harmonie kunnen ontwikkelen.

In het Vecht/Regge gebied heeft men de **spelt** opnieuw geïntroduceerd. Van dit oude gewas worden nu weer streekeigen producten gemaakt die via een regionale keten worden afgezet. Betrokken zijn een horeca-ondernemer, molen, bakkers en boeren. Verder is er een fietsroute rondom het thema 'spelt' opgezet.

Gelderland

In het project **Natuur en Recreatie in de Euroregio** (INTERREG II) werkt het **consulentschap NME Gelderland** samen met Natur und Milieu en Bildungswerk uit Duitsland.

Het Servicecentrum Plattelandsvernieuwing Achterhoek (SPA) functioneert als een gebiedsmakelaar voor plattelandsontwikkeling. Deze organisatie is onder andere de trekker van een van de pilots rondom "**Regionale Kennis Netwerken**" van het ministerie van LNV.

In het **WCL Gebied Winterswijk** zijn een aantal samenwerkingsverbanden ontstaan, waaronder een Milieucoöperatie. Verder zijn er verschillende projecten op het gebied van toerisme uitgevoerd, waaronder de toeristische ontsluiting van kleine gebouwtjes die cultuurhistorische waarde hebben. Ook in het **WCL gebied de Graafschap** zijn dergelijke projecten uitgevoerd. Onder andere is er een cultuurhistorische onderhoudsploeg actief.

Het Overleg Duurzame Landbouw wil het opstellen van bedrijfsnatuurplannen in de Gelderse Poort stimuleren. Hiertoe hebben ze subsidie ontvangen van de KNHM (Kno. Ned. Heide Maatschappij).

In het kader van het natuurontwikkelingsproject in de **Millingerwaard** zijn een aantal projecten op het gebied van natuurgerichte recreatie opgezet.

Het **Mobiliteitsplan Veluwe** had tot doel een reductie van het aantal autokilometers van recreanten en een verbetering van de bereikbaarheid van toeristisch-recreatieve voorzieningen. Het project zelf is project zelf is afgelopen, maar onderdelen en doelprojecten zijn voortgezet. Betrokken partners: ANWB, ministeries, Provincie Gelderland, SBB, natuurmonumenten, ondernemers, Nationaal Park de Hoge Veluwe, Recreatiewerk Oost-Nederland, Samenwerkingsverband NW-Veluwe.

Vereniging Apeldoornse Recreatie Ondernemers (**VARO**) is gesprekspartner van de gemeente Apeldoorn op recreatie-gebied. De VARO drong aan op een overall-beleidsplan voor toerisme en recreatie.

De Achterhoek / Liemers hebben een eigen **Vereniging van Kleine Kernen** (leefbaarheid)

Er zijn verschillende agrotouristische samenwerkingsverbanden in Gelderland, waaronder "**Vereniging Boer en Recreatie**" (Winterswijk), **Gastvrouwen Niftrik** (Niftrik), **De Zeelandse Hof** (Ooypolder), **Initiatiefgroep Plattelandstoerisme Maar en Waal** (Puiflijk), **Vereniging Vallei en Boerderij** (Veenendaal), **Toer de boer op** (Oost Veluwe). Daarnaast zijn er een aantal verenigingen op het gebied van agrarisch natuurbeheer.

Flevoland

Het Consulentschap Natuur en Milieu Educatie Flevoland is in het kader van **Groene Impulsen voor Flevolandse Naturrecreatie** betrokken geweest (project liep af in 1999) bij een groot aantal toeristische projecten. Er is onder andere gewerkt aan een **handleiding groene recreatie in Flevoland**. Deze handleiding geeft een beschrijving van de recreatieve mogelijkheden in de provincie. Het bevat tevens informatie voor ondernemers over milieucommunicatie (groenbeheer, bedrijfsmilieuzorg) en het is handig voor natuurbeheerders die serieus met natuurgerichte recreatie aan de slag willen. In samenwerking met het Flevolands Bureau voor Toerisme zijn o.a. een themaweek "water" opgezet i.s.m. recreatiebedrijven, natuurbelevingstochten en fotoroutes.

Het Consulentschap wil cultuurhistorie landschap **Schokland** meer onder de aandacht brengen en wil **samenwerking** tussen organisaties die bij het eiland zijn betrokken op elkaar afstemmen.

Noord-Holland

In het Veenweidengebied / Waterland is men al geruime tijd bezig met duurzame plattelandsontwikkeling. **Landschap Waterland** coördineert beleid voor natuur, cultuurhistorie en herorientatie van de landbouw; ook wordt er een platform ingesteld. De laatste jaren zijn in het kader van het **WCL beleid** een aantal projecten uitgevoerd en samenwerkingsverbanden gestimuleerd. Er is onder andere een Veenweidefonds waaruit vergoedingen voor natuurbeheer door boeren worden betaald. Het project **Hotel de Boerenkamer** is een agrotouristisch samenwerkingsverband van (7) boeren met een monumentale boerderij die logies met een streekeigen ontbijt aanbieden.

In het kader van het **Overstap / 1000 fietsenplan** in de Kop van Noord Holland heeft is een uitwisseling met **Costa Rica** plaatsgevonden.

De **herStelling van Amsterdam** is een initiatief van de provincie Noord-Holland om de oude stelling te herstellen. Er zijn veel partners betrokken, waaronder RB Arbeidsvoorziening, werkgeversorganisaties, opleidingsorganen, reclassering, SBB, prov. Monumentenzorg, LNV, Herstel Cultuur erfgoed. Het project wil herstel van het cultuurhistorisch erfgoed combineren met het bieden van een perspectief voor kansarme jongeren.

De forten van de Hollandse Waterlinie worden neergezet als toeristische / cultuurhistorische attractie

Het Beemster Collectief, later geïntegreerd in de "**Coöperatie Leeghwater**" is een samenwerkingsverband voor plattelandsontwikkeling. Men zet zich in voor een gedoseerde ontwikkeling van toerisme, het behoud van het cultuurhistorisch erfgoed, natuuronderhoud en – behoud en voldoende economische instroom om mensen aan het werk te helpen.

Een ander agrotouristisch samenwerkingsverband is '**Agri-experience**' (Haarlemmermeer). In de Vechtvallei is een agrarisch samenwerkingsverband voor behoud van landschap actief: **Agrarische natuur- en landschapsvereniging de Vechtvallei**.

Utrecht

De **Stuurgroep Kromme Rijnlandschap (9 gemeenten)** werkt aan landschapsherstel in het Kromme Rijngebied. In dit gebied is tevens een agro-toeristisch samenwerkingsverband actief: **Stichting Kromme Rijnstreek Terecht Anders**. Twee andere verenigingen op het gebied van agrotourisme en agrarisch natuur- en landschapsbeheer zijn het **Ark- en Eemlandschap** en de **Utrechtse Venen**.

Een voorbeeldbedrijf op het gebied van plattelandsvernieuwing is de **Eemlandhoeve**. Deze boerderij is omgebouwd tot een ecologisch zoekoeienbedrijf, waar tevens een vergader- en ontvangstruimte aanwezig is. Hier worden activiteiten georganiseerd met als doel recreanten en andere doelgroepen in contact te brengen met het boerenbedrijf.

