

TOURISM, AN ASSET OR A BURDEN?

DESIGNING FOR
SUSTAINABLE
TOURISM IN
TYLÖSAND

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- Designing for Sustainable Tourism in Tylösnad

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Abstract

Over the last decades, tourism has been one of the fastest growing industries in the world and becoming a strong socio-economic sector. The term sustainable tourism has developed in an effort to counter mass tourism and the various negative aspects it can create.

The thesis focuses on Tylösand, an area with a long history of tourism which has become one of Sweden's top coastal tourism destinations nationally. Outskirt coastal tourism destinations such as Tylösand, mainly supplying the product sun and beach, are facing difficulties resulting from strong seasonality, heavy dependency of weather and a more conscious tourism that is looking to satisfy their need for leisure, recreation and discovery in a way that is friendly to the natural, cultural and social well-being of the destinations they visit.

The thesis explores the design theory of sustainable coastal tourism, discussing the relationship between architecture and tourism with focus on a sustainable approach to ecology, economy and sociology. It raises the main question: How do we as architects compose a development strategy plan for a famous tourist destination such as Tylösand, with sustainable tourism as a parameter of development?

Results and findings of the theoretical part are implemented in design proposals presented as a visionary urban development strategy for Tylösand. Identified key potentials and issues are used to address current problems and develop new strategic areas. The outcome is a design proposal with focus on maintaining the natural beauty of the landscape, expanding the tourism season and enhancing the attractiveness of the area, ensuring it's long-term vitality as a tourism destination. The proposals are evaluated with the social, cultural, historical and economical dimensions of architecture through sustainable development practices.

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Why this subject?

Reaching an end of my academic studies as student of architecture, I felt curious to work intensely with a subject and site I feel strongly about. Hence, the location for the project originates from my childhood place, a place I've spent much of my life at and personally witnessed the transformation over the years. An area appreciated by many but which by many also is in need of change. Therefore I find it relevant to investigate the future development potential of this area from an architectural point of view. It is a project that calls attention to an interdisciplinary approach, investigating the relation between sustainable development and design when seeking to emphasise the atmosphere and uniqueness of this site.

I would like to thank my examiner Joaquim Tarrasó and supervisor Emílio da Cruz Brandão for guiding me through this project and my profound gratitude to my beloved parents for providing me with unfailing support and continuous encouragement throughout my years of study.



How can the theory of sustainable tourism be used as a framework for development of Tylösand?

Introduction

The thesis is focusing on Tylösand, a coastal area on the outskirts of Halmstad, which is a very popular summer tourist place for the Swedish people. In the summer, hundreds of thousands of tourists come to Halmstad to enjoy the beaches and the nature. The beach of Tylösand stretches over 7 km and can have about 40,000 visitors on a sunny summer day. The place has seen a big growth in visitors during the last 40 years but little to nothing has been done in development of the area, resulting in problems like strong seasonality, high dependency of weather, bad accessibility, overload in traffic and lack of diversity. The main purpose is to create additional activities of interest, such as elevating cultural activities, maintaining the natural beauty of the landscape, expanding the tourism season and enhancing



ness of the area ensuring it's long-term vitality as a tourism destination.

Aim and methodology

Through the concept of sustainable coastal tourism, the aim of this thesis is research for design and research by design on the relation of tourism, architecture and outskirts coastal areas.

The thesis comprises two parts; the first theory part opens the debate of sustainable tourism, exploring and comparing the current discourse concerning the positive and negative impacts of tourism. Focus is placed upon tourism as parameter of development and how architectural interventions related to tourism can take part in the development of outskirts areas. This part aims to frame how the spatial notions of how this concept can enrich

current conditions.

An extensive contextual analysis that encases different scales and fields is conducted. Studying how outskirts places are experienced and of the foundation for developing the inherent characteristics of a place into built form, in order to propose a conscious and empathetic design in an specific environment.

The second design part proposes an urban development strategy based on design parameters suggesting how architecture can frame and strengthen the activities and commercial life within an existing community. The aim is to compose a proposal that meets the demands of the growing tourism, by improving infrastructure, connection, accessibility and assets, in order to strengthen its value and character.

The research will consist of spatial analysis, site studies, literature, documents and conceptual work. The process will involve people in Halmstad, local businesses and representatives of municipal administrations.

Delimitations

In the problematisation of the current discussion on sustainable coastal tourism, the field of interest has been delimited to the Nordic context, focusing on tourism in Sweden and Tylösand in particular. Parallel to the general discussion, descriptions of the current situation in Tylösand is conveyed. Focus is placed upon tourism as parameter of development and how architectural interventions related to tourism can take part in the development of this area. The topic of developing the area of Tylösand

raises many questions and issues which makes it necessary to limit the extent of these. The design will be limited to the urban scale with focus on these topics:

- infrastructure - coastline - accessibility
- connections - new activities to extend tourism season - unused landscape/ natural assets - green areas.

The majority of the area will be designed on a large scale except for the most important places which will be addressed on a higher detail level when needed where space dimensions and accessibility will be studied.

Research questions

MAIN QUESTION

- How can the theory of sustainable tourism be used as a framework for development of Tylösand?

SUB-QUESTIONS

- What is the identity of Tylösand?
- How are the current conditions?
- What is the history of the area?
- Where do we see the future of the area?
- Which strategies are required?
- How to take advantage of existing qualities?
- How to attract and satisfy a variety of tourist groups: local national and international?



Photo: <https://nokotahorse.wordpress.com>

Sustainable tourism

In general, the purpose of sustainable tourism is to establish a meaningful and harmonious experience for both tourists and the local community of the destination. Its goal is to create a balance in tourism development, aiming for low impact on the environment while retaining the economic and social advantages of tourism.

It addresses the importance of creating harmony between humans and nature through better design and management of our environment.

Preserving the local culture and the natural environment within which tourism and communities interact are important factors which improves the quality of life of the host community and provides the visitors with an authentic high quality experience.

A SUSTAINABLE TOURISM DESTINATION

A sustainable tourism destination is a destination that cares about its visitors where the tourist is seen as a guest, not just a customer.

The destination is led with the purpose of preserving and developing the local culture, environmental resources and the economy. The planning is long-term rather than short-term, enabling future generations to experience the feel and distinctiveness of the site. The history, traditions and values of the destination

needs to be preserved which requires a good knowledge and high level of awareness. Forming good relations with locals and stakeholders in the area sets a basis for cooperation and understanding which becomes valuable to everyone involved.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainable practices.

CRITERIA

Source: (UNWTO och UNEP, 2005) www.unwto.org

1. Economic sustainability
2. Local prosperity
3. Good working conditions
4. Social justice
5. Satisfied visitors
6. Local control
7. Well-being society
8. Cultural offerings
9. Mental integrity
10. Biodiversity
11. Effective resource use
12. Authenticity in the environment

SUSTAINABLE COASTAL TOURISM

Coastal tourism, with its central attributes of sand, sea and sun, is a fast growing area of today's tourism. Since it depends immensely on natural resources as the main attractive factor it is necessary to develop well-managed sustainable destinations which take a large responsibility towards the environment. This is necessary in order to

create attractive and prosperous coastal environments.

This can be done by making optimal use of environmental resources, respect the culture of host communities and provide viable, long-term socio-economic benefits, in order to achieve the three main goals of sustainability which are; environmental protection, social equity and cohesion as well as economic prosperity.

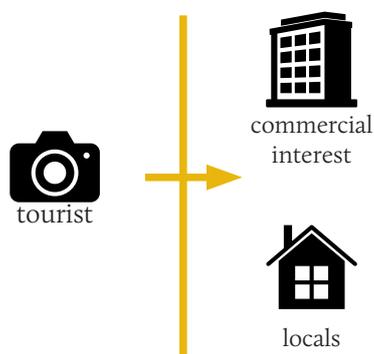
INTEGRATING TOURISM

Starting off with the question: Who is the site for? Inhabitants or tourists?

