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## Desk Research Report The Netherlands

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### KA2 - Cooperation for innovation and the exchange of good practices Partnerships for creativity



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## Introduction

On the grounds of Heritage Tourism acting as a fundamental part of cultural heritage and sustainable tourism making up almost 40% of tourism revenues globally, a wide list of digital initiatives has been taken during the last few years. In particular, advanced technologies (such as 360° photo, Augmented Reality, 3D scanning, etc.) in conjunction with hybrid skills (i.e. technical and non-technical) of businesses' digital transformation have been providing endless possibilities in the field of cultural tourism towards enriching tourists' experiences based on cultural heritage. Indeed, there are several examples revealing that heritage tourism is increasingly moving towards a new digital era. However, the COVID-19 crisis has a massive impact on the tourism-related cultural sector, having shone a light both on the challenges endured by people working in the sector and on how cultural life is weakened by the global lockdown (Compendium of Cultural Policies & Trends, 2020). In fact, the pandemic crisis jeopardizes the most crucial parts of cultural tourism (UNESCO, 2020). With almost 13% of museums being under the threat of never re-opening, more than 80% of UNESCO World Heritage properties being locked and most people working on tourism-related jobs being currently unemployed, the need to move towards digitization becomes even more urgent. To that end, new skills are being required among the professional profiles of culture and tourism. It is thus rational for young people seeking job opportunities in the heritage tourism sector to be more equipped with digital competences to form a more resilient tourism workforce (UNWTO, 2020).

### 1.1 Project Objectives

The project aims at empowering young people in promoting Heritage Tourism resources through the development of their own skills in Digital Design for the digital transformation of heritage tourism. Moving towards a totally new era in cultural tourism that integrates the concept of digital heritage tourism into cultural life, young job seekers should be equipped with competences that allow them to differentiate themselves among a close and yet competitive industry. After the project completion, participants

will be able to put their creativity into action being in position to map out digital content that promotes local culture and manage the tones of resources that cultural life offers (museum exhibits, local products, places to visit, local food, etc.) in an intuitive manner. Recent research has shown that the tourism sector has been turning into digitalised solutions towards the establishment of Smart Tourism. The objective is to lead creativity and innovation in tourism, while contributing to new destination configurations (Dredge, et. Al., 2018). In fact, the Digital Heritage Tourist definition has recently appeared under the scope of tourists visiting a place (museum, location, etc.) virtually instead of physically, having the entire tourist experience in a digital manner.

However, after COVID-19 outbreak, global tourism is brought to a standstill, with millions of people looking for cultural experiences from their homes and with professionals being rather unprepared for the lockdown and with their hands tied in the context of a travel-less world. On the other hand, youth play a significant role in all action plans to limit the impact of the crisis, while they are among the most vulnerable groups being the main victims of the aftereffect of the pandemic (Rojo, 2020). Therefore, with youth unemployment being increased by 0.8% within the first month of the crisis (March-April 2020) and with Heritage Tourism being at stake and turning to digital solutions to survive, there is an urgent to equip young people with digital competences in order to overcome unemployment and support heritage sustainable development.

## 1.2 Project Target group

The main target groups of this project are:

- Young adults that already have working experience in heritage tourism or are interested in promoting heritage tourism
- Young adults that are interested in improving their digital competences
- Youth workers
- Youth training organizations
- Tourism organizations

- Organisations related to the creative/cultural industry
- NGOs or other organizations/authorities taking initiatives towards sustainable development
- Digital designers/Digital design/e-Learning companies
- Policy makers

## 2. National Report

National Reports are the official documents by which countries report information and research data useful to the development and delivery of a project. Used collectively, National Reports can draw the picture of the overall context of the project.

### 2.1 The objectives of the Report

The main objective of the reporting phase of the project is to cumulate research data and useful information about the partners' countries, in order to draw the picture of the overall context of the project. This phase can help making clear the general objectives of the project and what are the needs, trends, and issues to be considered during the whole project development.

In this case, the aspects to be considered during the research phase, that will then be used as research questions for the national report writing, are: the unemployment statistics in the partners countries in the tourism sector; the number of people who have actually conducted tourism and cultural heritage studies in the country; data of employed people in the tourism and cultural heritage sector; what study programmes the country offers in the tourism sector; what issues concern this field nowadays and the people involved in it; how the Covid context has affected the tourism sector and the people involved.

