

# Landscape and leisure

Niek Hazendonk, 27 March, 2013



# Landscape and Leisure





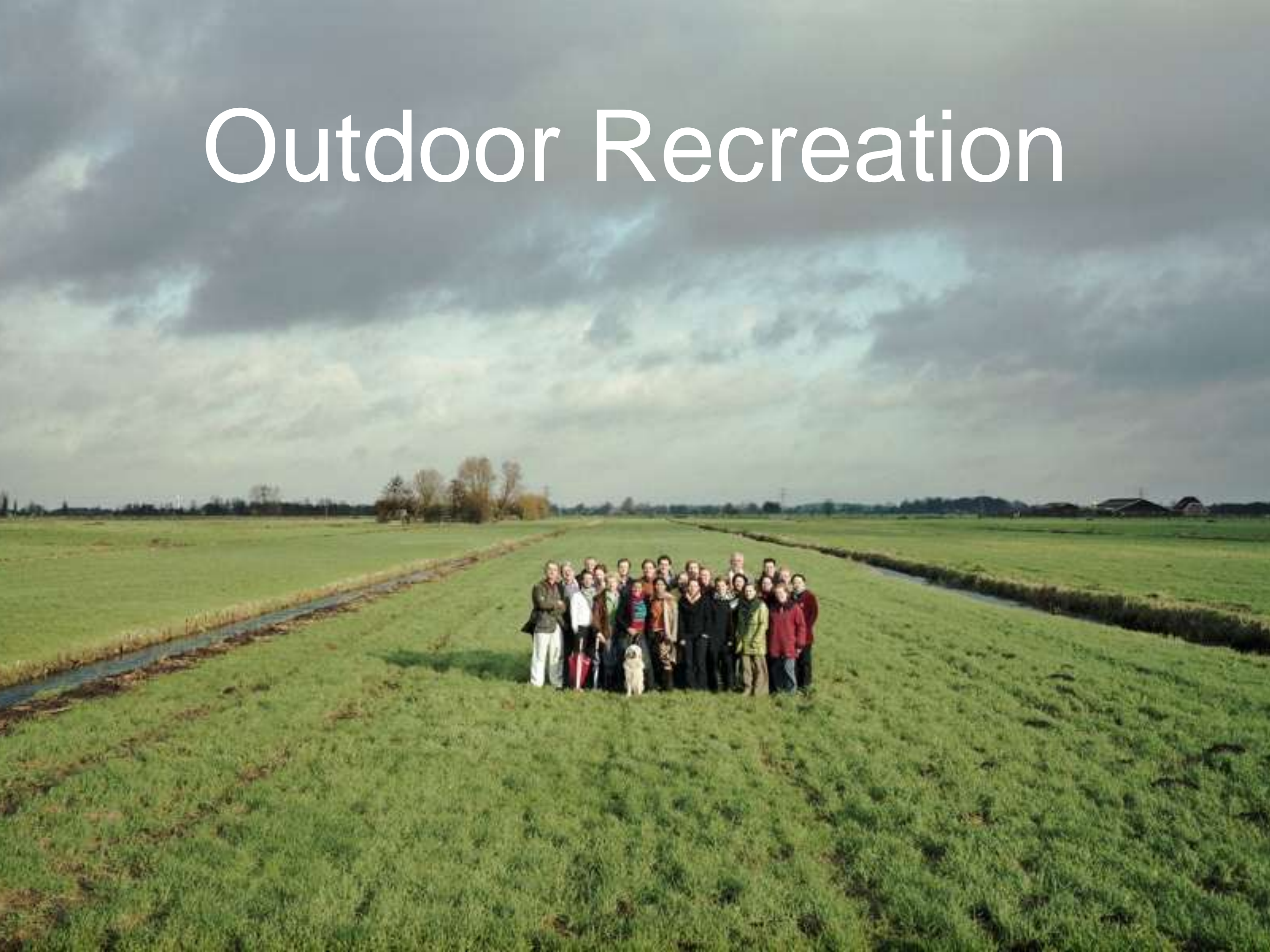
# Intro

- Leisure an important driving force
- Present situation, impacts;
- recommendations
- ELC and leisure





# Outdoor Recreation



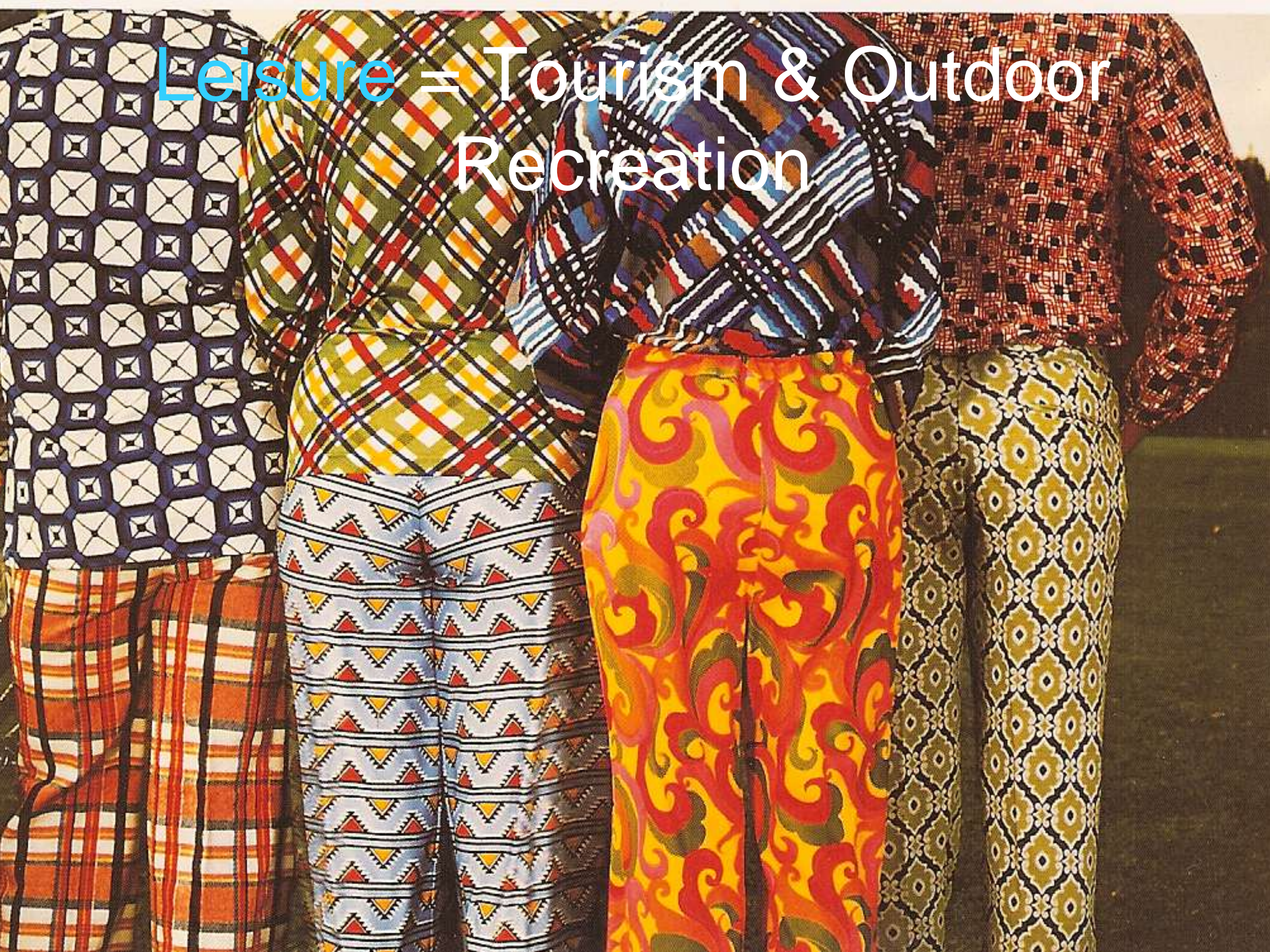


# Tourism





Leisure = Tourism & Outdoor  
Recreation



















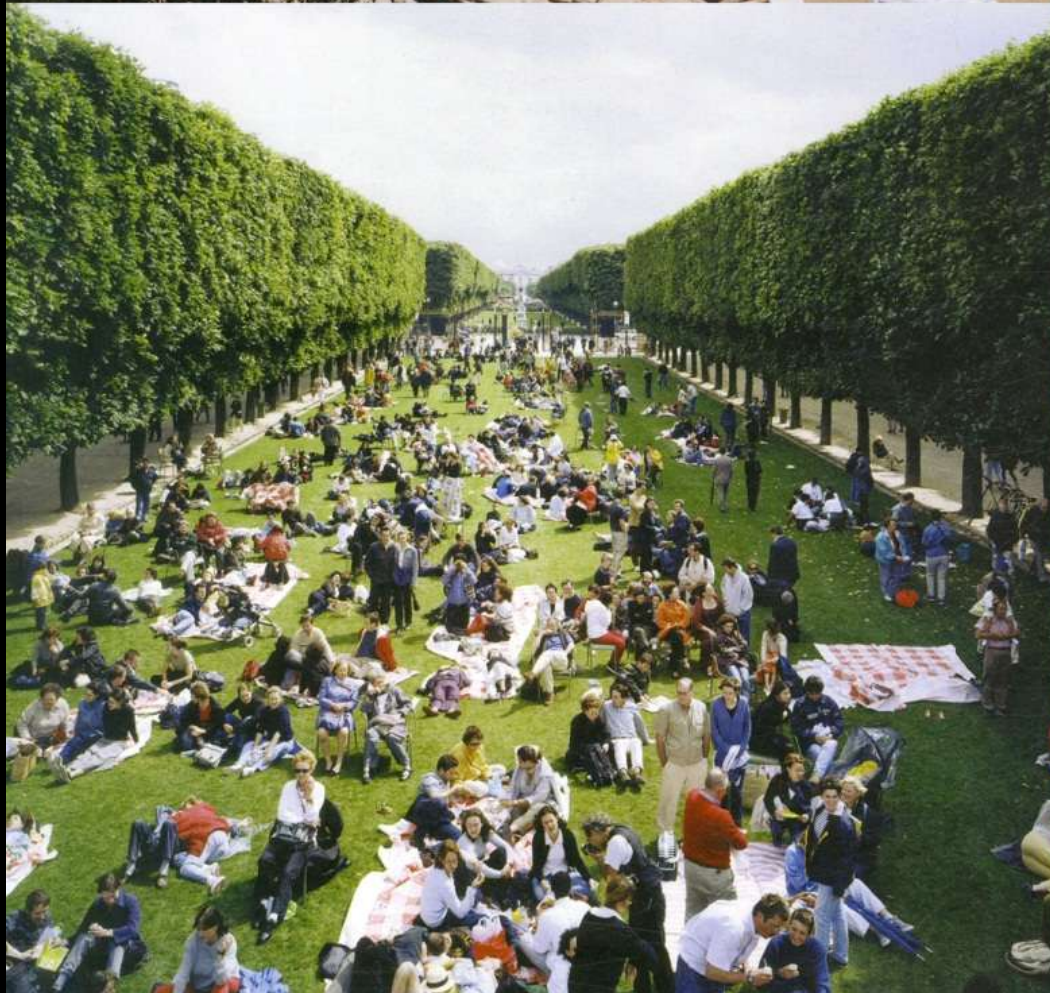










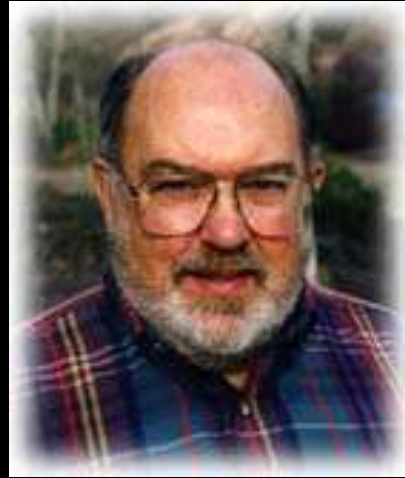




# Hypothesis

The future of the European Landscape and the future of the leisure industry and daily leisure on our continent are (to be) closely intertwined. Landscape and cityscape are the substrate of leisure, and leisure has a far-reaching impact on the landscapes.





## FUTUROLOGY

“Tourism will be worlds largest  
industrie in 2000”

(Herman Kahn, 1976)

“Right figure. Wrong year.”



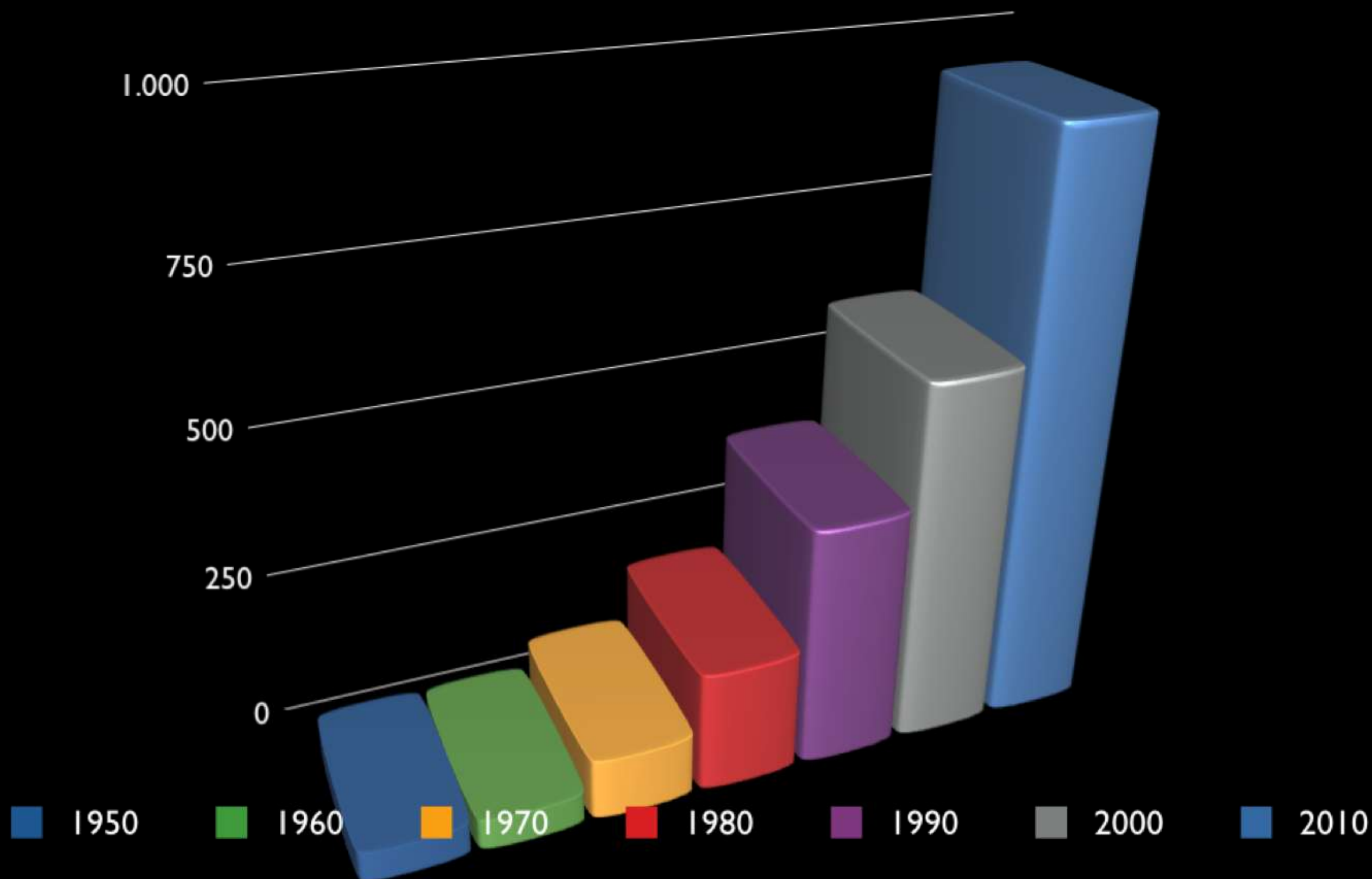
# Recommendation of the Committee of Ministers to member states on the promotion of tourism

to foster the cultural heritage as a factor for sustainable development (2003):

“Tourism is a means of access to culture and nature. It should be an opportunity for self-education, fostering mutual tolerance, learning about other cultures and peoples and their diversity, as well as for enjoyment, rest and relaxation. Cultural tourism provides particular opportunities for learning about other cultures through direct experience of their heritage. In Europe, cultural heritage tourism can help to forge the European identity and develop awareness and respect of the cultural heritage of peoples.”