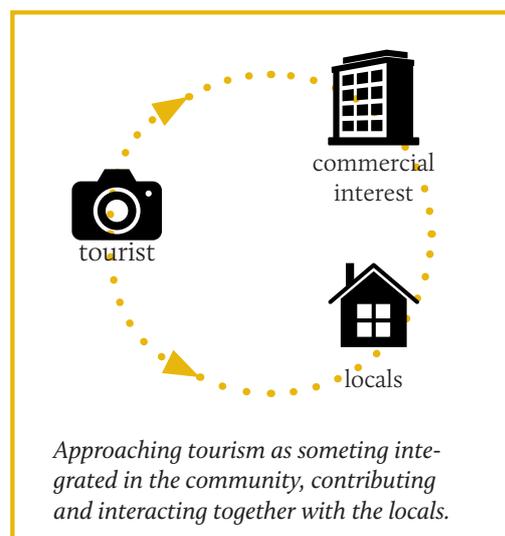
Answering this from a sustainability point of view, it is clear that the use of a site should be a rewarding system for local inhabitants, visitors, social life, economic growth and environmental resources.

Development for tourism activities in an area should not be viewed independently. It requires a dynamic strategy based on a harmonious balance between local culture, history and commercial life, all part of a larger holistic approach. Where strengthening diversity and elevating unique elements and characteristics about the site, creates a more authentic experience for visitors and the presence of tourists in return stimulates increased growth.

It is important to balance the growth of the tourism so that it doesn't work against the local community but rather with it. In order to ensure this it is necessary for the local authority to set up a strategical framework for development, involving all stakeholders and key-players, so that a mutual beneficial relationship can be formed.



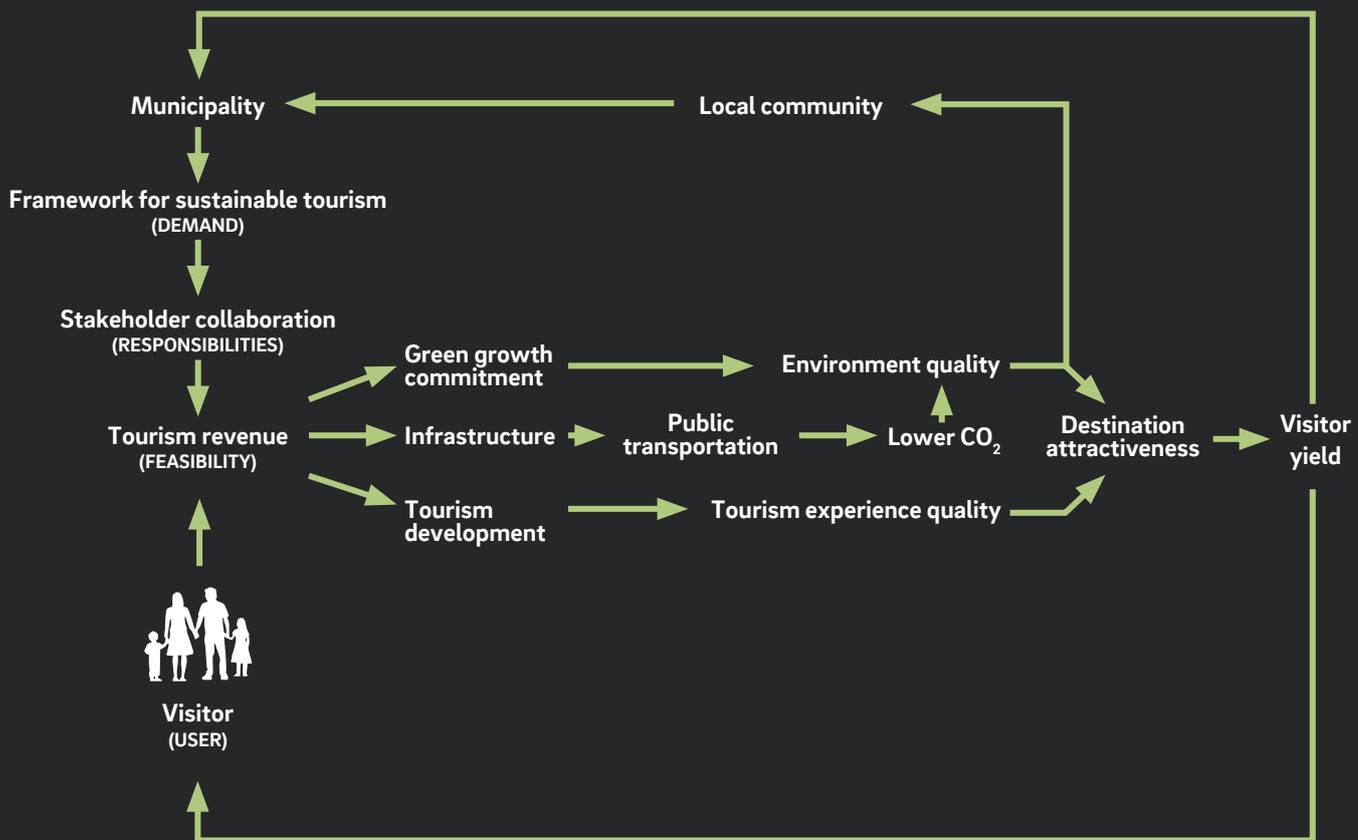
A wrong approach to implementing tourism - tourism as an 'external' part.



Approaching tourism as something integrated in the community, contributing and interacting together with the locals.



**HOW CAN
ARCHITECTURE
STIMULATE
TOURIST
EXPERIENCES TO
THE BENEFIT OF
BOTH
LOCAL AND
COMMERCIAL
INTEREST?**



Above diagram is showing how the presence of tourism can stimulate increased growth and community well-being

AUTHENTIC EXPERIENCES

In order for a place to offer a meaningful and authentic experience to a visitor, it is important to understand the factors which underline the specific uniqueness and identity of a place. It is essential to capture what distinguishes one place from another, and exposing these qualities to visitors, one can and strengthen the identity of the destination as a mean to attract tourist and creating a stronger identity for inhabitants.

Reference projects



HVALER, NORWAY

The Archipelago Service carries out environmental work along the coasts of the Hvaler islands. The purpose is to provide good communications and ensure the visitor's experience, taking into account quality and convenience. The Archipelago Service has two boats used to clean the beaches in the spring and collects about 80 tonnes of trash each year. Trees and shrubs have replaced the original open pasture landscape. In the process of keeping the landscape open, archipelago service takes on several islands, while hand-clearance is being carried out. This work is in line with the future Marine National Park in the

Hvaler area. Another important part of the archipelago's mission is to develop and review the protected bird areas.

At Hvaler, eggs are produced and there is a herb garden. Essentially, the menu consists of freshly caught fish with seasonal fruits and vegetables from local producers. The food is cooked according to Norwegian traditions. At Hvaler, excursions are organized to take part in the nearby nature and culture. It is important to take care of the public, both for local residents and visitors. Activities such as pilgrimage, slow food and relaxing baths in heated wood thinning are components that can increase well-being



KOSTER, SWEDEN

Koster consists of two islands, Nordkoster and Sydkoster, Sweden's most western islands. Koster is famous for its beautiful landscape and is almost exclusively nature reserve. About 300 people live at Koster all year round. During the summer, the area is visited by around 90,000. The islands are car-free, and a large number of visitors are cycling and walking by foot. Koster's population works to avoid developing into an uninteresting and boring place, lacking jobs for the younger as well as without a social life, culture or outdoor activities. This is the danger when young people move from island to mainland. The community at Koster is not sustainable

when school closes and most of the residents are only summer residents. Work is underway to establish Sweden's first marine national park, "Kosterhavet". It is proposed that it should be a living national park, which actively supports the local economy and rural development. The planning work in progress at Koster and in the municipality of Strömstad is also included in a broader context, with integrated coastal zone management, in cooperation with four neighboring coastal municipalities in western Sweden. In addition, the University of West in Trollhättan has developed a course on integrated coastal zone management.



CONTEXT

Site analysis

INTRODUCTION

In the following chapter, an analysis of the place in question's historical- and existing conditions are presented in form of experience and examination. Weaknesses and potentials of the area are identified and proposals for future strategies propounded.