## 2.2 The methodology (open for partners to fill in)

The methodology for this desk research is based on quantitative data. To collect the information needed for the research we have use the data available on the internet. In order to present the situation in the Netherlands and the context of the tourism sector in the country due to the corona crisis. We have research on governmental websites. Rijksoverheid.nl, holland.com, CBS.nl, nbtc.nl and den.nl are our main sources.

## 2.3 The results (questions)

### 1. What are the main areas that tourism-related training programmes/curricula that your country focus on?

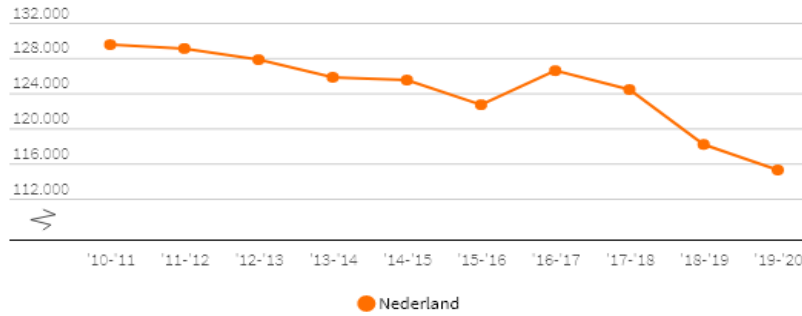
Tourism and recreation are promising sectors of the Dutch economy. The hospitality sector is already economically larger than the agricultural sector and in a few years it will overtake the construction sector.

These are bizarrely strange times because in the pre-corona year 2019 the Dutch economy received 91.2 billion euros in tourist recreational expenditure (4.4 percent of GDP). This has fallen sharply due to the corona measures and travel restrictions.

Studying tourism right now:

"We need young sky stormers - the sleeve-rollers, the doers and the creatives!" reports Frank Oostdam, director of the travel industry organization ANVR (290 affiliated travel organizations). ANVR would like to retain the talents at all levels in the travel world. The images of stationary planes and empty beaches and centers at well-known holiday destinations at home and abroad mean that parents now ask their teenagers: "Are you sure you want to study tourism or leisure?" "Especially now", reports spokesperson Marieke van Meurs of seven colleges of higher education that have tourism in their training package, united in the consultation body Landelijk Overleg Tourism Management (LOTM). "Now we need a generation that will help to further develop the path we have taken towards sustainable tourism within the Netherlands and beyond. Help this growing sector with enthusiasm and innovation". The graphic below shows how the enrollment of students in tourism has been decreasing in the past years.

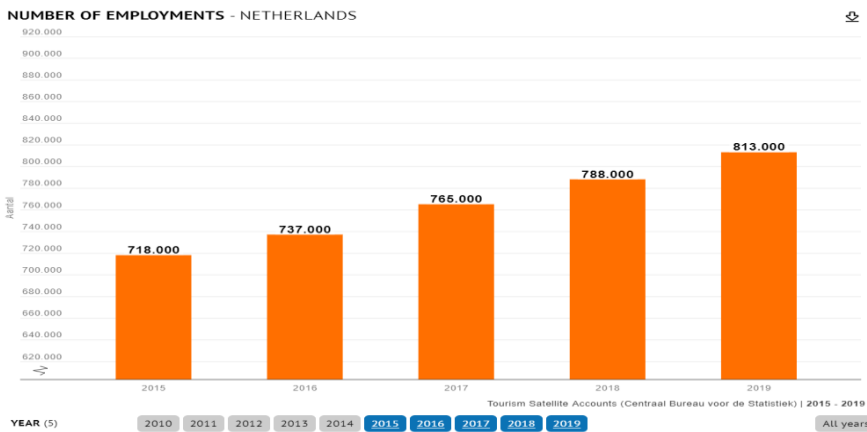
### Studenten



DUO (CBS) | '10-'11 - '19-'20

However, the hospitality sector is a warm sector that, according to the report 'Social value of tourism and recreation' (April 2021), contributes a lot to the Dutch social happiness. This sector already provides 800,000 jobs and of the companies surveyed in the report, 96% report that it generates money for other companies, residents and government.

The graphic below shows how the employments in tourism has been increasing in the Netherlands in the past years.