# Arrivals international tourists in millions 1950-2010





# Aesthetising of the worldview

Otium: enjoyment &  
development



Negotium: work-work-work









# Negotium Outsourced

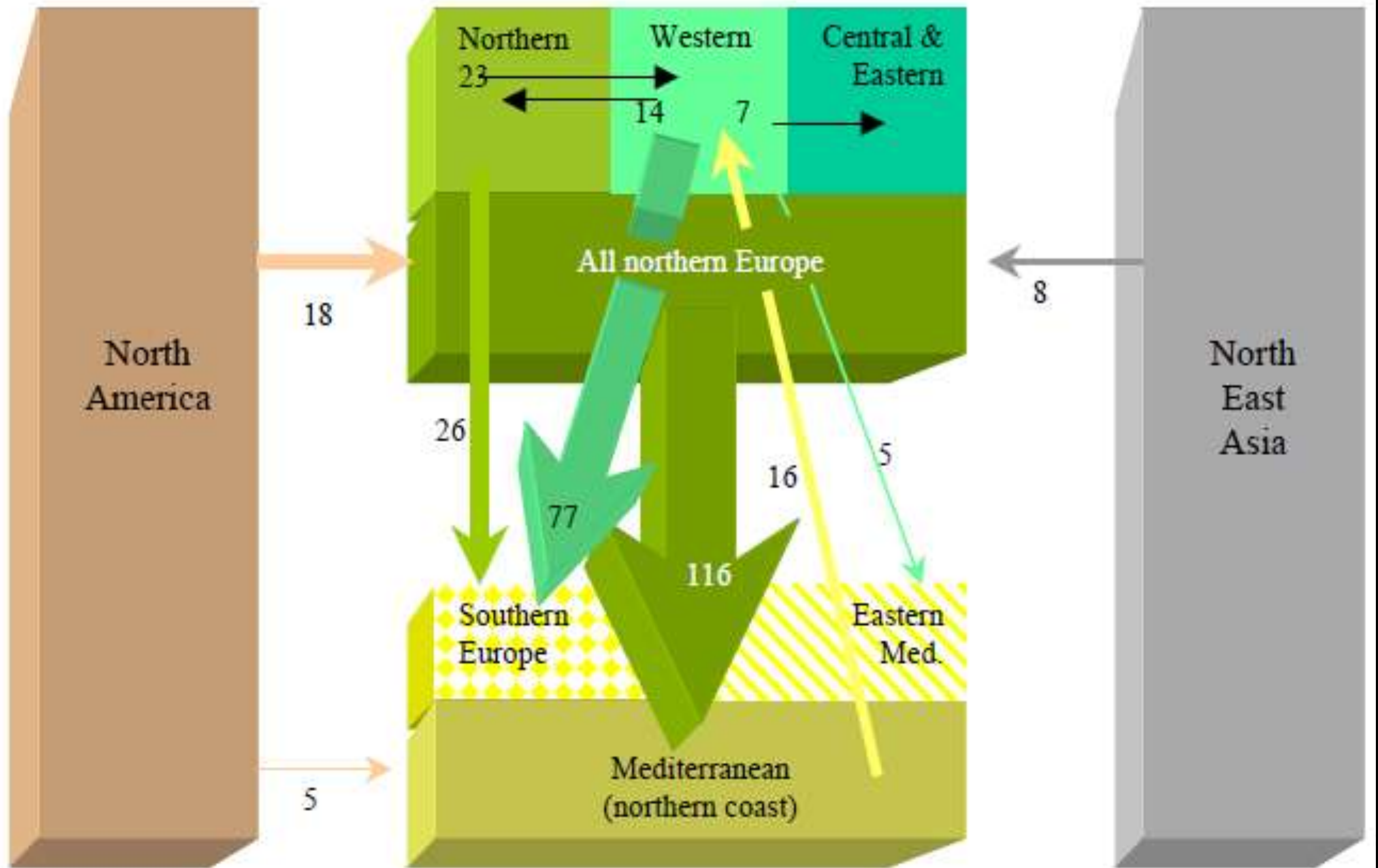




# Otium: The Global Leisure Class

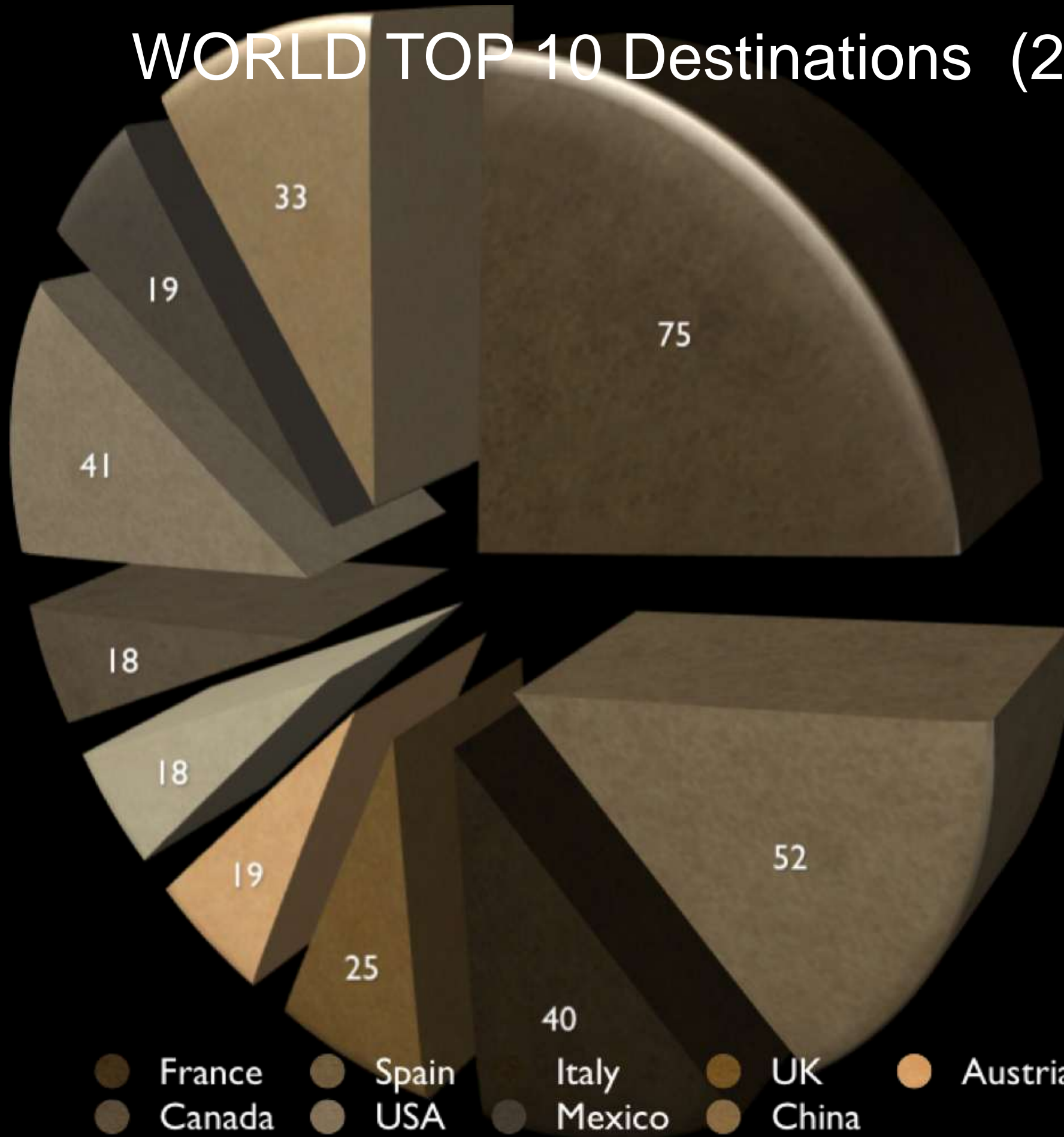








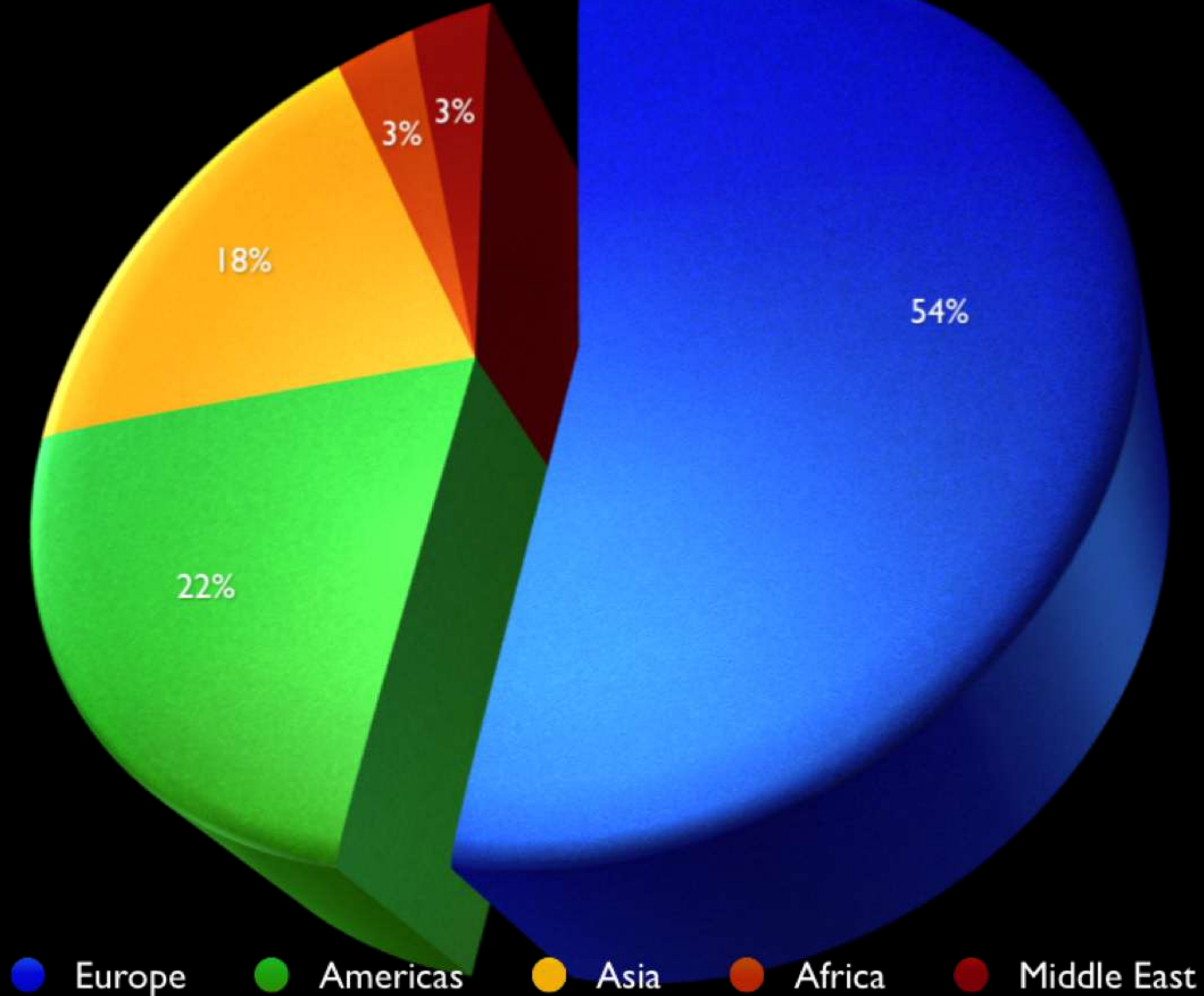
# WORLD TOP 10 Destinations (2003)



in millions of  
tourists/year

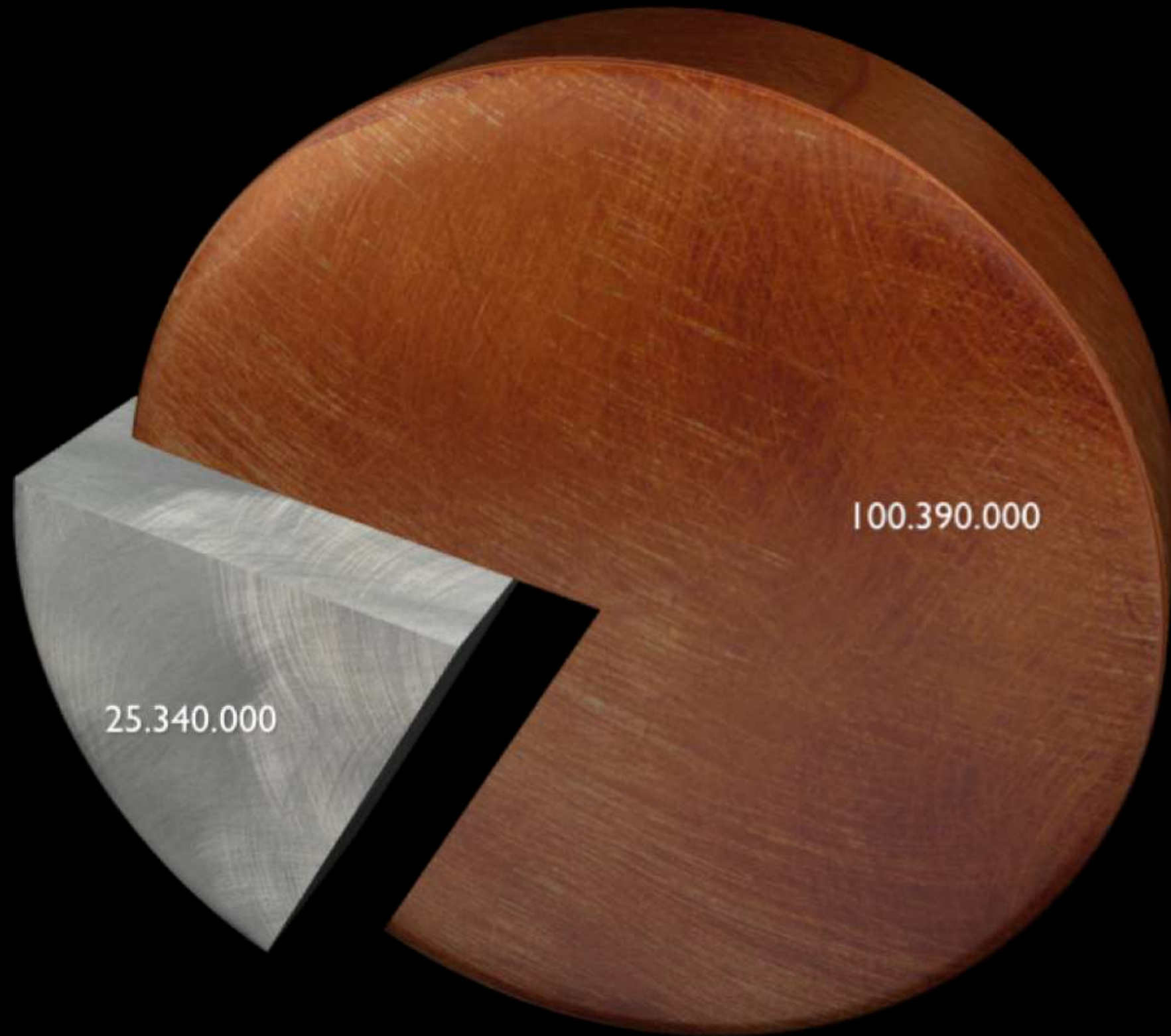


# World income out of tourism € 463 mld (2003)





Netherlands: stayings of foreign & inland tourists (2003)



● Nederlanders

● Buitenlanders















CAPMANY  
← LA JONQUERA  
PERPINYA

FIGUERES →











ICE CREAM  
NATURAL JUICE

ICE CREAM  
NATURAL JUICE

PIZZAS-HAMBURGERS

Bistro

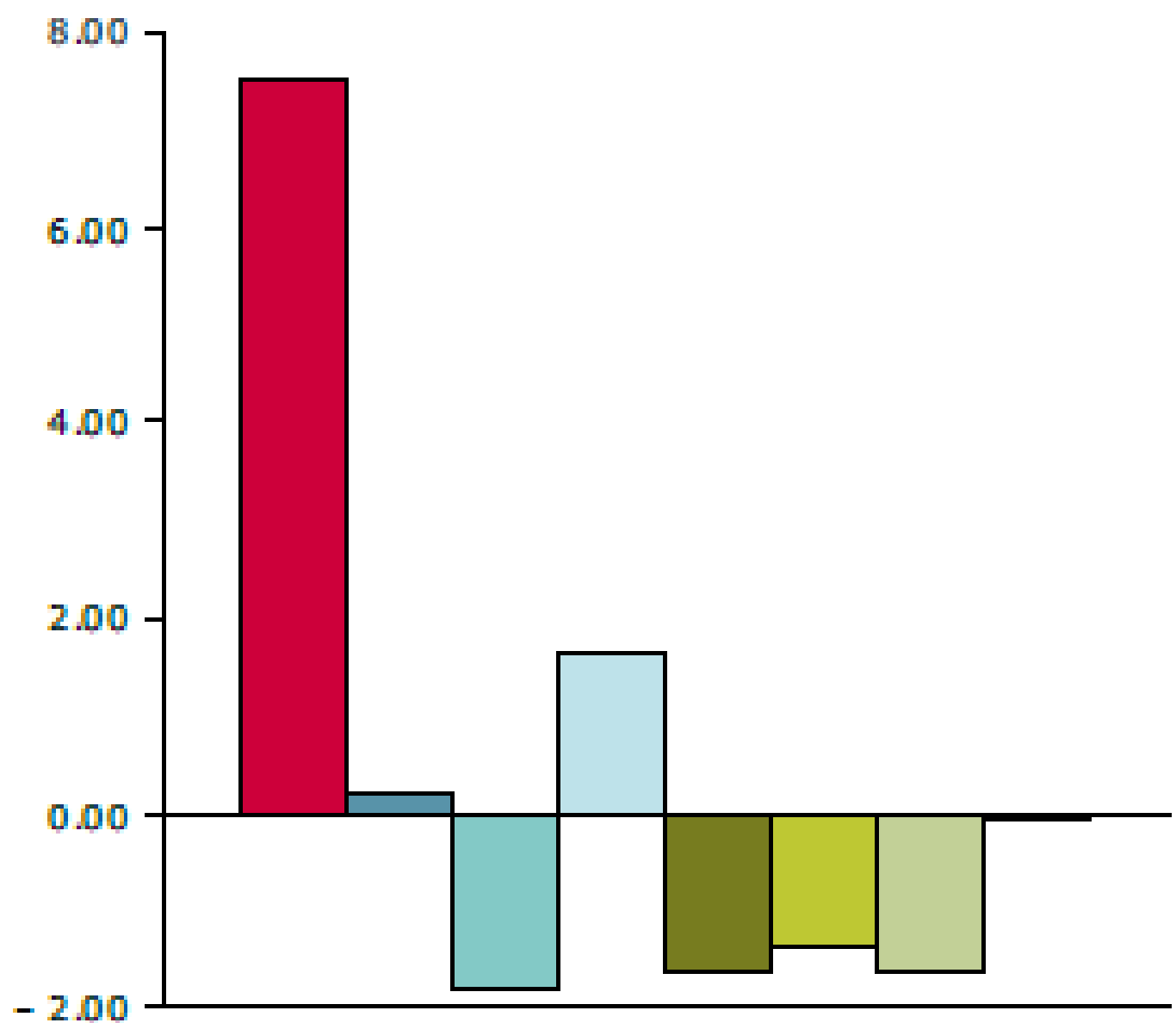
Bistro

PREL

PIZZAS-HAMBURGERS



Net change in land cover % of initial year



- Artificial areas
- Arable land and permanent crops
- Pastures and mixed farmland
- Forested land
- Semi-natural vegetation
- Open spaces/bare soils
- Wetlands
- Water bodies

















