Enhancing the tourist experience in Renesse: the potential of the Moermond estate

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1. INTRODUCTION

Renesse is a seaside resort located at the north-west coast of Schouwen-Duiveland, in the Dutch province of Zeeland. The village receives hundreds of thousands of tourists and day trippers on a yearly basis. Renesse has a long history of youth tourism, but due to various developments these youngsters have been retreating over the last decade and the seaside resort has increasingly become the territory of families and elderly holidaymakers. Yet, youth tourism has had a considerable impact on the village and there is a general feeling that the current appearance of the village as well as the tourism infrastructure and the facilities it offers are hardly in line with the demands of the contemporary tourist. To keep Renesse both attractive for tourists and liveable for residents, a so-called 'master plan' is being developed. This plan will serve as a strategy for the future spatial planning and development of the village and aims to improve cohesion among its multiplicity of features and functions, not in the least to help Renesse create a solid and unique tourism product that should aid in sustaining the resort's competitiveness (KuiperCompagnons, 2014).

In the eastern part of the village lies the Moermond estate, a protected natural area of approximately 43 hectares, with a Medieval castle at its core. The orangery houses a hotel and a restaurant, and the estate as a whole is under stewardship of Fletcher Hotels. Although it is open to the public, the estate does not (yet) belong to Renesse's major tourist attractions. In fact, it remains rather unknown, not in the least due to its location at the edge of the village and its invisibility resulting from all the trees that surround and therefore hide it. However, both natural and cultural heritage add greatly to a place's uniqueness and often form an important base for its recreational quality (Coeterier, 1995; Graham, Ashworth & Tunbridge, 2000; Timothy, 2011). Even in coastal destinations – like Renesse – that have traditionally relied mainly on natural resources, cultural heritage can add significant secondary appeal and serve to diversify the destination's tourism product which may ultimately contribute to its competitiveness on the tourism market (do Valle, Guerreiro, Mendes & Albino Silva, 2011; Lacher, Oh, Jodice & Norman, 2013; Timothy, 2011). One goal of the master plan, therefore, is to rediscover Renesse's heritage and to present it more adequately for tourism purposes. These issues have inspired this research project to explore to what extent tourists are interested in the Moermond estate as it currently is, as well as how it could be made more attractive for them to visit. The main research question guiding the research project is, therefore: t*o what extent and in which ways can the Moermond estate contribute to enhancing the overall tourist experience in Renesse and improving the seaside resort's competitiveness as a tourism destination?*

The research project departs from the view that, in the tourism business, the product sold is essentially an experience (Brown & Haas, 1980; Manfredo, Driver & Brown, 1983; Prentice, Witt & Hamer, 1998) and thus so are heritage tourism products (Graham et al., 2000). According to the former authors, experiences are formed by certain combinations of activities and settings. Experiences at one particular site, then, contribute to the overall holiday experience. Thus, the experiences tourists gain during a visit to the Moermond estate may lead to a more diversified, satisfactory or complete overall holiday experience, and this may add to the competitiveness of Renesse as a seaside resort. Therefore, besides enquiring into tourists' satisfaction with the current entertainment facilities in Renesse and their wish for a more diversified pastime offer, their valuation of the attractiveness of a visit to the Moermond estate, the extent to which such a visit could contribute to their overall holiday experience and the ways in which the estate could be made more attractive for tourism purposes, this research project also explores the desired tourist experience on the Moermond estate by investigating which activities, setting characteristics and experiences would motivate tourists to visit it.

The data collection process consisted of three phases. First, the content of 15 websites of comparable castles and estates in The Netherlands was analysed to gain insight into the ways in which they present themselves to visitors. Then, interviews with a heritage consultant, the municipal project manager (who supervises the Master Plan) and the hotel manager were conducted to discuss

the managerial context of the estate, its strengths and weaknesses and opportunities for further development. On the basis of the outcomes of the first and second phase, a questionnaire was designed to test the proposed ideas among tourists (third phase). The data from 213 completed questionnaires were analysed by means of descriptives and regression analyses were carried out to explore how respondents' opinions could be explained. The results were used to make recommendations for improving the attractiveness of the estate to ultimately enhance its contribution to the tourist experience in Renesse.

The study aims to add to the scientific knowledge base by enquiring into potential visitors' opinions on the extent to and the ways in which a heritage site could contribute to their holiday experience, their motives (activity, setting and experience preferences) for visiting the site, and the ways in which it could be improved to provide visitors with a more valuable experience that may contribute to their overall holiday experience and satisfaction. The outcomes of the research project will be presented to the municipality, the spatial planning agency that is responsible for writing the master plan, and the estate manager. If the recommendations are taken into consideration and appropriate action is undertaken, tourists may benefit in the sense that a visit to the Moermond estate may enhance their overall holiday experience. In addition, if the estate is managed in such a way that it contributes to the competitiveness of Renesse as a holiday destination, local entrepreneurs may be benefitted as well.

The report will start with describing the research setting, followed by a review of the related literature and a methodology section. The results chapter is divided into three parts, namely the content analysis, interview analysis and questionnaire analysis. Finally, the findings will be discussed and concluded upon, and recommendations for the further development of the estate will be made.

2. RESEARCH SETTING

Renesse is a small village located at the west-coast of Schouwen-Duiveland, in the province of Zeeland, The Netherlands. The seaside resort has a permanent population of approximately 1 500 residents, yet at peak times it hosts as many as 70 000 tourists. In 2013, almost 1.3 million overnight stays were registered (KuiperCompagnons, 2014). Although the last decades have seen a considerable extension of the tourist season, now running from the beginning of April to the end of October, major peaks in July and August remain. Besides the high number of Dutch holidaymakers who visit Renesse each year, the village is popular among German and increasingly Belgian tourists as well. Renesse has long been known as a party paradise for youngsters, and even though families and elderly visitors have been replacing the party crowds since the late 1990s, the seaside resort's youth tourism-related image persists (KuiperCompagnons, 2014).

Figure 2.1   *Location of the province of Zeeland and Renesse*
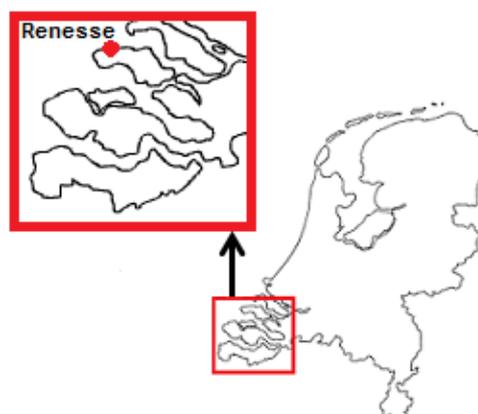
2.1 Current issues and the 'Master Plan'

> *'Renesse has long been* the *holiday resort for youngsters (beach tourists and party animals), but because of the economic crisis, new regulations with respect to alcohol consumption, and the fact that more sun-sure destinations abroad have relatively become closer-by, a clear decline of this group can be observed. As a result of this decline, Renesse has to look for other target groups. Besides youngsters who are still coming to Renesse, increasingly, families with children and elderly people come and visit Renesse.'*
>
> (Masterplan Renesse – Nota van Uitgangspunten, 2014, p. 26)

Renesse's traditional focus on youth tourism has had a major influence on both the natural and built environment in the village, its infrastructure, facilities and image. The small village centre caters for the needs of partying youngsters, families with children, elderly visitors and permanent residents at once, and these groups have many conflicting interests. Also, the current infrastructure is inappropriate, resulting in traffic congestion and unsafe situations; the village centre has been made 'hufterproof' (resistant to vandalism) and thus has a very stony character; many properties are poorly maintained due to financial difficulties; and the village's negative image has caused a decline in visitor numbers (KuiperCompagnons, 2014). In short, this means that the appearance and atmosphere of Renesse no longer converge with the needs and demands of the contemporary tourist, who is increasingly looking for authenticity and uniqueness instead of quantity and mass. Furthermore, the village is facing several demographic developments such as an aging and declining population, that will put pressure on the level of facilities (KuiperCompagnons, 2014).

To keep Renesse liveable for its residents as well as attractive for tourists, the municipality of Schouwen-Duiveland has commissioned the Rotterdam-based spatial planning agency KuiperCompagnons to craft a so-called 'master plan' for the village, in cooperation with the local village council, the association of entrepreneurs, and the municipality itself. The Master Plan is a spatial plan for Renesse for the coming 20-30 years that provides guidelines for future spatial developments. It aims to maintain the existing spatial coherence and to develop it where necessary, as well as to stimulate cooperation in its management and implementation. In addition, a couple of specific key projects will be worked out in cooperation with entrepreneurs and residents, to facilitate the start-up of the implementation phase of the Master Plan (KuiperCompagnons, 2014).

Based on the issues identified above and discussions with business owners, policy makers and residents, four broad ideals for the future have been set in the 'Nota van Uitgangspunten' guidance document for the Master Plan (KuiperCompagnons, 2014):

(1) Renesse is a vibrant family seaside resort: it is a meeting point attracting visitors of all ages, offering a variety of accommodation types and inspiring pastimes.

(2) In Renesse one wants to stay: spending time in the village centre is attractive, there is a varied offer of facilities and activities, for a wide audience and equally distributed over the year.

(3) Renesse puts all its qualities to use: it is the gateway to the variety of landscapes that surround the village, it offers and markets local products, it tells interesting stories about its past and historic traces that remain, there is a clear link between the village and the water sports hotspots at the Brouwersdam, and it hosts several major events.

(4) Renesse has the image that it deserves: it is realised that Renesse is no longer dominated by youth, but rather by families and elderly people, that the village is cosy, open, tolerant and personal and that there are many people who are proud of it, and committed to it.

From these ideals, the following recommendations were made, that should be seen as objectives guiding the further design and implementation of the Master Plan (KuiperCompagnons, 2014):

(1) Make clear choices between tranquil and vibrant areas.

(2) Make the village centre attractive to meet and stay.

(3) Invest in nature- and landscape development.

(4) Make art, culture and history better visible.

(5) Realise attractive connections in the village and with the surroundings.
(6) Give entrepreneurs the space they need.
(7) Keep investing in living and life in the village.

It is especially objective four and five that form the foundations on which this research project about the Moermond estate is based.

2.2 The municipality of Schouwen-Duiveland, its recreational policy and marketing efforts

To fully appreciate the rationale for conducting a research project on the Moermond estate, it is also essential to elaborate on municipal policy and marketing strategies. In the 'Tij van de Toekomst' future vision for the island, the municipality of Schouwen-Duiveland sets its policy agenda for the period 2011-2040. The overarching idea is to invest in the maintenance and further development of the island's qualities, in order to create a sustainable connection between the domains of living, working and recreation. With respect to the latter of these domains, the main ideal for Schouwen-Duiveland is to be a versatile and attractive holiday island (Gemeente Schouwen-Duiveland, 2011). The heritage policy report 'Nota Integraal Erfgoedbeleid 2012-2018' builds on this vision when emphasising the role of cultural heritage in realising these ambitions. According to this document,

> cultural heritage is an important factor for the environmental quality and identity of our island (…). Enhancing the visualisation of our heritage, telling more about it, and improving the possibilities to experience it, offers us opportunities. Opportunities to better present ourselves as a special holiday island. (Gemeente Schouwen-Duiveland, 2012, p. 19-20)

Up until the present day, it is argued, the island has not used its heritage to the full extent. Therefore, the preservation and experience of heritage as well as putting it to use are now key foci, and the policy-makers' main goal is to invest in making heritage accessible and enabling people to experience it. Strengthening cultural tourism is declared a major priority in current recreational policy and marketing (Gemeente Schouwen-Duiveland, 2012). These policy objectives are in line with the Master Plan in aiming for a diversification of the tourism product, an increased focus on Renesse's identity, and putting all its qualities to use.

2.3 The Moermond estate

The Moermond estate is located in the east of Renesse, not far from the village centre. It is a 43-hectare protected natural area, with a recently renovated medieval castle at its core. The orangery and its annexes house a hotel and a restaurant. When the last private owner, the Vriezendorp family, left the estate after it had been flooded during the great flood disaster of 1953, the Moermond foundation was established to take care of it. In the years to come, the estate was let to several institutions, amongst others to Rijkswaterstaat during the construction of the Delta Works. The rent was used to maintain the estate. Once the Delta Works had been completed, new sources of income had to be found. An independent enterprise was founded, and from that moment onwards the estate hosted many business-related meetings (A. van de Zande, personal communication, February 11th, 2015). Gradually, it became popular for parties and festivities as well. It was then decided to develop the estate for tourism, and to transform it into a hotel. Over time, the foundation got into financial troubles, and realised that it could hardly survive as an independent enterprise. Thus, the estate was sold and became private property again. In December 2013, its management was handed over to Fletcher Hotels, a hotel chain with over 60 hotels in The Netherlands. It is this organisation that is currently running the hotel and the restaurant, that hosts parties and festivities in the castle, and is responsible for the maintenance of the estate. Since a few years, the estate has been open to the public. However, the castle remains closed most of the time, as it is regularly let to private parties (A. van de Zande, personal communication, February 11th, 2015).

Since gaining insight into the current state of affairs on the estate was part of this research project, more extensive information about its functional and managerial background, the current

situation, and Fletcher's managerial vision will be provided in the interview analysis on page 24-33. A photographic impression of the estate and a map indicating its location can be found in the questionnaire (appendix III, page 60). However, in order to arrive at a complete understanding of the rationale for conducting a research project on the estate's potential to contribute to the tourist experience in Renesse, it is deemed appropriate to elaborate on the link between the estate and the village, and especially so in relation to the goals and objectives of the Master Plan and municipal policy.

As with many other villages, little is known about the early history of Renesse, even more so with regards to how the village came into existence. The Moermond estate is an important reference point here. According to Van den Bosch (2006), the 'birth' of Renesse has everything to do with the construction of the first Moermond castle by Costijn van Zierikzee at around 1240. It was destroyed and rebuilt twice. Today's castle is the third one, built in 1513, yet it does contain materials from its predecessors. It should be noted though, that this castle too, was altered considerably in later years (Keikes, 1979). Despite all these renovations and alterations, the Moermond castle as it is today, is regarded as one of the four remaining Medieval castles in the province of Zeeland (SCEZ, personal communication, January 29th, 2015). It has been a national monument since 1965.

Considering the above, it could be argued that the castle and its surrounding park provide an important reference to Renesse's past, and constitute part of the village's identity. With respect to the goals of the Master Plan and the municipal recreation policy – focusing on promoting heritage for tourism, a diversification of the tourism product, emphasising Renesse's identity, and creating stronger links between the village and its surroundings – it can thus be derived that it would be desirable to market the estate more effectively for tourism. There are some issues that need to be considered here. According to KuiperCompagnons (2014), the estate is potentially one of the eye catchers and major landmarks in Renesse, yet, it lies rather isolated and hidden behind the trees. Therefore, the link between the village and the estate should be improved. However, as will become clear from the interview analysis, its location is not the only factor that renders the estate invisible, unknown, and unvisited. Gaining insight into the current issues and the extent to which and the way in which the estate could be made more attractive to ultimately contribute to the tourism product in Renesse is at the core of this research project.

3. LITERATURE REVIEW

3.1 Heritage and its uses
In their widely cited book *A geography of heritage: Power, culture and economy*, Graham, Ashworth and Tunbridge (2000, p. 2) state that 'heritage is the contemporary use of the past'. It is 'concerned with the ways in which very selective material artefacts, mythologies, memories and traditions become resources for the present' (Ashworth & Graham, 2005, p. 4). This is to say that heritage is not simply all that remains from the past; it should not be seen as being 'out there'. Rather, heritage is *created* in the *present*. Relicts and memories from the past do not possess intrinsic value; it is the meaning and value that people attribute to them that is at the core of the heritage concept and process. We, as human beings, decide which remnants from the past we consider valuable and worth keeping. The creation of heritage is therefore a highly selective process. What is appreciated today, what we claim as our heritage, represents contemporary values and serves contemporary purposes (Ashworth & Graham, 2005; Graham et al., 2000; Timothy, 2011).

Why do people care about specific remnants of the past, then? Lowenthal (1985) identified six broad benefits that the past provides: familiarity, reaffirmation and validation, identity, guidance, enrichment and escape. We want to preserve those things that we can hold on to, that provide a sense of continuity and escape from the ever-changing present and that contribute to our sense of self and belonging to place. Timothy (2011) also discussed several reasons why we protect remains from the past, three of which are similar to the benefits identified by Lowenthal: scientific and

educative importance relate to enrichment; nostalgia relates to familiarity, reaffirmation and validation, and escape; nationalism relates to identity and guidance. In addition, Timothy identified motives related to environmental diversity, aesthetic merit and economic value. According to him, since many historic remains are non-renewable, and are threatened by natural as well as increasingly human-induced pressures, we are more and more concerned about protecting them.

As a cultural geographer, one is interested in the relevance of heritage for a sense of self and belonging to place, that was already briefly mentioned above. In this respect, indeed, many scholars stress that heritage is an essential part of place identity and uniqueness of place (e.g. Ashworth & Graham, 2005; Coeterier, 1995; Richards, 2007; Timothy, 2011). Here, Graham et al. (2000) note that heritage, in turn, is created and used to strengthen place identity and to shape distinctive, favourable place images

> which can be exploited for external promotion as well as in strengthening the identification of inhabitants with their localities. Two characteristics explain why heritage is one of the most important instruments in the shaping of such local identities. First, it is ubiquitous, all places on earth having a past and thus a potentially usable heritage. Second, it is infinite in its variety, every local past being inevitably different from the past of other places. (p. 204)

This quote points to two important overarching uses of heritage: cultural use (e.g. identification) and economic use (e.g. place promotion). These uses are related to different approaches to heritage; the preservation and development approach respectively. In addition, the two characteristics of heritage that are presented also signal why heritage is a major resource for tourism. These issues will be discussed more elaborately in the upcoming paragraphs.

3.2 Approaches to heritage

Graham et al. (2000) have identified two approaches that dominate the ideas about the way in which heritage should be managed: the preservation approach and the development approach. These can be linked to two different uses of heritage – cultural and economic uses respectively – that have long been viewed as highly opposing. The preservation approach prevailed throughout history, and according to the same authors, today still, there is a strongly felt belief that 'any attempt to attach economic values to heritage, and to other cultural products and performances, is at best a pointless irrelevance and at worst an unacceptable soiling of the aesthetically sublime with the commercially mundane' (Graham et al., 2000, p. 129). This view, they argue, stems from a sustainability argument, since relatively few historic objects still remain, as well as from the fact that those who are concerned with protecting them are motivated by moral and social objectives (i.e. cultural use) rather than economic gains.

Yet, the same authors also provide two propositions that emphasise the need to approach heritage from a developmental – or economic – perspective as well. First, managing and maintaining heritage sites costs money. Secondly, heritage is worth money and has great potential to earn it, for example through tourist visits (Graham et al., 2000; Prideaux & Kininmont, 1999; Timothy, 2011). Thus, not only is it possible to use heritage for economic purposes, doing so is often a pure necessity.

The above implies that, although preservation and development motives have historically been treated as two different, opposing approaches to heritage, they are in fact not necessarily paradoxical. Rather, they reinforce each other and are mutually dependent: preservation is a precondition for (economic) development whereas putting heritage to use can earn money to facilitate preservation. This idea has not only been developed in theory, but has already been taken up in policy-making concerning heritage, for example in the Nota Belvedere national heritage management policy of The Netherlands (Projectbureau Belvedere, 1999). The intertwined nature of these approaches is an important starting point for this research project about the Moermond estate and its further development in general.

3.3 Heritage and tourism

As an economic resource, heritage is often exploited for tourism purposes. In fact, it is the most important driver of international tourism (Graham et al., 2000; Timothy, 2011). Yet, since heritage objects are strongly linked to place identity, they are often very important to local residents as well – they are part of *their* heritage. This may cause what Graham et al. (2000) call heritage 'dissonance', or contestation about the meaning of heritage, not in the least because it is often a particular romanticised view on heritage that is promoted for tourism, which may or may not be in line with residents' interpretations. Moreover, 'if taken to the extreme, the economic commodification of the past will so trivialize it that arguably it can result in the destruction of the heritage resource which is its *raison d'être*' (Graham et al., 2000, p. 19). Famous heritage sites may thus be perceived as successful tourist attractions, or alternatively as 'little more than stage-sets for mock medieval displays and inappropriate economic exchange, infested with tawdry souvenir shops and cafés' (ibid).

If heritage tourism is managed properly, however, it may also have very positive effects on the heritage site as well as on local communities. It was already noted that income generated through tourism can be used to fund conservation and maintenance initiatives. Exploiting heritage resources for tourism may be an important means to sustain them, and it has been argued that heritage aspects are an important part of local place identity as well as the aesthetic quality of place (Chang, 1997; Coeterier 1995; Graham et al., 2000). Furthermore, as part of the local tourist attraction base, heritage sites can help to attract tourists and to persuade them to stay the night and spend money on accommodation, food and beverage, clothing, souvenirs, and more. Therefore, they can have an important multiplier effect on the local economy (Garrod & Fyall, 2000; Strauss & Lord, 2001; Timothy, 2011). Producing and marketing heritage for tourism may also benefit local residents in the sense that they too can profit from new activities and facilities that are offered (Chang, 1997). To elaborate on the link between heritage tourism and local place identity, Ashworth and Tunbridge (2012) provide another interesting insight. According to them:

> often it is the tourist (…) who rediscovers local heritages unknown or unappreciated by the locals themselves. Far from the visitor consuming the already prepared heritage of the locals, it may actually work the other way around. As with place identity, the locals may be unaware of the significance of aspects of their heritage, regarding it as just normal and mundane; it is the tourist's appreciation that discovers this new heritage, which is then adopted by the locals as their own. Residents (…) may shape their own self-image using their reflections in the eyes or camera lens of the tourists. (p. 365)

Thus, following Ashworth & Tunbridge (2012), place identities are produced by the interaction between local residents and tourists; the latter may help create and strengthen a positive place identity and subsequent communal pride. These and other benefits mentioned above illustrate that (heritage) tourism – when it is managed properly – may enhance the local community's wellbeing in multiple ways (Simpson, 2008). These are important considerations in managing heritage sustainably and making the most out of it for both residents and tourists, and thus also when designing plans to develop the Moermond estate for tourism purposes. With regards to the context of this research project, these tourists need to be discussed somewhat more elaborately.

3.4 Heritage tourists and their characteristics

According to Timothy (2011), in general, the majority of heritage tourists is between 30 and 50 years old and received higher education. Also, women seem more likely to visit heritage sites than men (Richards, 2001). Yet, this focus on describing cultural tourists on the basis of socio-demographic variables treats them as one homogeneous group, neglecting that different cultural tourists may have different motives for visiting a cultural attraction or heritage site, and that different people may desire or gain different experiences, and participate in different activities (Cohen, 1979; Manfredo, Driver & Brown, 1983; Mayer & Wallace, 2012; McKercher & Du Cros, 2003; Prentice, Witt & Hamer, 1998). In this regard, several scholars have conducted research into visitor demographics in relation to motivations to visit and experiences desired or gained. Considerable discussion remains with

respect to whether or not socio-demographic variables are relevant here. According to Prentice (1989), practitioner literature suggests that demographics such as age, social class and education are important factors in understanding differential visitor experiences. However, research conducted by Milman (1991) and Prentice et al. (1998), for example, contests this view, as these authors found socio-demographic characteristics to be largely irrelevant.

Therefore, besides a focus on socio-demographic variables, other scholars have attempted to subdivide cultural tourists according to motives of visit, or desired experiences, and to establish typologies subsequently. Stebbins (1996), for example, distinguishes between casual and serious heritage tourists. The former are the ones who travel to heritage destinations purposefully and who visit heritage sites out of a general interest in heritage and in learning about the past. Casual heritage tourists, on the other hand, choose their holiday destination on the basis of other motives. During their stay, however, they may also visit a heritage site as they accidentally discover one.