In the Netherlands the tourism studies are offered in three different levels:

- MBO (middle-level applied education), which is the equivalent of junior college education. Designed to prepare students for either skilled trades and technical occupations and workers in support roles in professions such as

engineering, accountancy, business administration, nursing, medicine, architecture, and criminology or for additional education at another college with more advanced academic material. This studies, are from 1 to 4 years.

- HBO (higher professional education), which is the equivalent of college education and has a professional orientation. The HBO is taught in vocational universities (hogescholen), of which there are over 40 in the Netherlands. Note that the hogescholen are not allowed to name themselves university in Dutch. This also stretches to English and therefore HBO institutions are known as universities of applied sciences. This studies go from 2 to 4 years.
- WO (Scientific education), which is the equivalent of university level education and has an academic orientation. This studies are 3 years average.
- Master. In tourism sector, the masters are 2 years long average.

Examples of different educations in the Netherlands:

### *MBO Hospitality Management*

The program prepares the students for further study or a job in the world of hospitality and events. In addition to a good portion of tourism, the students receive lessons in hotel subjects, event management, recreation and entertainment. They can take courses such as management and marketing, public relations, host-hostessship, tour guidance, travel information and tourist information.

### *HBO Tourism Management (Tourism & Recreation Management)*

In the first year of education, the students are introduced to their future field of work. In the 1 year the courses are grouped around themes. This includes areas such as tourism and recreation, leisure management, management and organisation, marketing and marketing management, law, computer science, languages, geography, psychology and sociology, presentation techniques, mathematics and statistics.



The second year has a similar structure as the first year. In the third year of this education there is a internship in a company. The fourth year is mainly devoted to graduation.

*WO University: The Bachelor Tourism* is an English-taught academic programme offered jointly by Breda University of Applied Sciences and Wageningen University & Research. As the first of its kind in the Netherlands, this scientific programme deals with developments in tourism and the interrelationships between tourism, the economy, society and the environment. After graduation of the Bachelor in tourism, the students can apply their knowledge to the sustainable development of tourism, or continue their education with a master's programme.

#### *Master: Tourism, Society and Environment*

The MSc Tourism, Society and Environment is a two year programme, starting every year in September. In total the programme comprises 120 credits (ECTS = European Credits Transfer System), 60 credits per year. The programme consists of course work, an internship and a thesis research. Generally the first year is entirely dedicated to course work and the second year is split between internship and thesis.

The main areas that tourism related programs/curricula the Netherlands focus on are:

- Hospitality management; mainly focus on hotel management, events management, and service management.
- There are programs focusing in art and cultural heritage.
- Programs related to tourism destination management. Focus in the field of travel agencies.

## 2. Are there any training programmes that promote digital upskilling in the Tourism sector in your country? If so, please describe (title, provider, objectives, focus areas).

The Netherlands' innovative top sectors are among the world's best. The government wants to further strengthen their international position. The Netherlands has nine top sectors:

- Horticulture and propagation materials
- Agri-food
- Water
- Life sciences and health
- Chemicals
- High tech
- Energy
- Logistics
- Creative industries.

In the Netherlands there are in total 694 technological studies, more specifically in the areas of: Building and construction, Architecture, Civil engineering, Creative media and game technology, Electrical engineering, Logistics, Mechatronics, Aviation, Mechanical engineering, biomedical engineering, Food technology and food innovation, chemical technology, and agrotechnology.

Tourism and recreation studies are 130 in the Netherlands and 37 educational institutions who deliver this studies. Some of these programs include new technologies and innovation.

- **International Tourism Management. TIO university of applied sciences.** Focuses extensively on e-commerce. Learn to promote a trip online and how to optimize a website to allow visitors to book their holidays quickly and easily.
- **Tourism Management. Breda university:** In the E-Lab, first-year students of the Tourism Management programme set out to work on online applications. They develop a mock-up for a tourism app, create content such as a 360° film, an infographic, and an animation video. They conduct online research and make social media analyses. Students experience to work with online tools. They also experience how important online tools are to share information and get in touch with customers.
- **Tourism Management; HZ university of applied sciences.** They have some modules focus on: Digital intelligence, Technological trends and e-tourism.
- **Tourism Management (Bachelor); Saxion university of applied sciences.** They have one part of the program for using the technology: Launch a virtual reality app that gives tourists a preview of the destination they are planning to travel to, or design an app that assists them on their holiday. Learn to cater

to the target group's needs and use smart digital tools to create unforgettable experiences. Discover what technology can do for the tourism sector in terms of enhancing client experiences. You come up with a plan and an end product, others will design it.