Both Summer- and Winterresorts  
feel the threat of Climate change

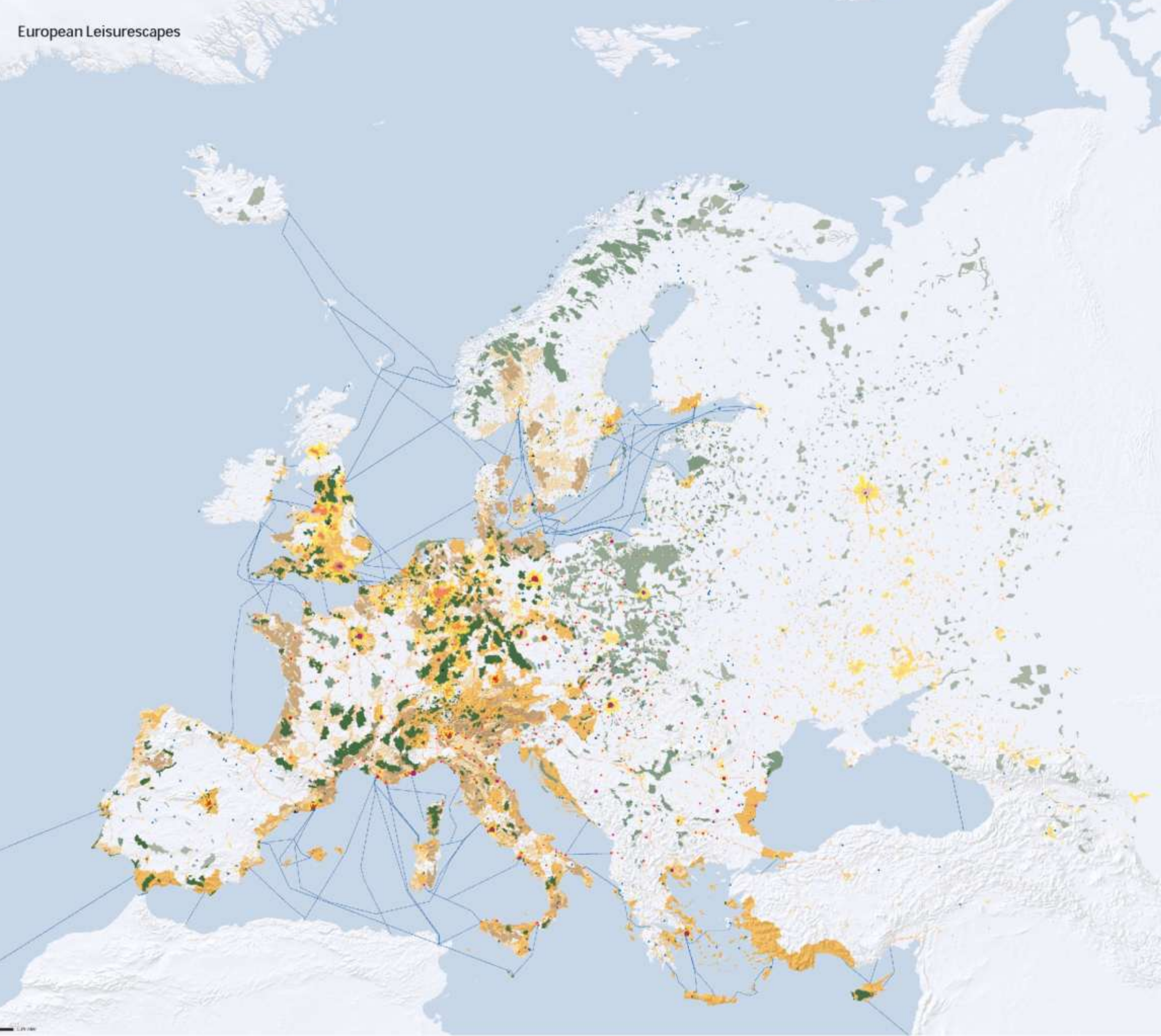




From a production-  
towards a consumer landscape



European Leisurescapes



- Intensive leisure landscapes  
TFI (area) >= 300 (NUTS 3 level)
- Protected landscapes  
Protected landscapes within intensive leisure landscapes
- Protected landscapes outside intensive leisure landscape
- ▲ World Heritage Sites
- Countryside tourism  
5 000 - 10 000 Camping Beds / landscape unit
- > 10 000 Camping Beds / landscape unit
- Urban tourism and recreation  
Urban area
- Peri-Urban Recreational zones
- Number of hotelbeds in urban areas  
< 10 000
- 10 000 - 50 000
- > 50 000
- Land and water infrastructure  
Major roads
- Ferries

**Sources**

Intensive leisure landscapes:  
Eurostat (2001-2006), national data Croatia, national data Turkey  
No data: nothing outside Eurostat states, Croatia, Turkey

Protected landscapes:  
CDDA (Common Database of Designated Areas UNEP/EEA); Federal Agency for Nature Conservation Germany; Environmental Agency Slovenia; Institute of Soil Science and Plant Cultivation Pulawy  
No data: Turkey, Albania

World Heritage Sites:  
UNESCO

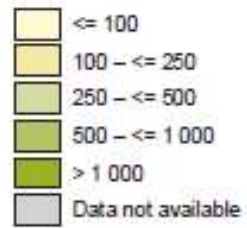
Countryside tourism  
Source: Eurostat; LANMAP2 No data: nothing outside Eurostat states

Urban tourism and recreation  
Source: Eurostat  
No data: hotelbeds in urban areas (only in NUTS regions)

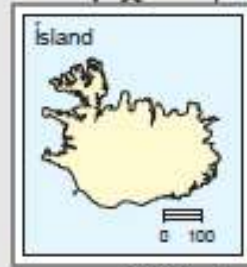
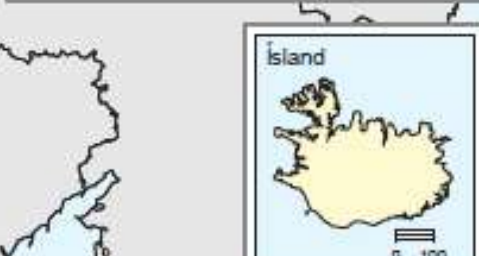
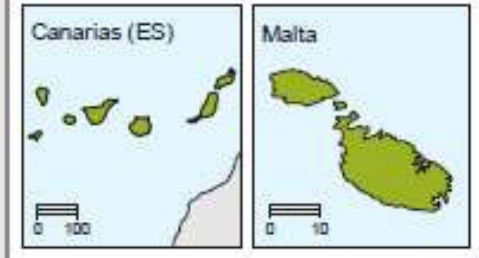
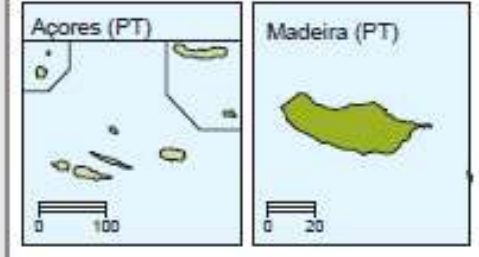
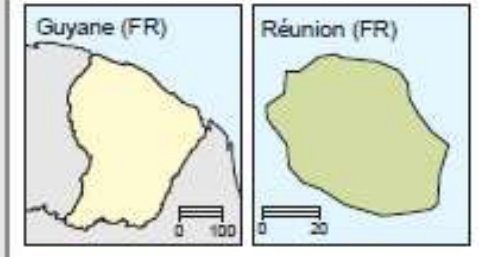
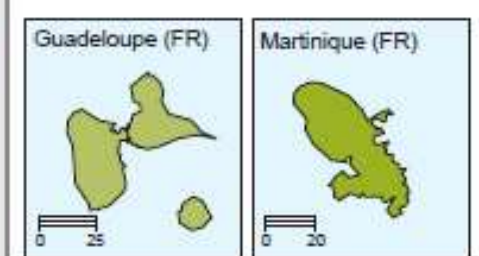
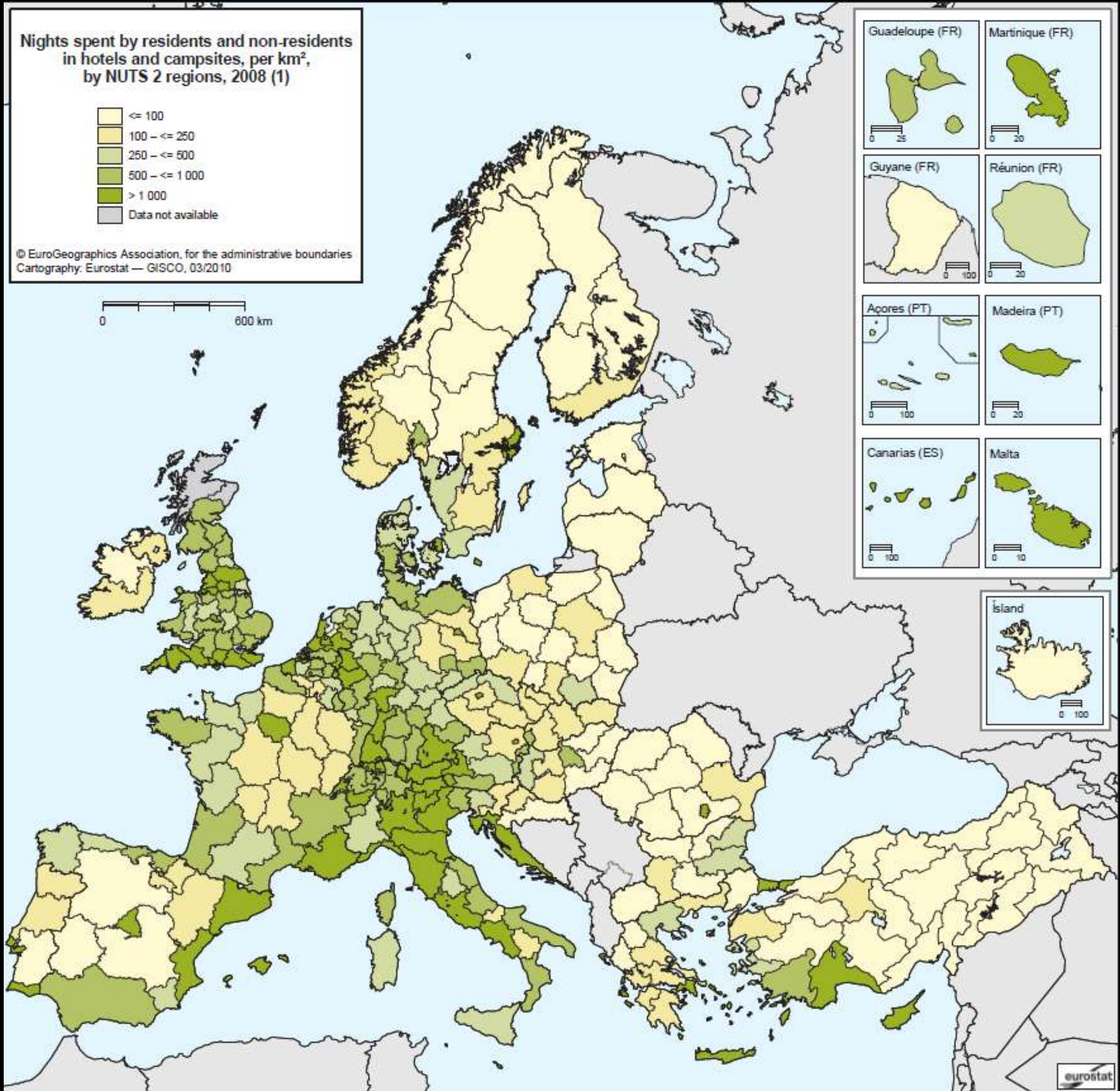
Alterra Wageningen UR, Landscape Europe and Department of Knowledge, Ministry of Agriculture and Food Quality



Nights spent by residents and non-residents in hotels and campsites, per km<sup>2</sup>, by NUTS 2 regions, 2008 (1)

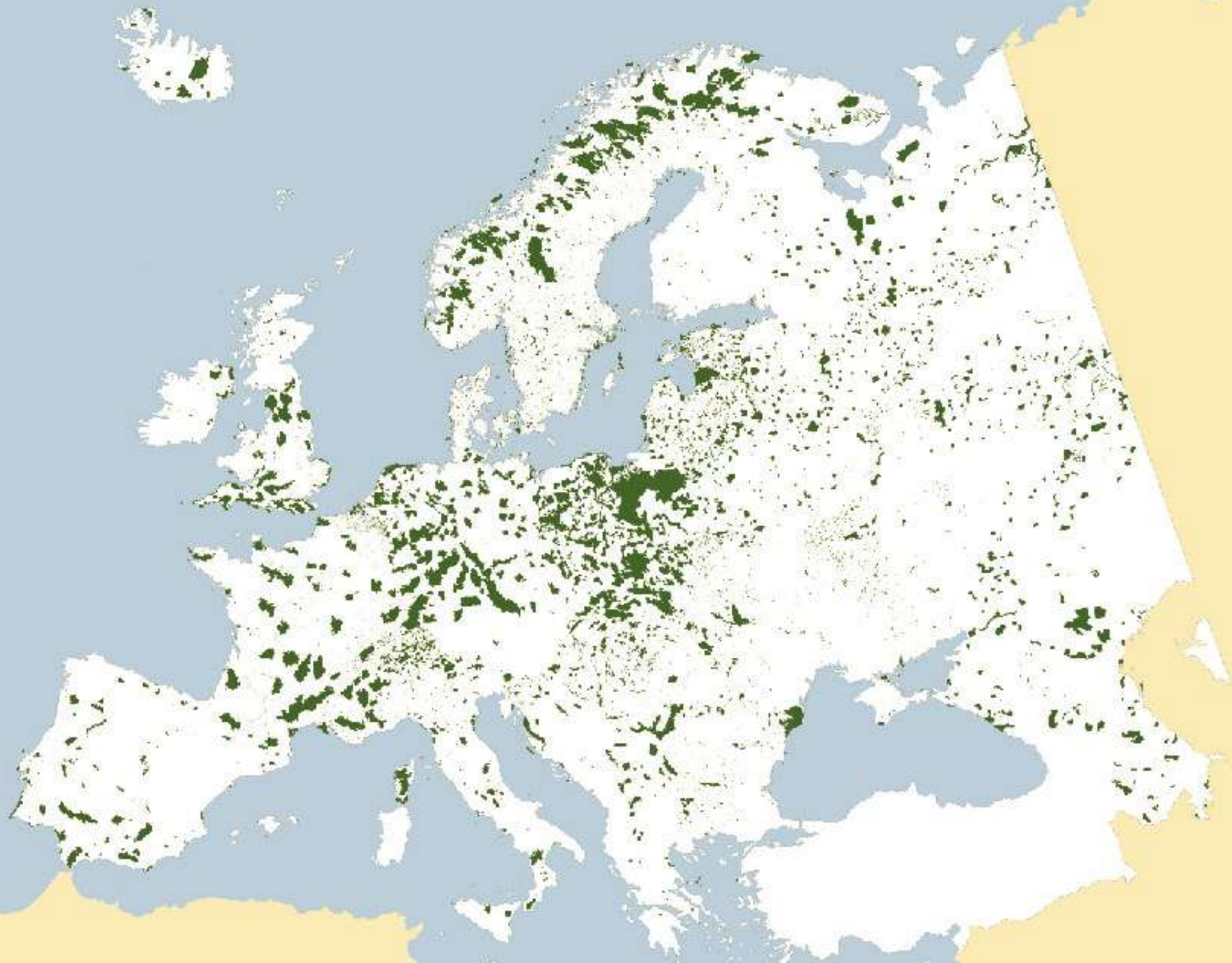


© EuroGeographics Association, for the administrative boundaries  
Cartography: Eurostat — GISCO, 03/2010