The analysis of the place is both made from observations of the place as it appears and from a historical understanding of the conditions for life in the place.

LOCATION

The village of Tylösand is situated on the outskirts of Halmstad, 7 km west from the city center. Tylösand has around 400 inhabitants [Folkmängd i tätort och småort per kommun 2010, Statistiska centralbyrån] and belongs to Halmstad Municipality.

Tylösand is one of Sweden's most famous seaside resorts and is famous among other things, for its 7 km long sandy

beach and its golf courses.

The surrounding nature is welcoming with undulated beaches and mountains rising out of the sea. The initiating impressions found in Tylösand as location for the project has been an already well-developed identity that seasonally attracts many visitors, however with this arises numerous issues within the area. Further Tylösand offers unique resources and stories which can be articulated as a means to increase tourism in the area and to Halmstad in general. These potentials are elaborated upon in the following.

HISTORICAL BACKGROUND

In the late 1700s there was no settlement at the beaches. The area consisted of a small scattered settlement with families making their living of farming and fishing. During 1852 most of the current area of Tylösand was passed to the city of Halmstad as backwoods due to serious problems with windblown sand, as sandy fields predominated most of the outlying areas.

During the 1912 discussions were initiated about turning Tylösand into a seaside resort. 1915-16 a consortium and the first restaurant with hotel rooms was built which formed into Tylösands Havsbad AB. Many thought that it would be hard to get people to visit the area, so they started a boat service to transport visitors from the city.

The first villas in Tylösand was constructed in the 1920s and 1927 the seaside hotel Tylöhus and a larger cottage settlement was built. People visiting the area had to go by boat until the first access road was built in 1924. During the 1930s the seaside resort developed rapidly as the connection with

FACTS ABOUT TYLÖSAND

Country:	Sweden
Province:	Halland
County:	Hallands län
City:	Halmstad
Disrict:	Söndrums distrikt

Geographical size: 51,11 hectare

Population: 399

Population density: 7,81 inh/hectare

Coastline: 4,84 km

Land cover: 35% Woodlands, 14% Grasslands, 6% rock

Terrain: low plain, most of the territory is less than 30 m above sea level

Climate: Humid continental



Gothenburg ●

Varberg ●

Falkenberg ●

TYLÖSAND ●

● Halmstad

Båstad ●

Malmö ●

the city was improved and Tylösand became internationally famous, receiving visitors from all over Scandinavia, Germany and France.

TOURISM IN TYLÖSAND

Developing future strategies in the area presupposes an understanding of what has originally made the place attractive to tourists.

Tylösand experienced a sprouting tourism from the early 1900s onwards. Development of the area was initiated by photographer Johan Hallberg and Dr Bo Willers, who together shared a vision of turning it into a seaside resort [föreningen Gamla Halmstads Årsbok 1993]. During the 1930s tourism developed rapidly and turned into a prosperous industry attracting both national and international visitors. The main attractions of Tylösand were - and is - the untouched nature, the beach, the golf and the nightlife. As a result Tylösand today appears as a strong brand both in terms of its naturally given landscape and its activities.

The long beach and the salt baths was it that first attracted people to the area, and when the tourist resorts began to take shape, parallel industries such as the hotel and further restaurants, guest houses and campsites began to develop. The same concept attracts visitors today and for tourism-related businesses in the area are the summer months the busiest.

Tourism is an important industry for

the municipality and had sales of nearly 1.2 billion SEK in 2004 [the tourist office], and the total number of guest nights was the same year, 2.3 million in the municipality.

WHY EXPAND THE CONCENTRATED SEASON?

To see a continued development of the site it is necessary to address the seasonal problem. An increased and more evenly dispersed tourism gives the area an improvement that gives back to both visitors and locals. If tourism is to increase, it is needed to spread out the concentrated season in order to minimize the load on the site and the disposition of resources should be done properly. This means that companies can survive all year long, but also the fact that the landscape is not to be pressured.

It is important that the municipality try to market Tylösand more clearly as a year-round destination so that the environmental impact will not increase due to the fact that there are too many people on the spot at the same time. What the municipality needs to keep in mind is that if there are more tourists, some parts of the site need to be better adapted to tourism so that these tourists can be received in a more welcoming way.



A sunset view of the remote island Tylön situated 800 m from the main land

Photo: Patrik Leonardsson

A timeline of historical development in Tylösand

<p>1921 Beginning of tent camp in Tjuvahålan</p> 	<p>1932 Improvement of access road. Tylesand changes its name to Tylösand</p>	<p>1948 Tylösand Havsbad AB is purchased by the municipality. Five more restaurants open up</p> 	<p>1960 Establishment of a lifeguard school</p>	<p>1970-1985 Tylösand is the great entertainment center. Halmstad became one of Sweden's hottest entertainment and music cities with the nickname "Sweden's Liverpool"</p>
<p>1900</p> <p>1916 Joint stock company Tylösands Havsbad AB is formed</p>	<p>1927 A building plan was made to make sure that the character of the area should be preserved during future exploitation</p> 	<p>1938 Inaguration of Halmstad Golf Club. Tylösand attracts great national interest</p> 	<p>1952-1953 Tylösand Havsbad AB burns down and rebuilds. Increased leisure and optimism make people travel more, in 1958 Halmstad gets its first airport.</p>	<p>2017</p> <p>2007 Tylösand is named Sweden's finest beach. Tourism is said to generate 1900 jobs in the city, and accumulate SEK 3 billion annually. Tylösand is said to be Sweden's swimming pool.</p>



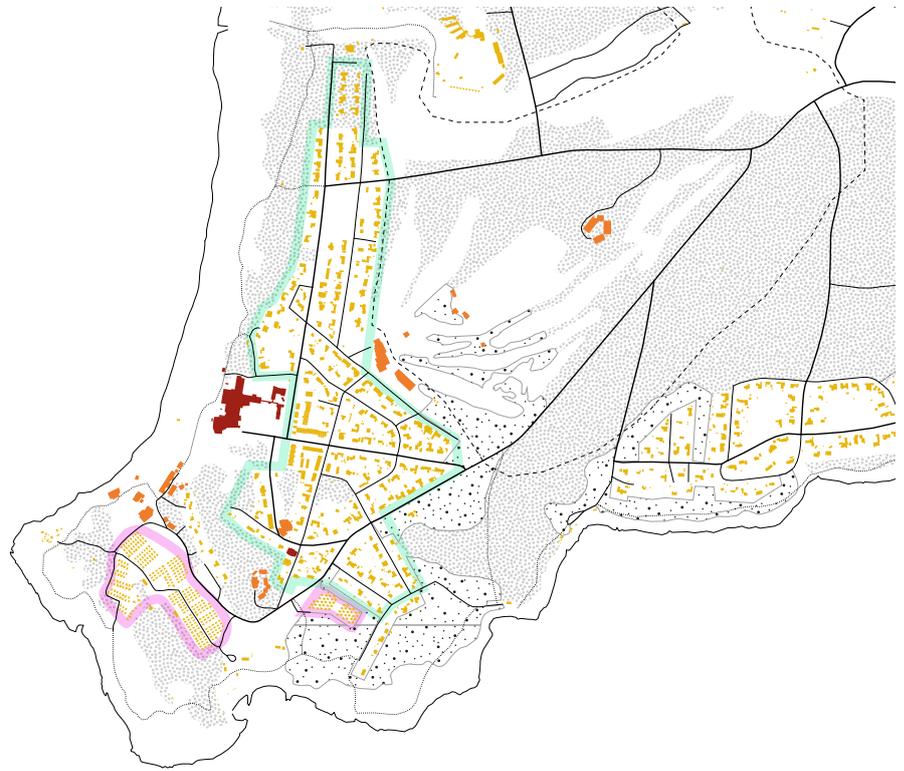
A view over tylösand beach and Tylön in the background
Photo: Hotel Tylösand