Government strategy:

**Perspective 2030** is about the changing role of tourism and the sustainable development of the Netherlands as a destination. This requires a new approach, that prioritizes the common interests of visitors, businesses and local residents. Ensuring that tourism contributes to the prosperity and well-being of all Dutch people.

Five priorities play a key role in achieving this ambition:

- Benefits and burdens are in balance, more benefits from tourism than burdens
- All the Netherlands is attractive: put more cities and regions on the map as attractive destinations
- Accessible and achievable: easily accessible cities and regions
- Sustainability is a must: a living environment with less waste and pollution
- A hospitable industry: the Netherlands as a welcoming destination.

This vision was compiled based on input from more than one hundred experts working in tourism, mobility, education and culture. The local populations and various levels of government were also involved. Perspective 2030 can only be achieved through broad cooperation with the tourism industry and government authorities. An agenda for action was established for this purpose. But there is also a great need for improved data and insights on visitor behavior, among others.

### 3. What are the main problems of the tourism sector in your country? (If any)

Tourism is an integral part of Netherlands. Tourism has contributed a lot to the economy of Netherlands. North Holland and South Holland are the famous provinces in Netherlands for Tourism. NTBC which is the "Netherlands Bureau for tourism and

conventions" has taken some initiative to increase the marketing and the promotional strategies to maximize the tourism.

Amsterdam is where is mainly concentrated all the tourism of the Netherlands. It's a tension that Amsterdam has been trying to navigate for years: how to embrace its status as a vibrant, international hub without making the city unlivable for its residents — and without letting go of its famous, free-spirited roots says a report of New York Times about the tourism in Amsterdam. A tourism "monoculture" has taken root, and residents are being pushed out. Businesses and services that used to cater to locals — high-quality bakeries, butcher shops, and the like — have been replaced by trinket shops, ice-cream parlors and "Nutella shops," which serve takeaway waffles and other treats smeared in the hazelnut spread, mainly to tourists. Meanwhile, rising housing prices — due, in part, to the rise of Airbnb and other vacation rental platforms — have made the city center unaffordable for many locals. In addition, streets and parks are often full, and there are long queues outside tourist attractions. As a result, local people feel their city has been taken over.

In 2019, a record-breaking 21.7 million people visited Amsterdam, a city with a population of about 870,000. Geerte Udo, the director of Amsterdam & partners, a nonprofit, government-supported organization that manages tourism in the city said "We need to change everything we have on offer in the city center if we want to bring the balance back to living, working and recreating,".

## Tourism and coronavirus: 15 million fewer tourists in the Netherlands

Unsurprisingly, the coronavirus pandemic has had considerable repercussions for the Dutch tourism industry. 2020 saw only seven million tourists visit the country - significantly less than the 21 million that was expected.

## Tourism during the coronavirus crisis

According to figures released by the Netherlands Bureau for Tourism & Conventions (NBTC), the Netherlands can expect over 70 percent fewer international visitors this year than in 2019. Fewer than seven million tourists are expected for the whole of 2020, but at the start of the NBTC predicted the country would receive almost 22 million, which would have been a new record.

The predictions for 2020 were so high due to a number of major events that were set to take place this year, including the revival of the Formula 1 race in Zandvoort, the Eurovision Song Contest in Rotterdam, and the European Football Championship. However, the outbreak of the coronavirus at the start of the year meant all these events had to be cancelled.

## The future of tourism in the Netherlands

According to Jos Vranken, director of the NBTC, the tourism figures for the year 2020 are comparable to figures from the 1980s. Looking ahead to 2021, many have also said they are planning fewer holidays next year. Vranken says he predicts it will take a number of years for the Dutch tourism industry to recover, saying he expects it will only improve in 2024.

Before the coronavirus the government have made plans to spread tourism more throughout the country and attract more business tourists.

### Tourism creates jobs and income

In 2017, foreign tourists spent over €20 billion. In 2016, holidaymakers and day trippers spent €75.7 billion. Around 641,000 people work in the tourism sector, making it a major employer.