Heritage planner Gail Lord (1999) provides a more differentiated typology. According to her, about 15% of the world population would never visit heritage sites. The remaining 85% is divided over four categories of cultural tourists: those who are 'greatly motivated' and who visit heritage sites purposefully (15%) – this type would fit with Stebbins' (1996) description of the serious heritage tourist; those who are 'partly motivated' and combine heritage with other attractions (30%); 'adjunct' visitors who are primarily attracted by other destination characteristics, but who will also visit heritage attractions (20%); and 'accidental' visitors who have no predefined plans to visit heritage sites, but may do so when they accidentally discover one (20%) – these latter two types seem to be similar to what Stebbins (1996) calls the casual heritage tourist. This typology provides a more nuanced view on heritage tourists when compared to the casual/serious heritage tourist typology as provided by Stebbins (1996).

Still another typology was developed by McKercher (2002), on the basis of centrality (importance of cultural attractions in destination choice) and depth of experience. He distinguishes between the purposeful cultural tourist (high centrality/deep experience), the sightseeing cultural tourist (high centrality/shallow experience), the casual cultural tourist (moderate centrality/shallow experience), the incidental cultural tourist (low centrality/shallow experience) and the serendipitous cultural tourist (low centrality/deep experience). This five-type typology does make one question why a cultural tourist with moderate centrality, according to McKercher, cannot have a deep experience.

Providing an exhaustive account of all different cultural tourist typologies that have been presented, is beyond the scope of this paper. The ones outlined above do emphasise, however, that describing cultural tourists merely on the basis of socio-demographic variables would result in too narrow a perspective. Rather, it has to be acknowledged that multiple motivations for visiting heritage sites exist, that multiple experiences are desired and gained as well, and that socio-demographic variables are often incapable to explain them. Therefore, both kinds of variables will be incorporated into this research project about the Moermond estate. The multi-attribute nature of motives and experiences will now be discussed in more detail.

3.5 Motives for visiting heritage sites

As indicated above, cultural tourists should not be perceived as one homogeneous entity. Rather, there are many different kinds of cultural or heritage tourists whose visits to heritage sites are inspired by a variety of motives. One may even question whether all visitors to heritage sites could be called 'cultural tourists' – probably not, because many visit these sites for other than purely cultural reasons. According to Timothy (2011), one of the most often-cited reasons for a visit is spending time with family or friends. Other motives include learning something new, teaching one's children about the past, using up spare time, sightseeing, relaxing, gaining emotive or spiritual experiences and feelings of nostalgia. Attempts to identify groups of motives have also been made. Moscardo (1996), for example, referred to three main categories: educational motives, entertainment motives and social motives. These seem similar to motivations for engaging in leisure activities in general that have been grouped by Packer (2004), for example, in motives related to

social contact, restoration, entertainment and personal development. However, there are also scholars who emphasise the prevalence of learning-related motives for visiting heritage sites (e.g. Jansen-Verbeke & Rekom, 1996; Kerstetter, Confer & Graefe, 2001; Poria, Reichel & Biran, 2006). This suggests that such motives may play a larger role in visiting heritage sites when compared to motives for undertaking leisure activities in general. Also, it has been proposed that visits to natural (heritage) attractions are most likely to be inspired by restorative motives and less by learning-related ones (Ballantyne, Packer & Hughes, 2008; Packer, 2004). Yet, since many different kinds of cultural heritage attractions exist, motives may also differ from site to site (Timothy, 2011).

Gaining insight into motivations for engaging in leisure activities in general, and visiting heritage sites specifically, not only enhances our understanding of the tourism phenomenon; it is also important for the marketing and management of tourist attractions like heritage sites, because managers who are aware of the variety of reasons for which the site is visited can design it more effectively to meet visitor's wishes and needs (Driver & Brown, 1980; Gouthro, 2011). In this respect, one thing that is still missing is empirical research into motivations held by potential rather than actual visitors (Poria et al., 2006). Not only does this study on the Moermond estate enquire into tourists' motives for visiting the estate, it will especially look to potential visitors in order to explore the experiences they desire and the ways in which these could best be facilitated.

3.6 Heritage and the tourist experience
In the tourism industry, the product sold is essentially an experience (Manfredo, Driver & Brown, 1983; Prentice, Witt & Hamer, 1998) and even so is the consumption of heritage (Graham et al., 2000). On a somewhat higher level, Brown and Haas (1980) define the tourist experience as a set of psychological outcomes acquired by engaging in particular recreational activities in a specific recreational setting. Visitors' overall motivation to visit a certain attraction is thus for a large part determined by the experiences they desire. Here, it has to be recognised that tourists are not simply passive consumers of experiences designed by the industry; rather, the individual interacts with characteristics of a place or attraction to create his own, personal experience (Uriely, Yonay & Simchai, 2002). Therefore, tourist experiences are highly varied: even one single place or attraction may be experienced in a different way by different people, depending on 'their own 'cultural baggage'; their perceptions, values, experience, knowledge, attitudes, and so on' (Sharpley & Stone, 2011, p. 2). This particular conceptualisation of tourists' experiences should, however, not be confused with an evaluation of the tourist experience on a higher, existential level, where it is perceived as 'the meanings that participants assign to their experiences [as tourists] in light of everyday life in ''advanced'' industrialized societies' (Uriely, 2005, p. 199).

Searching for the term 'tourist experience' in Google Scholar yields about 452 000 results; indeed, it has been a major research issue since the 1960's (Uriely, 2005). However, Gouthro (2011) warns that 'there are inherent complexities in attempting to theorise the multifaceted nature of experiencing tourism. In particular, there remains a plethora of variables to consider in conceptualising experience as a broad, all-encompassing phenomenon' (p. 201). Despite this word of caution that cannot be ignored, scholarly interest in the tourist experience is not for nothing. According to Ryan (2010), through the large capital flows and built infrastructure that tourism produces, the industry has had and continues to have a major impact on both the social as well as the natural environment. Understanding the tourist experience is thus not only of major relevance to tourists themselves, but also to the communities and environments that host them. Acquired knowledge can be used to enhance the tourist experience in order to maximise its contribution to tourists' quality of life, as well as to develop strategies to manage tourist attractions in an economically, socially and environmentally sustainable way, so that tourism can ultimately contribute to host societies' wellbeing too (Ryan, 2010). Inherent in this line of reasoning is the cultural geographical argument that understanding people-place relationships forms the basis for enhancing wellbeing and quality of life.

The academic interest in the tourist experience has resulted in a multitude of theoretical approaches to studying it (Prentice et al., 1998; Ryan, 2010; Sharpley & Stone, 2011). According to

the latter authors, it has been discussed in relation to 'a variety of micro perspectives such as demand factors, tourist motivation, typologies of tourists and issues related to authenticity, commodification, image and perception' as well as 'broader meta-theories of how tourist experiences are framed or constructed by the social world of the tourist' (Sharpley & Stone, 2011, p. 3) by scholars like Cohen (1979), MacCannell (1976) and Urry (1990).

These different theoretical approaches have informed a variety of methods for analysing and measuring the tourist experience. One of them is the hierarchical chain approach – or Experience-Based Setting Management (EBSM) – developed in leisure and outdoor recreation theory, which is based on the proposition that visitors engage in particular activities in specific settings to achieve desired experience outcomes (Manfredo et al., 1983). Here, recreational activities are perceived as means to recreational ends. They are undertaken to gain the desired psychological outcomes: recreational experiences (Brown & Haas, 1980). Therefore, a hierarchy of demand exists, that consists of three levels (Manfredo et al., 1983). The first is the activity level; activities are behaviours like hiking, horse riding or photography. The second level is the setting in which the activity occurs, which consists of physical resources such as water, vegetation, buildings, and wildlife, the social aspects such as company and managerial elements such as the infrastructure of these places. These two levels add up to the third level, namely the actual experience – for example enjoying nature, learning something new, or having fun. Interestingly, Wang, Chen, Fan & Lu (2012), in their study of tourists' experiences in a wetland park in China, came up with a division that seems to be highly similar. They identified five site-specific factors that may influence tourists' experiences (which Manfredo et al. define as 'the experience level') at heritage sites: recreational activities, resource conditions, tourism facilities, integrated management, and related personnel. Recreational activities constitute what Manfredo et al. call the 'activity level'; the other four factors relate to physical resources, social aspects and managerial elements that define the 'setting level'. This indicates that the demand hierarchy as developed by scholars like M. J. Manfredo, P. J. Brown, B. L. Driver and G. E. Haas in the 1970's and 1980's remains applicable today.

The relevance of this demand hierarchy for understanding visitors' needs and desires, lies in the proposition that tourists who engage in different activities and who prefer different kinds of settings ultimately desire different experiences (Manfredo et al., 1983). On the other hand, however, one and the same activity may also be undertaken for quite different purposes, because different people may attribute different meanings to it (Ryan, 2010; Uriely et al., 2002). As indicated earlier, a single heritage site, for example, may be visited for a variety of reasons. Also, Brown and Haas (1980) found that recreationists who were segmented according to traditional activity preferences, could be further subdivided into experience segments that reflect higher level motives for engaging in that specific activity. Therefore, according to Brown and Haas (1980, p. 229), 'without a clear specification of the demanded recreational experiences it is difficult to value recreation, adequately plan for it, or to manage the recreation resources'. If managers are aware of the experiences that visitors desire, they can more adequately provide opportunities (i.e. activities and setting characteristics) for recreationists to meet those desires. Moreover, segmenting visitors according to activity, setting and experience preferences enables managers to design their attraction in such a way that it can satisfy the specific needs of different groups of visitors at once. Thus, whereas experiences are hard to influence directly, offering the right kind of activities and setting can facilitate specific experience outcomes. In this regard, Beeho and Prentice (1997) emphasise that 'in order to understand [and influence] visitor experiences, we must pay attention not only to Level 3 demands but also the earlier levels of the hierarchy' (p. 77).

The tourist experience has also been discussed in specific relation to heritage (e.g. Gouthro, 2011; Laing, Wheeler, Reeves & Frost, 2014; Masberg & Silverman, 1996). The hierarchy of demand approach that, as described above, was developed in leisure and outdoor recreation theory has not only been applied to natural, but to cultural heritage settings as well (e.g. Beeho & Prentice, 1997; Prentice et al., 1998, Mayer & Wallace, 2012). Prentice et al. (1998), for example, asked visitors to an industrial heritage site in Wales about the experiences and benefits their visit brought them and how these could be enhanced. Visitors were subsequently divided in several experience groups and

segmented accordingly. Gouthro (2011, p. 206) claims that 'research studies such as this are of undoubted value in terms of their practical applications, the results potentially informing management practice at heritage sites as well as enhancing knowledge and understanding about the types of experiences visitors have at these sites'.

Despite the links between heritage and the tourist experience that are evident in academic studies such as those highlighted above, research into the tourist experience at (cultural) heritage sites as well as motivations for visiting them remains in an early phase of development (Poria et al., 2006; Uriely, 2005). This study on the Moermond estate aims to contribute to the research base concerning these topics by applying the hierarchical chain approach and enquiring into the activities, settings and experiences that would motivate tourists to visit the Moermond estate.

3.7 Heritage and seaside resorts

As indicated above, heritage is an important resource for tourism. This does not only apply to destinations that are primarily known and visited for their historic character. Heritage sites often combine with other tourist attractions and facilities to form the attractiveness of a place as a tourist destination (Boley, Nickerson & Bosak, 2011; Timothy, 2011). Several authors have argued that even in seaside resorts – like Renesse – that have traditionally relied on their sun, sea and sand (3S) resources, heritage and other cultural attractions – like the Moermond estate – can add significant secondary appeal that could ultimately help sustain the resort's competitiveness as a tourist destination (Do Valle et al., 2011; Lacher et al., 2013; Timothy, 2011). Such insights are important, since many 3S destinations are experiencing a decline in tourist visits as a result of demand-side changes towards an increasing desire for more diversified and authentic experiences (Agarwal, 2002; Sedmak & Mihalic, 2008). 3S tourism has a highly standardised nature and a strongly homogenising effect on its destinations that have often completely dedicated themselves to the 3S product. Therefore, many 3S destinations find themselves unable to adapt to this new kind of demand (Lacher et al., 2013).

Agarwal (2002) proposes several strategies to enhance traditional 3S destinations' competitiveness, two of which are an increased focus on the destination's history and identity to regain its unique character, and the diversification of the tourism product by means of an increased focus on cultural attractions. These are strategies in which heritage can play a major role. Every place has a history; a unique history that is by definition different from any other place's history (Graham et al., 2000). Consequently, heritage can be found almost anywhere as well. It was already argued above that heritage is often seen as an essential part of a place's identity. Marketing it for tourism can thus help to emphasise the destination's unique character in order to adapt to increasing demand for authentic and unique experiences (Lacher et al., 2013; Sedmak & Mihalic, 2008). Ashworth and Tunbridge (2012) even claim that heritage is the most used instrument for shaping and emphasising such place uniqueness for tourism purposes.

In addition, as cultural attractions, heritage sites or objects could contribute to the diversification of the tourism product in order to provide tourists with more varied possibilities for recreation. Indeed, several authors have found that there exists an increasing demand for cultural attractions in general (Dahles, 1998; Richards, 2002), and among coastal tourists specifically (Chapman & Speake, 2011; Lacher et al., 2013; Sedmak & Mihalic, 2008). It is thus advised that traditional 3S destinations become aware of their heritage and present it more actively for tourism so as to create a unique mix of natural and cultural attractions that 'can increase the potential for attracting and retaining new tourists, and help achieve economic benefits at the local level' (Lacher et al., 2013, p. 535). Tourism is a system, 'whose component parts are interdependent for their success as a whole' (Timothy, 2011, p. 37); heritage sites interact with other facilities and attractions that all together form the basis for sustaining a destination's competitive advantage.

3.8 Marketing heritage for tourism

To familiarise people with heritage sites and to use them to their full potential, much effort is put into marketing them. Marketing 'refers to the act of matching supply with demand, or providing

products and services that fulfil people's needs and wants' in order to 'capture value (i.e. profit) from satisfied customers' (Timothy, 2011, p. 275). According to the same author, effective marketing is a process that involves understanding the current situation, a desired future and the strategies and means employed to get there. The situation analysis aims to gain insight into current as well as potential markets. It often includes a segmentation analysis, which

> is important in understanding different groups and their needs and desires, so that products and services can be developed specifically for them. […] In the heritage context, in understanding the markets for tourism, there are opportunities for sites to be promoted for different types of tourists based on their motives and expectations, demographic characteristics or geographic origins. (Timothy, 2011, p. 280-281)

It was already noted that, whereas heritage tourists are often directly segmented according to socio-demographic characteristics, authors such as Prentice et al. (1998) have argued that segmenting visitors according to experience preferences is more appropriate, since people with different experience preferences will value other activities and setting characteristics. According to the same authors, these groups can then be used as a basis for offering a variety of activities and designing promotional material, in line with the claim by Timothy (2011) as cited above.

Besides a segmentation analysis, the situation analysis can also include a competitor analysis, to identify major competitors and their potential competitive advantages, as well as to analyse the ways in which they present themselves to visitors. Conducting such an analysis helps to understand what can be improved and how (Timothy, 2011). For this specific research project on the Moermond estate, the situation analysis will include a competitor analysis of 15 similar castles and estates in The Netherlands, interviews with three relevant parties and a questionnaire among tourists. Also, regression analyses will be carried out to explore whether respondents can be segmented on the basis of socio-demographics, holiday behaviour and activity, setting and experience preferences.

Promotional strategies are important and often-used means to help achieve a desired future (e.g. attracting more visitors). In general, visibility is very important for potential visitors to gain familiarity with the site. Prideaux and Kininmont (1993), for example, found that many people were inclined to visit a museum when they saw it while driving by. Furthermore, according to these authors, placing directional signs along the road and large promotional and informational signs at the entrances, advertising in regional magazines and other promotional material as well as designing informative brochures of high quality and leaving them in local and regional tourism-related businesses, are often among the most effective promotional strategies. In this respect, it is necessary to gain insight into the information sources that potential visitors consult. According to Timothy (2011, p. 30) 'information searching and trip planning are an important aspect of tourism demand. Understanding information sources can help site marketers and managers make more informed decisions about how best to approach their potential markets'. For this particular study, the interviews with relevant parties will identify possible information sources that will be tested among tourists by means of the questionnaire.

Although it has been argued that all heritage sites are potential resources for tourism, not all of them become major tourist attractions, even when much effort is put into promoting them effectively. Several other – more internal – factors play a role in determining the appeal of a heritage site to tourists, such as accessibility, aesthetic appeal, availability of information, proximity to other attractions, and its ability to provide interesting experiences for various groups (McKercher & Ho, 2006). Heritage sites that are considered aesthetically pleasing, that are open to the public and about which much information is available, are generally more appealing. Moreover, the ones that are located near to a number of other attractions and supporting facilities – like the Moermond estate – normally have higher potential than remote or isolated sites, because such recreational agglomerates are more attractive for tourists to visit and to stay (Chhetri & Arrowsmith, 2008; Laing et al., 2014; McKercher & Ho, 2006). According to Hand, for a heritage site to become known, it either must 'have sufficient magnitude to attract visitors into an area where they would not normally

go' or be located in 'an area of tourism activity'(1983, p. 19). Therefore, whereas it was argued above that heritage sites in established tourism areas such as seaside resorts can contribute to the destination's competitiveness as a whole, small heritage sites situated in or near such agglomerates can in turn use this location to their own advantage.

Yet, McKercher and Ho (2006) stress that the ability to provide a variety of interesting experiences may well be the most important factor in determining recreational appeal. These authors analysed the potential of a number of small heritage sites in Hong Kong to become viable tourist attractions. They concluded that, besides remoteness, a lack of uniqueness and poor accessibility, the most fatal flaws were small size and absence of activities and pastimes to facilitate the visitor experience. According to them, 'cultural assets that are large, accessible, or if inaccessible offer a variety of activities that overcame distance constraints, and provide the opportunity for tourists to engage them at multiple levels, may perform well as products' (McKercher & Ho, 2006, p. 486). Experiential value is thus perceived to be of major importance to the recreational appeal of heritage sites; Hall and McArthur argued that 'the visitor experience should be placed at the center of any heritage management process' (1993, p. 13), a claim supported by many other authors (e.g. Beeho & Prenctice, 1997; Calver & Page, 2013; Timothy, 2011). Here, the core idea is that visitors are co-creating their own desired experiences while interacting with the attraction, and that a failure to provide the necessary attributes to facilitate these experiences leads to commercial failure of the heritage site.

An important means for adding such an experiential dimension to heritage sites is interpretation, or story-telling. According to Timothy, 'high-quality interpretation can add value to an attraction, giving it competitive advantage over other cultural offerings in an area' (2011, p. 228). There are all kinds of ways to interpret, for example through tour guides, role players, information attendants, printed material and signage, hands-on displays, and individual audio tours. Also, the use of modern technology is of great importance to interpretation these days. Interactive digital media is especially appealing to younger visitors and their parents. Their creative value and possibilities are almost limitless, help to challenge visitors and maximise their experience (Calver & Page, 2013; Timothy, 2011). The appeal of several such interpretational strategies will be tested among potential visitors to the Moermond estate in this study.

From the literature discussed above and in previous sections, the following theoretical framework can be derived that will guide this research project: the experiences that tourists (expect to) gain during a visit to the Moermond estate will contribute to their (expected) overall holiday experience. If the latter is more satisfactory, tourists will be more likely to choose Renesse as their holiday destination, or to return to Renesse. Consequently, the competitiveness of Renesse as an attractive holiday destination would be enhanced.

Figure 3.8.1   *Theoretical framework*

3.9 Marketing and latent demand

The concept of latent demand was already briefly touched upon above and is especially relevant to this research project as it is expected that many tourists will not be familiar with the Moermond estate. Therefore, it is deemed appropriate to define the concept and to explain why it is important to conduct research on this kind of demand. According to Timothy (2011, p. 36), latent demand

refers to potential demand that remains unmet because of a variety of factors including a lack of information or a lack of money. A knowledge of latent demand for heritage can help managers understand how they might change their programs, cater to infrequent guests, devise ways to attract new visitors or entice back those who have visited in the past.

That potential visitors are a group of major relevance for the management of heritage sites has also been recognised earlier by authors such as Davies and Prentice (1995). Yet, there is a lack of research into this kind of demand (Prideaux & Kininmont, 1993; Davies & Prentice, 1995; Poria et al., 2006). According to Davies and Prentice (1995), ignoring non-visitors means missing out on the full potential for development and associated economic gains.

4. METHODOLOGY

4.1 Research question
The main research question guiding this research project is: *To what extent and in which ways can the Moermond estate contribute to enhancing the overall tourist experience in Renesse and improving the seaside resort's competitiveness as a tourism destination?*

Based on the goals of the master plan and the theoretical framework, the following sub-questions were developed:
1. How are heritage areas similar to the Moermond estate used and presented for tourism purposes?
2. What is the current position of the Moermond estate and what are the opportunities and limitations to present it better for tourism purposes according to SCEZ, Fletcher Hotels and the municipality of Schouwen-Duiveland?
3. What kind of demand exists among tourists in Renesse?
    a. How satisfied are tourists with the current level of facilities and pastimes available?
    b. To what extent do tourists think the estate can contribute to their holiday experience in Renesse?
    c. To what extent could the estate play a role in tourist's destination decision-making process?
4. What is the current position of the estate according to tourists?
    a. To what extent are tourists familiar with the estate?
    b. How attractive do they find the estate?
    c. Do they consider it attractive primarily as a natural or a cultural heritage site?
    d. What are attractive and less attractive elements?
5. What are tourists' activity, setting and experience preferences (desired tourist experience)?
    a. What activities would tourists like to undertake on the estate?
    b. What infrastructure do they wish for?
    c. Which experiences would motivate them to visit the estate?
6. How do tourists think the estate could attract more visitors?
    a. To what extent would offering new and more pastimes lead to a higher appreciation and greater motivation to visit?
    b. How do tourists think the estate should present itself to become more widely known?
7. Can different groups of tourists be distinguished on the basis of the above?
    a. Which influence do socio-demographic variables and holiday behaviour have on their opinion?
    b. If not much, can tourists be segmented according to activity, setting and experience preferences?

      c.   If so, can these segments be described according to socio-demographic variables and holiday behaviour?

8.   What implications does this have for the way in which the estate can present itself better for tourism purposes in order to contribute to the tourist experience in Renesse?

4.2 Research design

The research project is a case study of the Moermond estate in Renesse. It is exploratory in nature, since it is the first to study the attractiveness of the Moermond estate for potential visitors, the experiences that would motivate them to visit the estate and the extent to which it could contribute to their overall holiday experience. Consequently, a mixed-method approach is employed. Qualitative instruments are used to gain insight into the historical and managerial context of the estate and the activities and experiences that are relevant to this particular heritage site. The outcomes are used as input for quantitative instruments that will test the ideas among tourists.

4.3 Data collection – 1: content analysis of websites of similar sites in The Netherlands

The data collection process was divided into three phases. First, a content analysis of websites of 15 other Medieval castles and estates in The Netherlands was carried out to explore the recreational activities they offer and the way in which they present themselves to the public. The castles were randomly selected from the list of Medieval castles in the Bosatlas van het Cultureel Erfgoed (2014) provided that they were presented on a website at least in some detail. Table 4.3.1 presents the castles and respective websites that were examined.

Table 4.3.1   *Castles and estates examined*

Nr.	Name of castle, location	Website
1	Kasteel Radboud, Medemblik	http://www.kasteelradboud.nl/
2	Muiderslot, Muiden	http://www.muiderslot.nl/
3	Kasteel Doorwerth, Doorwerth	http://www.glk.nl/82/locatie/?locatie=9
4	Slot Loevestein, Poederoijen	http://www.slotloevestein.nl/
5	Huis Bergh, 's-Heerenberg	http://www.huisbergh.nl/
6	Kasteel Nederhemert, Nederhemert-Zuid	http://www.kasteelnederhemert.nl/
7	Kasteel Stapelen, Boxtel	http://kasteelstapelen.nl/
8	Kasteel Heeswijk, Heeswijk-Dinther	http://www.kasteelheeswijk.nl/
9	Kasteel Ammersoyen, Ammerzoden	http://www.kasteel-ammersoyen.nl/
10	Kasteel Hernen, Hernen	http://www.glk.nl/82/locatie/?locatie=12
11	Slot Eymerick, Heeze	http://www.kasteelheeze.nl/
12	Landgoed Croy, Aarle-Rixtel	http://www.landgoedcroy.nl/
13	De Schierstins, Veenwouden	http://www.schierstins.nl/
14	Kasteel Hoensbroek, Hoensbroek	http://www.kasteelhoensbroek.nl/
15	Kasteel Doornenburg, Doornenburg	http://www.kasteeldoornenburg.nl/

4.4. Data collection – 2: interviews with relevant parties

The second phase consisted of three interviews with the following representatives of organisations considered relevant to the development of the estate:

-   A heritage consultant[1] from the local cultural heritage foundation Stichting Cultureel Erfgoed Zeeland (SCEZ). The SCEZ is the regional authority in the field of cultural heritage and one of its main aims is to open up heritage for society by making it more accessible and experiential.
-   R. de Winter, project manager at the municipality and supervisor of the Master Plan Renesse development process. The municipality of Schouwen-Duiveland is the initiator of the Master

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[1] This respondent would like to remain anonymous and will therefore not be mentioned by name.