RANDOM is een informatiecentrum in de stad Utrecht dat meer 'verdieping' biedt dan de VVV. Het centrum heeft vooral informatie over cultuurhistorie over de stad en de provincie Utrecht

Zuid-Holland / Utrecht

Random Slot Loevestein is een groot aantal projecten gestart door het **Projectbureau Rivierenland**. Hierin zijn 14 gemeentes, het ministerie van EZ, slot Loevestein, de provincie Zuid-Holland en de provincie Utrecht vertegenwoordigd. Dit bureau heeft onder andere de draagvleugelboot over de Lek geïnitieerd, informatiepanelen geplaatst etc. De projecten zijn niet speciaal gericht op duurzaamheid, maar een aantal initiatieven heeft hier wel raakvlakken mee. Er wordt onder andere ook samengewerkt met het WNF m.b.t. het ontwikkelen van een Ruige Route

Zuid-Holland / Noord-Holland

Het **Geheim van Holland** is een samenwerkingsverband tussen de steden Delft, Dordrecht, Gouda, Haarlem, Leiden en Schiedam. Overige partners zijn de provincies Noord- en Zuid-Holland, VVV's, Zuid-Hollands Bureau voor Toerisme, NBT, bedrijfsleven, toeristische instellingen en organisaties, en het Ministerie van Economische Zaken. Resultaten zijn een gezamenlijke promotie, een grotere aantrekkingskracht op toeristen, vergroting van de naamsbekendheid van de zes deelnemende steden en gezamenlijke productontwikkeling.

Zuid Holland

Voor initiatieven in de de **Alblasserwaard/Vijfheerenlanden**: zie appendix 4.

Stichting Historisch Delfshaven is bezig met het herstellen van de historische kern. Dit gebeurt via een integrale aanpak waarbij ondernemers en bevolking zijn betrokken. Doel is een versterking van de dagrecreatieve aantrekkingskracht. Overige partners zijn de Gemeente Rotterdam, NBT, T&R AVN, woningbouwvereniging, Stichting Stadsherstel, bedrijfsleven.

Boerderij 't Geertje wil zich ontwikkelen tot een "een boerderij als toeristische attractie". Doel is een complete verweving van de agrarische bedrijfsvoering met de dag- en verblijfsrecreatie. Het kan worden beschouwd als een voorbeeldbedrijf.

Groene Hart

Het **Groene Hartteam** werkt aan verbetering van het toeristische product in dit gebied. Samen met bvb. ANWB, HISWA, KvK, KNWV, AVN zijn routestructuren verbeterd, evenals de informatievoorziening over routes. Er zijn o.a een vaarplanner, schaatsplanner en fietsplanner ontwikkeld en er zijn plannen voor een cultuurhistorische planner. Samen met ANWB, Natuurmonumenten en WLTO zijn 40 wandelroutes in het Groene Hart ontwikkeld. Ook zijn er oplaadpunten gekomen voor (elektrische) fluisterboten.

Het Groene Hartteam gebruik de werkwijzer "BuitenGewoonLeefbaar" als methodiek voor het analyseren van behoeften, het verzamelen van ideeën en het realiseren van veranderingen op het platteland.

Brabant

De boer op ... in het land van Cuijks een initiatief van het Samenwerkingsverband VVV's in de Meierij en Noordoost Brabant, ZLTO, museum Veeteelt, KI Beers en vier agrarische ondernemers.

Fietsend de boer op in Hilver is een initiatief van de **Hilverboeren**: een samenwerkingsverband van 8 boerenbedrijven in Brabant, de Noord-Brabantse Christelijke Boerenbond en het BBT (Hilvarenbeek).

Bijzondere ontmoetingen met het West-Brabantse platteland is een samenwerkingsverband van 20 bedrijven. Een bureau regelt arrangementen en rondleidingen. Het initiatief wordt ondersteund door het BBT.

De Wergroep **Dijk van een landschap** is een samenwerkingsverband in West-Brabant (drie gemeenten, provincie, streekgewest, waterschappen, provinciale milieufederatie, ZLTO en Brabants Landschap). Doel is het versterken van de ecologische en landschappelijke waarden van het dijklandschap en het vergroten van de mogelijkheden voor extensieve recreatie.

Het **Overlegplatform Duinboeren** is een agrarisch samenwerkingsverband dat onder andere actief is op het gebied van agrotourisme (Loonse en Drunense Duinen).

Andere agrotouristische samenwerkingsverbanden in Brabant zijn: **Boerlevaer** (Reusel), **Content Kempenland** (Kempen), **Fiets de Rith** (Rijsbergen) en Goeikamer (zie hieronder).

Openhaard herbergen Brabant is een initiatief van het BBT ter bevordering van het gebruik van streekproducten. Er zijn vijf kleinschalige hotels aangesloten die arrangementen met overnachting en diner aanbieden. Een ander initiatief is **Goeikamer** dat is ontstaan in samenwerking met de Noord-Brabantse Christelijke Boerenbond en waarbij een aantal agrotouristische ondernemers is aangesloten. Deze bieden een overnachting in stijl op hun boerderij.

Groene rugzak: initiatief van BBT, Brabantse Milieu Federatie, ANWB, RECRON, Consulentenschap NME. Tegen een kleine vergoeding kan een groene rugzak met inhoud (educatief materiaal) worden geleend voor een wandeling in de Meierij bij Den Bosch.

De Meierij Brabant was tot 1999 **WCL gebied**. De Brabantse Milieufederatie, RECRON, BBT en ANWB trokken hier samen op om de relatie milieu-toerisme te verbeteren. o.a. via een cursus milieuzorg voor recreatiebedrijven. Educatie en informatiecentrum Meierij moet als toegangspoort tot het WCL-gebied gaan functioneren ("**De Groene Poort**").

TREK Brabant (toeristisch-recreatieve ketens Brabant) heeft tot doel om de samenwerking tussen verschillende partners in recreatie en toerisme in Brabant te verbeteren. Hiermee moet flexibel kunnen worden ingespeeld op de consument; moeten interessante arrangementen kunnen worden samengesteld en moet het hoofd worden geboden aan bieden aan een maatschappelijke problemen zoals de druk op natuurgebieden en het fileprobleem. Lange termijn doel is het "samen werken aan een vraaggerichte, economisch rendabele en duurzame toeristisch-recreatieve sector".

Samenwerking onder andere met het Land van Ooit, Safaripark Beekse Bergen, Efteling, campings Hoekse en Duinlust, Natuurmonumenten en Duinboeren. BBT, Boekingscentrale Brabant, Openhaard Herbergen, Identiteitsfabriek ZuidOost, Biesboschmuseum, horeca ondernemers, bootverhuurders, SBB, Recreatieschap, Stadsgewest Brabant, ZLTO.

Brabant / Limburg

In de Peel zijn een aantal samenwerkingsverbanden actief en een aantal projecten gestart, onder andere rondom 'NUBL: Nadere Uitvoering Brabant Limburg' (herstructurering varkenshouderij en landbouw). Te noemen zijn de **Initiatiefgroep Land van Peel en Maas**, en **Milieucoöperatie Peel en Maas**. Verder is de **natuurwerkgroep Behoud de Peel** het initiatief genomen tot een '**natuurlijk, toeristisch en recreatief ontwikkelingsplan**' met als doel het verbeteren van de natuur- en recreatiewaarden en in samenwerking met landbouw en recreatie.

Limburg

In Zuid-Limburg worden een aantal arrangementen en routes ontwikkeld voor plattelandstoerisme. Onder andere arrangementen rondom lange afstandswandelingen (PVVV, Stichting Lange Afstands Wandelpaden; lokale VVVs middenstand en hoteliers). Ook worden er mountainbike routes ontwikkeld die dekwetsbare natuur moeten ontzien en conflicten met andere recreanten voorkomen.