Area 1: Typical cottage house



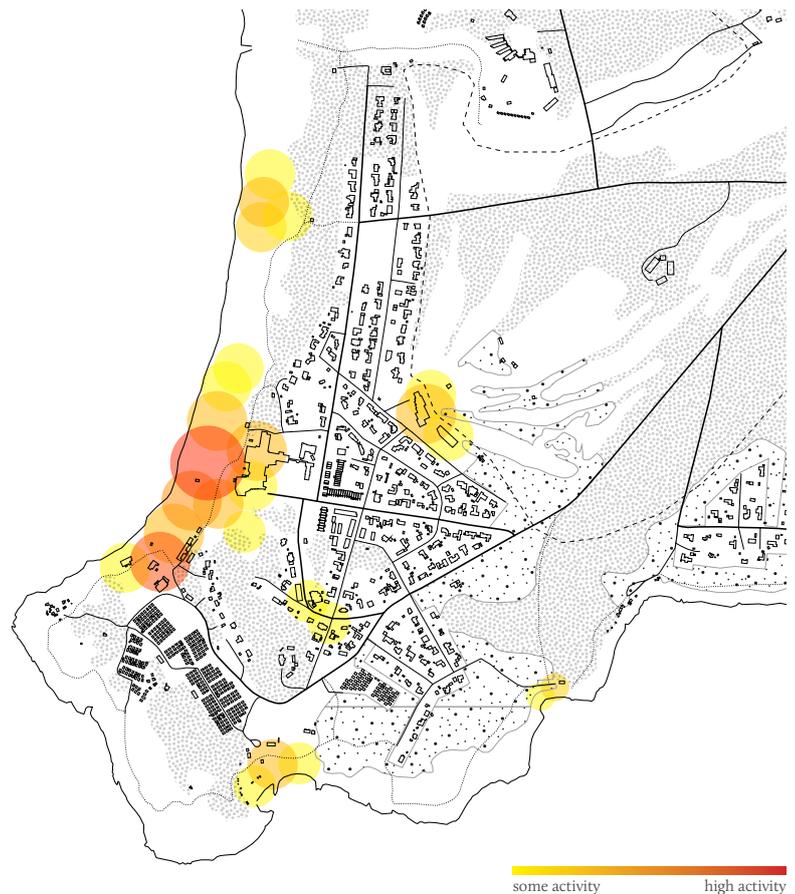
Area 2: Typical villa



TOURISM CONCENTRATION AND ACTIVITY

Majority of today's tourism in Tylösand is concentrated mainly along the beaches and in some extent in other commercial areas. Since the hotel is the only place in the area capable of hosting a large amount of visitors and organizing bigger venues, this is where we see the highest activity.

Due to low accessibility and lack of public transport, other areas with high potential face little to no activity. This creates a situation with a single highly concentrated node of interest with limited possibilities, making it hard to bring in new stakeholders and expanding diversification. Therefore the traditional tourist situation in Tylösand must innovate itself in order to create growth, i.e. to exploit the naturally given attractions in an innovative way in order to meet the demands from future tourists.



some activity high activity



SETTLEMENT

Housing in the area is varied both architecturally and volumes. Common to most of the settlement, however, is that it is dominated by detached single-family houses. Otherwise, the character is changing both within and between the areas. In some parts, the original summer house character with embedded cabins is found, while other areas have been transformed into year-round homes with larger volumes and more exposed locations.

The holiday homes in Tylösand are mainly from the 1930's. In the early 1970s, the transformation began from holiday homes to year-round homes, built in brick and pressure-impregnated wood. In southern Tylösand, there are still smaller holiday homes, and the character is generally small-scale where nature is dominant. The houses, one-family house traditionally wooded and saddle roof, are often located recessed on the grounds. During the summer, this creates a space that is framed by greenery and helps maintain the summerhouse character.

In central Tylösand, the conversion from summer cottages to year-round housing has gone further than in the southern parts. The area is more exploited here and the building volumes are larger.

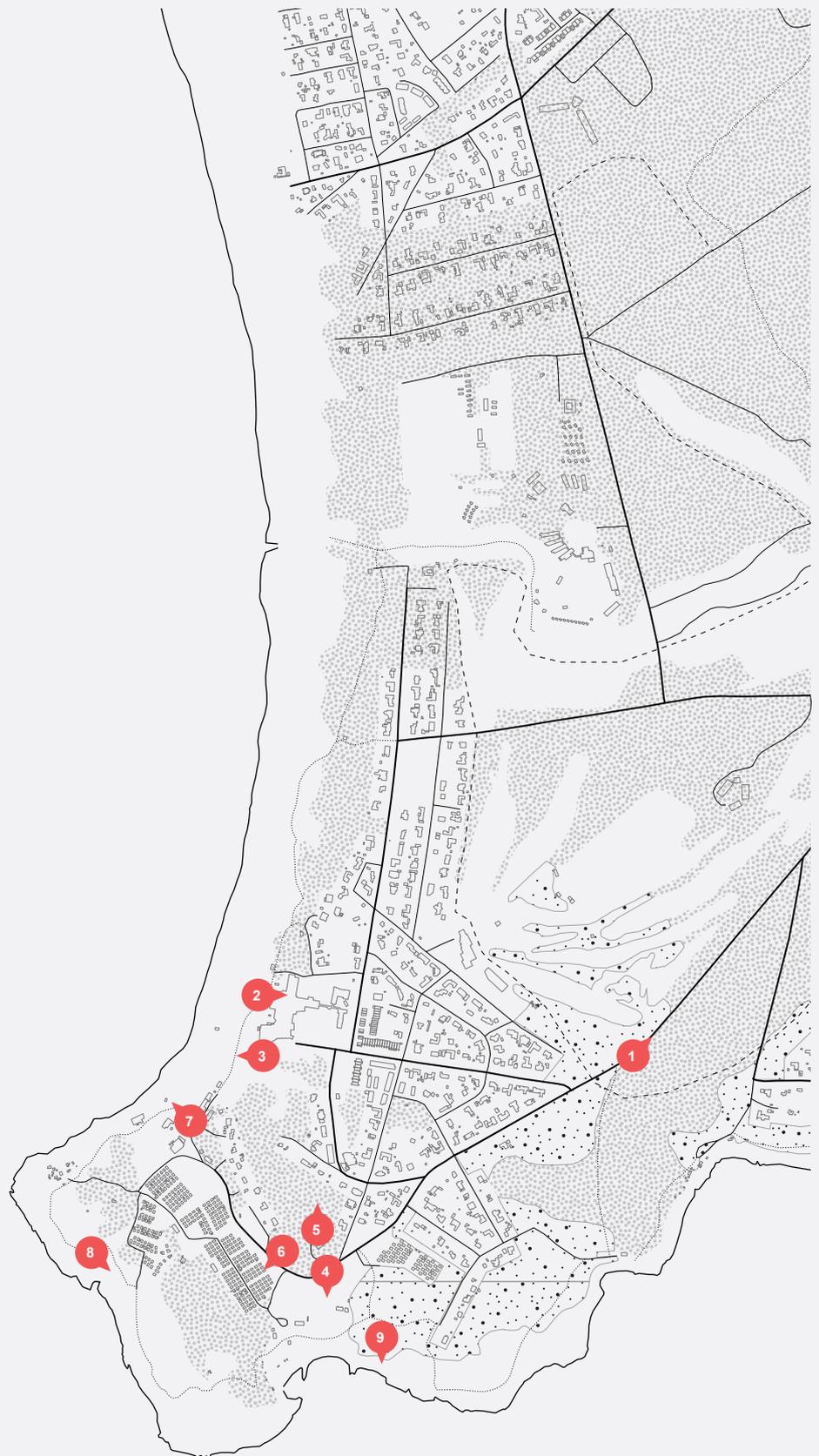
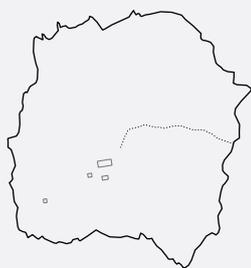
*Summer house in middle of
Tylösand*

Photo: Halmstad municipality



Family villa

Photo: Halmstad municipality





1

View along one of the two entry roads into the area. Surrounded by greenery and golf courses. Infrastructure consists of car road and two separated bike lanes with generous space.

Arrival



HOTEL TYLÖSAND

2

View over the entrance to Hotel Tylösand one of the faces out of Tylösand.