Plan and is responsible for implementing it. Moreover, the municipal recreation policy and marketing campaigns are potentially important for the further development of the estate.

- A. van de Zande, manager of the Fletcher estate hotel. Since Fletcher Hotels is responsible for the management and marketing of the estate, any ideas considering its future development should fit with their vision on and plans with Moermond.

These interviews served to gain contextual knowledge about the estate in general, the desirability of increasing the number of visitors to the estate, its recreational appeal, and the ways in which it could be promoted more effectively. All three representatives were contacted by e-mail and asked to participate in a short interview of approximately one hour. The interviews with representatives of SCEZ and the municipality took place in their offices in Middelburg and Zierikzee respectively, on January 29th, 2015. The hotel manager was interviewed on the Moermond estate on February 11th, 2015. The results from the content analysis of the websites of 15 other Medieval castles and estates were discussed with all three interviewees. Furthermore, the heritage consultant from SCEZ was asked about people's motives to visit heritage sites, the potential of heritage to contribute to the tourist experience in Zeeland, the strengths and weaknesses of the Moermond estate specifically as well as opportunities and limitations for increasing its recreational appeal. At the municipality, questions posed to the project manager mainly covered recreational policy and the role that the municipality could play in the promotion of the Moermond estate. This interview was followed by a short e-mail correspondence with M. van den Berge, island marketer at the municipality of Schouwen-Duiveland, to gain some more in-depth information concerning the possibilities for linking the estate to the municipal island marketing. The information from both of these interviews and the e-mail correspondence was taken to the hotel manager who was asked about the functional and proprietorial history of the estate, the plans she has with it, the desirability of increased recreational use, the current recreational appeal of the estate and the opportunities to improve it. The full list of interview questions (in Dutch) is available under appendix I on page 56.

4.5 Data collection – 3: questionnaire among tourists
The results from the content analysis and the interviews were used to inform the design of a questionnaire among tourists to test the ideas that came forward. The instrument itself, the data collection process and the respondent profile will be discussed separately now.

4.5.1 Questionnaire design
The questions in the questionnaire were divided in the following categories:
- Socio-demographics (7 questions of various kinds)
- Holiday behaviour (5 questions of various kinds)
- Familiarity with and appreciation of the Moermond estate (7 questions of various kinds)
- Activity preferences (14 Likert-scales)
- Experience preferences (16 Likert-scales)
- Setting preferences – tourism infrastructure (7 Likert-scales)
- Marketing preferences (9 Likert-scales)

The socio-demographics measured were gender, age, nationality, education, travel company, presence of children below 12 in travel company and a preference for natural or cultural attractions while on holiday. Holiday behaviour variables comprised reason for visiting Renesse, length of stay, accommodation, frequency of visit to Renesse and satisfaction with current entertainment facilities and demand for a more varied entertainment offer. Next, tourists were asked to indicate whether or not they were familiar with the estate, whether or not they had visited it, and whether or not they would have done so if they had known it. Their appreciation of the estate was measured by asking them to rate the attractiveness of a visit to the estate on a scale from one (not at all attractive) to ten (very attractive) and to mention what they considered attractive and less attractive elements. A setting preference question asking to choose between two descriptions of the estate with one

emphasising its cultural and one emphasising its natural characteristics was also included in this part. The last question belonging to this part concerned tourists' opinion about the extent to which a visit to the estate would be a valuable contribution to their holiday experience and the extent to which the estate could play a role in their destination decision-making process, both measured on a one to seven Likert-scale.

The activity, setting and experience preferences were largely derived from work by Manfredo et al. (1983) and Prentice et al. (1998). Based on the interviews with the relevant parties, the most relevant preferences for the Moermond estate were selected from the extensive list that these authors provided. The potential activity preferences (those activities that cannot yet be undertaken but could be organised in the future) are based on the content analysis of websites of similar estates in The Netherlands. Where necessary, preferences were adapted to fit the context of the Moermond estate. Activity and experience preferences were measured by asking respondents to indicate the extent to which a certain activity or experience would motivate them to visit the estate, on a Likert-scale ranging from one to seven, with one being 'not at all' or 'definitely not' and seven being 'very much' or 'definitely so'. Setting preferences related to tourism infrastructure were assessed by requesting respondents to indicate to what extent the presence of a certain infrastructural element would add to or detract from their experience on the estate, on a Likert-scale ranging from minus three to plus three, with minus three being 'strongly detracts' and plus three being 'strongly adds'. Together, these form the desired tourist experience on the estate. The activity preference part also included a revaluation question where respondents were asked to rate again the attractiveness of a visit to the estate if the 'potential' activities would be facilitated.

The marketing preferences were informed by the work of Prideaux and Kininmont (1999), and the suggestions made by the interviewees. Tourists were asked to indicate – on a Likert-scale from one to seven with one being 'not at all' and seven being 'very much' – to what extent improvements in a certain area would have made them more familiar with the estate.

As it was expected that most tourists would not be familiar with the estate, a short introduction and a photo page were included with the questionnaire to ensure that all respondents could make a sound judgment. Also, considering the type of tourists that come to Renesse, the questionnaire was printed in Dutch and in German. The full questionnaire can be found in appendix III on page 59-65.

4.5.2 Collecting the questionnaires
A total of 213 completed questionnaires was collected, and this was done in two ways. All accommodation providers in Renesse were approached by e-mail with a request to cooperate in the research project and to distribute the questionnaires in the period from April 1st to May 10th 2015. Five of them agreed to do so, namely three campsites, one hotel and one holiday park. Of the 870 questionnaires that were distributed this way, 62 were returned. Furthermore, the researcher travelled to Renesse twice to approach tourists on the streets in the village centre. Questionnaires were collected in this manner during the German Easter break at the beginning of April and the Dutch May holidays in early May 2015, which yielded another 151 completed questionnaires.

4.5.3 Respondent profile
Table 4.5.3.1 presents the socio-demographic and holiday behaviour characteristics of respondents who filled out the questionnaire. Age and length of stay were ratio variables originally, but they have been grouped into several categories to make them suitable for inclusion in this table. Unfortunately, it is not possible to compare the respondent profile to that of the study population as a whole. This is due to a lack of data concerning the tourist profile on Schouwen-Duiveland. Although there are some statistics available for the whole of Zeeland, these are considered rather irrelevant to this research project, since tourist profiles vary quite a lot between regions within the province (Kenniscentrum Kusttoerisme, 2012).

Table 4.5.3.1   *Respondent profile*

Profile	%	Profile	%
Gender		**Environment & attractions preference**	
Male	46	Cultural preference	2
Female	54	Natural preference	35
		Combination of both	34
Age (mean: 48)		Does not matter	28
<21 years old	3		
21-30 years old	7	**Accommodation**	
31-40 years old	18	Campsite	48
41-50 years old	31	Hotel/B&B	15
51-60 years old	19	Holiday park	19
61-70 years old	19	Private bungalow or apartment	17
>70 years old	3	Friends' or family's home	1
Nationality		**Length of stay (median: 6)**	
Dutch	43	Mean (17) distorted due to outliers	
German	54	1-3 days	27
Belgian	3	4-7 days	39
		8-14 days	18
Education		>14 days	16
High school	26		
Professional intermediate education	28	**Frequency of visit**	
Professional higher education	30	First time	18
Academic higher education	15	< Once a year	11
		Once a year	26
Travel company		> Once a year	45
Alone	2		
With partner	41	**Children <12 years old in travel company**	
With partner and children	47	Yes	31
With friends	7	No	69
Other	4		

4.6 Data analysis

The 15 websites were content analysed to develop a list of inductive codes related to the recreational facilities and activities that the castles offer and the promotional strategies they employ. The findings are described in the first part of the results section. The content analysis of the interviews with the three relevant parties resulted in seven overarching themes that will be presented and discussed in the second part of the results section.

The data from the questionnaires was analysed by means of descriptive statistics and regression analyses in SPSS. Some variables were adapted to meet the requirements for these tests. The 'length of stay' variable showed a considerable number of outliers up to 200 days, since there were several respondents who indicated to have rented a pitch on a campsite for the whole season. These outliers were replaced with the value 18, namely the mean length of stay (excluding outliers) plus three standard deviations. Also, categorical variables that were inserted as independent variables in the regression analyses were recoded into dummy variables (see table 4.6.1). Four variables that consisted of more than two categories, namely education, travel company, accommodation and frequency of visit were reduced to two categories to create one dummy variable. In doing so, the descriptives formed the basis to determine the most suitable categories. Education was divided into lower and higher. For travel company, almost all respondents indicated to

travel with partner or with partner and children, and thus this variable was transformed into travelling with or without children. With respect to accommodation, about half of the respondents indicated to stay at a campsite. Therefore, it was decided to create a dummy with those staying at a campsite versus those staying in other accommodation types. The same rationale underlay the creation of a dummy for frequency of visit. One variable, namely a preference for a natural or a cultural environment while on holiday, was transformed into two dummy variables. Originally, there were four categories, however, a preference for culture only occurred five times, so this category could not be transformed into a dummy variable. Consequently, 'does not matter' was chosen as the base category, and then one variable with a nature preference and one with a combination preference were created.

Table 4.6.1   *Dummy variables*

Variable	Dummy	0	1
Gender	Male vs female	Male	Female
Nationality	Dutch vs German	Dutch	German
Education	Lower vs higher	High school Prof. intermediate	Professional higher Academic higher
Travel company	No children vs children	No children	Children
Children <12	No children <12 vs children > 12	No children <12	Children <12
Accommodation	Rest vs campsite	Hotel Holiday park Private house Family, friends	Campsite
Frequency of visit	Rest vs > once a year	First time < Once a year Once a year	> Once a year
Description preference	Nature vs culture	Natural aspect	Cultural aspect
Nature-culture preference	Does not matter vs nature	Does not matter Combination Culture	Nature
Nature-culture preference	Does not matter vs combination	Does not matter Nature Culture	Combination

The descriptives were used to provide an overview of respondents' opinion on the issues covered by the questions as discussed above. Then, the regression analyses were carried out to explore to what extent respondents' opinion could be explained by: 1) their socio-demographic characteristics and holiday behaviour, and 2) their activity, experience and setting preferences (desired tourist experience). The most influential among the latter were again taken as dependent variables in regression analyses with socio-demographic characteristics and holiday behaviour as independent variables to explore what kind of respondents have such preferences. The outcomes of the questionnaire analysis are presented in the third part of the results section.

4.7 Ethics
Each interviewee was asked to sign an informed consent form before the interview was conducted. This form (see appendix II on page 57-58) included an explanation about the purpose of the research project, the questions that were going to be posed, data processing and the respondent's rights. It was complemented with a referential preferences form where interviewees could indicate whether or not they allowed the name of the organisation, their position and personal names to be

mentioned in the report. The municipal marketing expert who was consulted by e-mail was also asked for permission to publish the information he provided as well as his name.

The accommodation providers who cooperated in distributing the questionnaires were thanked in person by the researcher and received a small present as compensation. In order to minimise the cost involved for these parties, they were sent printed versions of the requested number of questionnaires; these were collected again by the researcher at the end of the term. Respondents' privacy was respected by means of anonymous questionnaires. Tourists were approached in a friendly way and were not in the slightest way pushed to fill out the questionnaire if they indicated not to want to. Those who did fill out the questionnaire were given the opportunity to leave behind their e-mail address and they will receive a digital copy of the research report as compensation for their effort.

4.8 Limitations

The limited resources and restricted time frame of this research project have determined the sampling techniques employed, and these always have major consequences for the representativeness of the sample obtained. For at least two reasons, it is quite likely that the sample is not completely representative of the total study population, namely all tourists that come to Renesse. This is important to realise since it has implications for the generalisability of the study's findings. Specifically, distributing questionnaires in accommodations – which yielded about 30% of the total number of completed questionnaires – means that day trippers are quite certainly underrepresented in the sample. Furthermore, all questionnaires were collected in April and May 2015. The tourists who visit Renesse at that time of the year might differ from those who spend their summer holiday there. What this means is that caution is warranted when it comes to postulating that the opinion of respondents of this research project equals the general opinion of all tourists that visit Renesse.

It also needs to be recognised that respondents who were approached on the streets were informed about the research project by the researcher personally and that they had the opportunity to ask questions should anything be unclear. This was not the case for the respondents who filled out the questionnaire by themselves in their accommodation. On the other hand, those approached on the streets may not have taken the time to read the introduction properly. It is thus also possible that they might have been somewhat less informed. It remains hard to estimate whether or not a real difference between groups exists and the influence that such a difference has on the answers that respondents give. However, a certain bias between the two groups was identified indeed, namely with respect to respondents' familiarity with the estate and the attractiveness rating in case more different activities would be introduced. These will be elaborated on in the results. It is important to be aware of any bias in the data since its existence may lead to distorted conclusions.

5. RESULTS

5.1 Content analysis of websites

The analysis of websites of 15 castles and estates in the Netherlands showed that the following (recreational) facilities and activities are offered on a regular basis:

1. Location for parties and festivities
2. Food and beverage facilities
3. Facilities for overnight stays
4. Expositions
5. Concerts, festivals and music shows
6. Historic plays and storytelling
7. Games and treasure hunts

8. Walking and cycling itineraries
9. Smart phone application (app) with digital tours, photographic material and additional information
10. Tours by professional guides

In addition, besides presenting themselves on a website, other promotional strategies that the castles and estates employ include:

11. Social media
12. Information leaflets, brochures and books
13. Newsletter or magazine
14. Souvenirs / shop
15. Link with natural surroundings: estate or gardens belonging to castle
16. Link with natural surroundings: natural areas beyond estate premises
17. Link with other sights and attractions
18. Cooperation with regional or national organisations (e.g. municipality, province, national forest authority, funds, ngo's)
19. Cooperation with local businesses

Table 5.1.1 shows the facilities, activities and promotional strategies per castle based on their respective websites. The castles are listed along the vertical axis; facilities, activities and promotional activities along the horizontal axis. The total number of castles offering a specific facility or activity and employing a certain promotional strategy is included under 'Total'.

Table 5.1.1   *Facilities, activities and promotional strategies per castle*

	Location for parties and festivities	Food and beverage facilities	Facilities for overnight stays	Expositions	Concerts, festivals and music shows	Historical plays and storytelling	Games and treasure hunts	Walking and cycling itineraries	Smartphone app with digital tours	Tours by professional guides	Social media	Info leaflets, brochures, books	Newsletter or magazine	Souvenirs/shop	Link with direct natural surroundings	Link with broader natural surroundings	Link with other sights, attractions	Cooperation with organisations	Cooperation with local businesses
Radboud	X	X		X	X	X	X			X	X						X		X
Muiderslot	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
Doorwerth	X	X		X		X		X						X	X	X	X		
Loevestein	X	X	X	X	X	X	X		X	X	X	X		X		X		X	X
Bergh	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	
Nederhemert	X	X						X			X				X	X		X	
Stapelen	X				X	X													
Heeswijk	X	X			X		X	X	X	X	X	X	X	X		X	X	X	X
Ammersoyen	X									X	X							X	
Hernen	X	X						X				X			X	X	X		
Eymerick	X							X		X	X					X	X	X	X
Croy		X	X					X				X		X	X	X	X	X	
Schierstins	X	X		X	X	X	X					X				X		X	
Hoensbroek	X	X		X	X	X	X	X			X	X	X	X		X		X	
Doornenburg	X	X		X	X	X	X	X		X	X		X	X		X			
Total	*14*	*12*	*3*	*8*	*9*	*9*	*8*	*10*	*4*	*8*	*10*	*7*	*4*	*8*	*6*	*11*	*7*	*11*	*5*

The analysis shows that a variety of facilities and activities is offered, and that several promotional means are employed as well. Only three of the castles and estates that were examined offer facilities

for overnight stays and a smart phone application, or app, seems to have been developed for the more popular and widely known castles like Muiderslot and Loevestein. Also, whereas facilities for parties and festivities are most commonly available, the remaining seven facilities and activities are quite popular as well. With respect to promotional activities, many sites are active at social media platforms such as Twitter and Facebook. Brochures and books are often available, as is a (souvenir) shop. References to natural surroundings beyond the estate and other attractions in the vicinity are also frequent and several castles cooperate with local and national organisations.

5.2 Interview analysis

From the interviews it became clear that there is much common ground between the views of SCEZ, the municipality and the hotel manager. In addition, where perspectives differed they complemented each other to provide insight into both the opportunities and limitations for increasing the recreational appeal of the estate. Especially the interview with the hotel manager yielded important contextual information as well. The content analysis of the interviews resulted in a categorisation of deductive and inductive codes in seven overarching themes. The code tree is as follows:

- Heritage and the diversification of the tourism product
- Attractiveness and strengths of the Moermond estate
- The estate's functional and managerial background
- The estate's current situation
- Managerial vision and future plans
- Opportunities for development
    - Making potential visitors familiar with the estate
    - Encouraging holidaymakers in Renesse to visit the estate
    - Making visits to the estate more attractive
- Drawbacks of opening the estate to the public

The outcomes of the interview analysis will now be discussed following this code tree.

5.2.1 Heritage and the diversification of the tourism product

According to the heritage consultant representing SCEZ, there is a large amount of cultural heritage available in the province of Zeeland. He states that '*Zeeland is somehow lacking behind as if we do not have anything at all, but that is not true. We actually have quite a lot, but people are not aware of that*'. To illustrate this, he mentions, for example, that Zeeland has been one of the most important maritime regions throughout Dutch history and that much heritage from the late Middle Ages and Golden Age remains. With respect to castles and fortresses specifically, he notes that four Medieval castles – Moermond, Haamstede, Westhove and Ter Hooge – have been conserved and that there are hundreds of smaller monumental dwellings scattered over the province. With respect to tourism and recreation, he remarks that heritage-rich areas attract many tourists, because they are often evaluated as beautiful and moreover offer great opportunities for all kinds of experiences. Thus, he argues, Zeeland's general reputation with respect to cultural heritage should be enhanced:

> Zeeland has long been placing emphasis on its coast, which, on the one hand, is not that bad and also explicable [because of a long history of bathing tourism]. Yet, as a result, the tourism industry is now mostly directed at one single thing. Over the last ten to twenty years we have seen that this leads to a very short season. The season has to be extended and that has already been achieved to a certain extent, but half of the year there is still nothing going on in Zeeland. Something has to be done to extend it and heritage can play a role there. […] We have already demonstrated that there is much more to Zeeland than only the beach, so there is actually great potential with respect to that.

The potential of cultural heritage to contribute to the diversification of the tourism product and an extension of the tourist season on the island of Schouwen-Duiveland was also acknowledged by both

De Winter (municipality of Schouwen-Duiveland) and Van de Zande (Fletcher Hotels). According to the former, the municipality of Schouwen-Duiveland aims to improve the link between recreation and culture on the island, and to pay more attention to cultural heritage in relation to tourism and recreation. Herewith he refers to the municipal 'Tij van de Toekomst' future policy plan that was written in 2011 which emphasises these aims. With respect to the Moermond estate specifically, Van de Zande is quite convinced of its potential to add to the recreational appeal of Renesse. She states that

> people come here for the beach in the first place, but if the weather is great all fortnight, then they will get tired of the beach at some point. They also want to do something else for a day. They cycle or go for a walk, they are always searching for other things that the island has to offer and I think that people would be willing to view the castle, or to go for a walk around the estate.

According to the representative of SCEZ, it is exactly this group of people that form the biggest target group for an extension of the heritage market in Zeeland. That is, he says, because there is only a small group of people with a specific interest in heritage, about ten per cent at most. Then, there is a group of people who hold a more general interest. They like to combine beach-related activities with other, for example culture-related ones. The remaining group is not really interested at all, but they might want to engage in a cultural activity if the weather is poor or if they end up having a spare day. Since the first group is only very small, he argues, the real potential lies in the two latter groups.

5.2.2 Attractiveness and strengths of the Moermond estate
The heritage consultant argues that the combination of a castle and a surrounding estate is extremely important for the attractiveness of Moermond as a whole: '*they are inseparable, the surrounding estate is essential for the full experience of the castle*'. In addition, he emphasises the appeal of the man-made natural landscape within the context of the castle:

> For tourists it is very exciting to wander through such a mysterious natural environment. It becomes a tour of discovery, because Moermond is not a normal forest. That would be boring, because there are only trees. But Moermond has been designed by man, you can discover all kinds of structures and paths, and then you suddenly end up at a hidden castle. It all has an exciting effect for visitors and is quite important for the experience as a whole.

The hotel manager, A. van de Zande, confirms the appeal of the mysterious air that the estate displays. With respect to the castle specifically, she says: '*the mysteriousness of it all is what draws people to it. Despite its functional interior that is fully directed at parties and festivities, the rooms themselves are in their original state, so all old details remain, and that is what people like*'. In addition, she notes that the combination of natural and cultural elements that the estate offers could possibly be quite attractive for visitors as well. Lastly, the heritage consultant remarks that the estate is very accessible, since, except for the castle's interior, it is completely open to the public, and that this is an important precondition for recreational use and appeal.

5.2.3 The estate's functional and managerial background
One of the goals of the interview with the hotel manager was to gain insight into the functional and proprietorial history of the estate as well as current and future plans for its development. The latter part will be discussed in the next section, but in order to fully understand it, it is deemed necessary to first gain some insight into the general historic context of the estate and its managers.

With regard to the proprietorial history, Van de Zande explains that the Moermond foundation was founded to maintain the estate after the last private owner had abandoned it during the flood disaster of 1953. In the decades to come, the castle was let to different parties. During the construction of the delta works, for example, it was let to Rijkswaterstaat. Once the construction

works were finished, an independent enterprise was founded in order to maintain the estate by renting it to private parties for business-related meetings. However,

> it gradually became popular for parties and festivities too, like weddings. That is why they started to use it as a hotel really, for tourists. So it already had a hotel function and there were already weddings and festivities in the castle when Fletcher Hotels took over the estate in December 2013.

The manager herself was born and raised on the island. She has been working on the estate for 13 years, and became hotel manager three years ago. She has been closely involved in the developments over the past decade, has thorough knowledge about the estate and the region, and expresses to be very proud of it. The estate was opened to the public at around the same time that she became hotel manager – until then it had been reserved for hotel guests exclusively. According to the heritage consultant from SCEZ, it is very important for a heritage site to be managed by someone with local roots: '*someone who takes good care of it wholeheartedly, who is dedicated to it and who wants to make it successful*'. Thus, although Fletcher Hotels has the decisive power over the Moermond estate, there is a locally rooted manager who, as we will see below, has personal plans with the estate beyond mere commercial purposes.

5.2.4 The estate's current situation: visibility, information provision and recreational facilities
It should be clear that the estate cannot contribute to tourists' experience of Renesse as long as potential visitors are not familiar with it. All three interviewees confirm that the estate remains rather unknown, even among tourists who have been spending their holidays in Renesse for years. The representative of SCEZ states that this is quite understandable, since most tourists spend their time on the campsite or the beach, the estate is located outside of the village centre, and moreover there is hardly any information about it. Interestingly, De Winter refers to the location as '*not far from the village centre*'. According to him, the information-related argument is most important. He argues that tourists look for information about attractions and activities on the island while preparing their holiday at home. '*Thus*', he says, '*I think the main bottleneck is the external information provision*'. The hotel manager acknowledges this lack of information apart from that provided on the Fletcher Hotels website. She emphasises that the estate has only been part of the hotel chain for somewhat more than a year, and that the top priorities are now directed towards renovating the hotel interior. However, these works will be done soon and then they are planning to focus on marketing activities, of which information provision is an important part.