Het Consulentenschap NME Limburg organiseert tochten in nationaal park Maasduinen voor kinderen die verblijven op campings in de buurt. Dit is het eerste samenwerkingsproject tussen het consulentenschap en recreatieondernemers in dit gebied. Bedoeling is om meer samenwerking te creëren.

In het WCL-gebied Midden Limburg is een groot aantal projecten op het gebied van plattelandstoerisme uitgevoerd. WCL heeft bovendien een aantal samenwerkingsverbanden opgeleverd, waaronder een samenwerkingsverband op het gebied van agro-toerisme, een culinair samenwerkingsverband (streekproducten) en netwerken op het gebied van agrarisch landschaps- en natuurbeheer.

De provincie Limburg heeft een **aanspreekpunt** voor ondernemers in de toeristisch-recreatieve sector met (uitbreidings)plannen. De ondernemers krijgen advies op het gebied van ruimtelijke ordening.

BreeBronne (Maasbree) kan worden beschouwd als een voorbeeldbedrijf op het gebied van milieuvriendelijk toerisme.

Zeeland

Rekreatiewerk Zuid Nederland heeft een **Milieutoerne** georganiseerd rondom zwerfafvalbestrijding in de provincie Zeeland.

Het Bureau voor Toerisme Zeeland heeft een **Verwenpakket** voor verblijfsrecreanten samengesteld met daarin Zeeuwse streekeigen producten. Het heeft ook de '**Zeeland Natuurmaand**' ingesteld. Er worden speciale **natuurfietstochten** georganiseerd.

Van 't Zeeuwse land is een vereniging voor streekproducenten in Zeeland.

In de **Kop van Schouwen** is een landinrichtingsprojecte uitgevoerd (zie verder appendix 4).

Landschapsbeheer Zeeland heeft samen met het Zeeuws Bureau voor Toerisme een rapport uitgebracht over de mogelijkheden voor **natuur op recreatiebedrijven**. Het is een brochure met aantrekkelijke voorbeelden. E.e.a. is een voortvloeisel van de convenant tussen natuurorganisaties en recreatie.

In Renesse is op initiatief van de gemeente een **Recreatie Transferium** ontwikkeld (in uitvoering overleg met ondernemers). (informatie 1998)

De **Stichting Groede** zet zich in voor behoud van het culturele erfgoed in dit dorp. Het heeft met de formule 'het Vlaems Erfgoed' de toerisme prijs 1997 gewonnen. Het project is volledig op lokaal initiatief gestart.

Vlaams Onthaal / de Groene Cirkel is een agrotouristisch samenwerkingsverband in de provincie Zeeland.

Het **platform Noord Beveland Ondernemend** is onder andere bezig met Maatschappelijk Ondernemerschap.

De 'Zak van Zuid Beveland' was tot 1999 een **WCL** gebied.

COS Zeeland heeft een Zeeuwse **meetlat voor lokaal duurzaamheidsbeleid** ontwikkeld. Met deze lat kunnen gemeenten met elkaar worden vergeleken.

Algemeen

Recreatie Centra Nederland hebben op 10 centra verspreid over Nederland natuur geïntegreerd in hun bedrijfsconcepten.

Onder andere in Zeeland en Friesland wordt geëxperimenteerd met het concept **landschapscamping**, waarbij slechts een gedeelte van het bedrijf wordt gebruikt als camping en de rest beheerd als natuurgebied / bestemd voor landschapsbehoud.

Het project "**a string of Pearls along the North Sea**" is een internationaal samenwerkingsverband met als doelen: het schappen van voorwaarden voor samenwerkingsverbanden van plattelandsbewoners, verbetering van de leefbaarheid van het platteland en nieuwe toeristische mogelijkheden. Betrokken zijn Nederland, Duitsland, Zweden en Noorwegen. Denemarken en het Verenigd Koninkrijk zullen later in het project instappen. Het project is gefinancierd m.b.v. EU-geld en door co-financiering uit de regio's.

Appendix 4

Detailed information on selected tourism networks

Co-ordinatie Overleg Milieu, Toerisme en Recreatie

Werkplaats Duurzame Recreatie

Initiatiefgroep uitgaand toerisme en milieu

Initiatiefgroep Recreatie, Toerisme, natuur en milieu in het Waddengebied

TREK Brabant

WCL / RKC Midden-Limburg

Den Hâneker

Stichting Welzijn Westerkwartier

Gebiedscommissie Schouwen West

Tuinpad Overijssel

Name	Co-ordinatie Overleg Milieu, Toerisme en Recreatie <i>Co-ordination Platform for the Environment, Tourism and Leisure</i>
Address etc.	Project Secretariat Raamweg 19 2596 HL The Hague tel: 070-3630306 fax: 070-4275413 E-mail: beleidsagendaMTR@kicrecreatie.agro.nl Internet: www.beleidsagenda-mtr.nl
Short description of background	<p>The Co-ordination Platform for Tourism Recreation and Environment is a national platform for policy preparation and exchange of information. This platform has, amongst others, taken the initiative to set up a Policy Agenda, which aims to decrease the negative impacts of tourism and recreation on the environment. Emphasis is on creation of economic/ecological win-win situations and improvement of the quality of the tourist product.</p> <p>The Policy Agenda is the main current instrument of the Platform. In the Policy agenda 13 themes have been formulated, on which initiatives are stimulated, supported and co-ordinated. Interaction and co-operation with other parties is essential in the implementation of the Policy Agenda. Bottom-up initiatives are regarded as crucial. The Policy Agenda adopts a broad definition of the environment as 'the quality of the surroundings in which we live' and therefore includes aspects as natural habitats, landscape, water, land-use, spatial quality, cultural heritage and socio-cultural factors, all in relation to tourism and recreation.</p> <p>Specific themes:</p> <ol style="list-style-type: none"> 1. sustainable development of rural tourism 2. leisure close to home 3. enhancing the quality of the coastal environment 4. tourist and leisure traffic 5. litter and waste dumping 6. implementing environmental management systems 7. noise pollution 8. quality of surface waters used for bathing 9. environmental measures for pleasure craft 10. tourism abroad 11. consumers as a target group 12. financial incentives and support 13. communications
Organisations involved	<ul style="list-style-type: none"> • Netherlands Association of Touroperators (ANVR) • Hotel and Catering Industry Board • Netherlands Association for the Shipbuilding and Watersports Industries (HISWA) • Association of Provincial Authorities (IPO) • Royal Netherlands Watersports Association (KNWV) • Royal Dutch Touring Club (ANWB) • Ministry of Economic Affairs (EZ) • Ministry of Agriculture, Nature Management and Fisheries (LNV) • Ministry of Transport, Public Works and Water Management (V&W) • Ministry of Health, Welfare and Sports (VWS) • Ministry of Housing, Spatial planning and the Environment (VROM) • NOC*NSF (Netherlands Olympic Committee and Sports Confederation) • RECRON, Netherlands Association of Leisure Industry Proprietors • SNS, Stichting Nederland Schoon • Stichting Recreatie, Leisure Innovation Centre

