The Low Profile of Tourism Research in the Low Countries

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Regional characteristics

- The Low Countries: historical & geographical
- Belonging to a linguistic minority tribe
- The slow process of academic recognition
- Tourism Research in the Low Countries
  - Mainstreams in tourism research
  - Intraregional differentiation
  - Inclusion in international networks
  - Partnership in EU projects
Linguistic minority tribes

- 22 million Dutch speaking citizens in the Netherlands & Flanders
- Minority encapsuled between 90 million German, 65 million English and 60 million French speaking citizens
- Mini market for scientific publications in Dutch
- To small a pool to catch big fishes
Language Use in Academics

Effective EU incentives for internationalisation
  WICE, TEMPUS, ERASMUS, ESPON, etc.

International exchange
  Import of English speaking professors (Nl)
  Occasional invitation of guest lecturers (Flanders)

Introduction of English in MA courses
  25 years ago in the Netherlands
  Official agreement in Flanders: in 2010!
Tourism Studies at Universities
Academic MA level +

NETHERLANDS  Chairs including tourism
WAGENINGEN  Social Spatial Analysis- Sustainable Tourism
TILBURG  Leisure Sciences
ROTTERDAM Tourism Management Urban Policy & Planning
GRONINGEN Heritage & Planning

EINDHOVEN- MAASTRICHT-
LEEWARDEN - BRED&A & al.

FLANDERS: No chair in Tourism
UNIVERSITY LEUVEN (1425)
LEUVEN CONSORTIUM (2004)

A dispersed pattern, little or no collaboration, variable accents in research, highly depending on individual scholars Limited number Ph.D’s.
Tourism Research
common mainstream –
different approaches

- Globalisation – International networks
- Competition – destination marketing – place branding
- Regional development planning
- Trends in consumer behavior
- Sustainability – Tourism Impact Assessment
- TSA - Tourism Satellite Account
The Study of Tourism in the Low Countries

- Are interregional differences in research topics linked with linguistic tribes?

- Is there a typical Dutch / Flemish approach to the study of tourism?
  - Intra-regional convergences: common tourism icons
  - Intra-regional variations

- Neighbourhood effect
  - Cross border collaboration?
Comparable Tourism Icons
INTRA-REGIONAL VARIATIONS IN

RESEARCH ORGANISATION
- Academic – Applied
- University research Units – Consultancy groups
- Disciplinary – Multi disciplinary

RESEARCH FOCUS
- Public sector - Policy oriented
- Private sector- Market oriented
- International- National – Regional – Local

RESEARCH: FINANCIAL & HUMAN RESOURCES
- Financing systems
- Q&Q of Tourism Experts
Tourism as an incentive for cultural economy

- Tourism as a lever for economic impulses,
  - TSA, Management, Markets & Marketing, Knowledge networks
- Tourism as an agent in re-shaping landscapes
  - Mobility, Transport, Accessibility, Environmental impact
- Tourism as a social transformation strategy
  - CBT, PPT, Neighborhood level, Stakeholders

Heritage Conservation, Cultural experiences, Events, etc.
Focus on Geographical Aspects


1992 Interuniversity research program FUTRO
Fundamental time-space research with emphasis on tourism recreation developments in Europe. Tilburg-Wageningen – Eindhoven – Multidisciplinary & social geography studies leading to more than 10 Ph.D’s 1996-2002

NEW 2010 CeLToR Centre for Leisure & Tourism Research
NHTV-Breda- Wageningen – Tilburg

A low profile of geographic tourism research, in Flemish universities in particular.
Knowledge networks based on intercultural dialogue & mutual respect

Not on hierarchy between and in universities

Not on linguistic tribes and political clans

But innovation through listening, reading, writing & multimedia communication.
Let’s watch the new winds

Thank you for listening