### Spreading tourism more

The government wants to persuade tourists to come to the Netherlands during the off-peak season and to go to less-visited regions. This should help solve the problem. As

well as allow other parts of the Netherlands to profit from the increasing numbers of visitors.

#### 4. Do young people in the tourism sector face any challenges or obstacles when looking for a job?

*They are more flexible, but young people who make a bad start in the labor market can suffer the consequences for a long time, says Wilthagen. 'In economics, we call that scar effects. Young people run the risk of building up less income than they normally could. Without stable work you often stay at home longer, at Hotel Mama. As a result, relationships and family formation are also postponed. And there are more and more young people in the Netherlands with debts. Gielen knows from previous studies that young people who graduate in a recession still experience the consequences in the first years of their career in the form of a lower initial wage. 'It can take 5 to 10 years before that gap is made up. It is also much more difficult these days for young people to move on to a permanent job.*

*Apart from the crisis, young people are already more frequently affected by these kinds of issues. As a young person you often haven't built up a professional network yet, so you fall back on your parents and friends.*

#### 5. What has been the response of the tourism sector in your country to the Covid-19 travel restrictions?

*The coronavirus (COVID-19) pandemic turned the tourism industry upside down. The Dutch government put different restrictions during the whole pandemic. The Dutch government implemented travel restrictions, intelligent lockdown in the beginning of the pandemic, use of the face masks in public transport, indoor spaces, stations and places where is not possible to keep the 1.5m distance. In December 2020 the government announced a hard lockdown which affected to catering, culture and creative industry.*

*The consequences of the coronavirus have major consequences for tourists and the cultural or creative sector. The cultural sector includes artists, theater and music makers and others who work in the cultural and creative field. The tourism industry includes hotels, bed and breakfast and others that offer overnight stays.*

### ***Financial arrangements cultural and creative sector***

*The outbreak of the coronavirus has major consequences for the artists, makers and others who work in the cultural and creative field. The cabinet responded to the cultural and creative sector with various measures for the damage suffered.*

*From 2020 the Dutch Government has brought different support package to the cultural and creative sector. The government had substantially expanded the support package for jobs and the economy. The reality is that the corona crisis has become a long-term economic crisis, in which many entrepreneurs and workers have been hit hard. The economical support packages involves a total amount of 7.6 billion euros. The easing applies for the first and second quarter of 2021. The government gave more than 900 million euros in 4 support packages to the culture, creative and tourism industry. In addition, more support packages were intended for the self-employed, and SMEs, and extra financial support packages for different regions in the Netherlands.*

*During the coronacrisis, the tourism, art, culture and creative sectors developed different initiatives.*

*LKCA (National Knowledge Institute for Cultural Education and Amateur Art), DEN the institute for digitization in the cultural sector, MCN advancing digital transformation in museums, holland.com (the official tourism page for the Netherlands), and municipalities they have created a list of tourism options such as digital tours, art & culture digital events, etc.*



Some of the examples are:

- *Online concerts metropole orchestra*
- *Van Gogh museum created quiz and question games, 4k virtual tour, etc.*
- *Rijksmuseum: Online drawing and painting tutorials from RijksCreative*
- *Nemo: Trials and experiments, teaching materials, etc*
- *villa zebra 'Villasoferen' about a work of art & fun home art assignments*
- *Digital tours of different cities in the Netherlands.*
- *IDFA: Free Movies Collection*

## 6. What has been the response of the tourism sector in your country to the Covid-19 unemployment?

The number of jobs in the trade, transport and hospitality industry fell sharply, down by 48 thousand. Also, in business services, excluding employment agencies (-18 thousand), culture, recreation and other services (-12 thousand) and financial services (-4 thousand) jobs were lost.

Compared to the first quarter of 2020, the number of jobs decreased most in trade, transport and hospitality (-135 thousand).

The Dutch government created as well specific and special economic measurements. The economic and social consequences of the coronavirus can be felt by everyone in the Netherlands. That is why there is a support and recovery package with temporary financial arrangements, a social package and investment measures. With this, the central government helps large and small (independent) entrepreneurs and offers support when employees move from unemployment to new work.

As we mentioned before, the Dutch Government created the *perspective 2030* is about the changing role of tourism and the sustainable development of the Netherlands as a destination.