	<ul style="list-style-type: none"> • Toerisme & recreatie AVN • OSO (Union of Leisure Industry Associations) • NISB • DRN
Sectors/interests involved	<p>government, profit and non-profit tourism industry, recreation & sports, consumers, nature and environment (to limited extent) national level</p>
Central issues at stake	<p>improving sustainability and quality of tourism practice and product, improving co-operation and communication between actors involved, more environmental friendly image for tourism sector</p> <p>innovation, efficiency</p>
Perspective on Sustainable development/Goals	<p>Main perspective is a combination of economy and environment ('win-win'); social-cultural aspects do receive attention, but to a (much) lesser extent.</p> <p>Both process (co-operation) and practice receive attention.</p>
Target groups:	<p>All actors involved in tourism, nature, environment or rural development, e.g: provinces, municipalities, water quality management agencies, recreation authorities, estate managers, as well as conservation, environmental and consumer organisations, sports, agricultural and public transport organisations, rambling and cycling associations and tour operators</p> <p>local, regional and national all sectors government, profit, non-profit</p>
Way of organisation/ Institutionalisation	<p>The members of the co-ordinating committee have accepted a joint responsibility for the implementation of the Agenda.</p> <p>In addition, co-ordination and implementation is the responsibility of:</p> <ul style="list-style-type: none"> • Lead organisations. For every subject a lead organisation is indicated, who is responsible for project organisation, action programmes, funding and communication • Steering Committee. Is responsible for on going (day-to-day) management • Project secretariat. This secretariat supports and controls the implementation process, is responsible for co-ordination and PR, is a central contact and information point <p>network / semi-permanent</p>
Instruments and central activities	<p>Activities are directed towards placing tourism and environment on the agenda, and implementation of projects. It is aimed at stimulation, co-ordination and support of initiatives and co-operation between partners is regarded as essential.</p> <p>learning / services / advocacy / network management</p>
Output	<p>In February 1999, 13 projects had been initiated. Among these were 4 were 'communicative' projects, aimed at producers (such as a brochure with examples of good practice, information on regulation and financial opportunities); 3 were projects aimed to take away barriers for producers or to create more favourable conditions for a change of behaviour (e.g. improvement of regulation); 2 projects were aimed at informing consumers; 2 at improvement of environmental quality of the offer, or taking away barriers for consumers; 1 at creating new, sustainable products and 1 project aimed to improve environmental quality existing enterprises.</p>

Way of direction/facilitation	<p>The policy agenda is a covenant and is embedded in general government policy on economy and environment (Nota Economie en Milieu; NMP3). Regulation can in some cases be the outcome of projects undertaken. A small budget is available for co-financing projects.</p> <p>communication (economic / regulatory)</p>	
Horizontal and vertical linkages	<p>The co-ordinating platform consists of horizontal linkages at the national level. Some projects are carried out at the regional level and provide some kind of vertical linkage. Creation of both types of linkages is stimulated; creation of horizontal linkages at regional and local level is also stimulated and supported.</p>	
Finance	<p>Funding should be provided by the co-operating partners and additional funding should come from existing regulations. A list of relevant regulations and funds has been drawn up as one of the activities of the Agenda. The Ministry of LNV has created a small fund to support initiatives of the Agenda ('Regeling Versterking Recreatie' het onderdeel 'Verbetering milieukwaliteit en toeristisch-recreatief product in onderlinge samenhang').</p> <p>For the first five years it has been estimated that at least NLG 25-50 million is needed to realise the goals of the policy agenda</p>	
Relevance for BASD	multi-sector involvement:	yes
	linkage with other BASD themes	biodiversity: possible gender: - environmental management: yes agriculture: yes (agritourism) sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	theme "outgoing tourism" provides opportunities; other themes are mainly aimed at the Netherlands; in some cases, exchange of 'good practices' can be relevant (support from parties involved needed), e.g. with regard to the project on introduction of environmental management systems in tourist / recreative enterprises.
	linkages between tourism and rural development / community development	theme 1 aimed at sustainable rural tourism (no projects feb. 2000); generally: involvement of local population is not explicitly included
	link with CSD-process	no formal links; Agenda 21 might provide opportunities
Other remarks	<p>The Policy Agenda is the main current instrument of the Co-ordination Platform, but the platform pre-existed and might be expected to take new initiatives in the future. In addition, new networks are being created through the policy agenda for certain themes.</p>	
Sources	website brochure Policy Agenda interview and feedback project secretariat (Harro Boekhold)	

Name	Werkplaats Duurzame Recreatie <i>workshop sustainable leisure</i>
Address etc.	secretariaat: NEMO, Vereniging van Vrije Wandelaars Westerpark 2 1013 RR AMSTERDAM (020) 681 70 13 fax: (020) 681 70 13 E-Mail: nemo@pz.nl Website: www.pz.nl/nemo
Short description of background	WDR is a co-operation of 'green' organisations carrying out projects in the field of sustainable leisure in the Netherlands. The goal of WDR is to enhance sustainable leisure by stimulating and supporting profit and non-profit organisations in the field. According to information on the web-site, projects are aimed at: <ul style="list-style-type: none"> - promotion of interests at the regional level (advocacy) - inventory and registration of black spots - collection and spread of knowledge and information on legal issues, procedures, areas and projects - exchange of expertise on management, promotion, PR etc. - fine-tuning of events and joint campaigning - joint lobby for influencing policy-making - lobby to open up areas to the public - co-operation with the profit sector Emphasis so far has been on communication and marketing of the products offered by the organisations involved, especially through the creation of an internet-site.
Organisations involved	NEMO ECEAT Stichting Publieke Zaken Stichting Mooi
Sectors/interests involved	non-profit consumers / socio-cultural interests (recreation) national
Central issues at stake	innovation / efficiency / emancipation
Perspective on Sustainable development/Goals	environment / socio-cultural issues perspective / process / practice
Target groups	local / regional / national tourism industry / consumers / nature & environment / socio-cultural interests government / profit (non-profit)
Way of organisation/ Institutionalisation	The co-ordination varies for each project. Stichting Vrij Wandelen functions as the general secretariat. network
Central activities	services / advocacy
Output	projects and products

	<ul style="list-style-type: none"> informing tourists 	
Way of direction / facilitation / instruments	Mainly through communication / extension and (to a limited extent) efforts to influence policy-making / lobbying social (regulatory)	
Horizontal and vertical linkages	horizontal	
Finance	by organisations involved	
Relevance for BASD	multi-sector involvement:	to some extent
	linkage with other BASD themes	biodiversity: possible? gender: - environmental management: ? agriculture: ECEAT is involved (stimulating eco-agritourism) sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	possibilities for comparing strategies applied in various countries; ECEAT operates internationally
	linkages between tourism and rural development / community development	relation with rural development
	link with CSD-process	possibly
Other remarks	The network is currently not very active. The main short-term goal is to develop a web-site.	
Sources used	HTTP://www.pz.nl/groenevakantiesite/algemeen.htm Interview Naut Kusters, ECEAT	

Name	Initiatiefgroep uitgaand toerisme en milieu <i>initiative group for outgoing tourism and environment</i>
Address etc.	Chair: ANVR Rynzathe 8 D Postbus 55 3454 ZH De Meern Tel: 030 - 669 70 33 Fax: 030 - 669 70 34 E-mail: info@anvr.nl
Short description of background	Aim is to decrease the impact of outgoing tourism on nature and environment. Projects focus on transport to the destination area and nature and environment in the destination area. Projects so far have been focusing on mobility, development of an online-information system, organisation of