Besides the information-related argument, visibility is another factor that all three respondents consider relevant to people's lack of familiarity with the estate. Implicit to the heritage consultant's argument concerning the estate's disadvantaged location is the fact that it is not visible. This invisibility comes in three forms: first, the castle is hardly visible from the main roads surrounding the estate, because it is hidden behind the trees (see figure 5.2.4.1); secondly, the estate's entrances are insufficiently marked (see figure 5.2.4.2); and thirdly, the estate is not referred to on any of the road signs in the village. With regards to the latter two, Van de Zande notes that there have been numerous efforts from her side to get permission for both of them. However, according to her, the municipality does not permit the instalment of any more signs or flags at the entrance, nor could the estate be indicated on road signs in the village.

Apart from the fact that people do not know the estate, the heritage consultant notes the lack of activities on the estate:

> The castle is always closed, it is a hotel and the restaurant facility is open, but you will not get to know much about the castle. And if you would know it, well, there is nothing to do, because there is nothing offered. There is no guided tour around the castle and one cannot go and visit an exposition or something. If one would visit it, it would thus also provide quite a distanced experience.'

The hotel manager remarks that the castle is now regularly made accessible for a couple of hours a day, especially for hotel guests who '*find the castle incredibly interesting*'. Yet, she emphasises, '*the castle is often rented to private parties and can thus not be opened to the public on a permanent basis*'. Concerning the activities that the estate offers, Van de Zande recognises that there is not much to do, besides cycling or going for a walk. An itinerary for a short walk around the estate is available, and in summer there is an occasional musical performance at the castle, but that is all.

On the other hand, there are quite some recreational facilities available on the estate. There is the food and beverage facility, there are several benches and picnic tables, informative signs, walking and cycling paths, and little wooden bridges that allow visitors to cross the creeks. Thus, a considerable tourism infrastructure does actually exist (see figures 5.2.4.1-5.2.4.4). Yet, dust bins have been removed and dog-poo-bag holders were not installed, because they bring along too high a maintenance burden. This is related to the fact that the estate is private property. The hotel manager explains:

> In the beginning there were dust bins everywhere, but then you do have to make sure that there is someone who empties and cleans them, and the same goes for the poo-bag holders. Also, we have to purchase them ourselves and then one starts to wonder whether that is all worth it.

Figure 5.2.4.1: View on the estate from the Stoofweg. Now the trees are bare, one can spot the castle from the road, but in summer it is completely hidden behind the trees.

Figure 5.2.4.2: View on the western entrance from the Laone. A weathered, brown, informative sign behind the tree on the left side of the gate is the only indication of what lies behind it.

Figure 5.2.4.3: A weathered informative sign and a bench exemplify the tourism infrastructure on the estate.

Figure 5.2.4.4: A wooden bridge crossing one of the creeks, another example of the tourism infrastructure. Photos by author.

5.2.5 Managerial vision and future plans

Since Fletcher Hotels is in control of the estate, it is important to know what plans they have with it and how they feel about a potential growth in visitors to the estate. The hotel manager explains that the province of Zeeland designed a plan for restoring the estate in its 'original' state – by which she means its lay-out and vegetation as it was in the Middle Ages – and that they are currently in the last phase of realising these plans. She continues by enumerating several ideas that she has for the future development of the estate and its facilities, such as installing a (natural) swimming pool and new functions for the abandoned farmer's residence and the barn which are located between the castle and the orangery that houses the restaurant and the hotel. She indicates that, although final decisions are taken at the Fletcher Hotels headquarters in Vianen, her ideas are definitely taken seriously and form an important base for the future developments on the estate.

It was already mentioned above that the estate only became accessible to the public about three years ago and that the castle is now also being opened up for visitors when possible. Van de Zande explains that it is one of her personal goals to make the estate and the castle more accessible to visitors, so that it becomes somewhat more vibrant. She feels that everyone should be able to enjoy the estate. Moreover, a terrace has been installed in front of the orangery and from a commercial point of view she thinks that Fletcher could certainly profit from an increase in visitor numbers. To illustrate that the first steps towards attracting more visitors have been taken, Van de Zande indicates that the estate will become a so-called 'fiets-café', an official food and beverage facility along the national 'Fietsknooppunten' cycling network.

It is also important to understand what Fletcher Hotels and the hotel manager do not want. Van de Zande emphasises that the estate is very precious to her and to Fletcher and that it should be handled with care:

> We do still want people to leash their dogs, to stay on the designated paths and we also do not want it to become a passageway for cars. All that we do not want. The animals that live here should be able to continue living here in peace. It is really important that the tranquillity remains and that is also what our guests find important. We want to maintain that. It should not become a theme park, so to say.

5.2.6 Opportunities for development

After having gained considerable insight into the estate's current situation, its strengths, some limitations, and the views that the estate's managers hold with respect to future developments, we can now turn to the actual opportunities for attracting more visitors to the estate and the ways in which this could possibly be realised.

A claim that the heritage consultant made about demand for recreational opportunities, seems to be a relevant starting point here. According to him, demand has to be created: '*unknown, unloved. If people do not know of its existence then they do not feel the need to go and have a look at it either. So the challenge lies in creating demand*'. It was already noted that Fletcher is very positive about putting effort in developing the estate after the tasks of current priority have been completed. However, since the municipality is actively engaged in marketing the island for tourism, and they aim to better integrate cultural heritage in its tourism product, it was deemed interesting to explore to what extent and in which ways the municipality could assist Fletcher in marketing the estate. According to De Winter, the fact that the estate is private property implies that the municipality could at most facilitate its development. This means that Fletcher is responsible for everything that happens on the estate itself, also in financial terms. However, when permits need to be provided or zoning plans need to be altered to facilitate developments, then the municipality could play a supportive role. Yet, he indicates, there is a big island marketing campaign being set up, and it would be worthwhile to explore if Moermond could become part of that. The details of the correspondence with island marketer M. van den Berge that followed the interview with R. de Winter will be integrated in the analysis below.

From the insights gained into the estate's current situation and the ideas that the interviewees brought up concerning the limited recreational use, it can be derived that future

developments should focus on three overarching goals: making potential visitors familiar with the estate by improving the external information provision, enhancing the visibility of the estate and its link with the village to encourage holidaymakers in Renesse to visit it, and investing in pastimes on the estate in order to make it more attractive to visit. The possibilities for all three of these will now be explored one by one.

<u>Making potential visitors familiar with the estate: improving the external information provision</u>
The hotel manager states that, after the renovation works have been completed, marketing and information provision will get higher priority. She says:

> Once it has all been finished we are going to take some nice pictures, they will be put on the website and we will also use them for other means of external information provision, but it all takes some time. I think though, that it is about time for action now and I also think that the headquarters will agree on that.

When asked about the potential use of the informative website RenesseAanZee to provide information about the estate to the public, Van de Zande notes that the castle is already being presented there, although she is not quite sure about the details. After consulting the website, it becomes clear that there is indeed an aerial photograph of the castle presented on its homepage. However, there is no name indicated on the photo, and there is no additional information available either. Typing 'Moermond' into the 'search website' tool merely yields one page that refers to it, which is the page describing the history of Renesse. On this page, Moermond is mentioned once, and again no additional information is provided. Besides this, the search does yield a number of events that have taken place on the estate. Still, since a photo of the estate is already presented on its home page, there seems to be a major opportunity to present more information about the estate on this particular website.

With respect to integrating the estate in the municipality's island marketing campaigns, M. van den Berge mentioned that they are currently looking for so-called 'island ambassadors' for the upcoming 'Band met Schouwen-Duiveland' campaign. These ambassadors will be photographed while surrounded by an object or environment that is typical for the island, their personal story will be published on the special 'Band met Schouwen-Duiveland' website and the photos will be used for posters and other advertisements. He suggested that the Moermond castle could become part of this campaign if there would be someone who feels attached to the castle and would like to act as an ambassador. This idea was presented to Van de Zande, who was very positive about it: '*that is a great idea!*'. Considering her local roots and her bond with the estate, she could act as an ambassador herself. The interviewer also asked the hotel manager how she felt about asking someone with local roots who got married at the estate to become the ambassador. This suggestion was also received very positively. In short, the possibility to involve the estate in the island marketing campaign seems to be a feasible and appreciated option.

Besides this, Van den Berge also presented the idea for designing a Schouwen-Duiveland magazine that will be distributed over accommodation providers on the island and could potentially be extended to the national level later on. He noted that, if Fletcher would be willing to make a temporary financial contribution to the magazine, they would get advertisement space in return. According to Van de Zande, Fletcher would quite certainly be willing to consider contributing to the magazine. The advertisement space could be used to present the estate as a whole, and not only the hotel itself. Thus, Van den Berge's second suggestion is potentially suitable as well.

<u>Encouraging holidaymakers in Renesse to visit the estate: visibility and the link with the village</u>
All three interviewees agree that the link between the village and the estate could be improved. According to De Winter, this is also at least partially a duty of the municipality, since it concerns public space. He states:

> So that is true, and then I think that we should take our responsibility as a municipality, there is a role for the municipality to improve the link between the village centre and Moermond, physically at least. That can be done in several ways. It can be done by improving the roads that lead there, or by constructing an extra access route. It can also be improved by making reference to the castle in the village.

These three options were discussed with Van de Zande. She does not think the first two are actually necessary. There are two entrances at the moment and she feels that

> that is enough. We do not necessarily need more. People take a lot of rubbish with them, and if there would be a new road then we are responsible for the mess that they leave behind and that always scares me. You could be busy with that all day, and that is financially undoable. So then I think please leave it like it is.

The latter suggestion, however, surprises her. It was noted above that there have been several attempts to have the estate indicated on road signs in the village centre, but according to the hotel manager, for some reason it was not permitted. Now De Winter has suggested that this could be a means to help improve the link between the village and the estate, it should be feasible to include the estate on the road signs in the village. In any case, this is something that Fletcher would be very pleased with.

De Winter also mentions that there is a digital information pillar on the roadside of one of the village's access routes, where all kinds of events are announced. He suggests that this pillar could be used to promote the estate as well. According to Van de Zande, however, the pillar is managed and maintained by the events organisation 'Renesse Bruist', and the object is only used to announce the events that they organise themselves. The potential of this pillar to become a significant instrument to improve the link between the village and the estate is thus questionable.

In the 'Nota van Uitgangspunten', a document published by the consultants from KuiperCompagnons who are writing the Masterplan, the Moermond estate was briefly mentioned, and it was suggested that a kind of vista (in Dutch: doorkijkje) could be created so that visitors who enter the village can actually spot the castle from the road. De Winter explains that there are probably some spots around the castle where a few small physical interventions could be carried out to make the castle somewhat more visible. The hotel manager is very optimistic about this idea and notes that this is something that Fletcher would like very much.

Still another possibility is mentioned by the heritage consultant from SCEZ, who proposes that the entrances could be marked more clearly. According to him, it happens quite often that visitors cannot find the entrance due to the fact that they are ill-marked: '*one should be pulled in*'. Van de Zande remarks that this again has to do with municipal regulations:

> It has been discussed in the past, but nothing was ever possible. If we install a sign on the Laone [the road that leads to the western entrance] then they simply remove it [...]. If we would be allowed to install signs or flagpoles then that would already help a lot, but we have never done it, because we are bound to so many regulations.

Considering the remarks that De Winter has made about the facilitating role that the municipality can play in private property developments, it may be worthwhile to explore the possibilities for permits once more.

Lastly, the representative of SCEZ has suggested to design an itinerary for a walk through the village, in which the estate could be included as well. The question is, however, who would be going to take the lead in developing such an itinerary.

Making visits to the estate more attractive: pastimes

Besides people's lack of familiarity with the estate, it was noted that there is not much to do. The heritage consultant from SCEZ has emphasised the need for the estate to '*come to life*', which,

according to him, is not only a result of an increase in visitor numbers, but will also attract more visitors in turn. He argues that offering activities on the estate and providing visitors with information about its history is important, because

> the place will then enter the hearts and the minds of the people, it will come to life, people will attach positive feelings to it. Visiting it will become an experience, and people will be triggered to associate it with a special place, having heard special stories, having experienced something special, gotten a nice tour, then eaten quite nicely and done some other things too. Or in the evening having done something exciting, like a ghost tour or something. And maybe they can even buy a souvenir. Then the place comes to life really.

The possible pastimes that the estate could offer were derived from the content analysis of 15 websites of other Medieval castles in The Netherlands. The heritage consultant confirms that all of the facilities and activities identified could potentially be relevant for the Moermond estate. It is already a location for parties and festivities, and has facilities for food and beverage and overnight stays. Walking and cycling itineraries are also already available to some extent. The remaining pastimes from the content analysis are expositions; concerts, festivals and music shows; historic plays and storytelling; games and treasure hunts; tours and additional material provided by a smartphone application; and tours by professional guides.

Van de Zande explains that she has already been trying to arrange expositions, but that artists are often quite demanding in terms of space or facilities, and the expositions have to fit with the commercial function of the orangery. Yet, it is certainly something to be considered. With respect to music-related pastimes, the hotel manager remarks that there have been some jazz afternoons at the castle in the past, and that they are now busy with house parties. Thus, again, this would also be a fine option. A big theatrical festival, the 'Nazomerfestival' was hosted in 2013, and Van de Zande is also positive about storytelling performances: '*that would be nice, if there would be someone who comes down for an afternoon, installs himself at the castle and tells a nice story about it*'. However, most of her enthusiasm is directed towards the 'games and treasure hunts' category. She is very much in favour of nature-related exploration tours for children and even suggests that such activities could be extended to the village level. Lastly, whereas it could be explored whether visitors are interested in tours by professional guides, a smartphone application with digital tours and additional information is something that the hotel manager would also like very much: '*actually, I do not want any more informative signs at all. An app would be much better*'. When asked who should develop such an application, she explains that she likes to do things like that herself once in a while, and ensures that, if she would write a plan for it, she would be able to convince Fletcher to approve of it: '*they are up for a lot of things. You just have to tell them what you want and preferably also what it costs and then they decide about it rather soon*'.

5.2.7 Drawbacks of opening the estate to the public

In the above analysis some drawbacks related to the accessibility of the estate that the hotel manager brought up were already hinted upon. These concern the mess that visitors leave behind and the resulting high maintenance costs that Fletcher is accountable for, since the estate is private property. However, Van de Zande has mentioned three other issues and in order to complete the picture these should be included here as well. First, she remarked that the estate provides perfect hideouts for youth to hang around and to engage in all kinds of obscure practices. This also relates to the maintenance argument since these youngsters, too, are said to leave behind much rubbish. Secondly, the castle is often let out to private parties, but some people are '*so ill-mannered. We put signs in front of the castle indicating that it is forbidden territory, but people walk around there nevertheless. They just do not obey the rules*'. The last point that the hotel manager raises, relates to cars who use the estate as a thoroughfare:

In summer, when there is a big fair in Renesse, they start driving over the estate with their caravans, and then I am like, I just do not want that. Because my guests are having breakfast here in the morning, and then you do not want to have cars driving by all the time, at a speed of 50 kilometres per hour, because they do not care about that either. People have to behave appropriately, then they are most welcome.

5.2.8 Summary of interview analysis

All three interviewees agreed that Zeeland's cultural heritage can potentially help to diversify the current tourism product, and it is a municipal aim to better integrate cultural heritage and recreation. Furthermore, the Moermond estate specifically is thought to be able to add to the attractiveness of Renesse as a holiday destination. The estate's strengths lie in its combination of natural and cultural aspects and its mysteriousness that offer great possibilities for tours of exploration and discovery. With respect to its managerial situation, the estate has only become part of Fletcher somewhat more than a year ago, and the first priorities were to renovate the hotel's interior. Now these works are soon to be completed, marketing goals will become more important. Despite the fact that Fletcher Hotels is in control of the estate, Van de Zande is a locally rooted hotel manager who has personal plans with the estate as well, within the broader vision of the larger Fletcher Hotels organisation. The hotel chain's headquarters are open to her suggestions and this may be important for the further development of the estate.

With regards to the estate's current situation, the following can be concluded:
- The estate is rather unknown due to a lack of external information provision and a proper link with the village.
- Although a considerable tourism infrastructure exists, and the estate provides possibilities for cycling and walking, there is not much to do. According to the interviewees, even if people would know the estate, for most of them the incentive to visit it would be limited.
- The hotel manager holds a very positive attitude towards enhancing the estate's attractiveness and increasing its recreational use. The first steps have actually been made: the estate's orangery is to become an official food and beverage facility of the national cycling network, and the castle is being opened up to visitors when possible.
- The hotel manager emphasises that there are some important conditions that have to be met when further developing the estate:
    o its tranquillity and peace need to be maintained,
    o cars need to be barred where possible, and
    o the estate should definitely not become a theme park.

The heritage consultant from SCEZ emphasised that demand can be created and the interviewees proposed a variety of opportunities for enhancing the attractiveness of the estate as well as people's familiarity with it. These suggestions revolve around three main themes:
- Making potential visitors familiar with the estate through improving external information provision by means of
    o involving the estate in the municipal island marketing,
    o advertising it in the Schouwen-Duiveland magazine, and
    o presenting it in more detail on the RenesseAanZee website.
- Encouraging holiday makers in Renesse to visit the estate through improving the estate's visibility and its link with the village by means of
    o making reference to the estate in the village (signs),
    o designing a village walk that includes the estate,
    o marking the entrances of the estate, and
    o creating a vista to make the castle visible from one of the access routes to the village.
- Making visits to the estate more attractive by offering suitable pastimes and facilities such as

- the development of a smart phone application that can offer digital tours and additional information about the estate,
- games and treasure hunts for children – especially in the form of nature-related exploration tours, and
- pastimes related to expositions, music and storytelling.

It can thus be concluded that there are many opportunities for enhancing the attractiveness of the estate as well as people's familiarity with it. However, the hotel manager brought up some limitations for further development and drawbacks of increased visitor numbers as well, and these were scattered over the analysis:

- First, the castle is regularly let for private parties and it can thus not be opened to the public on a permanent basis. It was also mentioned that there are some ill-mannered visitors who do not respect the signs that indicate the castle's closure and proceed to walk around there nevertheless.
- Secondly, the decisive power lies with Fletcher Hotels' headquarters and not with the hotel manager, which might hamper or delay further development. However, it was also emphasised that the central management is certainly open to her suggestions.
- Thirdly, the estate is private property and this means that Fletcher Hotels is responsible for its entire maintenance. The hotel manager remarked that visitors leave behind much rubbish, and that maintaining the estate could be a full-time job, which it is not supposed to be.
- Lastly, the protected status of the estate brings along restrictions that also relate to recreational use.

These are all issues that need to be considered in the future development of the estate.

5.3 Quantitative analysis of questionnaire among tourists
This section reports the results from the questionnaire analyses and is divided into six sub-sections. First, the general attractiveness of Renesse and respondents' satisfaction with entertainment facilities will be discussed (5.3.1), followed by their familiarity with and valuation of the Moermond estate (5.3.2). Subsection 5.3.3 explores what tourists find attractive about the estate by outlining their setting, activity and experience preferences. These will be related to the perceived attractiveness of the Moermond estate in the fourth subsection (5.3.4). This all adds up to a discussion of the role that the Moermond estate could play in the competitiveness of Renesse as a seaside resort, as according to respondents (5.3.5). Lastly, an indication will be given of the ways in which tourists think the estate could be made more widely known and more attractive, in order to improve its contribution to their overall holiday experience (5.3.6).

5.3.1 Attractiveness of Renesse and satisfaction with entertainment facilities
Respondents were asked to indicate a maximum of three reasons for their visit to Renesse, in an open-ended question. The most prevalent responses are displayed in table 5.3.1.1.

Table 5.3.1.1   *Reasons for visiting Renesse*

No.	Reason for visit	Frequency
1	Beach; sea; dunes	92
2	Renesse is a nice and cosy village	41
3	Appealing natural landscape in general	36
4	Good accommodation	26
5	Return visit; normality	21
6	Tranquillity; to relax	19
7	Possibilities for hiking and cycling	18

8	Shopping facilities	17
9	Variety of activities and facilities that Renesse offers; diversity	14
10	Renesse is close-by	11

The findings confirm that the coastal landscape of Renesse forms the basis for the village's status as an attractive seaside resort, but also points at the importance of the general surroundings and the atmosphere and facilities of the village itself.

Respondents were also asked about their satisfaction with the current entertainment facilities and opportunities that Renesse offers, as well as whether they would wish for a more varied entertainment offer. Table 5.3.1.2 presents the results that have been brought back to three groups for ease of interpretation. A total of 66% of all respondents agreed that Renesse offers many opportunities for recreation and amusement. On the other hand, 40% of respondents would wish for an extension and differentiation of pastimes and entertainment facilities.

Table 5.3.1.2   *To what extent do you agree with the following statements on a scale from 1 to 7, with 1 = strongly disagree and 7 = strongly agree?*

Statements	Disagree (1-3)	Neutral (4)	Agree (5-7)	Mean
Besides the beach and the dunes, Renesse offers many other opportunities for amusement.	7%	27%	66%	5,1
I would appreciate it if Renesse would offer more different possibilities for amusement.	21%	39%	40%	4,3

A regression analysis on the influence of socio-demographics and holiday behaviour on respondents' opinion (table 5.3.1.3 and 5.3.1.4, appendix IV) revealed that German respondents are more likely to be satisfied with the current entertainment offer than the Dutch (b = 0,462; p<0,05). Consequently, the Dutch are more inclined to wish for an extension and differentiation of opportunities for recreation and amusement than Germans (b = -0,574; p<0,05).

Remarkably, respondents who prefer to be surrounded by nature while on holiday – and to a lesser extent also those who deliberately search for a combination between nature and culture – are significantly *less* likely to be satisfied with the opportunities for amusement that Renesse offers, besides those that relate to the beach and the natural surroundings than respondents who do not mind whether they visit natural or cultural attractions as long as they are enjoying themselves (b = -1,003 and -0,68 respectively; p<0,01). However, these preferences do not influence whether they wish for an extended and more differentiated entertainment offer. A possible explanation for this outcome may be that these 'nature admirers' may be less concerned with opportunities for amusement since they probably visit Renesse mainly for its natural environment.

5.3.2 Familiarity with and attractiveness of the Moermond estate
From the previous section we learned that a considerable number of respondents would wish for an extended amusement offer and more different pastimes. Given the potential of cultural heritage sites to contribute to such a differentiation of the tourism product (e.g. Do Valle et al., 2011; Lacher et al., 2013; Timothy, 2011), this section continues with examining to what extent respondents are familiar with the Moermond estate and if they would want to visit it.

An important finding is that the majority of respondents, almost 64%, indicated to have been unfamiliar with the estate before they were introduced to it by participating in this research project. It can thus be argued that the estate remains rather unknown. In the sample, there is a bias towards those respondents who decided to fill out the questionnaire because it was presented to them in their accommodation, versus those who were directly approached on the streets to do so. Of the former group, more than 47% was familiar with the estate, versus 32% of the latter group. There are at least two probable explanations for this. First, those staying in accommodations stay longer and

may therefore be more likely to be familiar with the estate than day trippers, who were only included in the sample on the streets. Secondly, since those who were presented with the questionnaire in their accommodations were not directly approached by the researcher, the ones who knew the estate already may have been more inclined to fill out the questionnaire than those who did not know the estate. This bias is important because it has consequences for the generalisability of the outcome. Given the above, it is likely that the percentage of tourists who knows the estate in the study population is lower than that in this sample. Thus, the actual percentage of all tourists who come to Renesse and who know the estate is probably less than 36%, which supports the claim that the estate is relatively unknown.

A binary logistic regression analysis of the influence of socio-demographics and holiday behaviour on respondents' familiarity with the estate (table 5.3.2.1, appendix IV) shows that respondents who visit Renesse more than once a year are significantly more likely to know the estate than those who visit Renesse once a year or less (b = 1,236; p<0,01). Moreover, respondents' likeliness to be familiar with the estate increases with length of stay (b = 0,119; p<0,01) and age (b = 0,035; p<0,05).

