TO BE WELL IN
ZEELAND

3-6 SEPTEMBER 2013 | PETER KRUIZINGA
TO INTRODUCE MY SELF

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THE DUTCH SOUTHWEST DELTA
ZEELAND: LAND IN THE SEA

LANDELIJKE KUSTDAGEN

ZEELAND: DE ENIGE PROVINCIE MET LAND IN ZEE!

Woensdag 14 november 2012
Sjoerd Heijning
FEATURES OF THE REGION

- Low population density (350,000 inhabitants)
- Tourism is one of the most important industries: more than 1,000,000 vacations yearly
  - Tourists come from: the Netherlands, Germany (Wetphalia), Belgium
  - Tourism is declining, stays are shorter
- relatively unspoilt:
  - no urban conglomerations like Scheveningen and Oostende:
WELLNESS DEVELOPMENTS IN ZEELAND

- Upcoming Wellness industry
- Project: Seas of changes (Economical Impuls)
- Two municipalities have taken initiative to develop two villages into a wellness destination: Domburg, Cadzand
- Bath status -> access to German insurance reimbursements
- Development of wellness-, health- and medical tourism:
  - Domburg, Cadzand new wellness facilities
  - Yoga at sea, holistic and other mind- and spirit program
  - Medical Wellness centre
  - RP-care: holiday, combined with treatment
- More capital intensive
- Other tourists
- Longer season
DOMBURG

Photo: Beeldbank Rijkswaterstaat
CADZAND-BAD
COAST AND SEA: A THERAPEUTIC LANDSCAPE

- Influence of nature and landscape on physical and mental health: Abraham et al. 2010, Bauman et al. 1999; Rose 2012
- Green Space: Barton and Pretty 2010
- Blue Space: Völker and Kistemann 2011, 2013
- Coast and QOL/Wellbeing: Wyles et al. 2013
- Coast and (medical) therapy: Charlier et al. 2013
- Coast and medical tourism: Connel 2005, 2010
- Indications that living at the coast enhances QOL: Wheeler et al. 2011
- Theory: positive psychology (Csikszentmihalyi, Diener)
TENSION

- Strategy of entrepreneurs and local government:
  - to develop the region into a wellness- and health destination with high quality facilities; profit model

- Ecological features that draw tourists to the area, because of the health benefits
TOWARDS AN INTEGRATIVE HEALTH MODEL

- the ecological aspects should be number one
- impact of nature and climate should be starting point
- tourists should be involved in preserving nature, while visiting the region for their health
- this appeals to major trends in tourism:
  - presumers and custowners (customer ownership)
  - vacation is an important domain of QOL (Dolnicar 2011), especially for higher educated and payed
ECOLOGICAL HEALTH SERVICE MODEL

Macrolevel
- Co-ownership
- Responsibility
- Impact of nature
- Ecology
- Preservation, Responsibility

Mesolevel
- Consumers
- Nature and Climate as a basis for therapy
- Added value: Facilities, Hospitality, etc.
- Health services medical,... wellness

Microlevel
- Products
PROPOSALS FOR A RESEARCH AGENDA

- Impact of ecological factors of the coast on health/happiness/QOL/subjective wellbeing
- Are/do people feel healthier/happier by living/staying at the coast? And what are the factors?
- Added value of producers of health- and wellness services, in addition to ecological factors
- Consumers as producers of ecological health services
REFERENCES (1)

REFERENCES (2)