	<p>'Groeneveld III conference' and creation of a chair (professor) 'sustainable tourism'.</p> <p>The Initiatiefgroep works within the framework of the Beleidsagenda.</p>
Organisations involved	<p>ANVR (travel agencies) LNV (ministry of agriculture) CBI (consultancy for entrepreneurs in developing countries) VROM (ministry of spatial organisation) ANWB (automobile association) IUCN (nature conservation) NAP (NS (railway) KLM (airline) NCDO (sustainable development) NHTV (education)</p> <p>Other organisations, such as WNF, have expressed their interest to participate The Initiative Group is related to a number of other networks, such as the Alpen Platform. In addition, the partners involved each have their own networks (for example IUCN can be regarded as a network in itself; internationally, relations with the International Federation of Tour Operators exist).</p>
Sectors/interests involved	<p>government / profit / non-profit tourism industry / consumers / transport / nature & environment / education national</p>
Central issues at stake	<p>Aim is to stimulate the tourism industry to take nature and environment into account in its products. Projects also aim to provide information on impacts of tourism (Natourdata). Emphasis is on the exchange of information; the group generally does not take the initiative to initiate projects by itself.</p> <p>innovation / efficiency</p>
Perspective on Sustainable development/Goals	<p>environment / economy (socio-cultural aspects increasingly receive attention as well)</p> <p>perspective / process / practice</p>
Target groups	<p>projects are aimed mainly at the tourism industry in the Netherlands, but within projects co-operation with the tourism industry at the destination are sought; ideas are exchanged with and passed on to other organisations.</p> <p>(inter) national tourism industry / consumers profit</p>
Way of organisation/ Institutionalisation	<p>The network has been operational since mid-1990's. It is a (semi-)permanent network, which will have its own secretariat as from Mai 2000.</p>
Central activities	<p>Aim is to make tourists and the tourism industry aware of the relevance of environmental management and preservation of nature and of the opportunities to integrate this in the functioning of the enterprise. A website with information is being developed.</p> <p>learning / network management</p>
Output	<p>projects and products</p> <ul style="list-style-type: none"> - informing industry / tourists / general public - creating preconditions / improving opportunities for sustainable behaviour

	of industry / tourists - creating new sustainable products - improving sustainability of existing enterprises / practices	
Way of direction / facilitation / instruments	Projects mainly serve as communication instruments and to set examples of good practice. social	
Horizontal and vertical linkages	Mainly vertical, between organisations at the national level; horizontal through members of organisations associated.	
Finance	Organisations / ministries involved; additional subsidisation e.g. through Beleidsagenda Shortly, each organisation involved will be asked to sign a declaration of intention to contribute a certain amount of finance; additional funded is sought (donations)	
Relevance for BASD	multi-sector involvement:	yes
	linkage with other BASD themes	biodiversity: yes gender: - environmental management: yes agriculture: no sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	yes; international projects have already been carried out (Dutch Antilles, Europe)
	linkages between tourism and rural development / community development	possible; until now projects are aimed at environment rather than socio-cultural issues
	link with CSD-process	issue has been addressed in the initiative group
Other remarks		
Sources used	http://www.nciucn.nl/hollands/jaarversl98.html interview ANVR (Gerard Couvreur, Rian Verkooyen)	

Name	Initiatiefgroep Recreatie, Toerisme, natuur en milieu in het Waddengebied <i>initiative group recreation, tourism, nature and environment in the Dutch Wadden Area</i>
Address etc.	Waddenvereniging tel: 0517-493693
Short description of background	Because the Dutch Wadden Area has unique ecological, scenic and cultural historical qualities, the Wadden Society has taken the initiative to realise a joint perspective for sustainable tourism development in the area.
Organisations involved	Waddenvereniging (Wadden Society)

	ANWB (Automobile Association) It Fryske Gea (association for the protection of the Frisian landscape) Natuurmonumenten (Nature conservation) Noord Nederlands Bureau voor Toerisme RECRON (association of tourist entrepreneurs) Staatsbosbeheer (state forestry service) Stichting Duinbehoud (conservation of dunes) Stichting Waddenfederatie (VVV) Wageningen University	
Sectors/interests involved	Tourism industry, consumers, nature, landscape, forestry	
Central issues at stake	Sustainable development of tourism in the area, which requires protection and development of ecological, scenic and cultural historical qualities. A coherent development should be facilitated by a joint vision among the partners on tourism development.	
Perspective on Sustainable development/Goals	Create understanding between partners on each others visions and develop a common perspective Combining environmental (i.e. ecological, landscape, cultural history) and economic goals; integrated development Innovative tourist product development	
Target groups:	tourist sector, governments, generally: grassroots of parties involved	
Way of organisation/ Institutionalisation	more or less regular meeting of parties; creation of coherence should take place through implementation of pilot-studies	
Instruments and central activities	communication; implementation of pilot-studies	
Output	joint brochure / statement of willingness to co-operate; plans for pilot-studies have been developed	
Way of direction/facilitation	social	
Horizontal and vertical linkages	horizontal: between interest groups at the regional level vertical: parties involved an their grassroots; further to be developed in pilot-studies	
Finance	parties involved; additional funding sought for implementation	
Relevance for BASD	multi-sector involvement:	yes
	linkage with other BASD themes	biodiversity: yes gender: no environmental management: possible agriculture: no linkages yet sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	yes; ideas to exchange examples of good practice of integrating tourism /nature in economically viable way

	linkages between tourism and rural development / community development	possible but not yet developed
	link with CSD-process	possible
Other remarks		
Sources	brochure; information Wageningen University (Jan Philipsen)	

Name	TREK Brabant <i>tourist-recreative chains Brabant</i>
Address etc.	Rompertstr. 70 Postbus 3060 5203 DB Den Bosch 073-5286655 fax alg: 073-5229850
Short description of background	The 'TREK' project started in 1998 and was initiated by a number of parties in the tourist-recreative sector. The aim is to strengthen the tourist sector in the province through co-operation in networks and chains. Focus is on innovation and linking up with market demand. Currently, five pilot-projects have started in which entrepreneurs, organisations, knowledge institutes and governments participate in public-private partnerships. The chains have been created from the point of view of tourist demand. Projects include: Wonderlijk Brabant (attraction parks agrotourism network a.o.); Goei Land (agrotourist accommodation); Biesbosch (nature tourism) Sporen uit het verleden (cultural historical tourism, ICT) Professionalisering retailfunctie (professionalising retail through ICT)
Organisations involved	Steering group: Province of Brabant BBT (Brabants Bureau voor Toerisme) Ministry LNV, directie Zuid Brabants Landschap / Brabantse Milieufederatie (landscape / environment) Cultuur De Efteling (theme park) Chamber of Commerce Midden-Brabant Recreatieschap Nationaal Park de Biesbosch (nature park) ZLTO (agriculture) Pilot projects: above mentioned entrepreneurs
Sectors/interests involved	government / profit / non-profit tourism industry / recreation and sports / (consumers) / transport / nature & environment / socio-cultural interests / agriculture local / regional / (national: ministry LNV)