Most respondents who indicated to be familiar with the estate stated that they discovered it accidentally during a hiking or cycling tour. Of those who know the estate, 64% had visited it already, mainly out of curiosity. Many of those who had not visited the estate thought it was not allowed to do so, as it looked private or closed to them. A couple among them also noticed the sign indicating that it is prohibited to access the estate, which is still there indeed, although the estate has been open to the public for the last three years. Respondents who were not familiar with the estate were asked if they would have visited it when they would have known it. Almost 42% would 'definitely' have done so, and only 3% 'definitely not'. Somewhat more than half of the respondents indicated that they would only have visited the estate in case the weather would have been too poor to go to the beach or if they would have had a spare day.

The attractiveness of a visit to the estate was rated 6,3 on average, on a scale from one to ten. A regression of socio-demographics, holiday behaviour and familiarity with the estate (table 5.3.2.2, appendix IV) revealed that only the presence of children in the travel company is a significant predictor of the extent to which respondents find a visit to the estate attractive (b = 1,09; p<0,01). Thus, those who travel with children generally rate the attractiveness of a visit to the estate one point higher on a scale from one to ten than those without children in their travel company. The presence of children below twelve years old – when controlled for the presence of children in general – however, was not significant. Therefore, those who travel with younger children are not more or less likely to find a visit to the estate attractive than those who travel with older children.

Respondents were also invited to mention three things they find attractive and less attractive about the estate, either on the basis of their personal experience during a visit, or on the basis of a number of photos of the estate that were provided in the questionnaire (see appendix III). Many left this question unanswered, which may be an indication that they found it hard to judge this when they had not visited the estate. Nevertheless, the natural area or park was often mentioned as an attractive element (75), as was the castle (52) and to a lesser extent the location (14), historic character (13) and tranquillity (10).

Only a few dozen respondents wrote down something they found less attractive. Most often this was the fact that the castle is not open to the public (15) and a lack of activities or pastimes available (10). The next section will explore what tourists find attractive about the estate by shedding light on the factors that play a role in their motivation to visit it.

5.3.3 Setting, activity and experience preferences
In order to explore the attractiveness of the Moermond estate as perceived by tourists, this section focuses on respondents' motivation for visiting the estate: do they find it attractive mainly because of the natural or cultural characteristics? (*setting preference*s), what activities would motivate them to visit the estate? (*activity preferences*) and which experiences would they like to gain during a visit? (*experience preferences*).

To start with the *setting preferences*, 52% of respondents would describe the Moermond estate as 'a protected natural area with a special historic structure at its core' and 48% viewed it as 'a Medieval castle in a historic environment'.

Respondents were asked to rate the attractiveness of seven activities that can currently be undertaken on the estate, by means of indicating to what extent the activities would motivate them to visit the estate (*activity preferences*). The results are presented in table 5.3.3.1.

Table 5.3.3.1 *To what extent would the following activities motivate you to visit the estate on a scale from 1 to 7, with 1 = not at all and 7 = very much?*

	Not at all (1-3)	Neutral (4)	Very much (5-7)
Horse riding	54%	27%	29%
Hiking	7%	8%	85%
Cycling	11%	10%	79%
Photography	18%	20%	62%
Nature study	20%	30%	50%
Game spotting	14%	23%	63%
View castle (outside)	11%	13%	76%

From the table it can be derived that a majority of respondents would be interested in all activities, except for horse riding. Hiking, cycling and viewing the castle are most popular.

Experience preferences were assessed in the same manner. Table 5.3.3.2 contains the results. Apart from 'learning about oneself', 'teaching others something new' and 'meeting new people', all experiences would be part of the majority of respondents' motivation to visit the estate. The most preferred experiences are 'enjoying the natural environment', 'discovering something new' and 'relaxation'. For those who travelled with children, doing something with their family and entertaining their children are also generally desired experiences.

Table 5.3.3.2 *To what extent would you visit the estate for the following purposes on a scale from 1 to 7, with 1 = definitely not and 7 = definitely so?*

	Definitely not (1-3)	Neutral (4)	Definitely so (5-7)
Enjoy natural environment	3%	11%	86%
Enjoy cult-hist. environment	11%	22%	67%
Learn about nature	10%	23%	67%
Learn about history of estate	10%	19%	71%
Experience the past	20%	30%	50%
Relaxation	7%	14%	79%
Have fun	6%	17%	77%
Be active	6%	18%	76%
Discover something new	2%	15%	83%
Do things my own way	7%	31%	62%
Be with loved ones	16%	28%	56%
Learn about myself	36%	38%	26%
Entertain my children*	7%	20%	73%
Do something with my family*	2%	11%	87%
Teach others something new	32%	38%	30%
Meet new people	36%	31%	33%

* = percentage based on number of respondents who travelled with children

5.3.4 Setting, activity and experience preferences and the attractiveness of the Moermond estate

Respondents' setting, activity and experience preferences have been discussed in the previous section. This section examines if and how the popularity of these settings, activities and experiences influence respondents' valuation of the estate. In other words, do those with certain preferences find a visit to the estate more attractive than others? If this question is answered, recommendations can be made as to which activities and experiences should be prioritised when it comes to efforts to facilitate them.

The outcomes of the regression analysis as displayed in table 5.3.4.1 show that putting setting, activity and experience preferences all in the same model influences coefficients and significance levels considerably. Thus, several of the setting, activity and experience preferences correlate rather strongly (e.g. preference for natural character of estate, hiking and enjoying the natural environment). This is to be expected when departing from the theoretical assumption that setting and activity preferences result in certain experience preferences. Therefore, since we would now like to know how each of the preferences individually predicts the perceived attractiveness of a visit to the estate, separate analyses will be carried out for each of the three preference types.

Table 5.3.4.1   *Regression analysis output.*
Dependent variable: attractiveness of a visit to the estate (question 14).
Independent variables: setting, activity, experience preferences.

Variable	Model 1 B	Model 1 Sig.	Model 2 B	Model 2 Sig.	Model 3 B	Model 3 Sig.
Setting - description pref. nature vs. culture	0,417	0,098*	,430	,054*	,626	,006***
Activity - horse riding			-,069	,219	-,028	,636
Activity - hiking			,324	,005***	,260	,044**
Activity - cycling			,074	,459	,029	,774
Activity - photography			-,034	,665	-,068	,404
Activity - nature study			,029	,769	-,093	,371
Activity - game spotting			,171	,057*	,152	,104
Activity - view castle (outside)			,424	,000***	,169	,096*
Experience - enjoy natural environment					,279	,085*
Experience - enjoy cult.-hist. environment					,110	,398
Experience - learn about nature					-,003	,984
Experience - learn about history of estate					,360	,009***
Experience - experience the past					-,113	,261
Experience - relaxation					,168	,188
Experience - have fun					-,097	,421
Experience - be active					-,155	,222
Experience - discover something new					,198	,164
Experience - do things my own way					-,212	,047**
Experience - be with loved ones					,001	,992
Experience - learn about myself					,052	,600
Experience - entertain my children					-,137	,122
Experience - do something with my family					,171	,107
Experience - teach others something new					,114	,258
Experience - meet new people					,058	,516

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

First, from the table above it can be derived that the 'description preference' (emphasis on natural or cultural aspect of estate, see previous section) is only significant when adhering to a confidence level of 90% or less. In this case, respondents who regard the estate as a cultural-historical rather than a natural attraction are more likely to find it attractive to visit (b = 0,417; p<0,1). Who are these people with a particular interest in the estate's cultural character? In an attempt to answer this question, a

regression analysis with socio-demographic and holiday behaviour variables as predictors (table 5.3.4.2, appendix IV) was carried out to see whether any of these are relevant in explaining respondents' preference. None of the variables included in the model were significant; not even a general preference for natural settings while on holiday could help to explain respondents' preference here. Therefore, this setting preference will be used as a predictor alongside socio-demographic and holiday behaviour variables in the upcoming analyses of activity and experience preferences.

Secondly, when taking *activity preferences* as predictors (table 5.3.4.3, appendix IV), only three out of seven activity preferences significantly influence the attractiveness rating when adhering to a confidence level of 95% or more. These are game spotting (b = 0,18; p<0,05), hiking (b = 0,306; p<0,01) and viewing the castle (b = 0,457; p<0,01). Thus, those who would be motivated to visit the estate to spot animals, go hiking and to view the castle are significantly more likely to find a visit to the estate attractive. As discussed in the previous section, the latter two are also among the most popular activities in general. Now, who are the people with a preference for these particular activities? Another regression analysis with socio-demographics, holiday behaviour and the description (setting) preference as independent variables predicting respondents' likeliness to be motivated to spot game, hike and view the castle (table 5.3.4.4 – 5.3.4.6, appendix IV) showed that only accommodation explains part of respondents' preference for game spotting (b = -0,582; p<0,05). Those staying at campsites are less likely to be interested in visiting the estate because of opportunities to spot animals than those who stay elsewhere. When settling for a confidence level of 90%, however, those with children in their travel company as well as those with a preference for the natural character of the estate are also more likely to express an interest in game spotting (b = 0,532 and -0,423 respectively; p<0,1). With respect to hiking, this activity is valued higher by females than males (b = 0,594; p<0,01), by older respondents (b = 0,021; p<0,01), by those with a general preference for holiday destinations with a natural character (b = 0,556; p<0,05) and by those without children below 12 years old in their travel company (b = -0,517; p<0,05). Lastly, respondents who are older (b = 0,023; p<0,01), not staying on a campsite (b = -0,447; p<0,05), who visit Renesse more than once a year (b = 0,525; p<0,05) and who value the estate particularly because of its cultural character (b = 0,417; p<0,05) are significantly more likely to be interested in viewing the castle.

Thirdly, the influence of *experience preferences* on the attractiveness rating of a visit to the estate was tested (table 5.3.4.7, appendix IV). Three of them are significant predictors at the 95% confidence level. Respondents who are motivated to 'enjoy the natural environment' (b = 0,389; p<0,01) and to 'learn about the history of the estate' (b = 0,405; p<0,01) are significantly more likely to find a visit to the estate attractive. Those who indicated to be motivated to visit the estate to 'do things their own way', on the other hand, are significantly less likely to find it attractive (b = -0,236; p<0,05). Respondents who are female (b = 0,352; p<0,05), older (b = 0,014; p<0,05), travel with children (b = 0,401; p<0,05), are not staying at a campsite (b = -0,333; p<0,05), find the estate most attractive because of its natural character (b = -0,349; p<0,05) and those who seek a combination of nature and culture while on holiday (b = 0,442; p<0,05) are significantly more likely to be motivated to visit the estate to enjoy the natural environment (table 5.3.4.8, appendix IV). With respect to the latter variable, it is remarkable that only those who prefer a mix of natural and cultural attractions while on holiday – and not those with a preference for a purely nature-based holiday – are more likely to be interested in enjoying the natural environment on the estate than those who indicated that having a good time is most important to them, regardless of the kind of environment (natural or cultural) they are in. One explanation for this outcome may be that true 'nature admirers' find the 'nature' on the estate unsatisfactory. Turning to respondents' willingness to learn about the history of the estate, there are no variables that are significant predictors at the 95% confidence level, besides age (b = 0,022; p<0,01). When settling for a 90% confidence level, those who visit Renesse more frequently (namely more than once a year – b = 0,411; p<0,1) and again those who prefer to combine natural and cultural aspects while on holiday (b = 0,532; p<0,1) are more eager to learn about the history of the estate (table 5.3.4.9, appendix IV). It should be remembered that there were almost no respondents who indicated to seek purely cultural experiences while on holiday, so they

could not be compared to the other preference groups (those who seek a purely natural environment, a combination, or who do not mind much as long as they are having a good time).

Whereas, initially, only the presence of children in the travel company was found to be a significant predictor of respondents' opinion about the attractiveness of a visit to the estate, we now also know something about the setting, activities and experiences that contribute to their valuation as well as the socio-demographics and holiday behaviour variables that influence them.

5.3.5 The Moermond estate, the overall tourist experience and the competitiveness of Renesse as a holiday destination
What all the above leads to, is an indication of the role that the estate could play in tourists' overall holiday experience and in choosing Renesse as their holiday destination. One may expect that tourists who find it appealing to visit the estate, are also of the opinion that such a visit could contribute to their overall holiday experience. This was tested in two ways. First, respondents were asked directly to rate the extent to which a visit to the estate could contribute to their overall holiday experience and the extent to which the estate could play a role in their decision-making process on a scale from one (strongly disagree) to seven (strongly agree). The results are displayed in table 5.3.5.1. A total of 72% agreed that a visit to the estate would be a valuable contribution to their holiday experience. Despite this, only 20% agrees that the estate could play a role in their eventual choice for Renesse as the place to spend their holiday. This means that the estate definitely has potential to contribute to the tourist experience in Renesse, but that it should be seen as a supportive rather than a primary attraction.

Table 5.3.5.1   *To what extent do you agree with the following statements on a scale from 1 to 7, with 1 = strongly disagree and 7 = strongly agree?*

Statements	Disagree (1-3)	Neutral (4)	Agree (5-7)	Mean
A visit to the estate would be a valuable contribution to my holiday experience in Renesse.	6%	22%	72%	5,4
If I would have to choose between Renesse and another, similar holiday destination, then the estate could definitely play a role in my final decision.	48%	32%	20%	3,4

Secondly, a regression analysis was carried out with 'attractiveness of visit to estate' as predictor and 'visit to estate adds to holiday' as the dependent variable (table 5.3.5.2, appendix IV). The analysis revealed that respondents' opinion about the extent to which a visit to the estate could add to their overall holiday experience is for 37,3% explained by the extent to which they find a visit to the estate attractive in the first place (b = 0,42; p<0,01). To explore what other variables may help in explaining the residual, several other regression analysis were conducted (table 5.3.5.3 – 5.3.5.6, appendix IV), in the same manner as for the attractiveness rating in previous chapters. The attractiveness rating was now included in the models as a controlling factor.

First, when testing the effect of *socio-demographic and holiday behaviour variables*, it can be concluded that only age (b = 0,02; p<0,01) is a significant predictor; older respondents are thus somewhat more likely to feel that a visit to the estate could contribute to their holiday experience. Secondly, a preference for cultural or natural aspects of the estate alone (description or *setting preference*) does not significantly add to explaining respondents' opinion. Thirdly, of the *activity preferences*, those who are fond of hiking (b = 0,181; p<0,01) and those who would like to view the castle (b = 0,269; p<0,01) are more likely to feel that a visit would provide a nice complementary experience indeed. These are the same activities that were also positively related to finding a visit to the estate attractive, but since this latter variable was now controlled for, these activity preferences also have an additional effect on valuing a visit as a nice contribution to one's holiday experience.

Fourthly, one of the *experience preferences* is significant at the 95% confidence level, namely 'enjoying the natural environment' (b = 0,247; p<0,01). When settling for the 90% confidence level, 'learning about the history of the estate' (b = 0,149; p<0,1) and 'discover something new' (0,158; p<0,1) also predict respondents' opinion. It should be noted that the former two were also found to be significant predictors in explaining the attractiveness of a visit to the estate as perceived by respondents. When testing the influence of socio-demographic variables, holiday behaviour and setting preference on the latter experience preference (table 5.3.5.7, appendix IV), only the preference for a combination of cultural and natural attractions while on holiday is a significant predictor at the 90% confidence level (b = 0,383; p<0,1).

Given the high percentage of respondents who feels that a visit to the estate could add to their general holiday experience and the limited explanatory power of their personal characteristics and preferences, it could be argued that the estate is actually rather attractive for all sorts of people.

Considering the number of analyses that has been carried out already, and the fact that only 20% of respondents feels that the estate could play a role in their holiday destination decision-making process, it was decided not to analyse this statement any further.

5.3.6 The future potential of the estate: improving familiarity and attractiveness
Besides evaluating the estate's current qualities, respondents were also asked to give their opinion on how the estate could be better presented for tourism purposes with the ultimate goal to provide a more valuable contribution to the overall tourist experience in Renesse. This section reports on respondents' views regarding three different means to make this happen. First, to increase people's familiarity with the estate; secondly, to facilitate tourists' experiences by means of providing appropriate tourist infrastructure (setting preference management); and thirdly, to facilitate tourists' experiences by means of providing more pastimes as opportunities for entertainment – or maybe in this case rather edutainment (activity preference management). Therefore, this chapter is divided into three parts, each discussing one of the above.

5.3.6.1 Increasing people's familiarity with the estate: marketing instruments
Respondents were asked to rate on a scale from one to seven to what extent nine marketing efforts – derived from the interviews with SCEZ, the municipality and the hotel manager – would have contributed to their familiarity with the estate. The results are presented in table 5.3.6.1.1. According to respondents, installing signs that make reference to the estate in the village, marking the entrances better and providing information about the estate in a magazine in accommodations would be the most effective strategies to familiarise tourists with the estate. With respect to the vista or 'see-through' to the castle from the Stoofweg, it should be noted that most of the bigger campsites and holiday parks are located at the northern, western and southern sides of Renesse, rather than the eastern side where the vista would be created. It is quite probable, therefore, that the respondents who hold a neutral attitude or disagree that such a vista could have contributed to their familiarity with the estate do not normally drive over the Stoofweg to enter the village.

Table 5.3.6.1.1 *To what extent would improvements in the following areas have contributed to your familiarity with the estate on a scale from 1 to 7, with 1 = not at all and 7 = very much?* (SD = Schouwen-Duiveland)

	Not at all (1-3)	Neutral (4)	Very much (5-7)
Vista or 'see-through' Stoofweg	15%	27%	58%
Reference to estate in village	3%	16%	81%
Better marking of entrances	4%	21%	75%
Information on renesseaanzee.nl	10%	24%	66%
Information at tourist office	6%	25%	69%
Information in magazine in accommodation	5%	25%	70%
Information in magazine about SD	8%	28%	64%

Information on website about SD	10%	24%	66%
Information on social media	18%	38%	44%

Regression analyses with socio-demographics and holiday behaviour as independent variables (table 5.3.6.1.2 – 5.3.6.1.4, appendix IV, only those with significant predictors included) reveal that respondents' opinions cannot generally be explained by these characteristics. Only those who visit Renesse more than once a year are more likely to feel that information on renesseaanzee.nl and in magazines about Schouwen-Duiveland could have contributed to their familiarity with the estate (b = 0,477 and 0,464 respectively; p<0,05). In addition, nationality has a rather large effect on respondents' opinion about the potential of information on social media. The Dutch are much more likely to be of the opinion that information on platforms like Twitter and Facebook could have contributed to their familiarity with the estate than are Germans (b = -1,086; p<0,01).

5.3.6.2 Facilitating experiences: tourism infrastructure
As discussed in the literature review, providing appropriate tourism infrastructure is part of setting management that (together with activity management) should be practiced to facilitate the experiences desired by tourists. Respondents have indicated to what extent the presence of seven infrastructural elements would add to (1 to 3) or detract from (-1 to -3) their experience. Table 5.3.6.2.1 contains the results. All but two of the infrastructural elements would add to the experience of more than three-thirds of respondents. A majority of respondents also feels positive about the presence of dust bins. A souvenir shop is the only object that would not generally be appreciated.

Table 5.3.6.2.1 *To what extent would the presence of the following elements add to or detract from your experience if you (would) visit the estate on a scale from 1 to 7, with 1 = would detract much and 7 = would add much?*

	Detract much (-1 to -3)	Neither detract nor add (0)	Add much (1 to 3)
Dust bins	3%	32%	65%
Directional signs	1%	18%	81%
Benches and pick-nick tables	4%	16%	80%
Souvenir shop	30%	41%	29%
Information about flora & fauna	1%	21%	78%
Information about history	2%	17%	81%
Information about pastimes	4%	19%	77%

Regression analyses with socio-demographics, holiday behaviour and setting (or description) preference as predictors (table 5.3.6.2.2 – 5.3.6.2.5, appendix IV, only those with significant predictors included) show that, again, these variables cannot generally explain respondents' attitudes. However, especially those with children in their travel company as well as older respondents are more likely to appreciate information about flora and fauna (b = 0,486 and 0,016 respectively; p<0,05) and the Dutch are more likely to value information about the pastimes available on the estate than are German tourists (b = -0,601; p<0,01). Older people are also most likely to feel negative about a souvenir shop (b = -0,03; p<0,01) and to appreciate information about the history of the estate (b = 0,015; p<0,05).

5.3.6.3 Facilitating experiences: providing more pastimes and opportunities for edutainment
Just as respondents were asked to rate the attractiveness of the activities that the estate currently offers, they were also requested to do so for another seven activities that could potentially be made possible. The results are found in table 5.3.6.3.1. Viewing the castle from the inside is by far the most

valued activity, although for those travelling with younger children, children's games are almost as attractive as well. In addition, doing a guided tour, exploring the estate with a smart phone application and visiting an exposition are also generally found attractive.

Table 5.3.6.3.1 *To what extent would the following activities motivate you to visit the estate?*

	Not at all (1-3)	Neutral (4)	Very much (5-7)
Treasure hunt/ children's games*	9%	13%	78%
Visit castle (inside)	8%	14%	78%
Visit exposition	19%	29%	52%
Attend concert	31%	30%	39%
Attend historical play	38%	27%	35%
Do guided tour	14%	23%	62%
Explore estate with phone app	22%	26%	52%

* = percentage based on number of respondents who travelled with children younger than 12 years old

Next, respondents were requested to value the attractiveness of a visit to the estate if these activities would be provided. While the initial attractiveness was rated with a mean of 6,3 on a scale from one to ten, this revaluation yielded a mean rating of 7,2. Yet, as with respondents' familiarity with the estate, here, there is a bias in the data too when comparing tourists who were approached directly on the street with those who filled out the questionnaire at their leisure in their accommodation. Whereas the initial valuations of both groups are almost the same (6,3 and 6,4 respectively), the latter group rated the attractiveness of a visit to the estate in case the above activities would be facilitated with a 7,7 whereas those who were approached directly on the streets only rated it with a 7,0. Moreover, a considerable number of respondents who were approached in the village even rated the attractiveness of the estate with additional activities *lower* than they did initially (and this influences the mean rating considerably). This was not the case for any of the respondents who filled out the questionnaire at their leisure. A possible explanation for this could be that some of those approached on the streets did not take the time to look back at their initial valuation of the estate. They may also have misread or misunderstood the question. What it means is that the real total mean could potentially be much nearer the 7,7 instead of 7,2. Thus, introducing new pastimes makes that the attractiveness of visiting the estate increases with at least 9%, and possibly up to 14%.

Now, which of the activities are the most important contributors to a higher attractiveness rating? This was explored by means of a regression analysis with activity preferences as independent variables and the initial attractiveness as a controlling variable (table 5.3.6.3.2, appendix IV). Indeed, those who valued a visit to the estate higher initially, are also more likely to find it more attractive when more activities are introduced (b = 0,427; p<0,01). With respect to activity preferences, those who find it appealing to visit a historical play are most likely to value a visit to the estate higher (b = 0,225; p<0,01), followed by those who would like to peek inside the castle (b = 0,193; p<0,05) and those who would appreciate doing a guided tour (0,183; p<0,01). On the other hand, being in favour of visiting a concert seems to negatively relate to the attractiveness rating (b = -0,178; p<0,05). It might be that these people find the other activities less appealing and therefore find it less attractive to visit the estate when these are facilitated. It should be noted that visiting the castle and doing a guided tour are also the most appreciated activities in general, whereas only 35% of respondents expressed the wish to attend a historical play.

Since they are most likely to find a visit to the estate more attractive if these activities are provided, it may be interesting to know more about the people who are interested in visiting a historical play, viewing the castle's core and doing a guided tour. Again, a regression analysis with socio-demographics, holiday behaviour and setting (or description) preference as predictors (table 5.3.6.3.3 – 5.3.6.3.5, appendix IV) was carried out. The Dutch are more likely to find it appealing to peek inside the castle than the Germans (b = -0,608; p<0,01) as are those who seek a combination of

natural and cultural experiences in comparison to those who do not mind or those who prefer to be surrounded by nature only (b = 0,835; p<0,01). Respondents who do not reside at campsites are significantly more likely to find it attractive to attend a historical play (b = -0,554; p<0,05) and older people are slightly more likely to appreciate taking part in a guided tour (b = 0,022; p<0,05).