The Dutch government is taking a total of 1 billion euros in measures aimed at growth companies, innovation, job retention and retraining in SMEs. In order to maintain and increase prosperity over the next 20 to 30 years, the economy must grow faster and differently. The government will allocate a total of 20 billion euros over the next five years for investments that contribute to maintaining and increasing prosperity. This money is placed in the National Growth Fund and goes to knowledge development, physical infrastructure and research, development & innovation.

A total of 9.25 million euros has been set aside in the budget of the Ministry of Economic Affairs and Climate to support the Netherlands Bureau for Tourism and Congresses (NBTC) in 2021.

## Transport in the Netherlands gets a necessary boost

In the coming years, Minister Cora van Nieuwenhuizen and State Secretary Stientje van Veldhoven will allocate 1.9 billion euros at an accelerated pace for the maintenance and replacement of roads, railways, waterways and dikes. For the tourism sector, the plans contain starting points at Schiphol airport, cycling infrastructure and circularity.

### 7. What is the level of digital knowledge in your country among young people (18-29)? Which digital tools do they use the most and for what purposes?

#### The Netherlands ranks among the EU top in digital skills

The Netherlands is one of the countries in Europe with the largest share of inhabitants who are proficient in using the internet, computers and software (digital skills). In 2019, half of the Dutch population aged 16 to 74 years had 'above basic' overall digital skills, versus an average 33 percent in the European Union. This is the outcome of research conducted recently by Statistics Netherlands (CBS) and other EU member states.

IN addition, according to the DESI index the Netherlands is ranked in the 4<sup>th</sup> position. The Digital Economy and Society Index (DESI) is a composite index that summarizes relevant indicators on Europe's digital performance and tracks the evolution of EU Member States, across five main dimensions: Connectivity, Human Capital, Use of Internet, Integration of Digital Technology, Digital Public Services.

#### THE RESULTS OF DESI INDEX

1. Connectivity: The Netherlands ranks 6<sup>th</sup> on average.
2. Human Capital: The Netherlands ranks 4<sup>th</sup> on average.
3. Use of Internet services: The Netherlands ranks 3<sup>rd</sup> on average.
4. Integration of digital technology: The Netherlands ranks 4<sup>th</sup> on average.
5. Digital public services: The Netherlands ranks 7<sup>th</sup> on average.

#### More young people digitally skilled

Dutch young people aged 12 to 25 have become more skilled in the use of the internet, computers and software compared to 2015. In the area of communication, the proportion of young people with more than basic skills in 2019 was greater than in other areas. Boys and girls do not differ in digital skills, young people (12 to 25 years) and young adults (25 years or older) do. Statistics Netherlands reports this in the context of the Youth Monitor.

In 2019, 96 percent of Dutch young people aged 12 to 25 used the internet (almost) every day. In 2015 this was still 93 percent. During the same period, young people have also become more proficient in using the Internet, computers and software. 72 percent of young people had more than basic skills in 2019, compared to 63 percent in 2015. In 2019, 41 percent of the over-25s in the Netherlands had more than basic digital skills, compared to 34 percent in 2015.

### Most communication skills

The digital skills of young people are determined based on results in four sub-areas: communication, information, computers/online services and software. In the area of communication, the proportion of young people with more than basic skills in 2019 was greater (94 percent) than in other areas. This includes e-mailing, calling via the Internet, using social networks and uploading self-made photos, music, videos, text or software. Young people who have more than one of these skills fall into the category more than basic skills.

In both areas, information (such as looking up information over the Internet, moving files, and storing photos in the cloud) and computers/online services (e.g. shopping online, installing apps, and taking a course over the Internet), 86 percent of young people had basic-level skills. rise above.

In the area of software, 83 percent of the young people had more than basic skills. This sub-area includes the use of word processing programs and spreadsheets. Writing computer programs in a programming language also belongs to this sub-area.

## Explanation: Digital skills indicators

The ICT use of households and individuals survey was conducted in 2019 among 5,610 Dutch people aged 12 and above, of which 963 were aged 12 to 25. Among other things, the survey asked about activities in the field of internet, computer and software use. Based on these activities and the extent to which they are implemented, indicators for digital skills have been developed such as no or few skills, basic or more than basic skills. All EU countries apply the same method, making the results of the Netherlands comparable in Europe.