Central issues at stake	innovation / efficiency	
Perspective on Sustainable development/Goals	<p>Emphasis is on development of tourist products and fine-tuning these products to the market. This is done in co-operation with other societal sectors, depending on the nature of the pilot projects.</p> <p>(environment) / economy / (socio-cultural issues)</p> <p>The core of TREK Brabant is to improve co-operation in chains; this is done from the perspective that it will lead to improved products and ongoing innovation, and through a practical approach.</p> <p>1. process / 2. practice / (3. perspective)</p>	
Target groups	<p>local / (regional)</p> <p>tourism industry / consumers / nature & environment / socio-cultural interests / agriculture</p> <p>(government) / profit / non-profit</p>	
Way of organisation/ Institutionalisation	(semi-) permanent bottom-up / network / top-down	
Central activities	(learning) / (services) / network management	
Output	<p>projects and products</p> <ul style="list-style-type: none"> - creating new sustainable products - improving sustainability of existing enterprises / practices 	
Way of direction / facilitation / instruments	social / economic	
Horizontal and vertical linkages	mainly within the region, and between local and provincial level. Focus is on linkages between entrepreneurs among them and between entrepreneurs and booking services / professional associations and so on.	
Finance	TREK Brabant supports co-operation and marketing; other partners have to invest in physical product development	
Relevance for BASD	multi-sector involvement:	yes
	linkage with other BASD themes	<p>biodiversity: pilot Biesbosch includes nature organisations</p> <p>gender: -</p> <p>environmental management: -</p> <p>agriculture: pilots Goerland, Biesbosch and Wonderlijk Brabant</p> <p>sustainable economic development: The chain-approach is an interesting concept for sustainable development</p>
	possibility for reciprocal projects with other BASD countries	possible? (SNP?)

	linkages between tourism and rural development / community development	strongly related to rural development
	link with CSD-process	-
Other remarks	TREK is orientating to integrate more environmental aspects into pilot projects. Especially the theme of tourist-recreative mobility (Biesbosch / nature trasferia); SNP travel is a potential partner in the Biesbosch project; it considers the concept of 'Ruige Routes' to be very appealing and is negotiating to be able to commercialise this concept.	
Sources used	Nieuwsbrief TREK Brabant december 1999 and april 2000 mrs. Lia Spaans – TREK Brabant	

Name	WCL / RKC Midden-Limburg Waardevol Cultuurlandschap Midden-Limburg	
Address etc.		
Short description of background	<p>In 1993, Midden-Limburg was appointed as one of the pilot-areas for 'WCL' : valuable cultural landscapes. The policy of WCL is aimed at preservation and strengthening of the specific qualities of the area. Sustainable agriculture is a specific goal, but tourism and recreation is also an important theme. In terms of process, WCL policy aims to process of change and bring a new dynamic into the area. This should take place through a project-wise bottom-up approach.</p> <p>In Midden-Limburg, an explicit bottom-up approach was followed from the start. Working groups were created in each municipality and sector groups for each sector (tourism, agriculture, forestry and management of natural areas). In order to retain the support of the grassroots it was decided that the short-term strategy should be aimed at the realisation of tangible projects. Decisive power was shifted to the lowest possible level. Slowly, emphasis shifted from execution of individual projects to the creation of co-operative structures and networks. By the end of 1999, a number of co-operatives have been created around specific products and themes. In addition, there are plans to create an 'association for the countryside' including farmers, entrepreneurs, and 'civilians'.</p> <p>Creation of a 'Regional Knowledge Centre' as a follow up of WCL will be financially supported by the Ministry of LNV.</p>	
Organisations involved	<ul style="list-style-type: none"> • municipalities • provincial government • Ministry of LNV • several tourist associations and organisations (VVV, RECRON, Stichting Recreatie Roerdalen, ANWB, Vekabo, Koninklijke Horeca Nederland, Rekreatiewerk Nederland, Streekmuseum, ...) • agricultural organisation (LLTB) • nature and landscape organisations • wood owners / associations • chamber of commerce 	
Sectors/interests involved	<p>government / profit / non-profit</p> <p>tourism industry / recreation and sports / consumers / nature & environment / socio-cultural interests / agriculture</p>	

	local / regional (national: LNV)
Central issues at stake	innovation / efficiency / emancipation
Perspective on Sustainable development/Goals	<p>Projects are aimed at creating new economic opportunities and at making current practices more environmentally sustainable. Some projects include cultural aspects as well (e.g. preservation of cultural historical relics).</p> <p>environment / economy / (socio-cultural issues)</p> <p>National WCL policy has a clear perspective on (sustainable) development. In Limburg, process has been very important from the start (involving all interest groups, creating structure for interaction) and the strategy has been to create support through tangible projects, especially during the first couple of years.</p> <p>perspective / process / practice</p>
Target groups	<p>Main target groups are local and regional actors. Tourists are addressed at the national level.</p> <p>local / regional (national)</p> <p>tourism industry / consumers / nature & environment / socio-cultural interests / agriculture / local population</p> <p>government / profit / non-profit</p>
Way of organisation/ Institutionalisation	<p>A project secretariat has been active for co-ordination of WCL and for helping out on practical / bureaucratic matters. Currently, an advisor (DLG) is hired on a part-time basis and is financed by the actors involved. Tasks should be continued and expanded by the RKC.</p> <p>(semi-) permanent bottom-up</p>
Central activities	<p>Aim of the networks, working groups and so on is learning and network management. Aim of secretariat was providing services and network management. Networks which have been created are aimed at advocacy, but also at learning, services and network management. Tasks of the ROC are to be elaborated, but will include services.</p> <p>learning / services / advocacy / network management</p>
Output	<p>projects and products;</p> <p>projects directly related tot recreation and tourism. include agritourism development, general strengthening of the tourist infrastructure, projects relating to tourism and nature and promotional activities.</p> <ul style="list-style-type: none"> - informing industry / tourists / general public - creating preconditions / improving opportunities for sustainable behaviour of industry / tourists - creating new sustainable products - improving sustainability of existing enterprises / practices
Way of direction / facilitation / instruments	social / economic (regulatory)
Horizontal and vertical linkages	Linkages between provincial, regional and local level have been established, as well as many linkages between local actors in the area. This includes

	linkages within and between sectors.	
Finance	<p>A total sum of 10 million Dutch guilders was available for the realisation of WCL projects for the period 1994-1999. From this, 60% was designated to projects related to agriculture, 20% to forestry and another 20% to recreation and tourism. All projects have been co-financed by the actors involved. Local governments have agreed to financially support the WCL-secretariat and some of the co-operations which have emerged. In addition, 0,2 to 0,5 fte 'man-days' has been designated to WCL-related activities. From the year 2000 onwards, the advisor (DLG) is paid for by regional partners. One of the co-operations (for culinary products) currently hires one employee taking care of distribution and co-ordination of production.</p>	
Relevance for BASD	multi-sector involvement:	yes
	linkage with other BASD themes	biodiversity: yes (national park, forestry) gender: opportunities with regard to 'rural women' associations environmental management: yes agriculture: yes sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	to be discussed with regional partners; the concept of 'Regional Knowledge Centres' is very interesting to approach from a Costa Rican perspective
	linkages between tourism and rural development / community development	very strong
	link with CSD-process	-
Other remarks	WCL Midden Limburg provides a good example of a 'top-down initiated bottom-up process'. Pilots with regard to 'Regional Knowledge Centres' are highly interesting from the point of view of BASD.	
Sources used	http://www.wcl-limburg.nl/ Caalders, J. (forthcoming, 2000). Rural tourism development: a network perspective. PhD thesis. Wageningen University.	