Summary of questionnaire analysis
Concerning the extent to which tourists wish for a diversification of the tourism product in Renesse, it was found that:
- 40% of tourists would appreciate a more varied offer of pastimes and entertainment opportunities in Renesse.
- Dutch tourists are more likely to feel this way than German tourists.

Enquiring into the attractiveness of a visit to the Moermond estate revealed the following:
- The majority of respondents, 64%, was not familiar with the estate.
- The mean attractiveness of a visit to the Moermond estate is rated 6,3 on a scale from one to ten. The extent to which respondents find a visit to the estate attractive can partially be explained by the following characteristics:
    o The estate is 10% more attractive to those travelling with children.
    o Respondents who find the cultural aspects of the estate more appealing than the natural aspects (*setting preference*) are probably also more likely to find a visit to the estate more attractive (on a 90% confidence level). This preference could not be explained by socio-demographic characteristics or holiday behaviour.
    o Game spotting, hiking and viewing the castle (*activity preferences*) are positively related to the attractiveness rating, and the latter two especially. These preferences can partially be explained by the following socio-demographic and holiday behaviour characteristics:
        ▪ A preference for game spotting is predicted by accommodation (not campsite); at the 90% confidence level the presence of children in one's travel company and a preference for the natural aspects of the estate are also positively related to being motivated to spot game.
        ▪ A preference for hiking is predicted by gender (female); older age; preference for natural holiday destinations and activities related to it; and not travelling with younger children.
        ▪ A preference for viewing the castle is predicted by accommodation (not campsite); visiting Renesse more frequently and a preference for the cultural aspects of the estate.
    o Those respondents who are motivated to enjoy the natural environment and learn about the history of the estate (*experience preferences*) are more likely to find a visit to the estate attractive.
        ▪ Being motivated to enjoy the natural environment is predicted by gender (female); older age; travelling with children, accommodation (not campsite), a preference for the natural elements of the estate and a preference for a combination of natural and cultural environments while on holiday.
        ▪ Older respondents are more likely to be motivated to learn about the history of the estate. When adhering to a 90% confidence level, those respondents who come to Renesse more frequently and those who prefer a combination of natural and cultural aspects while on holiday are more likely to be motivated to learn about the history of the estate as well.
- 42% of respondents who had not heard of the estate before, indicated that they would definitely have visited the estate if they had known it. Another 55% would have done so on a spare day or in case the weather would not permit spending the day on the beach.

What makes the estate attractive to respondents was determined by means of exploring which activities, settings and experiences respondents find most appealing. The results are as follows:

- The most popular *activities* to undertake on the estate are hiking, cycling and viewing the castle. The least preferred activity is horse riding.
- Cultural and natural *setting* characteristics are equally valued.
- The most preferred *experiences* that respondents would like to gain on the estate are enjoying natural environment, discovering something new and relaxation. For those who travel with children, doing something with their family and entertaining their children are also popular. The least desired experiences are learning about oneself, teaching others something new, and meeting new people.

Respondents were also directly asked to indicate to what extent a visit to the estate could contribute to their overall holiday (or tourist) experience as well as the extent to which the estate could play a role in their holiday destination decision-making process:

- 72% of respondents was of the opinion that a visit to the estate would provide them with a worthy complementary experience.
- Such an opinion is only for 37,3% predicted by the extent to which respondents find it the estate attractive to visit. Being fond of hiking or wanting to view the castle (activity preferences) is significantly related to being of the opinion that a visit to the estate could add to one's experience; on the 90% confidence level this is also the case for being motivated to enjoy the natural environment, learn about the history of the estate or discover something new (experience preferences).
- For 20% of respondents the estate could play a direct role in their holiday destination decision- making process, and thus in the competitiveness of Renesse as a sea-side resort.

Besides respondents' valuation of the estate as it currently is, they were also asked about their opinion on how the estate could be made more attractive, and more widely known:

- Introducing new pastimes makes the estate between 9 and 14% more attractive to visit.
- The most popular potential activities are viewing the castle from the inside and children's games (for those who travel with children younger than 12 years old). Doing a guided tour, exploring the estate with a smart phone application and visiting an exposition are also appealing to the majority of respondents.
- Organising historical plays, enabling visitors to visit the castle and providing guided tours are the greatest contributors to the attractiveness of a visit to the estate.
  - A preference for visiting a historical play is predicted by accommodation (not campsite).
  - A preference for viewing the castle from the inside is predicted by being Dutch and a preference for a combination of natural and cultural experiences while on holiday.
  - A preference for doing a guided tour is predicted by older age.
- The most desired tourism infrastructure are information about flora and fauna, the history of the estate and the pastimes available, directional signs, and benches and pick-nick tables. A souvenir shop is least appreciated.
- The most effective marketing strategies as according to respondents are installing signs that make reference to the estate in the village, marking the entrances better and providing information about the estate in a magazine in accommodations.

6. DISCUSSION, CONCLUSION AND RECOMMENDATIONS

It was found that there exists considerable demand for a more diversified entertainment and pastime offer in Renesse, although more so among Dutch than German tourists. It can be concluded that the

Moermond estate could play a significant role in enhancing the tourist experience in the seaside resort, since the attractiveness of a visit to the estate was rated with a 6,3 on a scale from one to ten and 72% of respondents thinks that a visit to the estate would provide them with a worthy complementary experience. However, most respondents were not familiar with the estate and had not visited it yet. Therefore, they are *potential* visitors. Indeed, as also came forward in the interviews, the estate remains relatively unknown. The reason for this is a lack of external information provision, a proper link with the village and visibility (e.g. ill-marked entrances). Yet, the interviewees were also convinced that the estate has much potential to attract more visitors and to contribute to tourists' holiday experience subsequently. The results from the questionnaires confirm these claims. Conclusions will now be drawn with regards to the estate's strengths, the kind of people who find the estate attractive, and the opportunities for enhancing the attractiveness of a visit to the estate. These will also be related to the relevant theoretical statements that were discussed in the literature review. Thereafter, recommendations for further development will be made and some general conclusions will be drawn with respect to the potential of heritage sites to contribute to tourists' experience in seaside resorts. The report will end with some recommendations for further research.

6.1 The Moermond estate, its strengths and motives to visit

About half of the respondents perceives the estate primarily as a cultural heritage site; the other half finds it attractive mainly as a natural heritage site. From the interview analysis already it was concluded that the estate's strengths lie exactly in its combination of natural and cultural aspects – as thus also perceived by respondents of the questionnaire – and its mysteriousness that offer great possibilities for tours of exploration and discovery. The attractiveness of both cultural and natural elements was also confirmed by the analysis of respondents' activity and experience preferences. Among the most popular in percentages as well as the most influential in predicting respondents' attractiveness rating and opinion about whether or not a visit could add to their holiday experience are both natural and cultural elements, namely activities such as hiking, viewing the castle and game spotting, and experiences such as enjoying the natural environment, learning about the history of the estate, and discovering something new. Thus, both the estate's cultural and natural characteristics form incentives to visit it and they are both important to the experiences that (potential) visitors would like to gain during such a visit.

The most highly valued or attractive elements of the estate are the possibilities for hiking, cycling and viewing the castle; as well as those for enjoying the natural environment, discovering something new, relaxing and spending time with one's family. It was found that respondents' preferences can partially be explained by socio-demographic and holiday behaviour variables. These findings support the claims that one single heritage site can be experienced differently, that people may hold different motivations for visiting it and that they would like to take part in different kinds of activities (Cohen, 1979; Manfredo, Driver & Brown, 1983; Mayer & Wallace, 2012; McKercher & Du Cros, 2003; Prentice, Witt & Hamer, 1998). According to Timothy (2011), the most important motive for visiting a heritage site is to spend time with family and friends. Indeed, those who travelled with children did indicate to be motivated to visit the estate to spend time with their family. However, the experience preference 'to be with loved ones' was not found to be an important motive for visiting the Moermond estate. One explanation for this finding may be that respondents were already on holiday and were thus already spending time with family and friends as well. Indeed, Timothy (2011) acknowledges that motives may differ from site to site. Furthermore, the findings of this research project confirm the importance of learning-related motives (e.g. Jansen-Verbeke & Rekom, 1996; Kerstetter, Confer & Graefe, 2001; Poria, Reichel & Biran, 2006) as more than three-thirds of respondents indicated to be motivated to visit Moermond to learn about both nature and history.

6.2 The Moermond estate and its (potential) visitors

The regression analyses revealed that tourists with certain characteristics are more likely to find a visit to the estate attractive or to be of the opinion that a visit to the estate could contribute to their

holiday experience than others. Those who travel with children generally rate the attractiveness of a visit one point higher on a scale from one to ten, and those who perceive the estate as a cultural rather than a natural heritage site (*setting preference*) find visiting it somewhat more attractive as well. With regards to *activity* and *experience preferences*, tourists who would like to visit the estate to go hiking, view the castle and spot game generally find visiting it somewhat more attractive, as do those who are looking for experiences related to enjoying the natural environment and learning about the estate's history. With the exception of game spotting, tourists with these activity and experience preferences are also somewhat more likely to feel that a visit to the estate could form a valuable contribution to their holiday, as are those who would like to visit it to discover something new. These findings indicate which activities and experiences should be prioritised when it comes to facilitating them, as these will attract most visitors.

Furthermore, the findings that those who want to view the castle and learn about the history of the estate are the ones who come to Renesse more often (higher frequency of visit), and those who view the estate in the light of its cultural rather than natural heritage are somewhat more likely to find it attractive, support the theoretical assumption that the cultural offer of a seaside destination can become attractive as a complementary or enriching experience (e.g. do Valle et al., 2011; Lacher et al., 2013; Timothy, 2011). The outcomes of this research project do not support the claims that those interested in heritage are middle-aged, higher educated and female (Richards, 2001; Timothy, 2011). In fact, besides the presence of children in the travel company that had a considerable effect on respondents' likeliness to find a visit to the estate attractive, socio-demographics were found to be largely irrelevant, as reported earlier by authors such as Milman (1991) and Prentice et al. (1998). The limited explanatory power of these personal characteristics as well as the high percentage of respondents who feels that a visit to the estate could add to their general holiday experience lead to the conclusion that the estate is actually rather attractive for all sorts of people.

6.3 Enhancing the attractiveness of a visit to the estate: opportunities and limitations
Although the estate is found quite attractive in its current state, there is a multitude of opportunities to make the estate more attractive and enrich tourists' experience. In general, it seems a good starting point that the hotel manager would like to stimulate the recreational use of the estate and that the municipality is willing to help facilitate attracting more visitors where it can. Indeed, the content analysis of websites showed that a considerable number of estates cooperates with local or regional authorities and organisations, and this is a great example of how the Moermond estate could learn from its competitors. Besides these general notes, a number of more specific opportunities for development – as well as some limitations – were identified.

First of all, marketing efforts can help make the estate more widely known. Of the marketing instruments that were discussed with the interviewees and proposed to tourists, all but one were considered effective by the majority of respondents. Only promotion via social media platforms is thought to be less effective, especially by German tourists. Respondents rated the following promotional means as the most effective: installing signs that make reference to the estate in the village, marking the entrances better and providing information about the estate in a magazine in accommodations. These findings confirm the claims by Prideaux and Kininmont (1993) and Timothy (2011) that visibility – in the broadest sense of the word, e.g. directional signs, marking of entrances and external information provision – plays a very important role in people's familiarity with a heritage site.

Secondly, tourists' experiences can be facilitated and enhanced by means of installing appropriate infrastructure. Providing accurate and elaborate information on flora and fauna, the history of the estate and the pastimes that it offers, and placing directional signs as well as benches and pick-nick tables are considered most desirable. The importance of information provision was also emphasised by authors such as McKercher and Ho (2006) and Timothy (2011). A souvenir shop was found to be the least appreciated infrastructural element, probably because it is too commercial in nature and would detract from the 'authenticity' of the estate as perceived by respondents.

Thirdly, the outcomes of the research project support McKercher and Ho's (2006) claim that a site's ability to provide a variety of interesting experiences may well be the most important factor in determining its recreational appeal. The interviewees already postulated that tourists' incentive to visit the estate as it currently is may be limited, because there is not much to do. Indeed, even though a considerable number of respondents did indicate to find it attractive already, most agreed with the interviewees that the estate would become more attractive to visit if more activities would be offered. Of those identified by the content analysis and discussed with the hotel manager, viewing the castle from the inside and treasure hunts and children's games (among those respondents who were travelling with younger children) were rated as most appealing. However, the majority of respondents also indicated to be motivated to visit the estate for doing a guided tour, exploring the estate with a smart phone application and visiting an exposition. These findings emphasise the importance of appropriate interpretation methods as well as the appeal of modern technology (Calver & Page, 2013; Timothy, 2011). Those who would like to visit the estate to attend a historical play, view the castle from the inside and do a guided tour find the estate somewhat more attractive if these activities are facilitated in comparison to those people who would like to participate in any of the other proposed additional activities. Thus again, these findings indicate which activities are probably most worth organising in order to attract more visitors.

Besides all these opportunities, there are also some limitations that need to be taken into account. Considering that respondents were very eager to look inside the castle, an important limitation is presented by the fact that the castle is regularly let for private parties and thus cannot be opened to the public on a permanent basis. More generally, the decisive power lies with Fletcher Hotels' headquarters and not with the hotel manager, which might hamper or delay further development; the estate is private property and this means that Fletcher Hotels is responsible for its entire maintenance; and the protected status of the estate brings along restrictions that also relate to recreational use.

6.4 The Moermond estate and this research project: concluding notes

It seems that the Moermond estate could indeed act to diversify the tourism product and contribute to the tourist experience in Renesse, although it is not only its cultural but also its natural heritage features that are considered attractive. Thus, the estate can be considered an example of how heritage sites can act to diversify the tourism product in seaside resorts (do Valle et al., 2011; Lacher et al., 2013; Timothy, 2011). It should be said, however, that even though many respondents find the estate attractive and feel that visiting it could be a valuable addition to their holiday experience, only one-fifth feels that it could actually be a decisive factor in the competitiveness of Renesse as a holiday destination. The estate should therefore be seen as a supporting rather than a primary attraction. Most respondents perceive it as providing a nice pastime on days that the weather is not good enough to go the beach or to fill a spare day. As recognised by Stebbins (1996), these 'casual heritage tourists' could be a huge market. On the other hand still, 20% of respondents do regard Moermond as a potential decisive factor in their holiday destination decision-making process. If the estate's recreational appeal is improved by means of organising new activities, this percentage could rise. Ultimately, this would mean that the estate could increasingly come to be seen as an attraction that adds significant secondary appeal to Renesse as a seaside resort, thereby adding to its competitiveness as a holiday destination.

Furthermore, Moermond is also an example of how the two approaches to heritage management – preservation and development – go together. On the one hand, the estate is attractive because of its historic character, so this needs to be preserved to maintain its recreational appeal. Yet, the tourists that spend money at the hotel and the restaurant as well as the revenue generated by the parties and festivities in the castle, is needed to maintain the estate. Thus, without developing the estate for economic purposes, preserving it would be much harder. This illustrates why preservation and development approaches are mutually dependent, rather than exclusive. Indeed, as was emphasised in the literature review, experiential value needs to be created and the

experiences that tourists desire need to be facilitated in order for a heritage site to survive (Beeho & Prenctice, 1997; Calver & Page, 2013; Hall & McArthur 1993; McKercher & Ho, 2006; Timothy, 2011).

Also, the research project supports claims for the importance of doing research on latent demand (Davies & Prentice, 1995; Poria et al., 2006; Prideaux & Kininmont, 1993). Many respondents regretted having been unfamiliar with the estate. They expressed a desire to visit it and indicated to may well have done so already if they had known it. The research project has looked into how people's familiarity with the estate can be improved, what respondents find attractive about the estate as it currently is and how its attractiveness could be enhanced. This will ultimately help its managers to design and manage the estate in such a way that it can attract more visitors and provide them with satisfying experiences.

6.5 The future of the Moermond estate: recommendations for further development
On the basis of the outcomes of the analyses of websites, interviews and questionnaires as well as the conclusions drawn above, a set of recommendations can be made with regards to how the estate should be managed in the future in order to increase its recreational appeal and enhance its contribution to the tourist experience in Renesse. They are divided in four themes that will now be discussed separately.

6.5.1 Recommendations for enhancing tourists' familiarity with the estate: improving visibility and link with the village
In order to make the estate more widely known among tourists, the following interventions are recommended:
1. mark the estate's entrances
2. install directional signs in the village
3. create a vista
4. link Moermond to the landscape and history of Renesse
5. link Moermond to other cultural heritage sites in the village

The estate should literally become more visible to holidaymakers in Renesse, as even tourists who pass by the gate are likely to be unaware of what lies behind it. An important opportunity to enhance the estate's visibility is marking its entrances by means of installing signs. Such signs, however, should be designed in a style that fits the estate's historic and natural character. Therefore, they should not be too big, outrageous, or commercial in nature. Large Fletcher logos might already scare people away, not in the least because they would make the estate look like private territory that is only accessible to hotel guests. Rather, wooden signs with carved inscriptions would display a mysterious air that may trigger people's curiosity. They could contain little stories or quotes concerning the estate, that would motivate people to explore the estate's premises to discover what is hiding behind the gates. In addition, it should be clearly stated that the estate is open to the public and that everyone is welcome to visit it. Moreover, using the signs to inform people about the restaurant in the orangery could attract more visitors, which could result in an extra source of income for the estate as well.

Another kind of visibility relates to the link between the estate and the village that is clearly missing at the moment. Cooperating with the municipality to install directional signs in the village that make reference to the estate is an important means to familiarise holidaymakers in Renesse with it. In addition, creating a vista is desirable to all parties – interviewees as well as questionnaire respondents – as it is considered effective and feasible. Therefore, it would definitely be recommended to create one indeed. However, doing so should involve removing a minimal number of trees only, for the sake of preserving the natural area as well as to maintain the mysterious air that surrounds the castle. Exposing it too much could detract from its mysteriousness, and as noted earlier, this is an important precondition for the attractiveness of the castle as many respondents would like to visit it to discover something new. Lastly, a better link with the village could also be created by putting more effort into linking the estate to Renesse's history and landscape, as well as

to other cultural heritage sites in the village. This could be done in cooperation with the municipality and the local entrepreneurs' association, for example by means of incorporating storytelling in internal and external information provision as well as marketing efforts in general.

6.5.2 Recommendations for enhancing the general public's familiarity with the estate: investing in external information provision

In order to make the estate more widely known among the general public, the following interventions are recommended:

1. join the municipal island marketing campaign
2. cooperate with local organisations
3. present the estate on various online platforms
4. present the estate in regional tourism magazines
5. provide accurate and elaborate information
6. do not only inform, but inspire
7. consider targeting different groups of people in different ways

Besides targeting tourists who are staying in Renesse, there are also opportunities to familiarise visitors with the estate before their arrival in the seaside resort, and thus to reach potential visitors to Renesse as well. This is particularly important if the estate is to play a role in tourists' destination decision-making process. However, it is also a means to help tourists to get to know the estate before their arrival in Renesse, so that they will not miss out on the opportunity to visit it because they did not know it. There are various ways in which the external information provision could be improved, and they are all to be recommended. From the interview analysis it became clear that there are a number of possibilities to cooperate with the municipality and to incorporate the Moermond estate in the island marketing campaign. This would also help create a stronger link between the estate and its surroundings (Renesse and Schouwen-Duiveland). Presenting the estate in magazines about Schouwen-Duiveland, for example, is generally considered an effective means of familiarising respondents with the estate. Cooperating with the local tourist information office and the entrepreneurs' association that hosts the *RenesseAanZee* website also seems promising. Indeed, the estate should be presented better online, preferably on various platforms and websites to maximise its visibility. Presenting the estate on social media is also recommended, although it will probably be more effective for the Dutch than the Germans.

In general, it is advised to provide accurate, honest and elaborate information so that people's expectations will be met during a visit (expectations that are unmet will result in unsatisfied visitors). Also, considering that the contemporary tourist is increasingly looking for more authentic and unique experiences, the opportunity should be taken to not only inform, but to inspire; to trigger people in such a way that they will be pulled to the estate, that they cannot resist visiting it. Preserving a mysterious air both when it comes to writing style and lay-out or design and incorporating photos and videos could be ways to do so. Considering the types of tourists in Renesse, information should at least be provided in two languages (Dutch and German), yet preferably three (English) or four (French). Furthermore, considering the fact that people with certain characteristics were more in favour of certain marketing instruments, activities and experiences than others, it is advisable to attempt to target different groups of people with different marketing instruments and to inform and inspire accordingly where possible.

6.5.3 Recommendations for maintaining and enhancing the estate's recreational appeal: taking perceived strengths as the baseline for development

In order to maintain and enhance the estate's recreational appeal, the following interventions are recommended:

1. use the combination of natural and cultural features that the estate offers as a baseline for further development
2. act upon the estate's potential to offer an interesting experience for everyone

3. preserve the estate's peaceful and 'authentic' atmosphere

Overall, the estate's natural and cultural features were equally attractive to respondents. Interviewees emphasised that the two combine to make Moermond into a strong tourism product; it is exactly the combination that makes the estate attractive for all sorts of people. Therefore, it is advised to use both cultural and natural features to the estate's advantage and to emphasise the combination. The estate has the potential to offer an interesting experience to everyone and this is a strength that should form a baseline for its further development. Visitors should be able to design their own visit according to their personal preferences; to enjoy the natural environment, the cultural-historic environment or a purposeful combination of the two. To maintain and increase the estate's recreational appeal, opportunities should be provided to meet any of these desired experiences.

Another important recommendation is to preserve the estate's peaceful and 'authentic' atmosphere. As the hotel manager and some questionnaire respondents indicated: it should not become a 'theme park'. Many people appreciate the estate because of the natural environment, its tranquillity and 'authenticity'. More specifically, there is a group of people that likes that estate exactly as it is now – these people are not in favour of organising more activities, because they are afraid that doing so will make the estate lose its peaceful character. On the other hand, there is a group of people that finds the estate only moderately attractive as it currently is, because there is not much to do. For them, the estate would become more attractive if more activities would be organised. The needs of both of these groups should be met; activities should be facilitated without disturbing the peace and tranquillity. This was also recognised by the hotel manager. Given that a souvenir shop is not much appreciated either, it could be said that it should be generally made sure that the estate does not get too much of a commercial air; it is its 'authenticity', historicity and peace that are valued. The activities that are to be organised need to make the most out of these elements and strengthen them where possible, rather than destroying them for the purposes of tourism. Ultimately, if managed well and adapted to the atmosphere of the estate that is valued so highly, such activities will be more sustainable and more appreciated than activities that make the estate into a 'theme park'.

6.5.4 Recommendations for enhancing the visitor experience: investing in internal information provision, tourism infrastructure, and pastimes

In order to enhance the visitor experience on the estate to ultimately contribute to tourists' overall holiday experience, the following interventions are recommended:
1. replace weathered informative signs and provide accurate and elaborate information about the history of the estate and the flora and fauna
2. maintain benches and pick-nick tables, install dust bins
3. organise attractive activities and provide interesting pastimes for different kinds of visitors

There is a myriad of opportunities for the Moermond estate to better facilitate desired experiences. To start with, information provision was found to be very important. Thus, the obsolete, weathered signs at the entrance as well as on the estate should be replaced. It was already mentioned that any new signs should be designed in a style that fits the air that the estate is supposed to display. They should also preferably be in the same, recognisable style to create a unitary whole. Besides design, providing accurate and elaborate information about the history of the estate and flora and fauna – here there are also opportunities to link nature and culture – can be a very important facilitator of desired learning experiences. Again, information should be provided in Dutch and in German at least. Taking it one step further, the signs could also be provided with a QR code that people can scan with their smart phones in order to get additional information, or visual material.

Besides the importance of information provision, installing other kinds of tourism infrastructure will also be beneficial to tourists' experience. Benches and pick-nick tables should be maintained, so that people can sit down and rest somewhere. With regards to the waste that people

leave behind (as noted by the hotel manager) it is advised to consider placing dust bins. Doing so will render the estate cleaner and may also reduce maintenance costs. Rather than ordinary metal or plastic bins, wooden ones would form a better fit with the landscape. To help visitors find their way, the directional signs along the paved roads on the estate should be maintained. However, the mysterious strolling paths through the forest are important for the estate's attractiveness as they fit well with its mysterious character and facilitate the desired experience preferences related to enjoying the natural environment and discovering something new. These two kinds of tourism infrastructure allow visitors to choose between the comfort of paved roads with clear direction or the challenge of exploring the forest and wetlands while not knowing what is to be found around the corner. Diverse infrastructure like this is important in facilitating desired experiences for different groups of people.