Hotel Tylösand



TYLÖN

BEACH ACCESS

3

Beautiful panoramic view over the beach of Tylösand with Tylön in the horizon. The biggest and most frequently used entrance point to the beach.

Tylösand beach

A well protected bay, which got its name because there were both pirates and smuggling for several centuries, before the customs stopped operating in the 1870s. In the bay lies a beautiful sandy beach that is popular with both older and younger people.

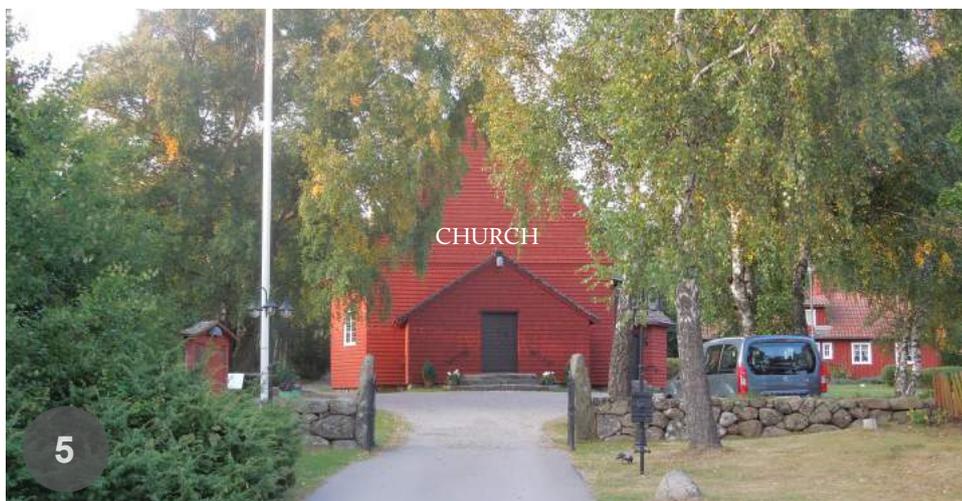
Tjuvahålan



4

The existing chapel built in 1721 is undoubtedly one of the few remaining historical buildings of many that existed in the area. This has left the chapel to be the only building of architectural value. Despite this, the chapel has been left hidden in an area where people come to it only in special occasions (funerals and weddings).

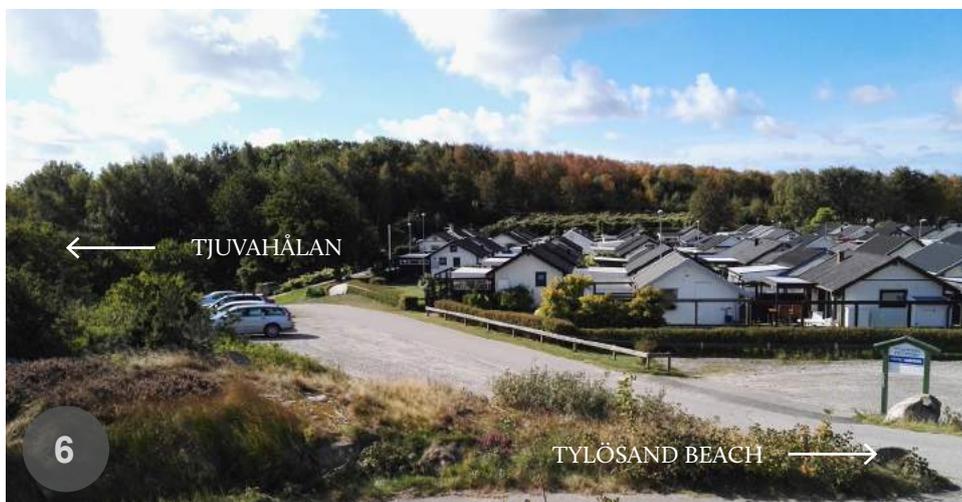
St Olof's Chapel



5

Entrance road to Tjuvahålan beach and the summer house cottage settlement to the right.

Cottage settlement

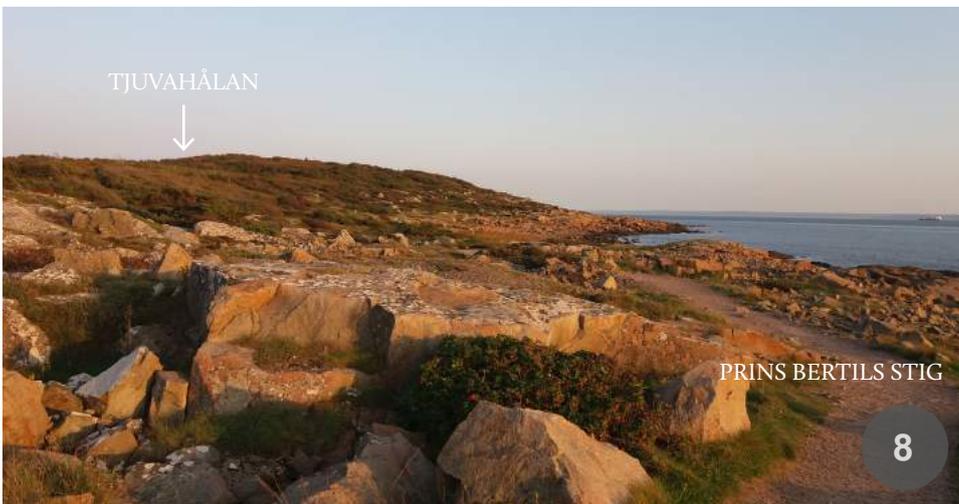


6



The most southern entrance to the beach with close access to life guard facilities and restaurant.

Tylösand beach



View of the southern terrain in Tylösand and Flaggberget in the background.

Tylöudden



The rhododendron flower park.