# Protected landscapes





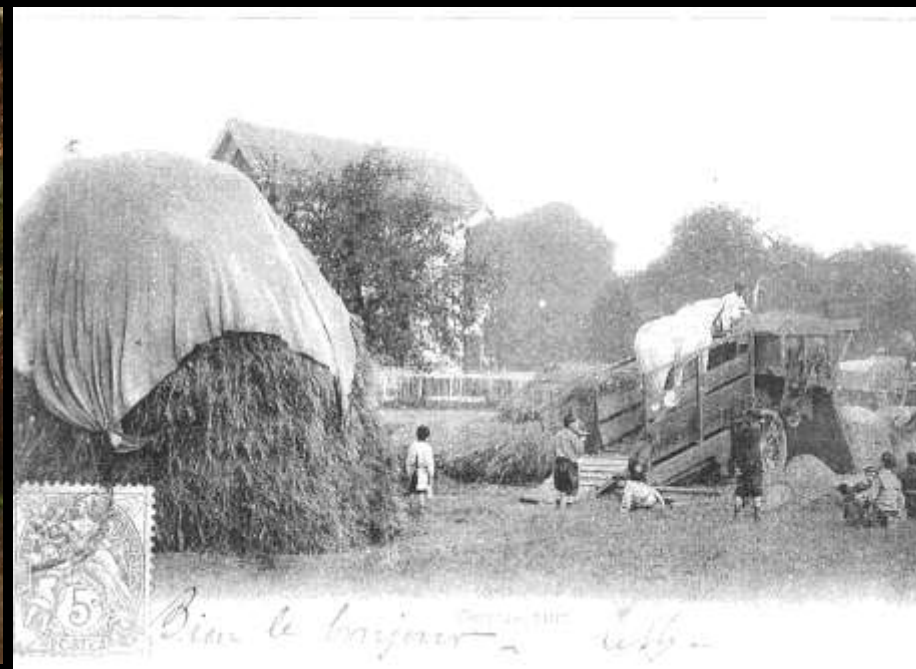
# Urban tourism and recreation







Island



Countryside



Forest



Coast



River



Mountain





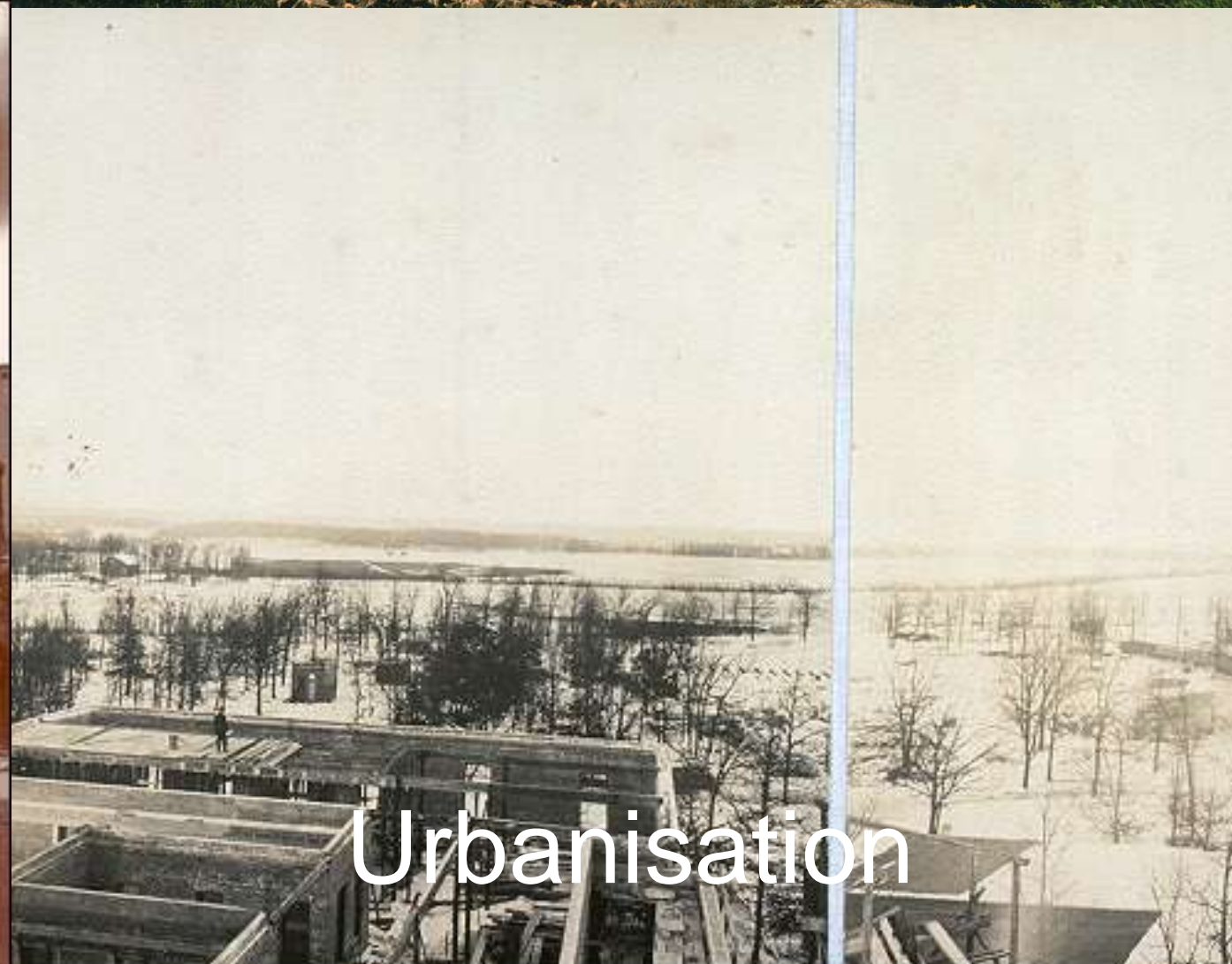
Appreciation



Traveling



Revitalisation



Urbanisation



- international society many types of changes and suffering diverse crisis (economic, ecological and f.i. real estate)
- danger for those landscapes and regions depending economically greatly on (incoming) tourism. Changes in tourism flows can undermine these landscapes and societies.
- also other change as climate change changes in hydrology
- impacts on the attractiveness of a landscape and thus direct and/or indirect influence the future of a landscape.
  - Foot and Mouth disease, the volcanic eruption on Iceland, revolutions f.e. the North African Arabic world.



# Observations about leisure

- Trend a growing interest in quality in broad sense, the quality and identity that offer the landscapes of Europe chance for tourism industry, outdoor recreation and wellbeing.
- Often up till now landscape lacks in most of the policies and programs with attention for sustainability as a own separate or integrating concept or objective.
- attention for the landscape concept is often the last to be addressed.
- sustainability is focused on the environmental problems (flows of water, energy and materials); less also to natural and cultural heritage.
- The holistic concept of landscape as mentioned in the ELC is seldom used or applied: only mostly or natural or cultural heritage
- in general the common every day landscapes are in oblivion/ get no attention at all.



# Opportunity

- European and national policies to stimulate sustainable tourism and the industry can be helpful to support the industry
- reciprocal the landscapes developed and managed by the same industry.
- therefore we should understand and look at the leisure industry as a driving force of utmost importance for the development of landscapes and their quality
- Council of Europe and the contracting parties of ELC should give attention to this fact and use the opportunities given to introduce the landscape concept of ELC through leisure development



# Momentum

- the present momentum European Union gets more and more involved in policy and programs for sustainable tourism: minds are thus open to the landscape concept.
- Of course the national and other levels are of the same importance.
- The notions of landscape and tourism (and leisure) are from their early appearance strongly intertwined. The Landscape convention should make possible that it will be a fruitful relationship also in the future.
- National and international even European visions on leisurescapes are needed.



# European Landscape C in action

- On all levels, on international, national, regional, local and **business scales** sustainability should lead our thinking and acting for tourism and leisure policies.
- the landscape concept as promoted by the European Landscape Convention should form an important aspect in sustainable development.
- Landscape should be integrated in tourism policy. And leisure and tourism should be integrated in landscape and territorial development!



# ACTION BY GOVERNMENTS

## INDIVIDUALLY

RECOGNISE  
LANDSCAPE  
IN LAW

INTEGRATE LANDSCAPE  
IN POLICY

## COLLECTIVELY

CO-OPERATE  
ACROSS  
EUROPE

## ACTION BY ALL,

FOR ALL LANDSCAPES

IDENTIFY  
LANDSCAPES

ASSESS  
LANDSCAPES

SET  
LANDSCAPE  
OBJECTIVES

PROTECT

MANAGE

PLAN

MONITOR  
CHANGE

RAISE AWARENESS,  
UNDERSTANDING & INVOLVEMENT

PROMOTE  
EDUCATION  
& TRAINING

THE ESSENTIAL SUPPORTIVE CONTEXT

[landscapecharacter.org.uk](http://landscapecharacter.org.uk)



# Action intertwine

- Drawing up tourism policies, plans, developments and projects landscape assessments, identifications should be a part of it. Also landscape objectives should be developed. (Leisure)landscapes should be properly protected, managed and planned. When realized or developed the plans should be monitored.
- Raising awareness, understanding and involvement for landscape as for the tourism plans as such should be part of all the undertakings in the field of tourism and leisure.
- Also international data information on leisure and relation to landscape data are needed if we want to organize good planning.
- In the base literature a lack of comparable synchronized data appeared.
- especially the case for sectors of leisure outside the tourism field. Such as domestic tourism and national outdoor recreation.
- EEA, Eurostat and ESPON could have a role in this
- The development of the map of European Leisurescapes should be further developed. It can be an interesting tool to monitor the development of European landscapes and tourism policies and to combine analyses with other sectors such as agriculture.



- The Landscape Convention relates to all landscapes, so also to all leiscapes; leisure in urban, peri-urban and rural environments; the ordinary and even the despoiled, as well as the exceptional.
- Landscapes are perceived as the setting of people's lives, crucial to the quality of those lives. Leisure needs and leisure as a driving force in landscape development interferes in our daily, weekly and yearly living environment. So, the general public should be encouraged to take an active interest part in caring for them. **The same though should be the case for entrepreneurs and firms, from small business up to multinationals.**
- Moreover, Europe's leiscapes are of value to all Europeans, being cherished outside the locality and beyond national borders: therefore, public authorities at all levels should take action to protect, manage and plan landscapes so as to maintain and improve landscape quality, as part of the process of leisure development in a context of sustainable development.
- **always a tension between inhabitants, visitors and users of the landscapes**
- emphasise that during the planning, developing and maintaining of leiscapes there should be explicitly paid much attention to the rights, the involvement and the needs of the inhabitants and leisure workers.
- Authorities have the outmost responsibility to realize so.







Our Cultural heritage, religious places of pilgrimage, monumental cities and landscape attractions are in danger of exceeding their maximum loading capacity.































hotel style

Profi-Check: Bauernhaus Brizerhaus – Ferienwohnungen Bliem-Kröll



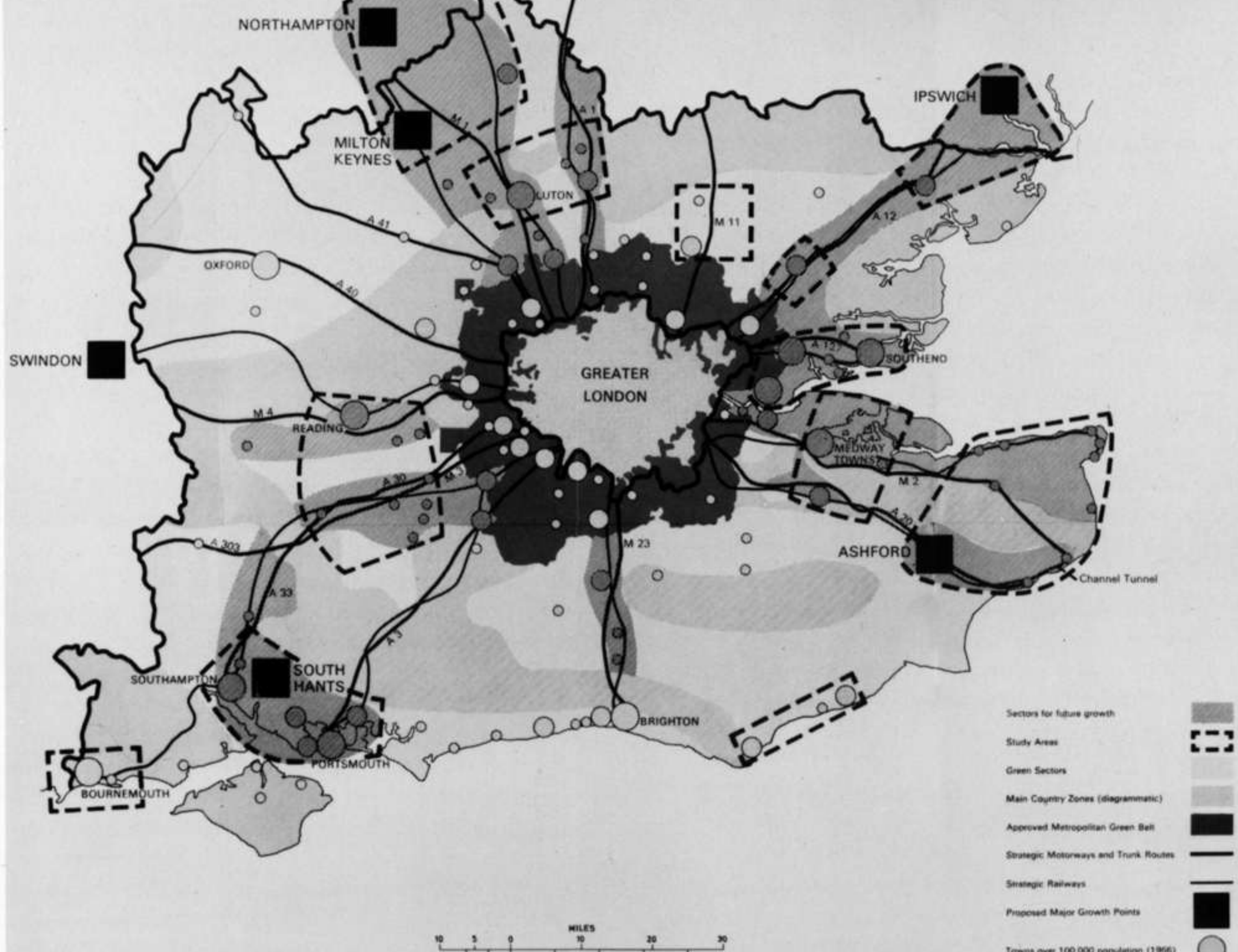


We have to update our ideas about the relation between city and countryside, the last impuls dating from the sixties.









NORTHAMPTON

IPSWICH

MILTON KEYNES

LUTON

M 11

OXFORD

SOUTHEND

SWINDON

GREATER LONDON

MEDWAY TOWNS

READING

ASHFORD

Channel Tunnel

SOUTHAMPTON

SOUTH HANTS

BRIGHTON

BOURNEMOUTH

PORTSMOUTH

- Sectors for future growth
- Study Areas
- Green Sectors
- Main Country Zones (diagrammatic)
- Approved Metropolitan Green Belt
- Strategic Motorways and Trunk Routes
- Strategic Railways
- Proposed Major Growth Points
- Towns over 100,000 population (1966)

10 5 0 10 20 30  
MILES



Everywhere in Europe one sees the tendency to link extensive leisure to extensive agriculture. This could be the rescue for economical marginal regions.