Lastly, and maybe even most importantly, more activities should be organised and more pastimes should be offered in order to make a visit to the estate more attractively to ultimately contribute to tourists' overall holiday experience. These should fit the character of the estate and use its unique features to their full potential. Although all activities and pastimes that meet these criteria would contribute to the estate's appeal, it is recommended that certain activities are prioritised since these were found attractive by the biggest group of people. Hiking and cycling are already being facilitated, and they should continue to receive attention. It is also strongly recommended to investigate the possibility to open the castle to the public at certain times, since this is the most valued 'potential' activity, and facilitating it would quite probably give the recreational appeal of the estate a massive boost. In order to prevent disappointment when the castle is closed, a sign could be placed at the entrance that indicates whether or not the castle is open for visits. Furthermore, it is also recommended to invest in guided tours, a smart phone application, historic plays, and (nature and history-related) games for children. These activities should be designed in such a way that they facilitate the most relevant experience preferences, namely enjoying the natural environment, discovering something new, learning about the history of the estate, relaxing and spending time with one's family.

6.6 Wider relevance of the research project: how heritage sites can contribute to the tourist experience and the competiveness of seaside destinations

The findings of this research project have several implications for the ability of heritage sites in general to contribute to tourists' experience and the competiveness of seaside destinations.

First of all, visibility is very important: if people do not know the heritage site, then they will not visit it. Making sure that it is literally visible for tourists who drive by, as well as referred to on road signs in seaside resorts themselves, are important means to make people familiar with the site and to trigger them to visit it. However, external information provision may be just as important. Presenting the heritage site on a website about the seaside resort, for example, will make (potential) visitors familiar with the site before they have even arrived in the seaside resort.

Secondly, heritage sites may not be attractive simply as they are, at least not to more than a minority of tourists who are especially interested in heritage. Heritage sites need to present themselves in such a way that they become attractive for casual heritage tourists as well, for those tourists who visit the seaside resort for other reasons, but who may visit the heritage site in case of poor weather or a spare day. Activities need to be organised, information needs to be provided, and appropriate tourism infrastructure needs to be installed, all to facilitate the desired experiences. These are very important factors in determining the appeal and success of a heritage site.

Thirdly, individual heritage sites in seaside resorts should be seen as supportive rather than primary attractions. The seaside is and will probably remain the most important reason for people to visit the resort. Yet, a visit to a heritage site can definitely provide tourists with a complementary experience that may enhance their overall experience. In addition, it has to be recognised that, for a minority, heritage sites do play a role in the holiday destination decision-making process. To these people, the existence of an interesting heritage site may thus act as a decisive factor in choosing between two holiday destinations indeed. This means that heritage sites could potentially contribute

to the competitiveness of a seaside destination at least to some extent. This effect may be strengthened if individual heritage sites cooperate to produce a solid and attractive heritage attraction offer, so that a cumulative effect may occur. Whereas one heritage site may not be able to draw people to a destination, an agglomeration of related heritage sites that cooperate to tell the story of the region's past, may well be able to do so indeed.

6.7 How to move on: recommendations for further research

This research project has enquired into potential and actual visitors' opinions on the ability of a heritage site to diversify their overall holiday experience. Where Moermond is concerned, it may be interesting to explore the attractiveness of the estate for potential visitors to Renesse as well. This research project only involved tourists who had already chosen Renesse as their holiday destination and with regards to the competitiveness of Renesse as a versatile seaside resort it may be valuable to know to what extent the Moermond estate would form an incentive to visit Renesse. Considering the fact that most respondents of this research project were of the opinion that a visit to the estate would be a valuable contribution to their overall experience, it may also be worthwhile to explore the potential of other heritage sites in and around Renesse to do so. If more heritage sites are promoted for tourism, an agglomeration of sites may be created. These sites can then cooperate to tell the story of Renesse's past, as was suggested above. They may profit from each other's existence as a multitude of heritage sites together will make the village more interesting to visit (Chhetri & Arrowsmith, 2008; Laing et al., 2014; McKercher & Ho, 2006) and will thus help to maintain its competitiveness as a versatile seaside resort.

With regards to the broader context of research into tourism and heritage, it is not only interesting to know to what extent visits to heritage sites are found attractive as a complementary experience, but also why this is the case. If managers know what (potential) visitors find attractive and less attractive about a site and how it could be made more appealing or interesting, then efforts can be directed at facilitating the desired experiences that can ultimately help to attract more visitors. Here, research into latent demand is especially relevant, and even more so when exploring the potential of relatively unknown heritage sites. More research into latent demand could help heritage managers to understand potential visitors' needs and be better able to facilitate their desired experiences. Ultimately, transforming (relatively unknown) heritage sites into successful tourism attractions may well enable them to make a significant contribution to the competiveness of any tourism destination.

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APPENDIX I – INTERVIEW QUESTIONS

Stichting Cultureel Erfgoed Zeeland
- Kunt u iets vertellen over uw werk binnen SCEZ?
- Wat is voor u/voor SCEZ de waarde van erfgoed?
- Wat motiveert mensen om erfgoed te bezoeken?
- Hoe kan erfgoed in Zeeland bijdragen (of hoe draagt het al bij) aan het verbreden van het toeristisch product in Zeeuwse badplaatsen?
- Hoe kan erfgoed (beter) worden benut voor recreatieve doeleinden?
  - o Eerst open vraag
  - o Daarna verwijzen naar overzicht van content analyse over de faciliteiten en activiteiten die 15 andere middeleeuwse kastelen/landgoederen in Nederland bieden.
- Welke mogelijkheden voor recreatie (recreatieve kwaliteiten) biedt een landgoed zoals Moermond dat rijk is aan zowel natuurlijk als cultureel erfgoed, volgens u/SCEZ?
- Welke kansen zijn er voor een landgoed zoals Moermond om deze recreatieve kwaliteiten beter te benutten?
- Welke belemmeringen zijn er voor een landgoed zoals Moermond om deze recreatieve kwaliteiten beter te benutten?

Gemeente Schouwen-Duiveland
- Kunt u iets vertellen over uw functie binnen de gemeente?
- Kunt u iets vertellen over uw rol en de rol van de gemeente in het Masterplan Renesse?
- Wordt er in Zeeland/ op Schouwen-Duiveland al ingezet op erfgoed voor het verbreden van het toeristisch product van badplaatsen? Op welke manier? Concrete voorbeelden?
- Welke rol kan de gemeente spelen bij het vermarkten van landgoed Moermond (zichtbaarheid en informatievoorziening online en in en rondom Renesse - VVV)?
- Welke rol kan de gemeente spelen bij het verbeteren van de informatievoorziening op en rondom landgoed Moermond (informatieborden, wegwijzers, ontwikkelen van app)?
- Welke rol kan de gemeente spelen bij het organiseren en ontwikkelen van activiteiten op landgoed Moermond (evenementen, wandel en fietsroutes)?
- Welke specifieke mogelijkheden ziet u voor het beter benutten van landgoed Moermond voor recreatief gebruik?
  - o Verwijzen naar overzicht van content analyse over de faciliteiten en activiteiten die 15 andere middeleeuwse kastelen/landgoederen in Nederland bieden.

Fletcher Hotels
- Kunt u iets vertellen over Fletcher in relatie tot landgoed Moermond?
- Op welke manier zou Fletcher kunnen profiteren van het beter benutten van het landgoed voor recreatief gebruik? Is het wenselijk?
- Welke kwaliteiten heeft het landgoed? Wat maakt het aantrekkelijk?
- Wat kunnen mensen doen op het landgoed?
- Welke toeristische infrastructuur is er al?
- Wat zijn de randvoorwaarden voor recreatief gebruik met betrekking tot de status van het landgoed als beschermd natuurgebied?
- Waar liggen kansen?
  - o welke activiteiten/ontwikkelingen passen wel en welke juist niet binnen jullie formule/visie?
  - o open vraag maar ook verwijzen naar overzicht van content analyse over de faciliteiten en activiteiten die 15 andere middeleeuwse kastelen/landgoederen in Nederland bieden.

APPENDIX II – INFORMED CONSENT

Formulier instemming interview en verwijsvoorkeuren – Fletcher

U bent gevraagd om mee te doen aan een onderzoek naar de potentie van landgoed Moermond te Renesse om bij te dragen aan de toeristische beleving van de badplaats. Dit onderzoek is een afstudeeropdracht en wordt uitgevoerd door mij, Daniek Nijland, studente Culturele Geografie aan de Rijksuniversiteit Groningen.

Tijdens dit interview zal ik u vragen stellen over huidige voorzieningen en recreatie op landgoed Moermond, alsook kansen en obstakels voor potentieel recreatief gebruik binnen de huidige functie van het landgoed en de visie die Fletcher hier op heeft.

Als deelnemer staat u volledig in uw recht; het is mijn plicht om ervoor te zorgen dat u zo veel mogelijk positief en zo min mogelijk negatief wordt beïnvloed door deelname aan mijn onderzoek. Hiertoe stel ik u op de hoogte van het volgende:
- Het interview wordt opgenomen met een voice recorder, zodat ik mij volledig kan focussen op uw verhaal en nadien nog eens terug kan luisteren wat u mij heeft verteld. De opname zal niet voor verdere doeleinden worden gebruikt en dient enkel en alleen als informatiebron voor mijn onderzoek. Zodra het interview is uitgetypt wordt de opname vernietigd.
- De informatie die u mij geeft zal verwerkt worden in de enquête die voorgelegd zal worden aan ongeveer 150 toeristen. Er zal ook naar verwezen worden in het eindrapport. Op de volgende pagina kunt u aangeven hoe er in dit eindrapport naar u en de instelling waarvoor u werkt verwezen dient te worden.
- U hoeft niet elke vraag te beantwoorden; als u een vraag om wat voor reden dan ook niet wilt beantwoorden, doet u dat ook niet.
- U kunt mij, de interviewer, op elk gewenst tijdstip vragen om te vertrekken. Zelfs als u deze verklaring tekent, kunt u later nog beslissen om af te zien van deelname.
- Naar mijn weten brengt deelname aan dit onderzoek geen risico's met zich mee.
- Het voordeel van deelname aan dit onderzoek is dat u bijdraagt aan de afstudeeropdracht van een studente Culturele Geografie, die uw hulp zeer waardeert. Ook zult u voor 31 augustus 2015 een digitaal exemplaar van het afgeronde onderzoek ontvangen.

Met al uw vragen omtrent het onderzoek kunt u terecht bij Daniek Nijland via A.D.Nijland@student.rug.nl.

Door ondertekening van dit formulier verklaart u, als deelnemer, dat uw deelname aan dit onderzoek volledig vrijwillig gebeurt; de beslissing om deel te nemen is door u zelf genomen en door niemand anders. Tevens verklaart u het formulier te hebben gelezen en het volledig te begrijpen: al uw eventuele vragen zijn beantwoord. U gaat akkoord met deelname aan dit onderzoek en zult een kopie van dit ingevulde formulier ontvangen.

Handtekening Deelnemer: Datum:

Handtekening Interviewer: Datum:

Hieronder kunt u aangeven hoe er in het eindrapport naar u verwezen dient te worden.

Ik geef toestemming voor het gebruik van mijn naam: ja / nee

De naam waaronder ik vermeld wil worden is:

………..

Ik geef toestemming voor het gebruiken van de naam van de instantie waarvoor ik werk:

                             ja / nee

De naam waaronder de instantie vermeld dient te worden is:

………..

Ik geef toestemming voor het vermelden van mijn functie: ja / nee

Mijn functie is:

………..

Er is nog andere relevante informatie die vermeld dient te worden: ja/nee

………..

………..

………..

Ik geef de interviewer toestemming om mij na dit interview te benaderen per e-mail indien zij naarmate het onderzoek vordert nog aanvullende vragen heeft:

                             ja/nee

Handtekening Deelnemer: Datum:

Handtekening Interviewer: Datum:

APPENDIX III – QUESTIONNAIRE

Helpt u mij met mijn afstudeeronderzoek?

Beste bezoeker van Renesse,

Mijn naam is Daniek Nijland en ik studeer Culturele Geografie aan de Rijksuniversiteit Groningen. Voor mijn afstudeeropdracht onderzoek ik in hoeverre landgoed Moermond in Renesse zou kunnen bijdragen aan uw vakantie-ervaring. Ik wil graag weten of u het landgoed kent, of u het zou willen bezoeken en welke activiteiten u er zou willen ondernemen. Het invullen van deze enquête duurt maximaal 15 minuten en u zou mij er erg mee helpen.

De informatie uit de enquête wordt gebruikt voor het eindrapport dat onder meer terecht zal komen bij de gemeente en de manager van het landgoed. Uw enquête wordt volledig anoniem verwerkt en de gegevens die u invult, zullen voor geen enkel ander doel gebruikt worden. Indien u ook een exemplaar van het afgeronde onderzoek wenst te ontvangen, kunt u dat aan het eind van de enquête aangeven.

Bij voorbaat heel hartelijk dank voor uw medewerking!

Landgoed Moermond

Landgoed Moermond ligt net buiten het dorpscentrum van Renesse. Het is een beschermd natuurgebied van ongeveer 43 hectare bestaande uit bos, gras- en rietvelden, poeltjes en beekjes. Er leven onder andere herten, reeën, fazanten, buizerds, reigers, konijnen en verschillende vogelsoorten. Verder is er het middeleeuwse slot – één van de vier overgebleven Middeleeuwse kastelen in Zeeland – een schuur, boerenwoning en orangerie. In deze laatste zijn een hotel en horecafaciliteit gevestigd. Het landgoed is vrij toegankelijk en er zijn wandel- en fietspaden aanwezig. Het slot is meestal gesloten, maar u kunt er wel omheen lopen.

Hieronder vindt u een kaartje van Renesse waarop het landgoed en de twee ingangen (I) gemarkeerd zijn. Op de volgende pagina vindt u:
   (1) een plattegrond van het landgoed zelf
   (2) een aantal foto's van het landgoed

Orangerie
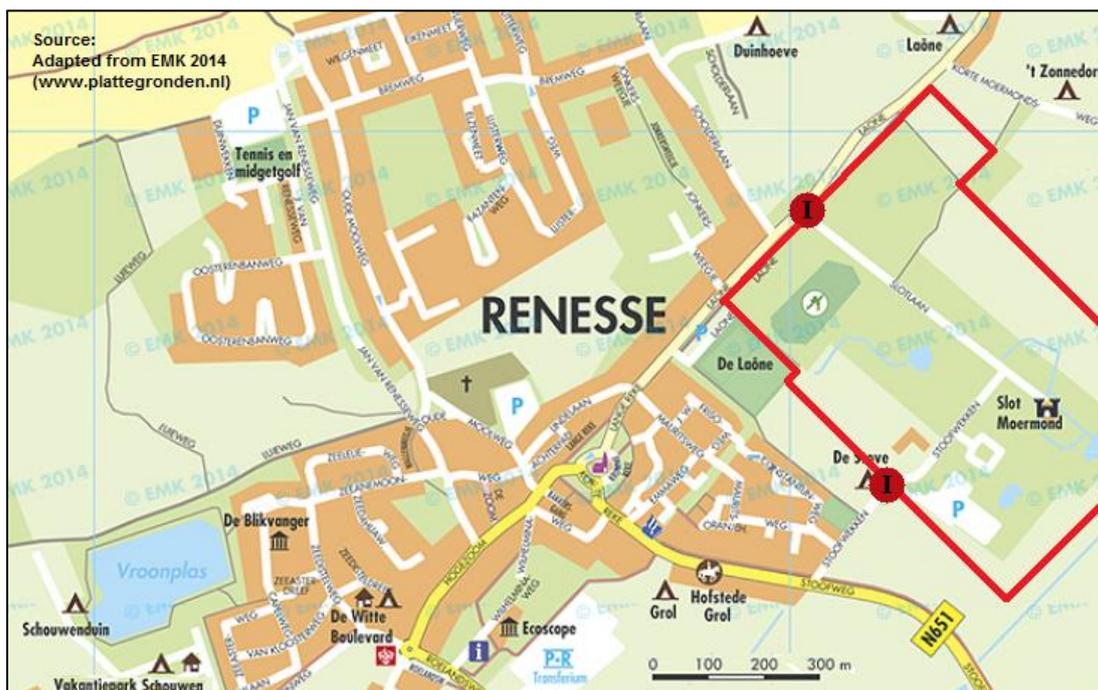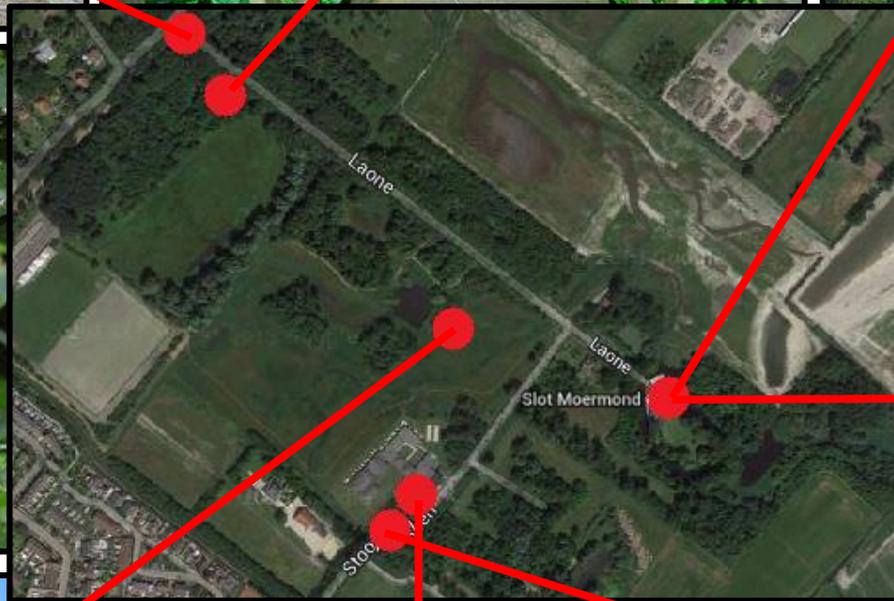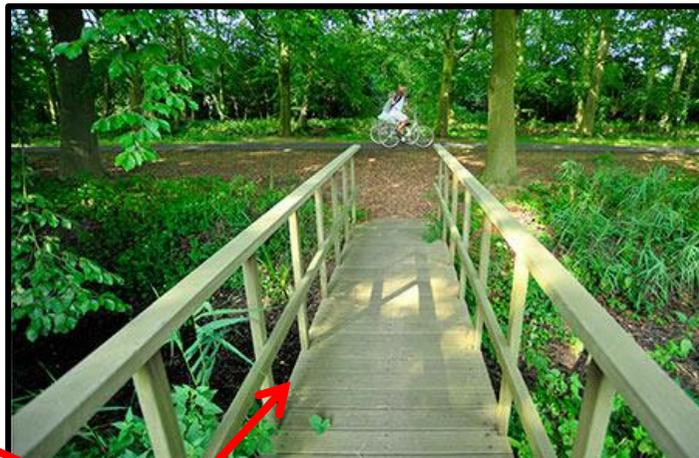
Enquête

Deel 1: Uw profiel

1. **a.** Wat is uw geslacht?   **b.** Wat is uw leeftijd?   **c.** Wat is uw nationaliteit?

   ☐ Man   ☐ Vrouw   _____ jaar.   ☐ Nederlands   ☐ Belgisch

2. Wat is uw hoogst afgeronde opleiding?

   ☐ Middelbare school   ☐ MBO   ☐ HBO   ☐ Universiteit

3. Met wie bent u op reis?

   ☐ Alleen   ☐ Met partner   ☐ Met partner en kinderen   ☐ Met vriend(inn)en

4. Bevinden zich kinderen onder de 12 jaar in uw reisgezelschap?

   ☐ Ja   ☐ Nee

5. Kunt u aangeven welke van de onderstaande uitspraken (maximaal één) het beste bij u past?

   ☐ Op vakantie bezoek ik het liefst culturele attracties zoals musea, tentoonstellingen, muziek- en/of toneelvoorstellingen, kastelen en historische stadscentra.

   ☐ Op vakantie ben ik vooral graag in de natuur (bijvoorbeeld strand, bos, platteland).

   ☐ Op vakantie zoek ik meestal een combinatie van cultuur en natuur.

   ☐ Op vakantie wil ik me vooral ontspannen en samen zijn met familie of vrienden. Of we vooral in de natuur zijn of culturele attracties bezoeken, dat maakt me niet zoveel uit.

Deel 2: U en Renesse

6. Wat is de duur van uw totale verblijf in Renesse in dagen?

   _____ dag(en).

7. Indien u meer dan één dag blijft, waar verblijft u tijdens deze vakantie?

   ☐ Camping   ☐ Hotel/pension/B&B   ☐ Vakantiepark

   ☐ Particulier vakantiehuis   ☐ Bij vrienden of familie

8. Hoe vaak komt u (op vakantie) in Renesse?

   ☐ Dit is de eerste keer   ☐ Minder dan eens per jaar   ☐ Eens per jaar

   ☐ Meerdere keren per jaar

9. Waarom heeft u Renesse gekozen als bestemming voor uw vakantie of dagje uit?

   _____

   _____

10. Kunt u aangeven in hoeverre u het eens bent met de volgende stellingen?

Stelling 1:   Behalve het strand en de duinen biedt Renesse ook veel andere
                mogelijkheden voor vermaak.

Stelling 2:   Ik zou het leuk vinden als Renesse meer verschillende mogelijkheden voor
                vermaak zou bieden.

geheel mee oneens ⟵ ——— neutraal ——— ⟶ geheel mee eens

Stelling 1:	1	2	3	4	5	6	7
Stelling 2:	1	2	3	4	5	6	7

Deel 3: Uw waardering van Landgoed Moermond

11. Kende u het landgoed voordat u erover las in de introductie van deze enquête?

☐ Ja, door _____ _____

☐ Nee (u mag vraag 12 overslaan).

12. Indien u het landgoed al kende, heeft u het al eens bezocht? (U mag vraag 13 overslaan).

☐ Ja, want _____

☐ Nee, want _____

13. Indien u het landgoed niet kende, zou u het hebben bezocht als u het <u>wel</u> had gekend?

☐ Sowieso wel   ☐ Sowieso niet

☐ Alleen als het geen strandweer zou zijn   ☐ Alleen als ik een dagje over zou hebben

☐ Anders, namelijk: _____

14. Hoe aantrekkelijk lijkt/vindt u een bezoek aan het landgoed op een schaal van 1 tot 10?

Helemaal niet aantrekkelijk ⟵ —————————— ⟶ Zeer aantrekkelijk

1   2   3   4   5   6   7   8   9   10

15. Kunt u benoemen wat u aantrekkelijk en/of minder aantrekkelijk vindt aan het landgoed?

Aantrekkelijk vind ik: Minder aantrekkelijk vind ik:

_____   _____

_____   _____

_____   _____

16. Welke beschrijving van Moermond spreekt u het meest aan?

☐ Een Middeleeuws kasteel te midden van een historische omgeving.

☐ Een natuurgebied met een bijzonder object in het midden.

17. Kunt u aangeven in hoeverre u het eens bent met de volgende stellingen?

Stelling 1: Een bezoek aan het landgoed is een leuke toevoeging/ zou een leuke toevoeging zijn aan mijn vakantie-ervaring in Renesse.