### 8. Please look for examples (practices, projects, tools, etc.) implemented in your country that promote digital solutions for the safeguarding of Heritage Tourism.

Digitization offers opportunities to display work, still reach and involve a (new) audience and to earn money – to a small extent. Not only DEN offers an overview of these kinds of initiatives, but also the Boekman Foundation and the National Knowledge Center for Cultural Participation and Amateur Art (LKCA).

In recent years, the Netherlands has invested heavily in the digitization of heritage collections and in making them accessible on the basis of the principles of the national strategy for digital heritage. As a result, many heritage institutions were able to immediately start working online with high-quality digitized collection material at the start of the crisis.

Various museums and archives offer virtual tours, in which the director, curator or a guest takes the public through the building and tells stories about the works that are important or most inspiring to that person. For example, Jan Rudolph de Lorm, director of museum Singer Laren, told every day on the Singer's YouTube channel about an

artwork from the current exhibition and curators of the Rijksmuseum did this from home in the video series #Rijksmuseumfromhome using the existing digital collection.

In the first weeks of the lockdown, cultural institutions energetically set to work on ad hoc experiments such as organizing virtual tours and streaming performances. Digital initiatives can play an important role in complementing and even enhancing the slow start-up of the live experience, which is only becoming available to small numbers of audiences at first.

### Digital heritage tourism: innovations in museums

A number of museums have been implementing digital applications to develop new products and services such as online exhibitions, new processes to research, display and manage collections, new organizational structures to accommodate an increasingly digital environment, reaching new markets, and tapping into existing resources to generate new capital.

In addition, the official tourism website of the Netherlands offers an online tourism of different cities of the country.

Some examples of digital activities are:

#### Photos and footage

- Photo collection of the National Archives
- Image bank Rijksdienst Cultural Heritage
- Rotterdam City Archives - Image and sound
- Beelbank Amsterdam City Archives
- Image bank Groningen
- Image bank Utrecht Archives
- Nijmegen remains in the picture

#### Archives

- Archives.nl
- MaSS : a maritime history database

- warlife.nl
- Nijmegen Regional Archives
- Utrecht Archives

### Film and television equipment

- IDFA Online
- Netherlands Institute for Sound and Vision
- EYE
- Open Images
- Groningen Film Bank

### Music, audio and sound

- Re:vive
- STEIM web archive

### Literature, newspapers, texts

- Royal Library
- DBNL
- Delpher

### Works of art

- Collectionnederland.nl
- Rijksstudio
- mediakunst.net
- Van Gogh Museum
- Museum Boijmans Van Beuningen
- Art Museum The Hague
- Kröller-Müller Museum
- Mauritshuis
- West Frisian Museum

### Fashion, architecture and (industrial) design

- fashion muse
- JewelryMuseum
- Contemporary Jewelry
- The New Institute

- Cube exhibition archive
- Design Museum Den Bosch

## Performing arts

- musical treasures
- music web
- NDT on Google Arts & Culture
- Performance Technology Lab
- Theater texts

## Digital Tours

- Flower fields
- Wadden islands
- Typical dutch villages and towns
- Popular cities; Leeuwarden, Rotterdam, Maastricht, Amsterdam, etc.
- Liberation route
- Hollands castles and country houses
- The Dutch Golden Age
- Royal Holland
- Dutch food and cuisine

### 1. *What kinds of thematic tourism are present in your country?*

1. **Events:** Holland offers many, many events. Festivals, markets, parades, expositions and events are organized throughout the country in every season. Spring mainly offers flower parades and cheese markets. In summer, there's a wealth of dance, music and theatre festivals; autumn is the time for art and culture, and Sinterklaas and the Christmas markets bring warmth to cold winter months. The largest national event is celebrated every year on 27 April: King's Day.

2. **Arts & Culture:** Museums, street art, opera, dance and theater

3. **Cycling:** They are plenty of cycling routes through the country. Opportunity to discover the Wadden Sea, coastline of the IJsselmeer, Wadden Islands of Texel and Terschelling, Friesland and Noord-Holland, tour the islands and peninsulas of



Zeeland, coastal views and rich history of The Hague, to the port city of Rotterdam, all the way to the iconic cheese-making city of Gouda, etc.