Alprose park

Focus areas

■ Built environment

GREEN FOCUS AREA



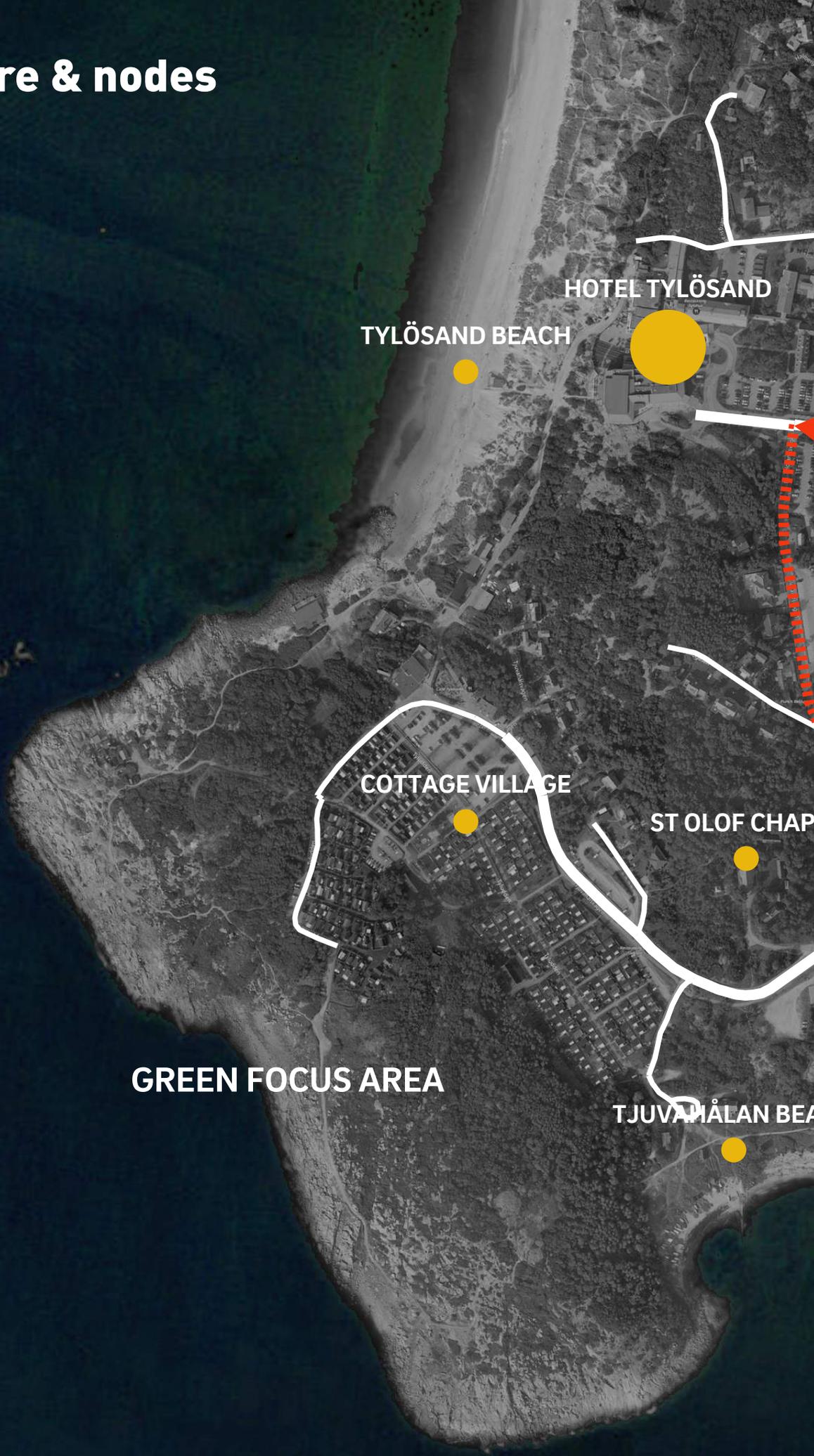


URBAN FOCUS AREA

GREEN FOCUS AREA

Infrastructure & nodes

- Nodes
- Road network
- Public transport





GOLF CLUB



URBAN FOCUS AREA

GREEN FOCUS AREA

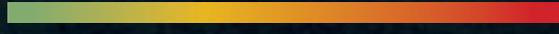
SVÄRJEHÅLAN BEACH



Public transport proximity

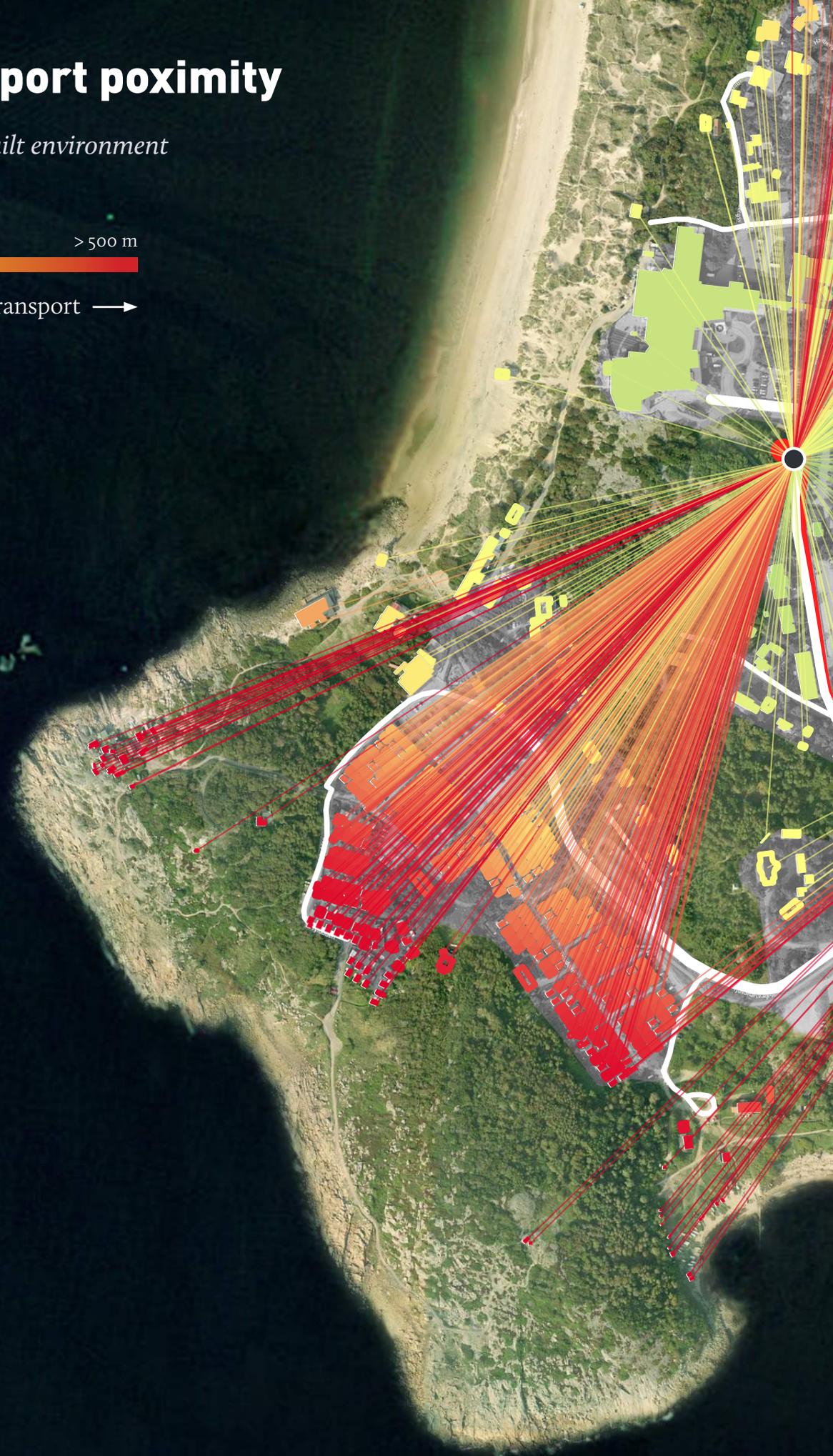
Proximity analysis of built environment and public transport