# VIGNOBLES D'EUROPE



SURFACE PLANTÉE EN VITIS ET PRODUCTION D'UN PAR CANTON

Country	Region	Surface plantée (ha)	Production (hl)
FRANCE	Bordeaux	100,000	1,000,000
	Alsace	50,000	500,000
	Jura	10,000	100,000
	Champagne	15,000	150,000
	Provence	20,000	200,000
	Loire	30,000	300,000
	Alsace	40,000	400,000
	Alsace	50,000	500,000
	Alsace	60,000	600,000
	Alsace	70,000	700,000
ITALIE	Piemonte	80,000	800,000
	Veneto	70,000	700,000
	Lombardia	60,000	600,000
	Emilia-Romagna	50,000	500,000
	Marche	40,000	400,000
	Umbria	30,000	300,000
	Lazio	20,000	200,000
	Campania	10,000	100,000
	Calabria	5,000	50,000
	Sicilia	10,000	100,000
ESPAGNE	Castilla-La Mancha	100,000	1,000,000
	Castilla y León	80,000	800,000
	Extremadura	60,000	600,000
	Valencia	50,000	500,000
	Andalucía	40,000	400,000
	Cataluña	30,000	300,000
	Països Catalans	20,000	200,000
	Galícia	10,000	100,000
	Canàries	5,000	50,000
	Illes Balears	5,000	50,000
ALLEMAGNE	Alsace	50,000	500,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000
	Wendland	10,000	100,000

**FRANCE**  
 BORDEAUX (orange)  
 ALSACE (blue)  
 JURA (green)  
 CHAMPAGNE (red)  
 PROVENCE (yellow)  
 LOIRE (purple)  
 ALSACE (blue)  
 ALSACE (blue)  
 ALSACE (blue)  
 ALSACE (blue)

**ITALIE**  
 PIEMONTE (yellow)  
 VENETO (orange)  
 LOMBARDIA (green)  
 EMILIA-ROMAGNA (red)  
 MARCHE (purple)  
 UMBRIA (blue)  
 LAZIO (orange)  
 CAMPANIA (green)  
 CALABRIA (red)  
 SICILIA (purple)

**ESPAGNE**  
 CASTILLA-LA MANCHA (orange)  
 CASTILLA Y LEÓN (green)  
 EXTREMADURA (red)  
 VALENCIA (purple)  
 ANDALUCÍA (blue)  
 CATALUÑA (yellow)  
 PAÏSOS CATALANS (orange)  
 GALÍCIA (green)  
 CANÀRIES (red)  
 ILLES BALEARS (purple)

**ALLEMAGNE**  
 ALSACE (blue)  
 WENDLAND (green)  
 WENDLAND (green)  
 WENDLAND (green)  
 WENDLAND (green)  
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**GRÈCE**  
 PÉLOPONNÈSE (orange)  
 MACÉDOINE (green)  
 ALBANIE (red)  
 MALTE (purple)

**PORTUGAL**  
 ALGARVE (orange)  
 ALentejo (green)  
 Trás-os-Montes (red)  
 Ribatejo (purple)

**Autres pays**  
 Royaume-Uni (orange)  
 Irlande (green)  
 Espagne (red)  
 France (purple)  
 Italie (orange)  
 Allemagne (green)  
 Autriche (red)  
 Suisse (purple)  
 Belgique (orange)  
 Pays-Bas (green)  
 Danemark (red)  
 Suède (purple)  
 Finlande (orange)  
 Pologne (green)  
 République tchèque (red)  
 Slovaquie (purple)  
 Hongrie (orange)  
 Roumanie (green)  
 Bulgarie (red)  
 Serbie (purple)  
 Croatie (orange)  
 Bosnie-Herzégovine (green)  
 Monténégro (red)  
 Albanie (purple)  
 Grèce (orange)  
 Malte (green)











## BAGNO DI ROMAGNA (FC)

17 Ab



## LE CORBAIE

m 400

di Italo Spighi  
Via Montegranelli Corbaia 13  
47026 Bagno di Romagna  
Tel. 0543.917111

0

Prezzo: €€€€

Apertura: tutto l'anno su prenotazione

Lingue parlate: (F)

Azienda agricola di montagna ad indirizzo zootecnico. È posta in posizione panoramica con ampie vedute verso l'alta Valle del Savio e i monti circostanti. Azienda di 39 ettari di cui 30 coltivati a seminativi, foraggio, ortaggi. Allevamento di bovini da carne, polli, conigli e piccioni.



**Come arrivare:** superstrada Orte-Ravenna uscita Bagno di Romagna; seguire le indicazioni per Montegranelli

Ospitalità: appartamenti 3, letti da 4 a 6

Ristorazione: no

Vendita diretta: no

Attività in azienda: escursioni e passeggiate

**Nelle vicinanze:** Terme di Bagno di Romagna, Parco Nazionale delle Foreste Casentinesi, folklore, sagre paesane

## BARDI (PR)

11 Cb



## CASTAGNETO

m 600

di Lazzaro Plesteghini  
Fraz. Gravago, via Castagneto  
43030 Bardi  
Tel. 0525.77141  
Fax 0525.77141

8

Prezzo: €

Apertura: tutto l'anno su prenotazione

È situata in alta collina, con caratteristiche di montagna, posta in una posizione elevata ai margini di un bosco di castagni dove si possono raccogliere funghi e prodotti del bosco e sottobosco ed effettuare piacevoli passeggiate. Azienda agricola di 30 ettari con seminativi e ortaggi; si allevano bovini, cavalli, api, animali di bassa corte. È iscritta alla Ippovia della Val Ceno e Val Taro.

**Come arrivare:** dal casello di Fornovo (A15) SS 28 per Bardi; proseguire per Borgotaro; dopo circa 7 km prendere per Gravago-Noveglia e seguire segnaletica aziendale

Ospitalità: appartamenti 3, letti da 1 a 6

Ristorazione: 8 coperti (su prenotazione)

**Vendita diretta:** uova, miele, vino, polli, conigli, funghi, ortaggi, formaggi, prodotti di montagna

Attività in azienda: passeggiate lungo i sentieri (anche in mountain-bike)

**Nelle vicinanze:** tennis, campo giochi, campo di calcio, castelli, ruderi, mostre culturali

## BARDI (PR)

11 Cb



## MENEGETTI

m 800

di Yolanda Meneghetti  
Loc. Lago Rio Brugnola 236  
43032 Bardi  
Tel. 0525.71461 - 335.5321111  
0525.77312. Fax 0525.71461  
walair@bikemountain.com  
www.cavalloinmontagna.com

40

Prezzo: €€€

Apertura: dal 28 febbraio al 1° novembre

Lingue parlate: (GB) (E)

L'azienda è in territorio montano, nei pressi di luoghi naturalistici e storici, quali il castello di Bardi e Compiano. Possibilità di trascorrere piacevoli giornate con escursioni a piedi, a cavallo e in mountain-bike o pescando nei vicini torrenti. Azienda di 30 ettari ad indirizzo zootecnico; alleva manzi, cavalli e suino nero di Parma.



**Come arrivare:** dalla A5 uscita Fornovo; proseguire per SS 28 direzione Bardi

Ospitalità: camere 3, letti 8, servizi 2

Ristorazione: 40 coperti

**Vendita diretta:** polli, animali di bassa corte, castagne, funghi, prodotti di montagna

Attività in azienda: escursioni a cavallo, mountain-bike, trial-bike, pesca sportiva

**Nelle vicinanze:** escursioni, mostre varie di notevole interesse culturale nel vicino Castello di Bardi (periodo estivo)

## BERTINORO (FC)

17 Ba



## FATTORIA PARADISO

m 275

della Mario Pezzi & C  
Fraz. Capocolle, via Palmeggiana 285  
47032 Bertinoro  
Tel. 0543.445044  
Fax 0543.444224  
info@fattoriaparadiso.com  
www.fattoriaparadiso.com

150

Prezzo: €€€€

Apertura: tutto l'anno su prenotazione

Lingue parlate: (GB) (F) (D) (E)

Sulle pendici del Colle di Bertinoro, centro medievale ricco di storia e monumenti, a 20 km dalla Riviera Adriatica, l'azienda offre ristorazione, anche nella struttura Gradisca, un casale da poco ristrutturato. Azienda agricola di 75 ettari con vigneto, oliveto e bosco.

**Come arrivare:** dalla Via Emilia e da Rimini, 8 km dopo Cesena, in fraz. Capocolle, al semaforo a sinistra (via Piana). Dalla Via Emilia, da Forlì, oltrepassare Forlimpopoli e all'unico incrocio con semaforo girare a destra (bia Piana)

Ospitalità: appartamenti 8, letti da 2 a 8. Camere 6, 12 letti, servizi 6

Ristorazione: 150 coperti

**Vendita diretta:** vini DOC, DOP, IGT, grappa, olio, marmellate, prodotti di montagna, aceto balsamico

Attività in azienda: musei sulla tradizione contadina e auto storiche, enoteca, corsi di cucina, degustazione, restaurant, mountain-bike, parco giochi per bambini

**Nelle vicinanze:** tennis, equitazione, pesca, raccolta funghi e tartufi, terme romane, città d'arte, spiagge

## BERTINORO (FC)

17 Ba



## FATTORIA LA QUERCIA

m 254

di Giovanni Benini  
Via Cantalupo 1411  
47032 Bertinoro  
Tel. 0543.445870  
Fax 0543.445870  
fattorialaquercia@libero.it

0

Prezzo: €€€

Apertura: tutto l'anno

Lingue parlate: (GB) (F)

Azienda agrituristica biologica che offre ospitalità in camere e appartamenti con cucina attrezzata. Azienda ad indirizzo frutticolo, coltiva pesco, albicocco, ciliegio, susino ed orto.



**Come arrivare:** dalla A14 uscita Forlì; indicazioni Cesena; al semaforo di Panighina girare per Bertinoro

Ospitalità: camere 4, letti 10, servizi 4

Ristorazione: no

**Vendita diretta:** prodotti biologici; marmellate, prodotti di montagna

Attività in azienda: piscina, barbecue, sauna, bagno turco, idromassaggio, mountain-bike, parco giochi per bambini

**Nelle vicinanze:** visita a Bertinoro e a borghi di interesse storico, passeggiate

## BORGHI (FC)

17 Ba



## LA GAIOFANA

m 110

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58

Prezzo: €

Apertura: tutto l'anno su prenotazione

Lingue parlate: (GB) (F)

L'azienda è situata sulle prime colline a ridosso della Riviera Romagnola, a pochi chilometri da importanti borghi medievali ricchi di storia e di cultura. Coniuga cordialità e cucina tipica romagnola per offrire la migliore ospitalità. Azienda di 10 ettari con frutteto, ortaggi e seminativi; presenza in azienda di cavalli, ovini e animali di bassa corte.

**Come arrivare:** A14 uscita Rimini Nord; Via per Santarcangelo; quindi SP Ponte Uso; al km 5 deviare a destra in via Gessi

Ospitalità: camere 5, letti 11, servizi 5

Ristorazione: 58 coperti

**Vendita diretta:** ortaggi, animali di bassa corte

Attività in azienda: passeggiate a cavallo, mountain-bike

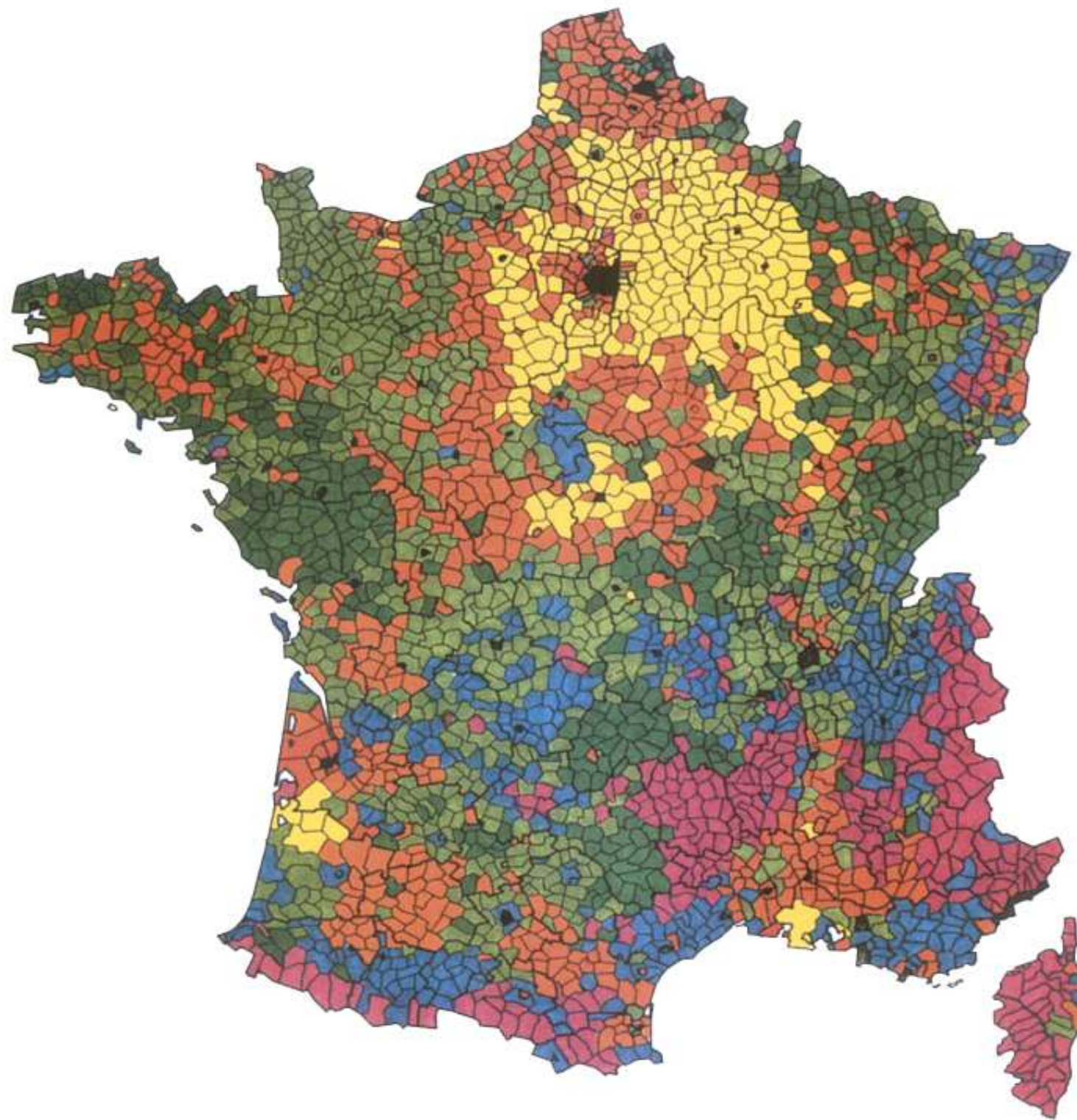
**Nelle vicinanze:** piscina, tennis, calcetto, manifestazioni folkloristiche, visita a borghi medievali

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Agriturismo-guide no 4









Leading



Better than average



Average



Possibly in danger



Developing but menaced



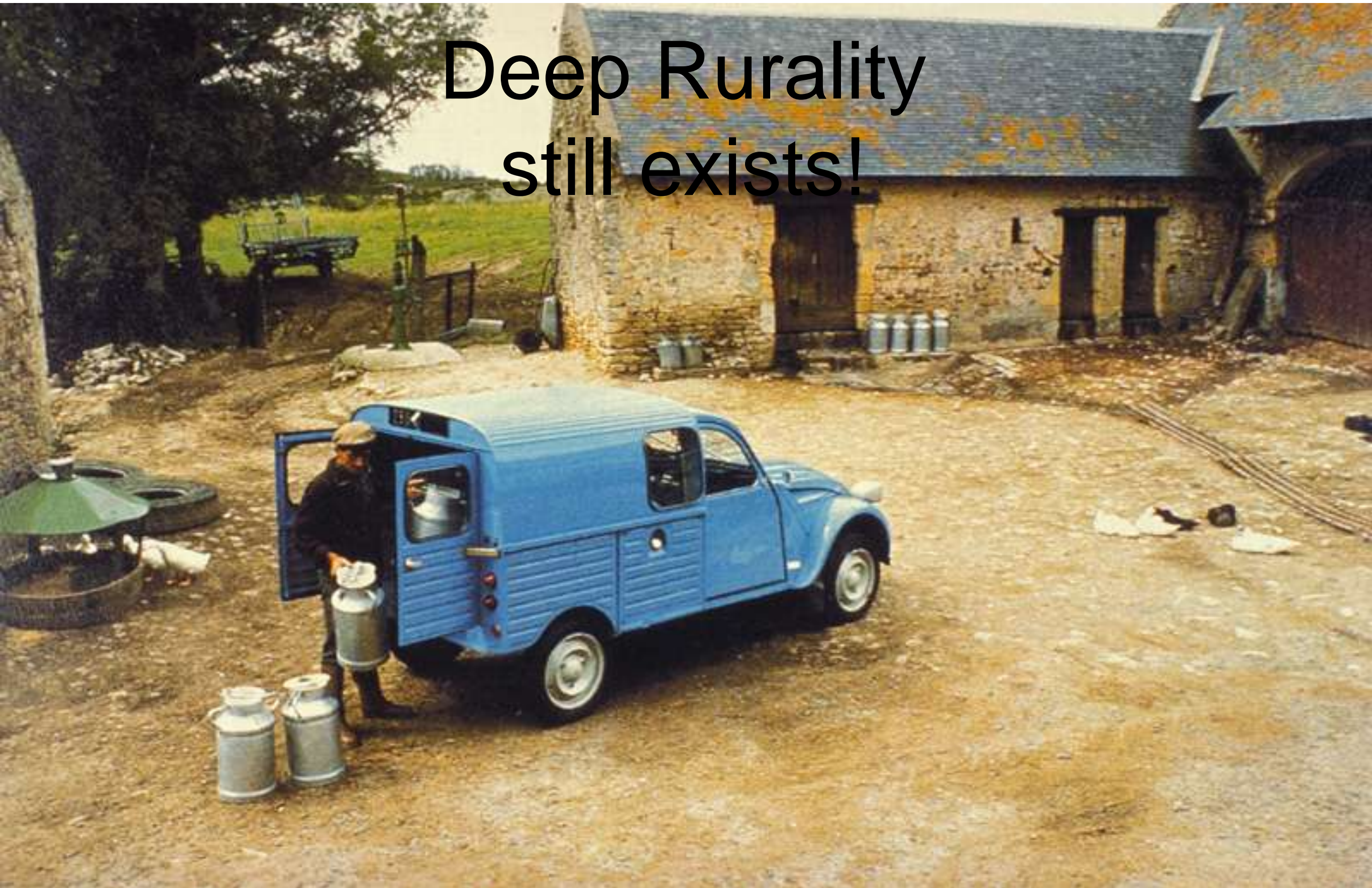
Hardly developing



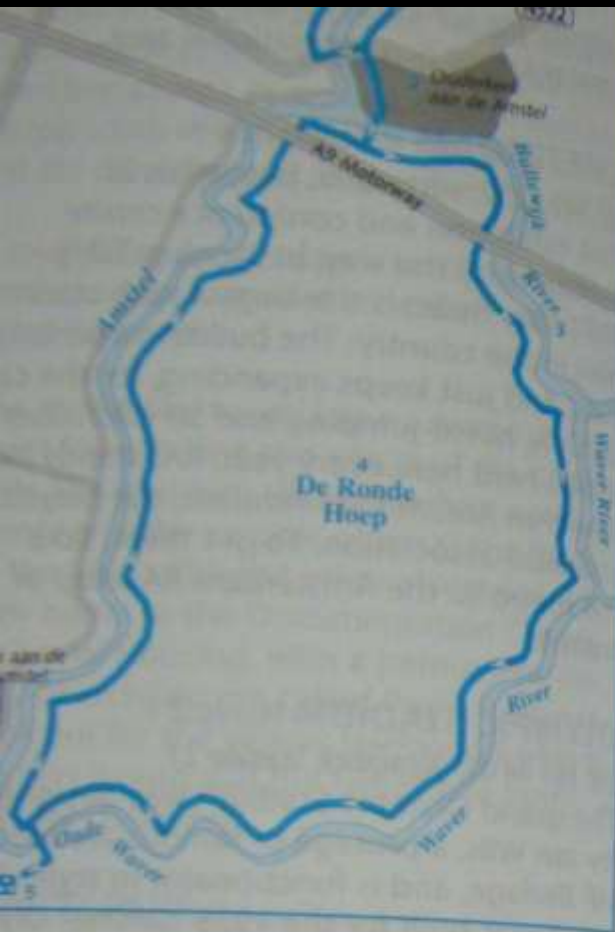
Marginal



Deep Rurality  
still exists!