Stelling 2: Als ik zou moeten kiezen tussen Renesse en een andere, vergelijkbare vakantiebestemming dan zou het landgoed zeker een rol kunnen spelen in mijn uiteindelijke keuze.

geheel mee oneens ⟵ ——— neutraal ——— ⟶ geheel mee eens

Stelling 1:	1	2	3	4	5	6	7
Stelling 2:	1	2	3	4	5	6	7

Deel 4: Activiteiten op Landgoed Moermond

18. Kunt u aangeven in hoeverre de volgende activiteiten u zouden motiveren om het landgoed te bezoeken?

helemaal niet ⟵ ——— neutraal ——— ⟶ heel erg

Paardrijden	1	2	3	4	5	6	7
Wandelen	1	2	3	4	5	6	7
Fietsen	1	2	3	4	5	6	7
Fotograferen	1	2	3	4	5	6	7
Natuur bestuderen	1	2	3	4	5	6	7
Wild spotten	1	2	3	4	5	6	7
Kasteel bekijken (buitenkant)	1	2	3	4	5	6	7
Speurtocht of spel met kinderen*	1	2	3	4	5	6	7
Kasteel bezichtigen*	1	2	3	4	5	6	7
Tentoonstelling bezoeken*	1	2	3	4	5	6	7
Muziekvoorstelling bezoeken*	1	2	3	4	5	6	7
Historisch toneelstuk bijwonen*	1	2	3	4	5	6	7
Rondleiding krijgen van gids*	1	2	3	4	5	6	7
Zelf het landgoed verkennen met een smart phone applicatie (app)*	1	2	3	4	5	6	7

* Dit kunt u er nu nog niet, maar er wordt gekeken of dit in de toekomst wel zou kunnen. Het kasteel is nu nog niet te bezichtigen, maar u kunt er wel omheen lopen.

19. Als de activiteiten met een (*) mogelijk gemaakt zouden worden, wilt u uw oordeel van vraag 14 dan bijstellen? Hoe aantrekkelijk zou u een bezoek aan het landgoed dan vinden op een schaal van 1 tot 10?

Helemaal niet aantrekkelijk ⟵ ——————————— ⟶ Zeer aantrekkelijk

1	2	3	4	5	6	7	8	9	10

Deel 5: Meer inzicht in uw motivatie om het landgoed wel of niet te bezoeken

20. Kunt u aangeven in hoeverre u het landgoed zou bezoeken met de volgende doelen?

	zeker niet			neutraal			zeker wel
Van de natuurlijke omgeving genieten	1	2	3	4	5	6	7
Van de cultuurhistorische omgeving genieten	1	2	3	4	5	6	7
Over natuur leren	1	2	3	4	5	6	7
Over de geschiedenis van het landgoed leren	1	2	3	4	5	6	7
Me in het verleden wanen	1	2	3	4	5	6	7
Ontspannen	1	2	3	4	5	6	7
Plezier hebben	1	2	3	4	5	6	7
In beweging/actief zijn	1	2	3	4	5	6	7
Iets nieuws ontdekken	1	2	3	4	5	6	7
Dingen op mijn eigen manier doen	1	2	3	4	5	6	7
Met naasten zijn	1	2	3	4	5	6	7
Over mezelf leren	1	2	3	4	5	6	7
Mijn kinderen vermaken .	1	2	3	4	5	6	7
Iets met mijn gezin doen	1	2	3	4	5	6	7
Anderen iets leren	1	2	3	4	5	6	7
Nieuwe mensen ontmoeten	1	2	3	4	5	6	7

Deel 6: Toeristische infrastructuur

21. In hoeverre zouden de aanwezigheid van de volgende elementen toevoegen of afdoen aan uw ervaring als u het landgoed zou bezoeken?

	doet erg af			neutraal			voegt veel toe
Prullenbakken	-3	-2	-1	0	+1	+2	+3
Bewegwijzering op het landgoed	-3	-2	-1	0	+1	+2	+3
Bankjes en picknicktafels	-3	-2	-1	0	+1	+2	+3
Souvenirwinkel	-3	-2	-1	0	+1	+2	+3
Informatie over…							
… flora en fauna	-3	-2	-1	0	+1	+2	+3
… de geschiedenis van het landgoed	-3	-2	-1	0	+1	+2	+3
… wat er op het landgoed te doen is	-3	-2	-1	0	+1	+2	+3

Deel 7: Zichtbaarheid, informatievoorziening en uw bekendheid met Landgoed Moermond

22. Kunt u aangeven in hoeverre verbeteringen op de volgende vlakken hadden kunnen bijdragen aan uw bekendheid met het landgoed?

	helemaal niet ←			neutraal		→	heel erg
Doorkijkje naar kasteel vanaf Stoofweg * (= toegangsweg Renesse)	1	2	3	4	5	6	7
Verwijzing naar landgoed vanuit het dorps-centrum (bijv. verkeersborden)	1	2	3	4	5	6	7
Ingangen landgoed beter markeren**	1	2	3	4	5	6	7
Informatie over het landgoed…							
… op www.renesseaanzee.nl	1	2	3	4	5	6	7
… bij het VVV	1	2	3	4	5	6	7
… in een tijdschrift in uw accommodatie	1	2	3	4	5	6	7
… in tijdschriften over Schouwen-Duiveland	1	2	3	4	5	6	7
… op websites over Schouwen-Duiveland	1	2	3	4	5	6	7
… op social media zoals Twitter en Facebook	1	2	3	4	5	6	7

*Met 'doorkijkje' wordt bedoeld: een klein aantal bomen kappen zodat het kasteel zichtbaar wordt vanaf de Stoofweg.

** Met 'markeren van ingangen' wordt bedoeld: het plaatsen van bijvoorbeeld borden of vlaggenmasten zodat duidelijk is dat zich een landgoed achter het hek of achter de poort bevindt.

23. Is er tot slot nog iets wat u wilt vermelden?

_____

_____

Heel hartelijk dank voor uw medewerking!

Indien u een exemplaar van het afgeronde onderzoek wenst te ontvangen, kunt u hieronder uw e-mailadres noteren. U kunt erop vertrouwen dat dit adres voor geen enkel ander doel gebruikt zal worden en dus ook niet zal worden doorgespeeld aan derden.

☐ Ja, ik wens een digitaal exemplaar van het afgeronde onderzoek te ontvangen. Mijn e-mailadres is:

_____

APPENDIX IV – REGRESSION TABLES

Table 5.3.1.3 *Dependent variable: besides the beach and the dunes, Renesse offers many other opportunities for amusement (question 10a).*
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	,002	,832
Gender - Male vs. Female	-,010	,955
Nationality - Dutch vs. German	,462	,023**
Education - Lower vs. Higher	-,231	,217
Company - No children vs. children	,131	,554
Company - No children below 12 vs. children below 12	-,037	,874
Length of stay in days	,024	,195
Accommodation - Rest vs. Campsite	-,153	,431
Frequency of visit - Rest vs. More than once a year	,346	,084*
Does not matter vs. Nature preference	-1,003	,000***
Does not matter vs. Combi preference	-,680	,007***

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.1.4 *Dependent variable: I would appreciate it if Renesse would offer more different possibilities for amusement (question 10b).*
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	-,015	,094*
Gender - Male vs. Female	-,333	,145
Nationality - Dutch vs. German	-,574	,022**
Education - Lower vs. Higher	-,319	,167
Company - No children vs. children	,083	,759
Company - No children below 12 vs. children below 12	,104	,715
Length of stay in days	-,013	,575
Accommodation - Rest vs. Campsite	,156	,512
Frequency of visit - Rest vs. More than once a year	,172	,483
Does not matter vs. Nature preference	,046	,880
Does not matter vs. Combi preference	,214	,489

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.2.1 *Dependent variable: familiarity with estate (question 11).*
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	,035	,028**
Gender - Male vs. Female	,193	,603
Nationality - Dutch vs. German	-,309	,428
Education - Lower vs. Higher	-,084	,819
Company - No children vs. children	,111	,803
Company - No children below 12 vs. children below 12	-,043	,924
Length of stay in days	,119	,001***

	,035	,926
Accommodation - Rest vs. Campsite	,035	,926
Frequency of visit - Rest vs. More than once a year	1,236	,001***
Does not matter vs. Nature preference	-,282	,558
Does not matter vs. Combi preference	-,159	,746

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.2.2   *Dependent variable: attractiveness of a visit to the estate (question 14).*
              Independent variables: socio-demographics, holiday behaviour, familiarity.

Variable	B	Sig.
Age	,012	,265
Gender - Male vs. Female	-,091	,731
Nationality - Dutch vs. German	-,178	,531
Education - Lower vs. Higher	-,438	,097*
Company - No children vs. children	1,090	,001***
Company - No children below 12 vs. children below 12	-,470	,147
Length of stay in days	-,005	,852
Accommodation - Rest vs. Campsite	-,290	,289
Frequency of visit - Rest vs. More than once a year	-,025	,932
Unfamiliar vs. familiar with estate	,751	,057*
Not visited vs. visited estate	-,092	,827
Does not matter vs. Nature preference	-,138	,689
Does not matter vs. Combi preference	,496	,160

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.2   *Dependent variable: description preference (question 16).*
              Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	-,003	,262
Gender - Male vs. Female	-,012	,869
Nationality - Dutch vs. German	-,128	,111
Education - Lower vs. Higher	,005	,951
Company - No children vs. children	,139	,111
Company - No children below 12 vs. children below 12	,122	,176
Length of stay in days	-,003	,675
Accommodation - Rest vs. Campsite	-,047	,548
Frequency of visit - Rest vs. More than once a year	-,047	,565
Does not matter vs. Nature preference	-,049	,617
Does not matter vs. Combi preference	,038	,702

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.3   *Dependent variable: attractiveness of a visit to the estate (question 14).*
              Independent variables: activity preferences.

Variable	B	Sig.
Activity preference - horse riding	-,071	,204
Activity preference - hiking	,306	,007***

	,074	,455
Activity preference - cycling	,074	,455
Activity preference - photography	-,034	,670
Activity preference - nature study	-,005	,957
Activity preference - game spotting	,180	,042*
Activity preference - view castle (outside)	,457	,000***

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.4   *Dependent variable: activity preference – game spotting (question 18f).*
             Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,000	,958
Gender - Male vs. Female	,185	,425
Nationality - Dutch vs. German	,034	,892
Education - Lower vs. Higher	-,119	,604
Company - No children vs. children	,532	,053*
Company - No children below 12 vs. children below 12	-,379	,187
Length of stay in days	,004	,858
Accommodation - Rest vs. Campsite	-,582	,018**
Frequency of visit - Rest vs. More than once a year	,340	,178
Does not matter vs. Nature preference	-,147	,629
Does not matter vs. Combi preference	,165	,597
Description preference - Nature vs. Culture	-,423	,063*

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.5   *Dependent variable: activity preference – hiking (question 18b).*
             Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,021	,004***
Gender - Male vs. Female	,594	,001***
Nationality - Dutch vs. German	-,345	,078*
Education - Lower vs. Higher	-,150	,400
Company - No children vs. children	,383	,071*
Company - No children below 12 vs. children below 12	-,517	,021**
Length of stay in days	-,018	,314
Accommodation - Rest vs. Campsite	-,278	,141
Frequency of visit - Rest vs. More than once a year	-,056	,772
Does not matter vs. Nature preference	,556	,019**
Does not matter vs. Combi preference	,420	,083*
Description preference - Nature vs. Culture	-,268	,126

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.6   *Dependent variable: activity preference – view castle (outside) (question 18g).*
             Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,023	,009***

Variable	B	Sig.
Gender - Male vs. Female	-,052	,805
Nationality - Dutch vs. German	-,278	,225
Education - Lower vs. Higher	,160	,443
Company - No children vs. children	,280	,260
Company - No children below 12 vs. children below 12	,022	,932
Length of stay in days	-,011	,595
Accommodation - Rest vs. Campsite	-,447	,044**
Frequency of visit - Rest vs. More than once a year	,525	,022**
Does not matter vs. Nature preference	,199	,472
Does not matter vs. Combi preference	,409	,149
Description preference - Nature vs. Culture	,417	,043**

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.7 *Dependent variable: attractiveness of a visit to the estate (question 14).*
Independent variables: experience preferences.

Variable	B	Sig.
Experience preference - enjoy natural environment	,389	,008***
Experience preference - enjoy cult.-hist. environment	,164	,197
Experience preference - learn about nature	,023	,865
Experience preference - learn about history of estate	,405	,003***
Experience preference - to experience the past	-,049	,617
Experience preference - relaxation	,110	,370
Experience preference - have fun	-,080	,491
Experience preference - be active	-,078	,527
Experience preference - to discover something new	,203	,143
Experience preference - do things my own way	-,236	,027**
Experience preference - be with loved ones	,042	,641
Experience preference - learn about myself	,023	,812
Experience preference - entertain my children	-,092	,288
Experience preference - do something with my family	,194	,061*
Experience preference - teach others something new	,084	,403
Experience preference - meet new people	,049	,587

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.8 *Dependent variable: experience preference – enjoy natural environment (question 20a).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,014	,033**
Gender - Male vs. Female	,352	,025**
Nationality - Dutch vs. German	-,076	,662
Education - Lower vs. Higher	-,185	,234
Company - No children vs. children	,401	,029**
Company - No children below 12 vs. children below 12	-,260	,175
Length of stay in days	-,006	,724
Accommodation - Rest vs. Campsite	-,333	,046**

Variable	B	Sig.
Frequency of visit - Rest vs. More than once a year	,163	,344
Does not matter vs. Nature preference	,278	,184
Does not matter vs. Combi preference	,442	,039**
Description preference - Nature vs. Culture	-,349	,023**

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.4.9   *Dependent variable: experience preference – learn about history (question 20d).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,022	,010***
Gender - Male vs. Female	,113	,574
Nationality - Dutch vs. German	,280	,212
Education - Lower vs. Higher	,052	,794
Company - No children vs. children	,112	,634
Company - No children below 12 vs. children below 12	-,063	,798
Length of stay in days	,006	,775
Accommodation - Rest vs. Campsite	-,331	,123
Frequency of visit - Rest vs. More than once a year	,411	,064*
Does not matter vs. Nature preference	-,265	,327
Does not matter vs. Combi preference	,532	,054*
Description preference - Nature vs. Culture	,249	,205

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.2   *Dependent variable: a visit to the estate would be a valuable contribution to my*
holiday experience in Renesse (question 17a).
Independent variable: attractiveness of a visit to the estate.

Variable	B	Sig.	R²
Attractiveness of visit to estate	0,420	0,000***	0,373

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.3   *Dependent variable: a visit to the estate would be a valuable contribution to my*
holiday experience in Renesse (question 17a).
Independent variables: socio-demographics, holiday behaviour, attractiveness of a
visit to the estate.

Variable	B	Sig.
Attractiveness of visit to estate	,391	,000***
Age	,020	,001***
Gender - Male vs. Female	,209	,154
Nationality - Dutch vs. German	-,132	,404
Education - Lower vs. Higher	,134	,361
Company - No children vs. children	,070	,694
Company - No children below 12 vs. children below 12	-,065	,719
Length of stay in days	-,009	,538
Accommodation - Rest vs. Campsite	-,231	,129
Frequency of visit - Rest vs. More than once a year	,211	,178

Does not matter vs. Nature preference	,032	,867
Does not matter vs. Combi preference	,137	,486

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.4 *Dependent variable: a visit to the estate would be a valuable contribution to my holiday experience in Renesse (question 17a).*
Independent variables: description preference, attractiveness of visit to estate.

Variable	B	Sig.
Attractiveness of visit to estate	,411	,000***
Description preference - Nature vs. Culture	,216	,126

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.5 *Dependent variable: a visit to the estate would be a valuable contribution to my holiday experience in Renesse (question 17a).*
Independent variables: activity preferences, attractiveness of visit to estate.

Variable	B	Sig.
Attractiveness of visit to estate	,259	,000***
Activity preference - horse riding	-,042	,216
Activity preference - hiking	,181	,010***
Activity preference - cycling	-,013	,829
Activity preference - photography	,001	,985
Activity preference - nature study	-,045	,446
Activity preference - game spotting	,073	,173
Activity preference - view castle (outside)	,269	,000***

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.6 *Dependent variable: a visit to the estate would be a valuable contribution to my holiday experience in Renesse (question 17a).*
Independent variables: experience preferences, attractiveness of visit to estate.

Variable	B	Sig.
Attractiveness of visit to estate	,298	,000***
Experience preference - enjoy natural environment	,247	,010***
Experience preference - enjoy cult.-hist. environment	-,019	,815
Experience preference - learn about nature	-,052	,546
Experience preference - learn about history of estate	,149	,094*
Experience preference - to experience the past	-,014	,821
Experience preference - relaxation	-,084	,291
Experience preference - have fun	-,064	,402
Experience preference - be active	,008	,920
Experience preference - to discover something new	,158	,079*
Experience preference - do things my own way	,020	,777
Experience preference - be with loved ones	,003	,963
Experience preference - learn about myself	,005	,937
Experience preference - entertain my children	,029	,611
Experience preference - do something with my family	-,106	,122

Variable	B	Sig.
Experience preference - teach others something new	,060	,360
Experience preference - meet new people	,018	,758

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.5.7   *Dependent variable: experience preference – discover something new (question 20i).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	-,005	,453
Gender - Male vs. Female	-,003	,987
Nationality - Dutch vs. German	,177	,340
Education - Lower vs. Higher	,002	,991
Company - No children vs. children	,189	,331
Company - No children below 12 vs. children below 12	-,044	,828
Length of stay in days	,003	,869
Accommodation - Rest vs. Campsite	-,186	,295
Frequency of visit - Rest vs. More than once a year	,283	,123
Does not matter vs. Nature preference	-,167	,453
Does not matter vs. Combi preference	,383	,093*
Description preference - Nature vs. Culture	,001	,993

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.1.2 *Dependent variable: marketing preference – information on renesseeaanzee.nl*
(question 22d).
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	,009	,280
Gender - Male vs. Female	,259	,216
Nationality - Dutch vs. German	-,221	,274
Education - Lower vs. Higher	-,070	,739
Company - No children vs. children	-,134	,574
Company - No children below 12 vs. children below 12	,221	,388
Length of stay in days	,030	,151
Accommodation - Rest vs. Campsite	-,219	,318
Frequency of visit - Rest vs. More than once a year	,477	,035**

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.1.3 *Dependent variable: marketing preference – information in magazine about*
Schouwen-Duiveland (question 22g).
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	,009	,252
Gender - Male vs. Female	,022	,916
Nationality - Dutch vs. German	-,151	,443
Education - Lower vs. Higher	-,073	,724
Company - No children vs. children	,003	,988

Variable	B	Sig.
Company - No children below 12 vs. children below 12	,038	,880
Length of stay in days	,044	,035**
Accommodation - Rest vs. Campsite	-,210	,329
Frequency of visit - Rest vs. More than once a year	,464	,036**

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.1.4 *Dependent variable: marketing preference – information on social media (question 22i).*
Independent variables: socio-demographics, holiday behaviour.

Variable	B	Sig.
Age	-,017	,069*
Gender - Male vs. Female	,031	,897
Nationality - Dutch vs. German	-1,086	,000***
Education - Lower vs. Higher	-,424	,077*
Company - No children vs. children	-,135	,618
Company - No children below 12 vs. children below 12	-,067	,817
Length of stay in days	,032	,183
Accommodation - Rest vs. Campsite	-,211	,395
Frequency of visit - Rest vs. More than once a year	-,068	,789

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.2.2 *Dependent variable: setting (infrastructural) preference – information about flora and fauna (question 21e).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,016	,026**
Gender - Male vs. Female	,084	,618
Nationality - Dutch vs. German	,116	,537
Education - Lower vs. Higher	,118	,482
Company - No children vs. children	,486	,014***
Company - No children below 12 vs. children below 12	-,375	,070*
Length of stay in days	,012	,484
Accommodation - Rest vs. Campsite	-,168	,348
Frequency of visit - Rest vs. More than once a year	,073	,694
Does not matter vs. Nature preference	-,119	,599
Does not matter vs. Combi preference	,119	,602
Description preference - Nature vs. Culture	-,059	,719

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.2.3 *Dependent variable: setting(infrastructural) preference – information about pastimes (question 21g).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	-,005	,510
Gender - Male vs. Female	,154	,418

Variable	B	Sig.
Nationality - Dutch vs. German	-,601	,005***
Education - Lower vs. Higher	-,214	,258
Company - No children vs. children	,151	,494
Company - No children below 12 vs. children below 12	-,321	,167
Length of stay in days	,013	,505
Accommodation - Rest vs. Campsite	-,166	,408
Frequency of visit - Rest vs. More than once a year	-,014	,947
Does not matter vs. Nature preference	-,322	,206
Does not matter vs. Combi preference	,023	,929
Description preference - Nature vs. Culture	,185	,318

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.2.4 *Dependent variable: setting(infrastructural) preference – souvenir shop (question 21d).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	-,030	,004***
Gender - Male vs. Female	,196	,432
Nationality - Dutch vs. German	-,269	,329
Education - Lower vs. Higher	-,400	,107
Company - No children vs. children	-,326	,261
Company - No children below 12 vs. children below 12	-,013	,966
Length of stay in days	-,019	,455
Accommodation - Rest vs. Campsite	-,349	,186
Frequency of visit - Rest vs. More than once a year	,353	,195
Does not matter vs. Nature preference	-,333	,317
Does not matter vs. Combi preference	-,236	,483
Description preference - Nature vs. Culture	,148	,540

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.2.5 *Dependent variable: setting(infrastructural) preference – information about history of estate (question 21f).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,015	,045**
Gender - Male vs. Female	,059	,744
Nationality - Dutch vs. German	-,066	,741
Education - Lower vs. Higher	,035	,843
Company - No children vs. children	,154	,463
Company - No children below 12 vs. children below 12	-,299	,173
Length of stay in days	,014	,454
Accommodation - Rest vs. Campsite	-,026	,892
Frequency of visit - Rest vs. More than once a year	,089	,649
Does not matter vs. Nature preference	-,063	,794
Does not matter vs. Combi preference	,303	,214
Description preference - Nature vs. Culture	,259	,139

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.3.2 *Dependent variable: attractiveness of a visit to the estate if additional pastimes are facilitated (question 19).*
Independent variables: potential activity preferences, initial attractiveness of a visit to the estate.

Variable	B	Sig.
Attractiveness of visit to estate	,427	,000***
Activity preference - hunt or game with children	-,013	,779
Activity preference - visit castle (inside)	,193	,023**
Activity preference - visit exposition	,119	,139
Activity preference - attend concert	-,178	,017**
Activity preference - attend historical play	,225	,002***
Activity preference - do guided tour	,183	,009***
Activity preference - explore estate with app	,096	,089

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.3.3 *Dependent variable: potential activity preference – attend historical play (question 18l).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,016	,133
Gender - Male vs. Female	,211	,408
Nationality - Dutch vs German	-,111	,686
Education - Lower vs Higher	-,211	,403
Company - No children vs children	,110	,712
Company - No children below 12 vs children below 12	,077	,805
Length of stay in days	,025	,322
Accommodation - Rest vs Campsite	-,554	,038**
Frequency of visit - Rest vs More than once a year	,476	,085*
Does not matter vs Nature preference	-,180	,589
Does not matter vs Combi preference	,447	,191
Description pref - Nature vs Culture	,202	,415

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.3.4 *Dependent variable: potential activity preference – visit castle (inside) (question 18il).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,011	,206
Gender - Male vs. Female	,322	,121
Nationality - Dutch vs German	-,608	,007***
Education - Lower vs Higher	,252	,220
Company - No children vs children	,361	,139
Company - No children below 12 vs children below 12	,030	,905
Length of stay in days	,018	,380
Accommodation - Rest vs Campsite	-,323	,137
Frequency of visit - Rest vs More than once a year	,188	,402
Does not matter vs Nature preference	,465	,088*

	,835	,003***
Does not matter vs Combi preference	,835	,003***
Description pref - Nature vs Culture	,376	,063*

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01

Table 5.3.6.3.5 *Dependent variable: potential activity preference – do a guided tour (question 18m).*
Independent variables: socio-demographics, holiday behaviour, description pref.

Variable	B	Sig.
Age	,022	,028**
Gender - Male vs. Female	,131	,586
Nationality - Dutch vs German	-,028	,915
Education - Lower vs Higher	-,163	,493
Company - No children vs children	,233	,410
Company - No children below 12 vs children below 12	-,049	,868
Length of stay in days	,035	,150
Accommodation - Rest vs Campsite	-,377	,134
Frequency of visit - Rest vs More than once a year	,158	,544
Does not matter vs Nature preference	-,239	,447
Does not matter vs Combi preference	,432	,180
Description pref - Nature vs Culture	,275	,239

* significant at p<0,1; ** significant at p<0,05; *** significant at p<0,01