10 m > 500 m

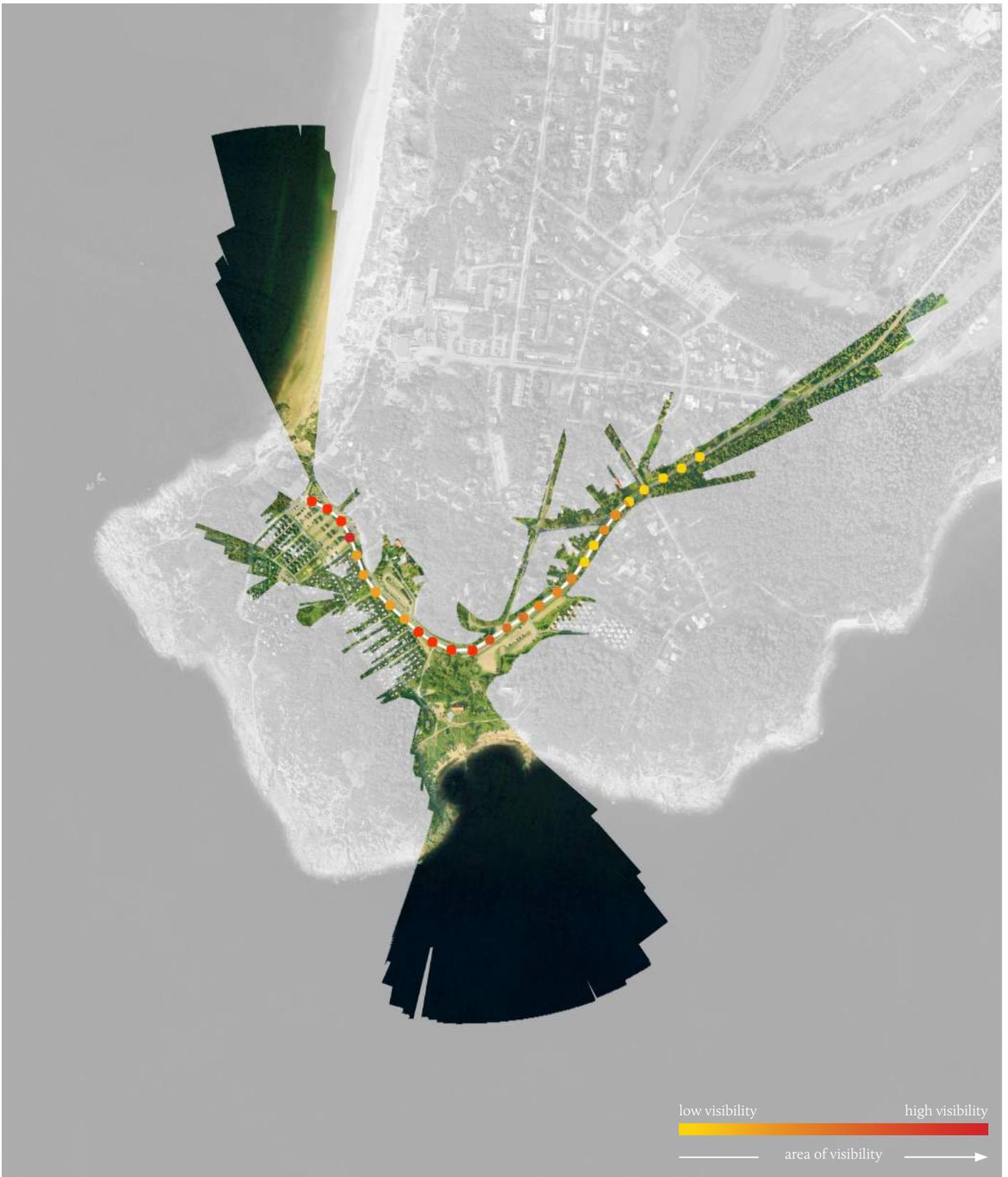


— distance to public transport —>

■ Views / Sightlines







ISOVIST ANALYSIS

An isovist study along the entrance road is made where the area of the boundary-shape of each isovist point along the road is calculated and highlighted by colour intensity, thus revealing spots along the road with good visibility.

The area offers beautiful
untouched nature
with panoramic views,
hosting great potential
for development and
extension of the season.



Photo: Louise Bremander

Analysis of existing qualities

Views / Sightlines

HOTEL TYLÖSAND / TYLÖSAND BEACH



One of the most popular spots for the residence and even for tourist. People has as tradition from many years ago to come to this spot and make their picnic sitting on the rock cliff to enjoy a wonderful view and sunset.

LIFE GUARD

An area mainly used by the life guard school. It has a strategically good location optimal for creating a new centre for the area.

TRÅNGUDDEN



The most western point, with 180° panoramic view. It's close to existing infrastructure with good potential for connections. Topographic character is favorable for being so close to the sea. Located with enough distance from the existing hotel which provides the user/guest a peaceful spot far away from the busy beach with a relaxing atmosphere of relax to enjoy a magnificent sea view overlooking the small island just outside the coast line.

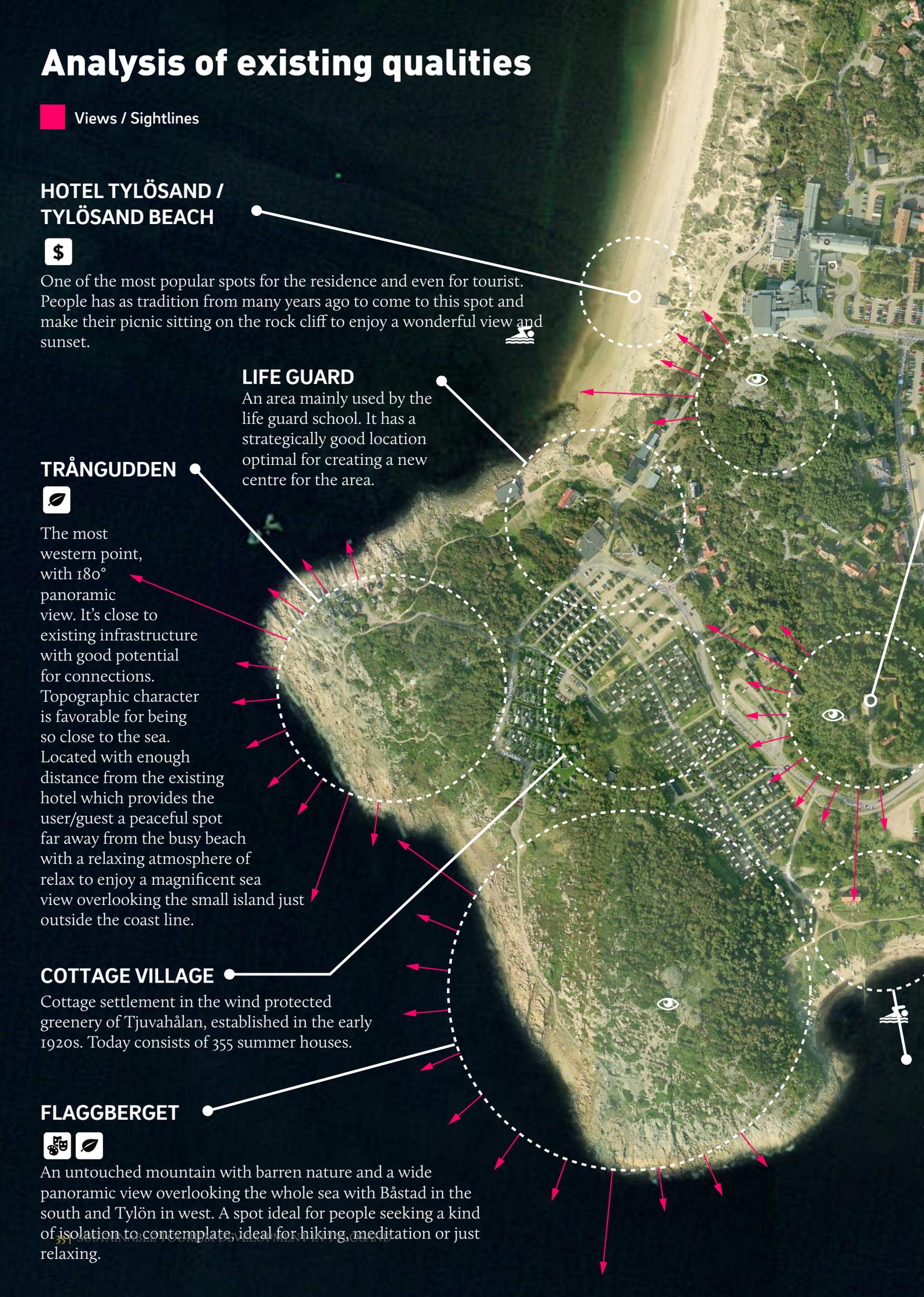
COTTAGE VILLAGE

Cottage settlement in the wind protected greenery of Tjuvahålan, established in the early 1920s. Today consists of 355 summer houses.

FLAGGBERGET



An untouched mountain with barren nature and a wide panoramic view overlooking the whole sea with Båstad in the south and Tylön in west. A spot ideal for people seeking a kind of isolation to contemplate, ideal for hiking, meditation or just relaxing.



ST OLOFS CHAPEL



Area serves as an entrance to the southern part of Tylösand. The road makes a sharp turn, indicating an arrival and revealing the hidden and protected beach and cottage settlement. The plot just north of the road rises up with a steady slope, leading you to the chapel and offering the visitor a magnificent view over an extensive part of the area.

In the area lies St Olofs Chapel, a wooden chapel built in 1949 which is today one of the most iconic buildings in Tylösand.

GOLF CLUB



Tylösand Golf Club opened up in 1938 and is today considered one of the best golf clubs in Sweden.

SVÄRJARHÅLAN



A small hidden beach which is the only handicap accessible beach in the area. Used quite frequently in the summer.

TJUVAHÅLAN BEACH



A well protected bay, which got its name because there were both pirates and smuggling for several centuries, before the customs stopped operating in the 1870s. In the bay lies a beautiful sandy beach that is popular with both older and younger people.

RHODODENDRON FLOWER PARK



In 1933, a labor camp was organized in Tylösand to drain the ground and build a rhododendron park. The park is inhabited by many birds such as night gales, leaf singers and the more unusual chiffchaff bird. In the park there are trails, ponds and little bridges.