**CYCLE FACTS**

Start Amstelpark  
 End Amstelpark  
 Distance 30km  
 Duration Three to four hours

drained by settlers about 1000 years ago, attracts many birds, oblivious to Amsterdam's skyscrapers looming in the distance. The river narrows and becomes the Oude Water, and when you come to the two hand-crafted bridges, you'll clearly see that the land is below water level.

**bunker** At the southern end of the route is a squat riverside bunker, one of 38 defensive forts built around Amsterdam at the turn

Zuidoost. An interesting diversion takes you across the bridge at Ouderkerk to the west bank and around the fringes of the green Amstelland area, with oodles of all-too-cute garden allotments. The Amstelpark lies just to the north.

**A DAM GOOD BIKE RIDE**

**Cycling Tour**

**1 Noordhollands Kanaal** Take the free Buiksloterweg ferry from behind Centraal Station across the IJ, then continue 1km along the

Further north, the dyke road passes several lakes and former sea inlets - low-lying, drained peat lands that are now key breeding sides for birds, among them plovers, spoonbills and herons. Climb the dyke at one of the vantage points for sweeping views to both sides.

**CYCLE FACTS**

Start Noordhollands Kanaal  
 End Noordhollands Kanaal  
 Distance 55km  
 Duration Seven to 10 hours

**A DAM GOOD BIKE RIDE**



NEIGHBOURHOODS FURTHER AFIELD











Revitalisation of derelict landscapes  
is an important theme all over  
Europe









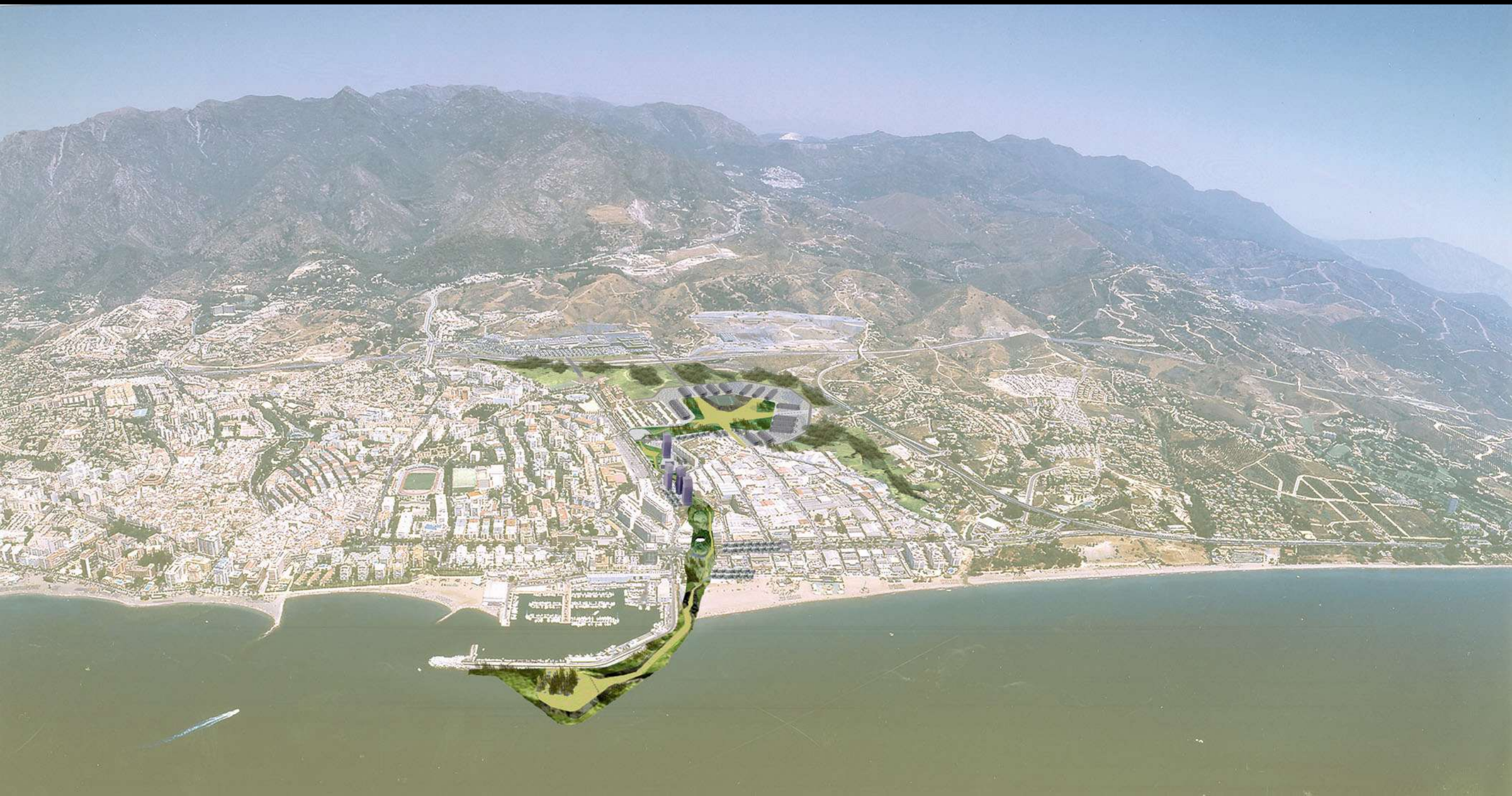














# Overall: modest optimism

Leisure's parasitic relationship with the receiving landscape can and will be altered into a symbiotic one. Not out of altruism but out of well understood self interest.







KART  
 VAN  
 NOORD HOLLAND  
 ZUIDHOLLAND GEHEEL EN  
 ALTEWELCK het noordelike deel van  
 FRIESLAND  
 VAYERLAND ZEEVANG  
 ALTEWELCK de  
 SCHIEDAMSE ZEEVANGEN  
 VANGEN  
 Uitgegeven te AMSTERDAM by J. THUN

N O O R D



Z E E



DE  
 ZUIDER  
 ZEE

NOORDHOLLAND

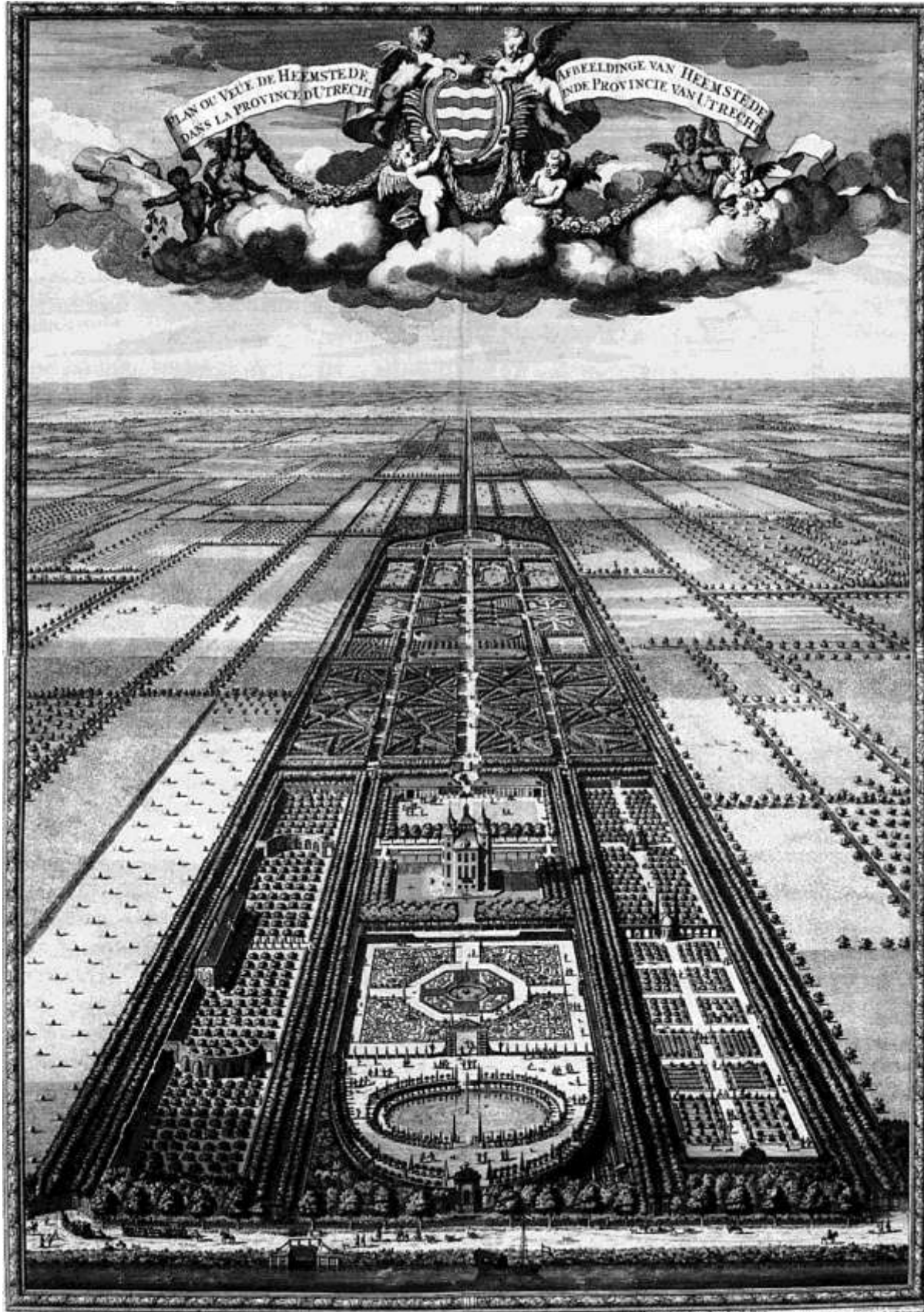
AMSTERDAM

PANDE

DE  
 ZEE



From the 17th century onwards:  
A leisure landscape *avant-la-lettre*





Landscape policy can make the difference for the European touristic product in the (inter)continental competition.

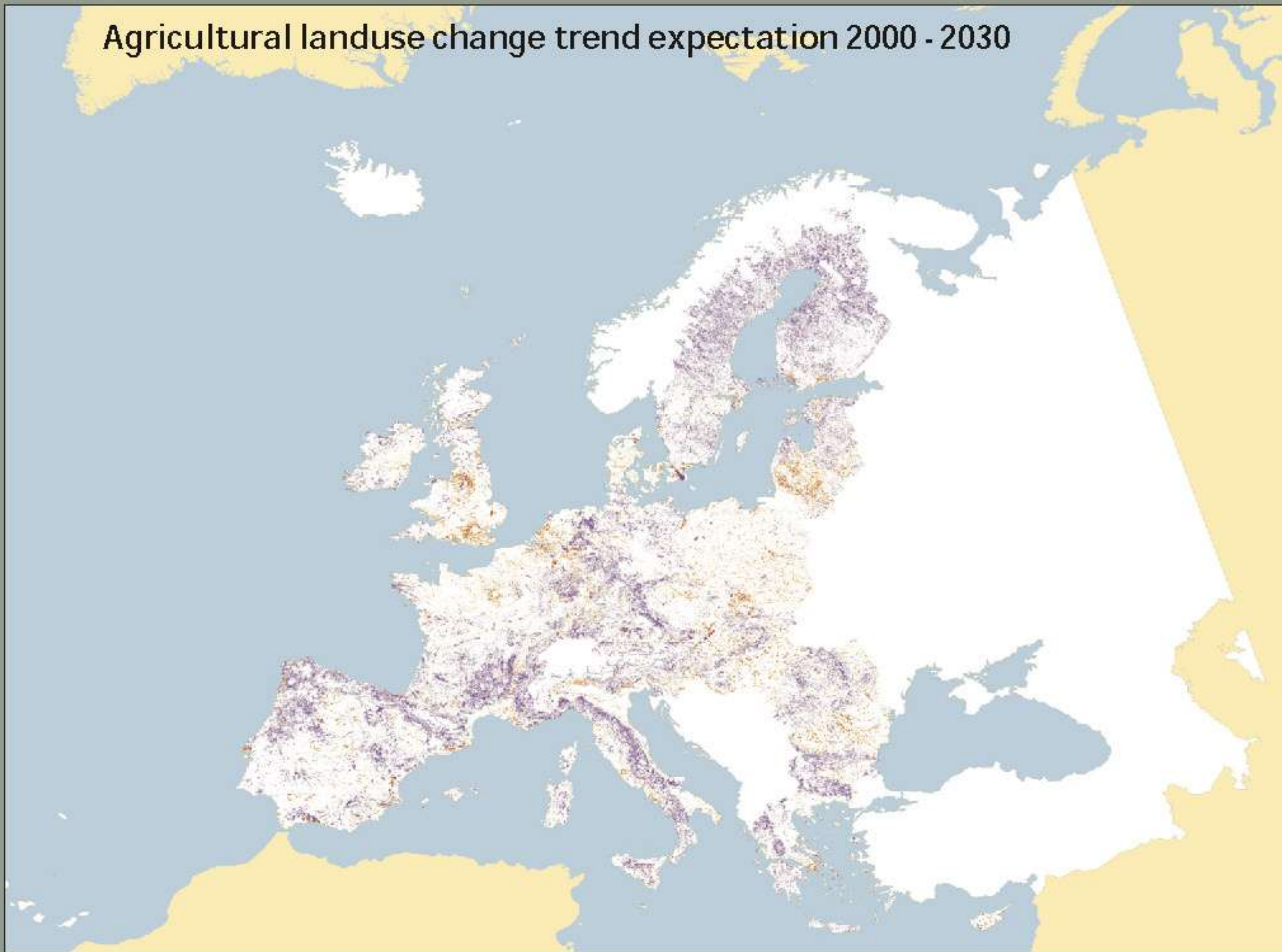
Sustainability and landscape are our trumpcards.