Name	Den Hâneker
Address etc.	De Laak 31 4128 CA Lexmond 0347 – 342014 http://www.denhaneker.nl contactpersoon: Antoinet Looman
Short description of background	<p>Den Hâneker is an association for the improvement of nature and landscape in Alblasserwaard en Vijfheerenlanden. Development of agrotourism is one of the topics addressed. The association consists of farmers (almost 50%) and others interested in the goals of the association (13% from outside the area).</p> <p>The association has developed from 'WAV': Working group on sustainable agriculture and development aid Alblasserwaard Vijfheerenlanden. This working group is concerned about the world food problem and tries to act</p>

	locally to improve the current situation.	
Organisations involved	The association consists of farmers (almost 50%) and others interested in the goals of the association (13% from outside the area). The association co-operates with many other organisations and associations locally; in the working group agrotourism, VVV Zuid-Holland Zuid is involved. In the working group natural science, experts, province, organisations for the preservation of nature and landscape are represented.	
Sectors/interests involved	mainly agriculture , local population local / regional (occasionally) profit / non-profit	
Central issues at stake	realisation of agricultural management of nature and landscape; realisation of both agricultural and natural / landscape goals. Since 1997, development of agrotourism is an additional goal. emancipation and innovation	
Perspective on Sustainable development/Goals	Integration of environmental and economic goals; Local inhabitants should be main carriers of developments in the area and have joint responsibility for the environment in which they live. environment, economy and socio-cultural issues perspective, process and practice	
Target groups:	local and provincial government local population / farmers (members)	
Way of organisation/ Institutionalisation	Dependent on input of members; two persons are employed on full-time basis (one for nature/landscape management, one for agrotourism), supported by volunteers. semi-permanent, bottom-up	
Central activities	advocacy, services (informing members), network management (agrotourism products)	
Output	creation of agrotourism products, including network of entrepreneurs; covenant with province and 25 other organisations on socio-cultural (liveability), economic, and spatial (nature, environment, landscape, water) quality (1996); implementation of around 80 activities within this framework; landscape plan for the area information, preconditions, products	
Way of direction /facilitation / instruments	communication; implementation	
Horizontal and vertical linkages	Horizontal linkages are strong, though it is not clear to what extent linkages with regular tourist sector exist (VVV is involved); vertical linkages with local and provincial governments, experts etc.	
Finance	contribution of members; occasional additional funding	
Relevance for BASD	multi-sector involvement:	limited

	linkage with other BASD themes	biodiversity: yes gender: possible environmental management: yes agriculture: yes sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	WAV has contacts with developing countries a.o. with Costa Rica
	linkages between tourism and rural development / community development	very strong
	link with CSD-process	possible
Other remarks		
Sources	web-site; brochures	

Name	Stichting Welzijnswerk SWW: Werkgroep Recreatie en Toerisme (R&T) Westerkwartier Foundation Welfare: Working group Leisure and Tourism Westerkwartier
Address etc.	Aldringastraat 15 9822 ZG Niekerk Tel: 0594-505432 Fax: 0594-504855 E-mail: sww.wk@tref.nl
Short description of background	SWW is a semi-governmental organisation. Three core activities of SWW are welfare, projects for job-seekers and R&T (leisure and tourism). The SWW working group R&T has the duty to implement the area specific tourism policy under the auspices of the municipalities. Aim of this policy is to attract more tourists to the Westerkwartier, which was developed by the municipalities (Grotegast, Leek, Marum and Zuidhorn), district water board, province of Groningen and the national government.
Organisations involved	Municipal tourism officials, tourist Information Westerkwartier (VVV), tourism entrepreneurs and interest groups are involved in the working group R&T Frequent co-operation with other partners, depending on the project. These organisations are mentioned in 'output'.
Sectors/interests involved	Government / profit / non-profit Tourism industry / recreation and sports / nature & environment / agriculture local / regional
Central issues at stake	Main goal is to co-ordinate T&R policies for the area and to initiate joint projects. These projects are aimed at improving leisure opportunities and tourism in general, advancement of the tourist product 'Westerkwartier' through development of new products (various routes), enhancement of accommodation and promotion of the area. Because of the focus of the foundation, emancipation receives attention as well Innovation / efficiency / (emancipation)
Perspective on	Goals are parallel to municipal and provincial policy goals. Main aim is socio-

Sustainable development/Goals	<p>economic development through tourism, but environment is important as well (decrease of car traffic, garbage, use of energy and protection of natural values) Socio-cultural issues also receive attention (liveability). Co-operation with other organisations takes place on a regular basis in projects and through participation in platforms R&T. Some projects are aimed at nature tourism (cycling etc.)</p> <p>(environment) / economy / (socio-cultural issues) (process) / practice</p>
Target groups	<p>Local population, government, entrepreneurs, interest organisations and tourists. local / regional / (national: tourists) tourism industry / consumers / nature & environment / socio-cultural interests / agriculture / local population government / profit / non-profit</p>
Way of organisation/ Institutionalisation	<p>1 fulltime employee. Additional man power is available for specific projects. Permanent / network (top down) The foundation works under the authority of the government institutions.</p>
Central activities	<p>Policy development and project management for the regional R&T projects ('spider in web').</p> <p>Product development, promotion.</p> <p>services (information, promotion, production)(education of entrepreneurs) / network management (co-operation in projects and co-ordination of T&R interests)</p>
Output	<p>SWW working group R&T initiates and co-ordinates projects and is involved as a partner in many other projects. Examples are:</p> <ul style="list-style-type: none"> • Cycling routes with descriptions (in co-operation with municipalities, province, ANWB. In consultation with municipalities, National Forrest Management, village interest groups, National Environmental Education). • Museum route (in co-operation with regional museums). • Plattelandscirkel (rural circle)(in co-operation with accommodation providers and agricultural education institutions). Newcomers in tourism have received an education to start a business and to enhance the quality of their product. • Rondje Groningen is the development of a long distance cycling following examples of existing routes in Drenthe and Friesland. <ul style="list-style-type: none"> - Informing industry / tourists / general public - creating preconditions (research and advise) / improving opportunities for sustainable behaviour of industry and tourists. - creating new sustainable products (informationpoints, routes) - improving sustainability of existing enterprises (Plattelandscirkel) and practices (hiking, cycling and auto routes).
Way of direction / facilitation / instruments	<p>Interest groups are being consulted during every project. The economic situation of the area is being enhanced through co-operation of various organisations and tourism entrepreneurs. Regulation can in some cases be the outcome of projects undertaken.</p> <p>Social / economic / (regulatory)</p>
Horizontal and vertical linkages	<p>The linkages between the organisations involved are mainly horizontal. Vertical linkages are of an advisory nature (towards the provincial government). The foundation also works under the authority of the regional government.</p>
Finance	<p>One full time employee of SWW is financed by the municipalities involved; other support through subsidisation available for liveability in rural areas.</p>

	Co-financing for project activities through promotion, municipalities, ISP, LNV, EZ and the tourism industry.	
Relevance for BASD	multi-sector involvement:	yes (in projects)
	linkage with other BASD themes	Biodiversity: - Gender: possible Environmental management: possible Agriculture: yes Sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	possible
	linkages between tourism and rural development / community development	Rural organisations and entrepreneurs are involved. Sustainable community development is an issue.
	link with CSD-process	-
Sources used	Buiten gewoon groen, april 98, oktober 99. Milieubank. Information from Tina Vegter.	