4. **Water sports:** The Netherlands is the perfect place for water sports. Nearly one third of the land is below sea level. In addition to the risk of flooding, this also means unique water sports opportunities. You can go boating through the canals in big cities or enjoy the peace and quiet on large bodies of water.

5. **Tourism with Kids:** The Netherlands has numerous attractions. From zoos, such as Blijdorp, GaiaPark, Dolfinarium Safaripark Beekse Bergen and the Apenheul, to fun-parks like Walibi, Madurodam, Neeltje Jans, Duinrell and the world-famous Efteling.

### 9. What kinds of thematic tourism could be developed in your country?

In the Netherlands it is possible to find all kind of tourism thematic. The challenge in The Netherlands, is to promote other places, rather than Amsterdam attracting different visitors to different places, preferably at different times, outside of peak season.

From destination promotion to destination management

**The most important themes are:**

- Enhance the Dutch identity
- Improve the livability
- Realize sustainability objectives
- Create employment opportunities.

In addition, "The Netherlands is fully committed to making the next leap forward Dutch Prime Minister Mark Rutte said at the UN Sustainable Development Summit in September 2015. He affirmed the Netherlands' intention to make the SDGs its leading policy framework for the next 15 years. In 2018, tourism was responsible for about 8% of the carbon footprint. Air traffic plays a huge part in this, as do cruises. The amount of greenhouse gas emissions in the Dutch tourism sector increased by 11% from 2010 to 2015 (CBS, 2017). If holiday emissions of Dutch people continue to increase, they will be

higher than was agreed for the Netherlands in the proposed climate legislation by 2030 (CSTT, 2018).

The Netherlands is fighting over-tourism in Amsterdam and the bulb region by showing tourists that the distances here are small and by inspiring them to consider other areas.

For this the government has decided to:

- Create awareness of tourism behaviour.
- Reward sustainable initiatives and tax polluting activities.
- Make investments in soft mobility: developing the range of electric mobility and making bikes and electric bikes more easily accessible to visitors.
- Encourage the use of public transport and improve the booking-paying-traveling experience for tourist.

Nature tourism is tourism based on the natural attractions of an area. It consists of responsible travel to experience natural areas and their landscape, flora and fauna, protecting the environment and improving the quality of life of locals. In addition, EcoHotels was founded in 2020 as a responsible and sustainable alternative to the large and dominant online travel agencies (OTAs), whose business model and high commissions severely decimate individual hotels' identity, concept and bottom line. EcoHotels' mission is to be a community for hotels, sharing knowledge and best practices, and standing side by side to promote sustainability in the travel industry.

In the Netherlands the government and the provinces are focusing in a tourism more focused in cycling tourism, ecotourism, sustainable tourism and slowly more places are available for wild-camping.

## 2.4 Conclusions

Tourism is an integral part of Netherlands. Tourism has contributed a lot to the economy of Netherlands. North Holland and South Holland are the famous provinces in Netherlands for Tourism. Amsterdam is where is mainly concentrated all the tourism of the Netherlands.

In 2019, a record-breaking 21.7 million people visited Amsterdam, a city with a population of about 870,000. Unsurprisingly, the coronavirus pandemic has had considerable repercussions for the Dutch tourism industry. 2020 saw only seven million tourists visit the country - significantly less than the 21 million that was expected. The number of jobs in the trade, transport and hospitality industry fell sharply, down by 48 thousand.

The Netherlands is one of the countries in Europe with the largest share of inhabitants who are proficient in using the internet, computers and software (digital skills). In 2019, half of the Dutch population aged 16 to 74 years had 'above basic' overall digital skills, versus an average 33 percent in the European Union. This is the outcome of research conducted recently by Statistics Netherlands (CBS) and other EU member states.

In recent years, the Netherlands has invested heavily in the digitization of heritage collections and in making them accessible based on the principles of the national strategy for digital heritage. As a result, many heritage institutions were able to immediately start working online with high-quality digitized collection material at the start of the crisis.

In the first weeks of the lockdown, cultural institutions energetically set to work on ad-hoc experiments such as organizing virtual tours and streaming performances. Digital initiatives can play an important role in complementing and even enhancing the slow start-up of the live experience, which is only becoming available to small numbers of audiences at first.

The Netherlands is fighting over-tourism in Amsterdam and the bulb region by showing tourists that the distances here are small and by inspiring them to consider other areas.

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