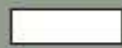
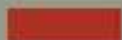






# Agricultural land use change trend expectation 2000 - 2030



-  more extensive (high possibilities diversification)
-  stable (general possibilities diversification)
-  more intensive (few possibilities diversification)

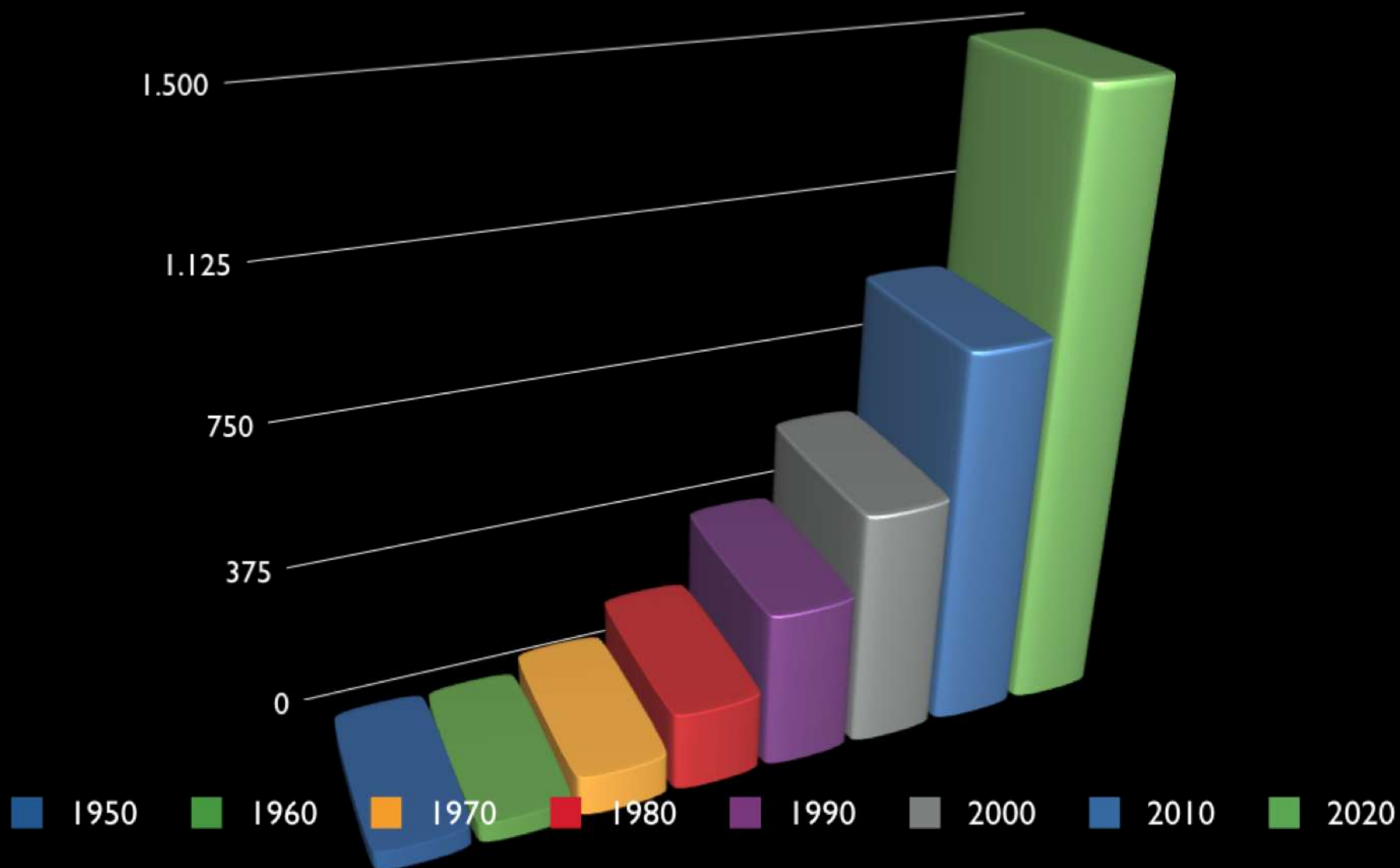
Source: Eururalis 2.0  
No data: outside EU 25



# Recommendations



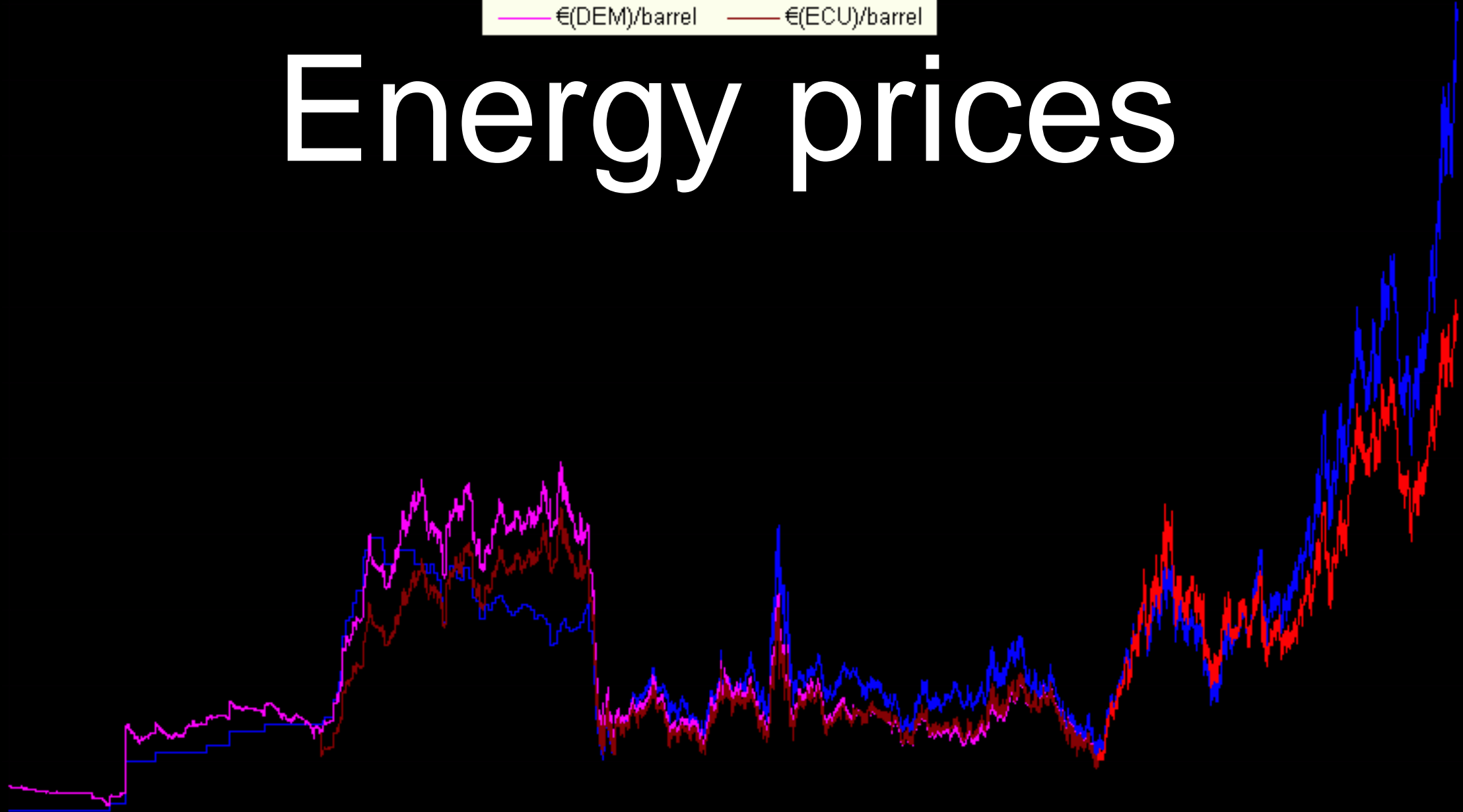
# Arrivals international tourists in millions 1950-2020





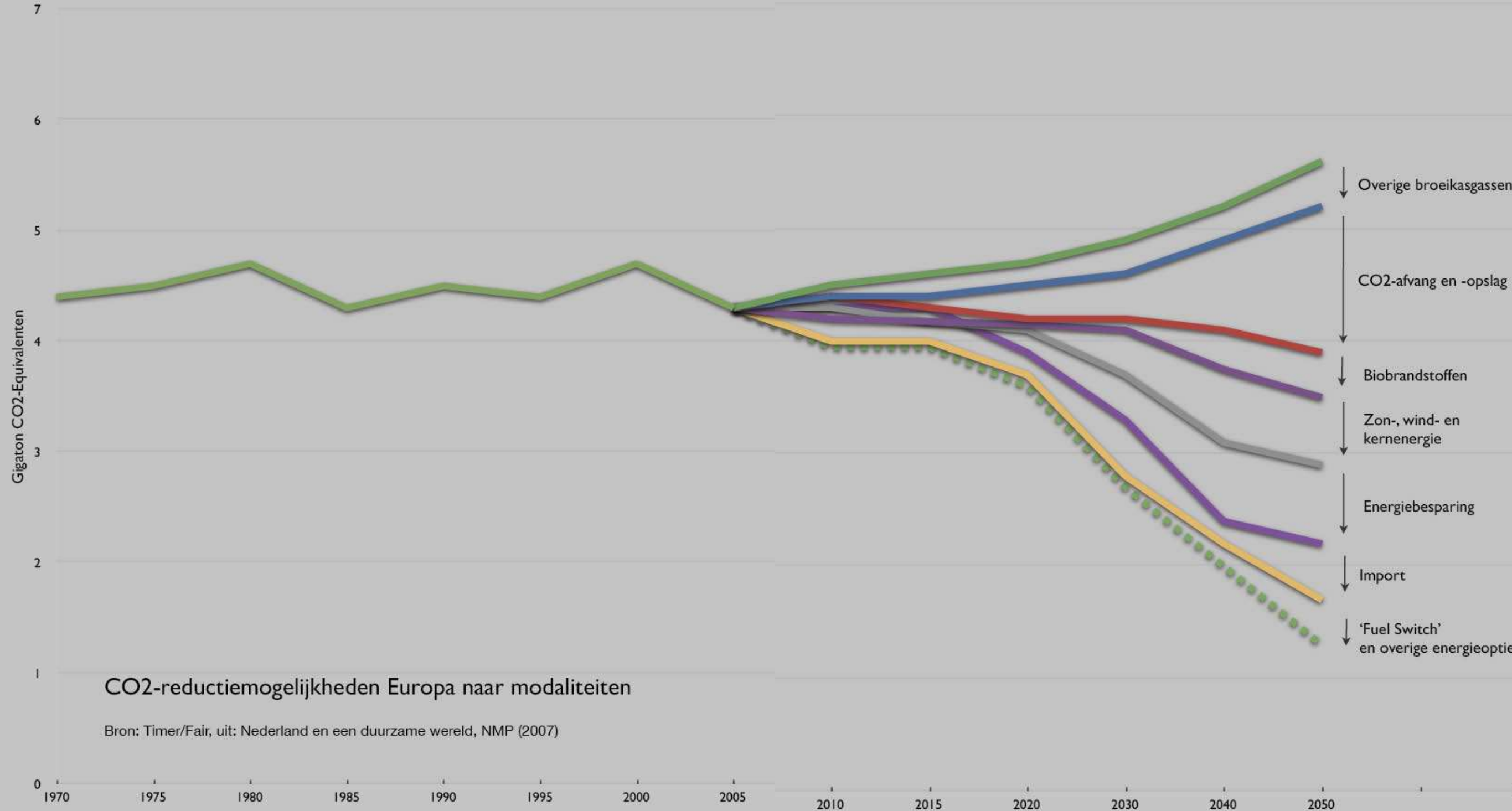
— \$/barrel — €/barrel  
— €(DEM)/barrel — €(ECU)/barrel