Name	Gebiedscommissie Schouwen-West <i>Areacommission Schouwen-West</i>
Address etc.	Dienst Landelijk Gebied Westsingel 58 4460 AA Goes tel: 0113-237911 fax: 0113-237350
Short description of background	In Schouwen-West a so-called 'landinrichtingsproject' (land consolidation) is being implemented. This includes a large scale re-shuffling of functions and land. Especially the interrelation between tourism, nature and agriculture is at stake. Interesting in this project is the close involvement of local stakeholders from the start. Especially tourist entrepreneurs have played an important role. An integrated approach to agriculture, tourism, mobility and nature has been jointly developed and agreed (Regiovisie I and II). Re-allocation of land was realised by a projectgroup consisting of representatives of government and industry This projectgroup also functioned as a platform for discussion, deliberation and advice. Landconsolidation started in 1997. Activities are now co-ordinated by DLG (rural area service) in Goes.
Organisations involved	Municipalities of Westerschouwen and Middenschouwen Waterschap Zeeland (water management) Joint leisure-entrepreneurs Agricultural organisations Zeeuwse Milieufederatie (Environment) Province of Zeeland
Sectors/interests involved	government / profit / non-profit tourism industry / nature & environment / agriculture / local population (local) / regional

Central issues at stake	<p>Land consolidation used to be a top-down national government instrument, mainly applied to agriculture. Currently this instrument is being transformed to allow more input from regional actors and an integrated approach to rural development is taken. Schouwen-West is regarded as a demonstration project at a national and international level.</p> <p>innovation / efficiency / emancipation</p>
Perspective on Sustainable development/Goals	<p>environment / economy Projects are aimed at protection of the environment and enhancement of the quality of leisure activities in the area.</p> <p>perspective / process / practice</p>
Target groups	<p>The target groups will be contacted when a specific theme is under discussion and a working group will be established and takes care of the implementation.</p> <p>regional tourism industry / nature & environment / agriculture / (local population) profit / non-profit</p>
Way of organisation/ Institutionalisation	<p>The commission is a representation of all interest groups of the area. They have to realise advancement of the project through agreement and decision making The approach of the commission is based on the co-operation of the various parties.</p> <p>(semi-) permanent network Input from regional parties is substantial.</p>
Central activities	<p>Services / network management Co-operation between partners is regarded as essential. Initiatives of the industry are promoted and realised in projects.</p>
Output	<p>Project: Leisure entrepreneurs Kop van Schouwen are working together to enhance the quality and to renovate the existing offer. Establishment of various forms of co-operation is realised. A tourism broker is in charge of the projects.</p> <p>Other realised projects or products of BBG:</p> <ul style="list-style-type: none"> • Fietsboulevard (bicycle boulevard) between two leisure concentrations • Prinsenhoeve reorganisation • Recreatieverdeelweg (leisure division road) <ul style="list-style-type: none"> - Informing industry by a newsletter - Improving opportunities for sustainable behaviour of industry / tourists by implementation of the Region-vision. - Creating new sustainable products like development of routes. - Improving sustainability of existing enterprises / practices by quality enhancement and parcelling of land.
Way of direction / facilitation / instruments	<p>Landinrichting is a legal instrument Finance for re-allocation is available. Economic / regulatory</p>
Horizontal and vertical linkages	<p>Different sectors are working together within the projects. The Area commission is working by order of the government of the province and implementing the area specific policy.</p>
Finance	<p>Financing of the projects is realised by the parties involved and the governmental organisations.</p>

Relevance for BASD	multi-sector involvement:	Yes
	linkage with other BASD themes	Biodiversity: possible gender: no environmental management: yes agriculture: yes sustainable economic development: yes
	possibility for reciprocal projects with other BASD countries	It is regarded as a demonstration project internationally.
	linkages between tourism and rural development / community development	Initiation of projects is situated in a rural area where various policies are being implemented. Community development is not at stake.
	link with CSD-process	No
Other remarks	<p>As a demonstration project it links up with the following policies:</p> <ul style="list-style-type: none"> • Ruimte voor Economische Activiteiten (Space for Economic Activities) of the ministry of EZ • Plattelandsvernieuwing (rural innovation) of the ministry of LNV • Gebiedsgericht Milieubeleid (Area specific environment policy) of the ministry of VROM • The national project 'Transferia' of the ministry of VW • The Integrated Quality Management of Rural Tourist Destinations of the European Union. <p>The area of Schouwen has the status of strategic greenproject, which, together with the status of demonstration project resulted in sufficient finances for implementation.</p>	
Sources used	<p>Buiten Gewoon Groen, September 1998 Buiten Gewoon Groen, 1996 Nieuwsbrief Schouwen-West, December 1999 Information of Mr. Wittebrood of the Province of Zeeland</p>	

Name	Tuinpad Overijssel <i>Gardentrail of Overijssel</i>
Address etc.	Stichting Stimuland Overijssel Imke Bardoel Postbus 126 7400 AC Deventer Tel: 0570-662391/73 Fax: 0570-662362
Short description of background	Initialised by OBT (Tourist Office of Overijssel), GLTO (farmersbranch organisation) and Foundation Stimuland Overijssel to realise new tourism activities in the rural area of Overijssel. (in navolging van beleid?) Foundation Stimuland is in charge of this Tuinpad project. In Januari 2001 the organisation is supposed to become selfsupporting. A yearly payment by the members will be necessary?
Organisations involved	Around 130 entrepreneurs are connected to Tuinpad. These entrepreneurs vary from accommodation providers, farmers who organise tours for tourists on their farms or who sell area specific products. The participating entrepreneurs are connected through tourism package programs (arrangementen). Membership criteria for rural entrepreneurs are set for location, prices, hospitality and safety.

Sectors/interests involved	government / profit tourism industry / nature & environment / agriculture local / regional	
Central issues at stake	Innovation / efficiency Innovation: focus on the improvement of the livability and leisure environment of the rural area of Overijssel. Efficiency: co-operation is seen to be of high importance to improve the quality of the tourism products. Splintering up has to be avoided.	
Perspective on Sustainable development/Goals	environment / economy proces / practice The organisations involved are interested in a visually attractive environment. Within the policy of rural innovation improvement of livability and leisure environment is being developed. Extra economic benefits for the joining farmers is a positive consequence of the project. Co-operation in the process is of importance and realisation of tourism products is the main perspective.	
Target groups	local / regional / national tourism industry / agriculture / consumers profit Tuinpad is reacting on the needs of people who like to have a different sort of holiday.	
Way of organisation/ Institutionalisation	Tuinpad is a permanent network as a result of the policy of the government of rural renovation (plattelandsvernieuwing).	
Central activities	services / network management Tourism products like hiking and biking routes are realised through connecting entrepreneurs.	
Output	Projects and products: In the long term Tuinpad has to develop into a regional and rural touristic product in the form of travel packages in which all members are mentioned. Examples of products are hiking routes like the Knapzakroute and Kruidmoesroute from farm to farm. -creating new sustainable products -improving opportunities for sustainable behaviour of industry	
Way of direction / facilitation / instruments	Economic	
Horizontal and vertical linkages	Co-operation between the entrepreneurs involved in the network is very important. Vertical linkage exists with the ministries through rural policy and financing.	
Finance	The ministry of agriculture, nature and fishery (LNV) has financed this project as a consequence of the rural innovation policy of the government. Financing is now fading out because the Tuinpad will have to be a selfsupporting organisation in the agricultural-tourism sector.	
Relevance for BASD	multi-sector involvement:	Tourism and agricultural industry are working together.
	linkage with other BASD themes	biodiversity: - gender: - environmental management: - agriculture: yes sustainable economic development: yes

	possibility for reciprocal projects with other BASD countries	
	linkages between tourism and rural development / community development	Tourism and rural development
	link with CSD-process	
Other remarks		
Sources used	Buiten Gewoon Groen, september 1998. Information from Hans de Vries from the Gelders-Overijssels Bureau voor Toerisme (Tourist office).	