# Energy prices





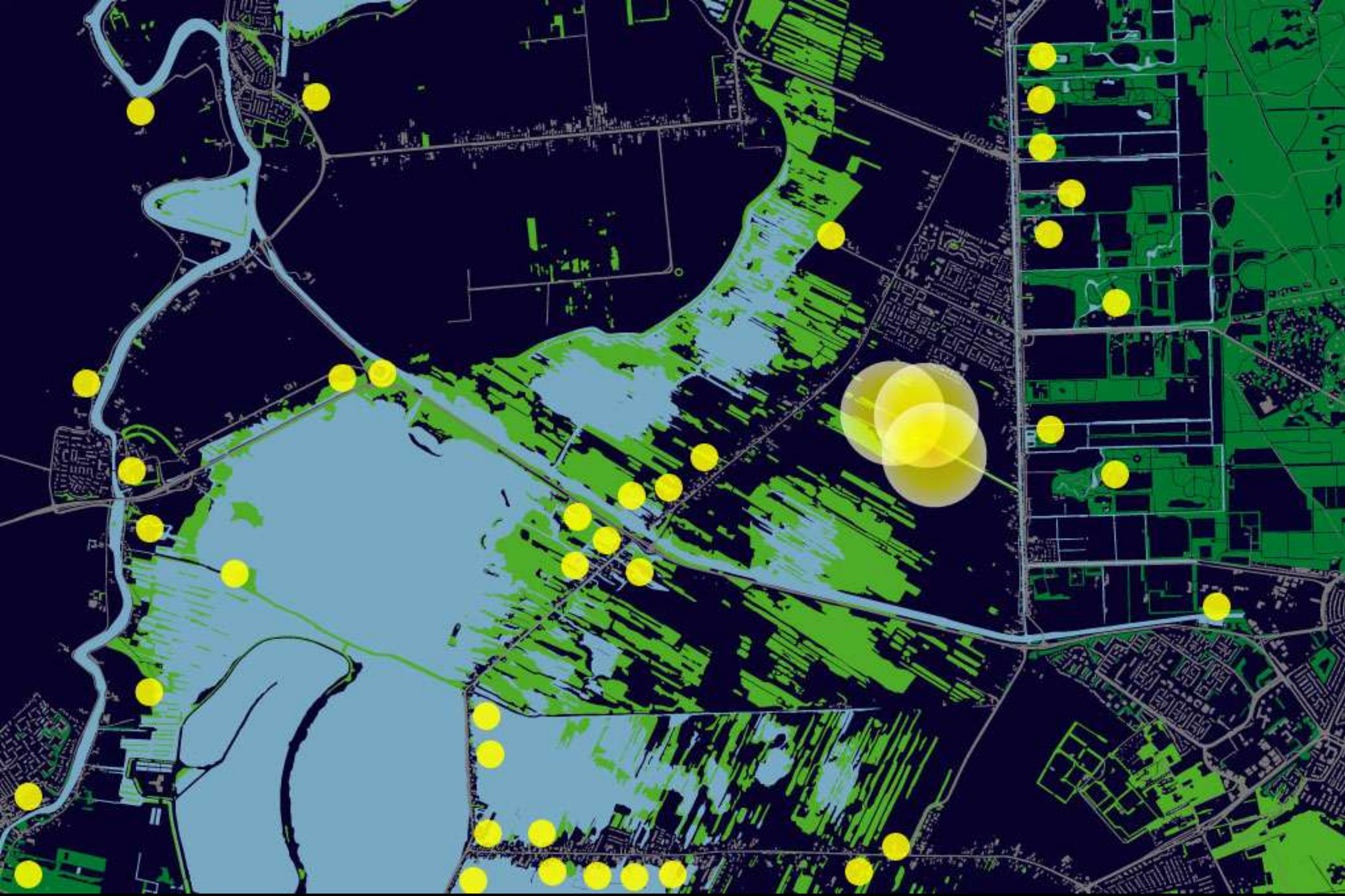
# CO<sub>2</sub> Reductions





# Collaboration & Networking

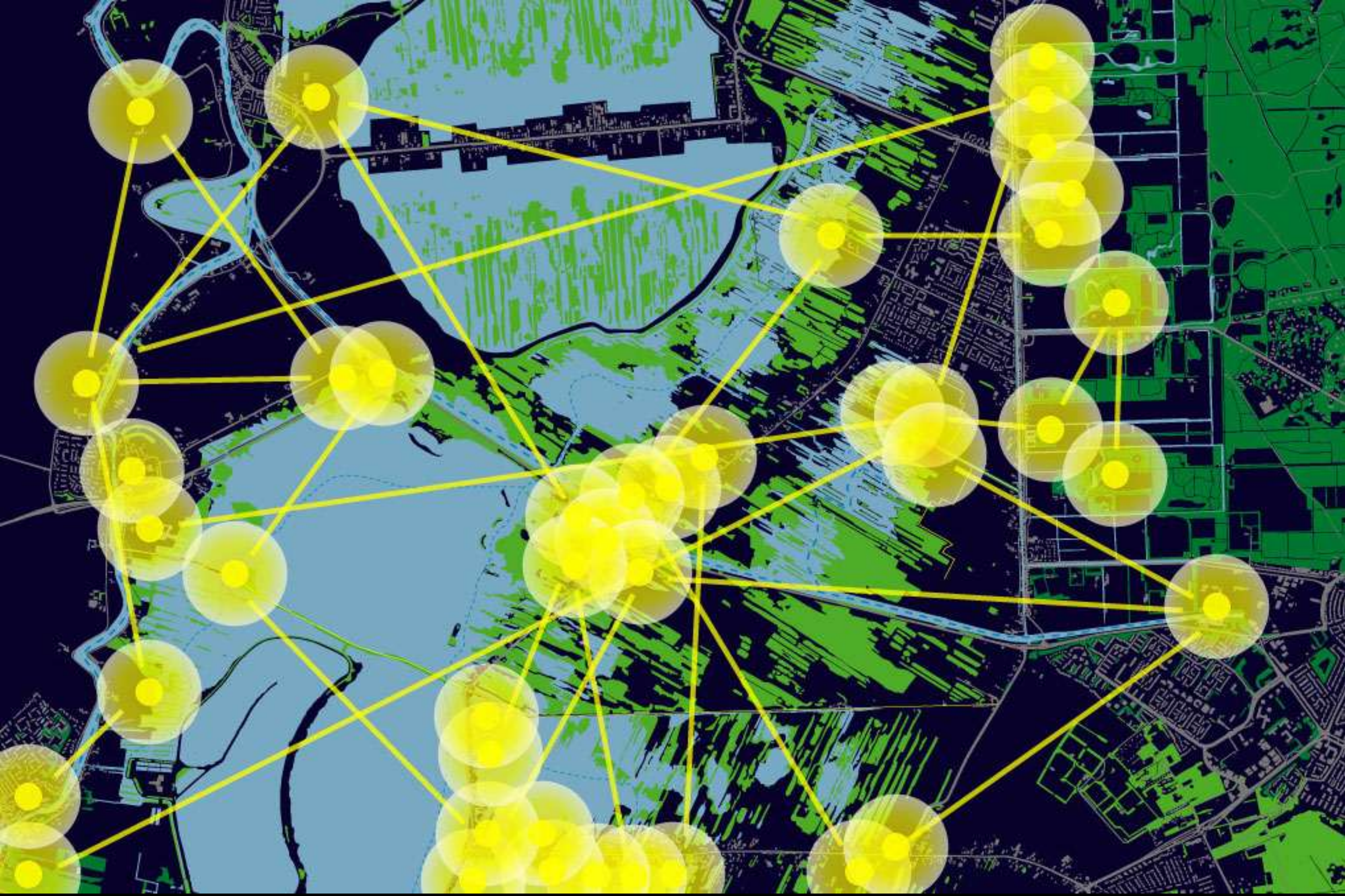


















# Slow continent: a successful mix



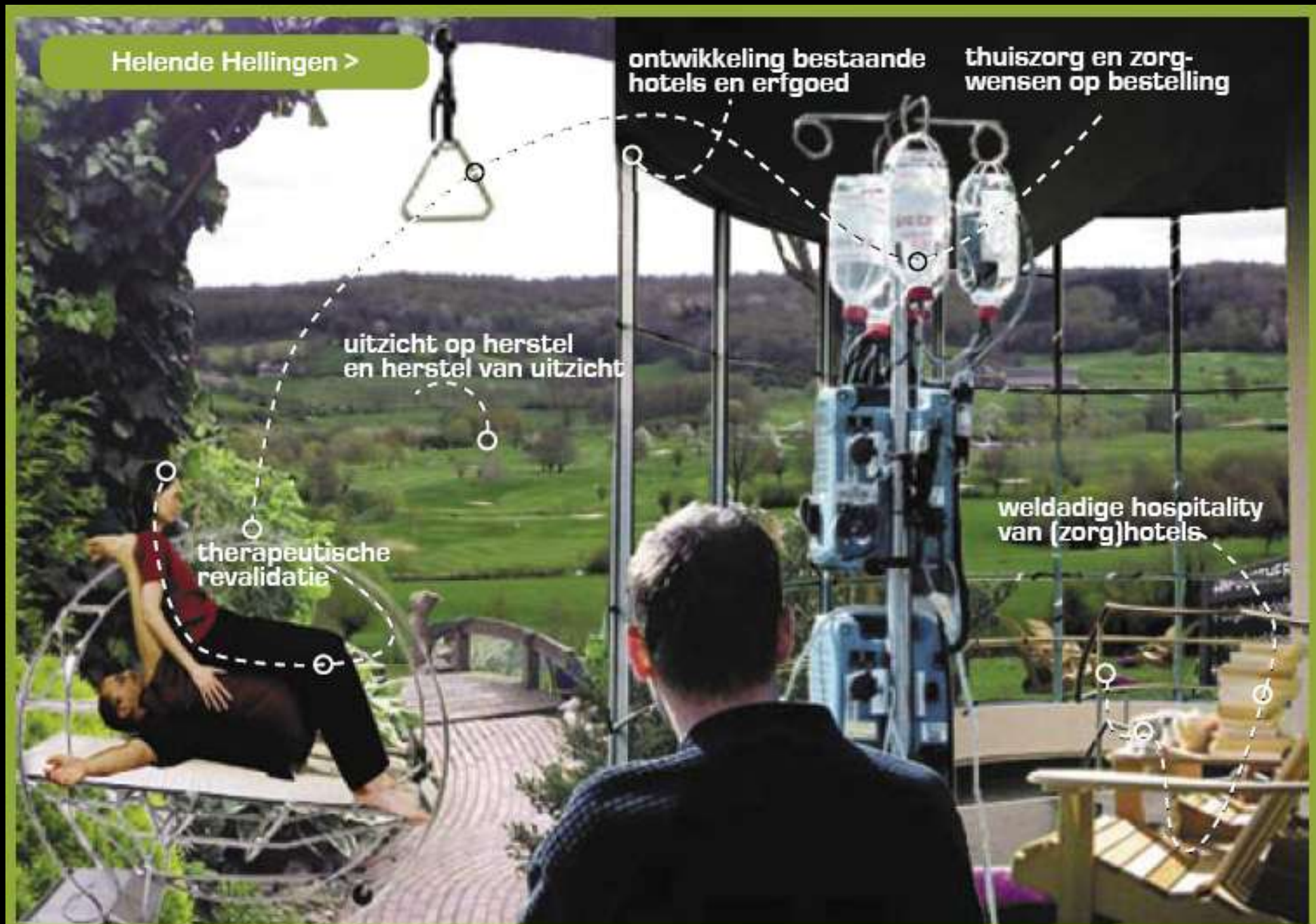
- Beautiful and accessible landscape;
- ‘Agri-turismo’ like facilities;
- Top-musea & cultural monuments;
- Attractive cities also for their inhabitants;
- Culinary pleasures.





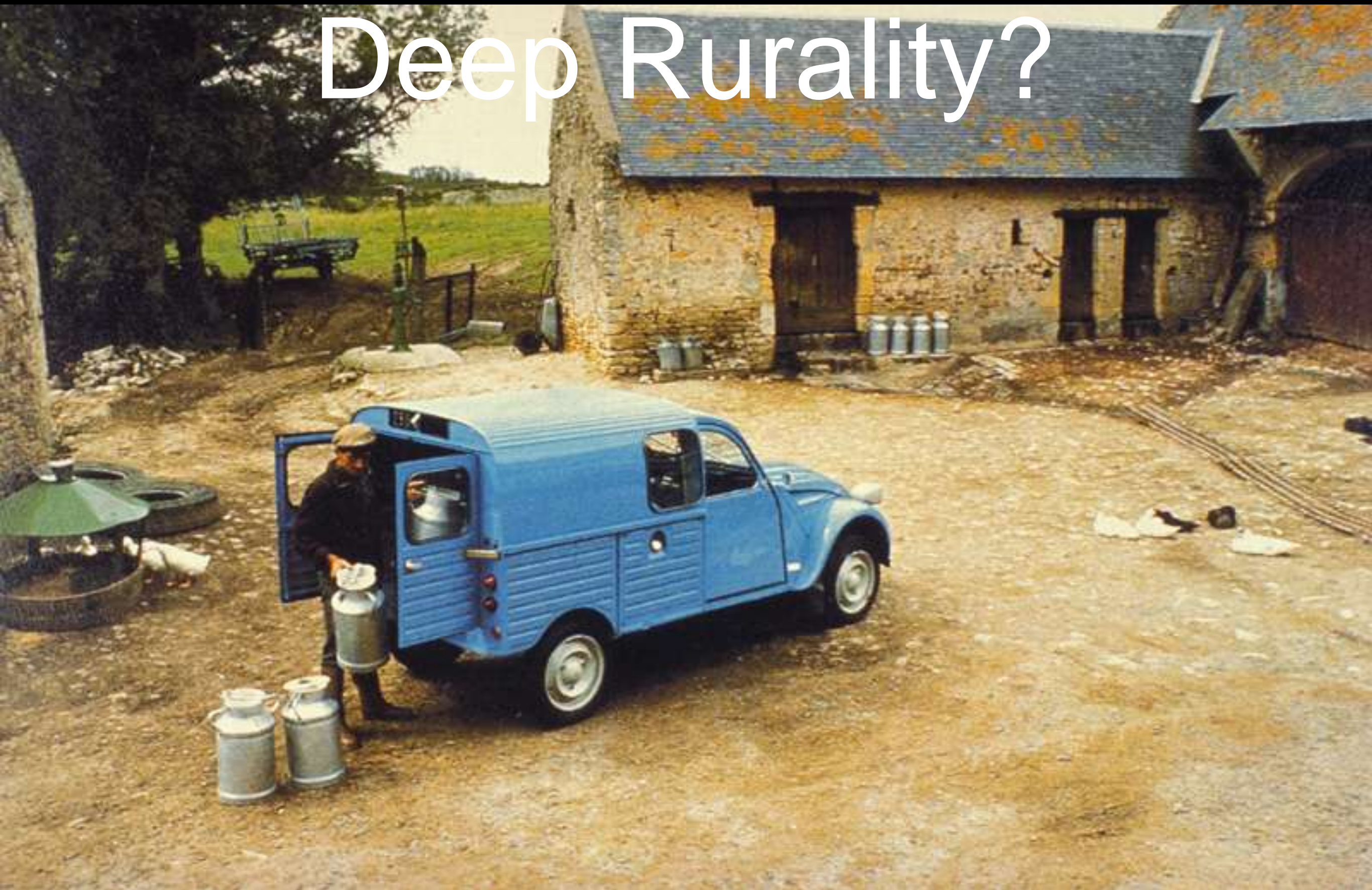


# Landscape & health care





# Deep Rurality?





Europe should  
champion accessibility



































# Outdoor recreation





# Regaining landscape as a public good













Legend: (05/2008)

- 320 - 350 km/h
- 300 km/h
- 250 km/h
- 200 - 230 km/h
- < 200 km/h







Réseau européen de voies  
de communication vers Compostelle

















# Town and Countryside





Optimizing the red-green  
configuration



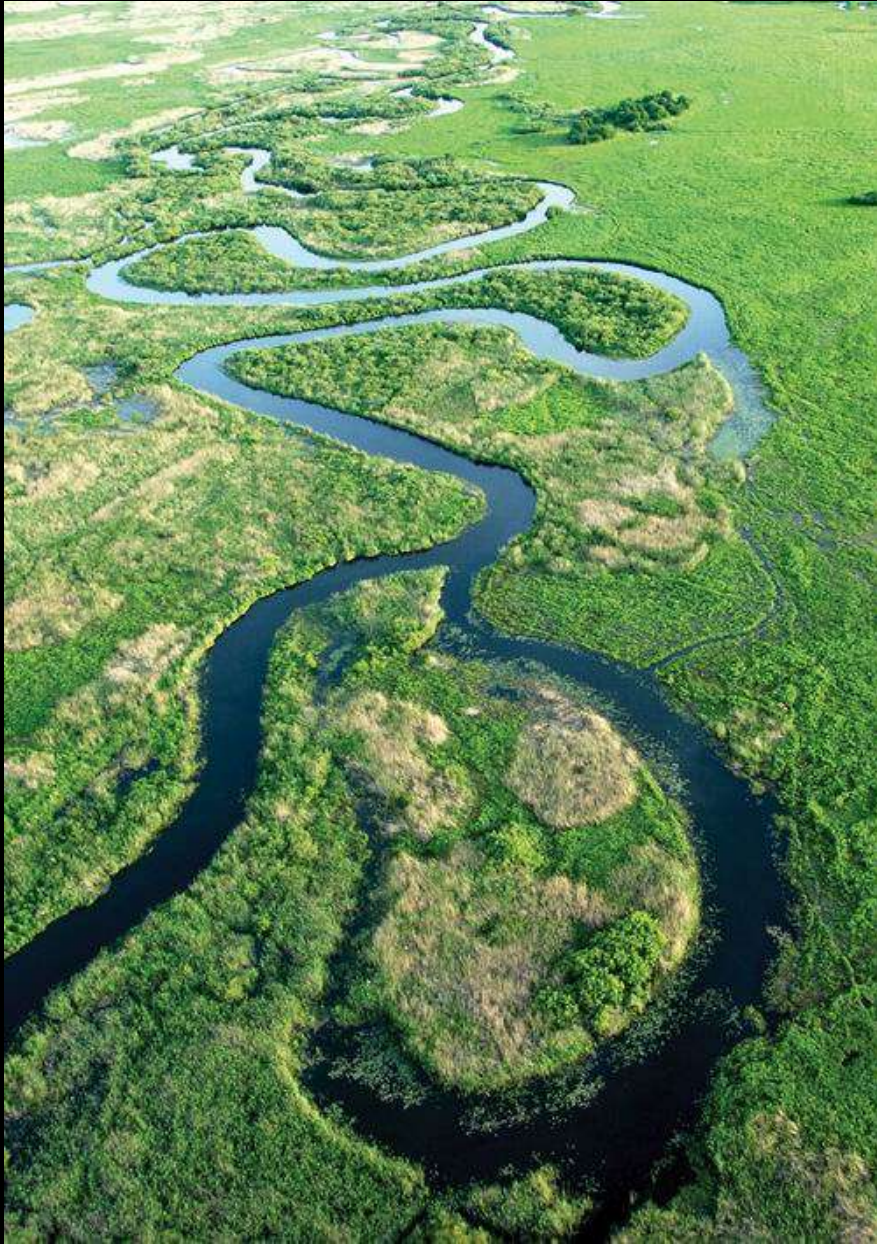
Leisure landscapes at  
varying speeds.



The economic perspective that leisure offers opens an alternative route to development in the new member states for their rich cultural landscapes.



# Poland: Biepzra





# Ireland: blanket bog reclamation





The most complex planning- and designproblem will be the relationship between the 'otium-economy' and the 'negotium-economy'





Interference with  
capital intensive



that turns the night into  
the day





# Cowshed New Style









In regions where both economies are to be pursued it is necessary to construct a framework in which nature, leisure, forestry watersupply and all the other functions that need time to develop, are safeguarded and made independent from the economic developments of agriculture.

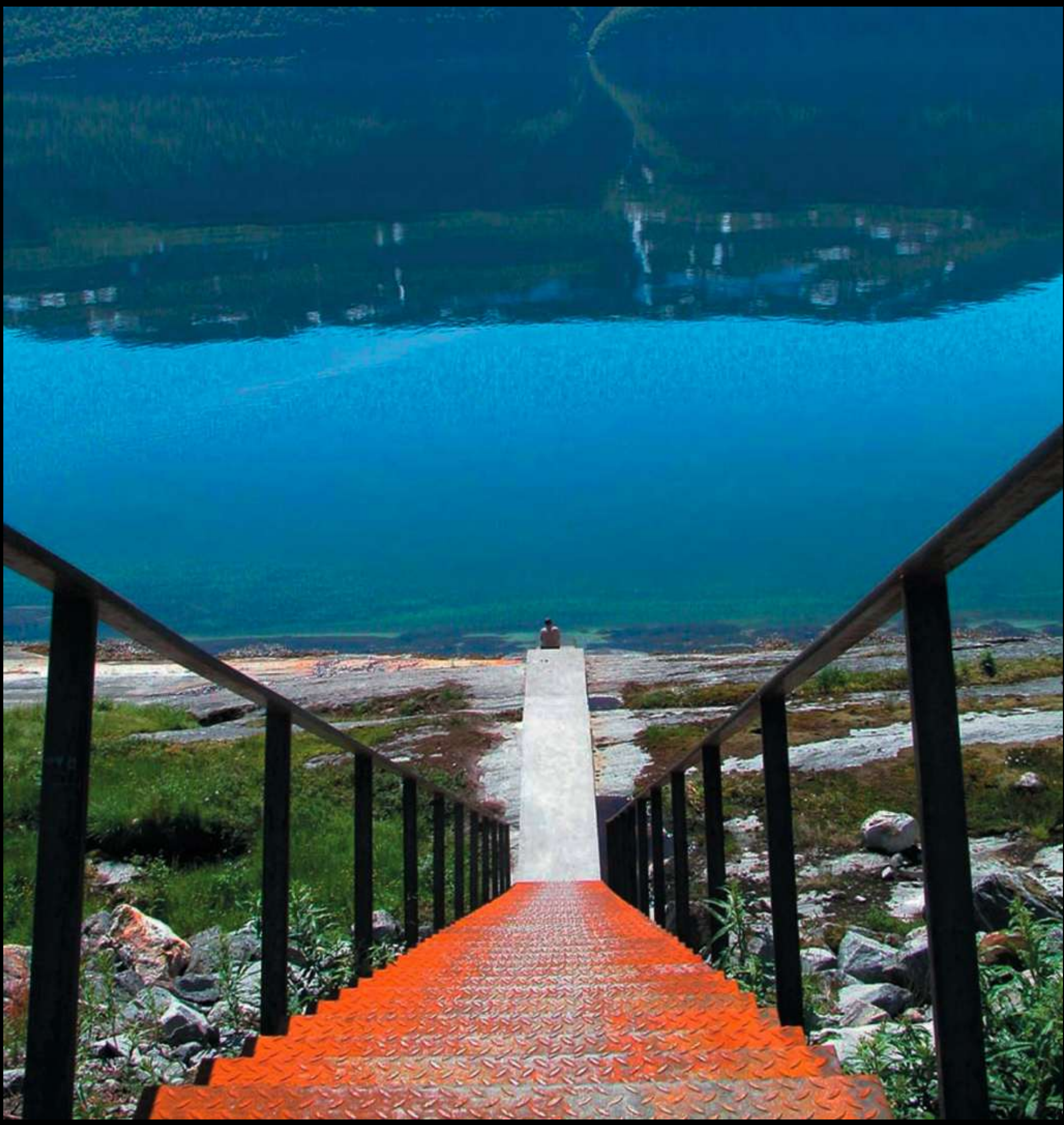


Bringing together the two most successful  
branches of Europe, the Leisure & the Design  
World will produce an enormous amount of  
synergy.













320.000 Dutchmen have a holiday home in  
France























# Wintersport resorts







Madlochabfahrt → Lech

1517 C. Fisch-Lau, Bräunau