Current conditions

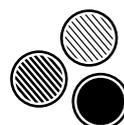
LACK OF A STRATEGICAL GENERAL PLAN DURING MANY YEARS



Due to the lack of serious engagement from the municipality's side, the area has suffered during many decades from the lack of a comprehensive general plan, which has led to a low diversity of various and important actors/developers and a severe under-dimensioning in parking and infrastructure, leading to problems in traffic during high season. Today only two actors exist, a big hotel and one top ranking golf course.



INADEQUATE INFRASTRUCTURE



LACK OF DIVERSITY

ONLY ONE ACTOR HAS BEEN ABLE TO DEVELOP AND EXPAND



The area has today, besides a few small restaurants, only one big stakeholder (not taking the golf course into consideration); Hotel Tylösand. The hotel has driven a successful business and gained a strong ground which has created a situation where everything happens in and around the hotel, making it hard for smaller actors to survive.

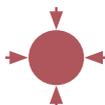


ECONOMICAL ISOLATION



ACTIVITY DECREASE

HIGHLY CONCENTRATED ACTIVITY I A SINGLE NODE



Even if the hotel has driven a successful business and created many job opportunities, and by that contributing with tax benefits for the municipality, it has at the same time resulted in an enclosed bubble of activities and economical isolation. This creates a situation in which the areas well-being is vastly depending on the success of the Hotel.



PREASSURE ON ENVIRONMENT



BUBBLE OF ACTIVITIES

CONCENTRATED PUBLIC TRANSPORT TO THIS NODE



The concentrated importance of the hotel led to the municipality's engagement in public transport to focus on the one node. Visitors from the city are now transported as close as possible to the hotel, neglecting the necessity to reach the other parts of the area.



AREA SERVES ONLY ONE PURPOSE - SUN & BEACH



All the above mentioned factors have led to the area offering almost only sun and beach as its main activity, except for some nightclub activity in the hotel and golfing during summer season.



WHY?

IS THE AREA IN NEED OF A CHANGE?

- No development during the last decades
- Lack of a general plan that affects the area's ability to develop.
- Contributes to a lack of new stakeholders who dare to invest in an uncertain situation.

HOW?

EVALUATING THE AREA AND USING THE THEORY OF SUSTAINABLE TOURISM AS A FRAMEWORK FOR DEVELOPMENT

WHAT?

A PROSPECTIVE VISION FOR A STRATEGICAL DEVELOPMENT PLAN

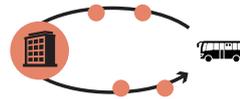
STRATEGY

Aims for transformation

Identifying unexplored qualitative potentials which are of interest in creating authentic experiences to tourists



PERMEABILITY
MULTIPLE NODES



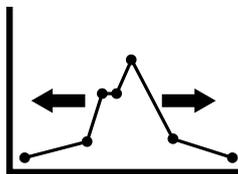
INTEGRATING NEW NODES
INTO A CIRCULAR PUBLIC
TRANSPORT



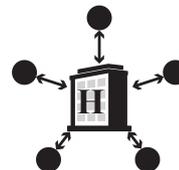
ATTRACTING NEW
BUSINESSES / KEY
PLAYERS



PRESERVE AND VALUE
THE NATURAL AND
CULTURAL HERITAGE



DECREASE
SEASONALITY



ECONOMICAL
INTEGRATION AND
EXCHANGE

HOW TO DIVERSIFY THE AREA?

The goal is to create authentic and pleasurable experiences in the area by studying the potential of using architectural inventions to stimulate tourism growth and commercial development in Tylösand.

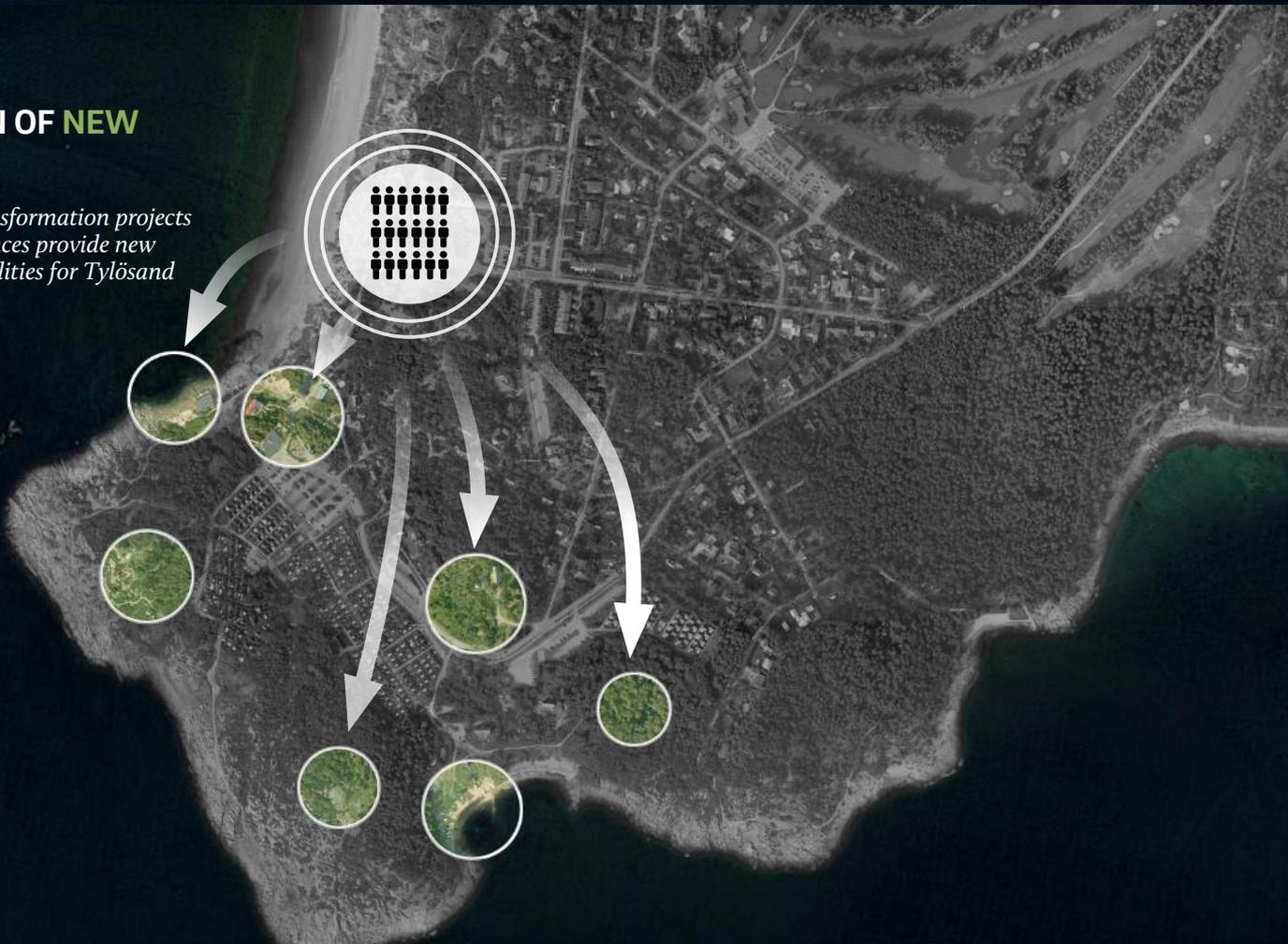
Arguing how architecture can elevate place specific potentials while creating a connection between settlement, tourism and commercial interests.

HOW TO DIVERSIFY THE AREA?



STEP 1 ADDITION OF NEW NODES

A series of transformation projects at strategic places provide new growth possibilities for Tylösand



STEP 2

CONNECTING THE NEW NODES INTO A NETWORK

*By connecting the new nodes, a network
of attractions are created, evening out the
heavy concentration*



STEP 3

ADAPTING THE CONNECTIONS TO THE TOPOGRAPHY FORMING A CONTINUOUS INTERCONNECTED PATH

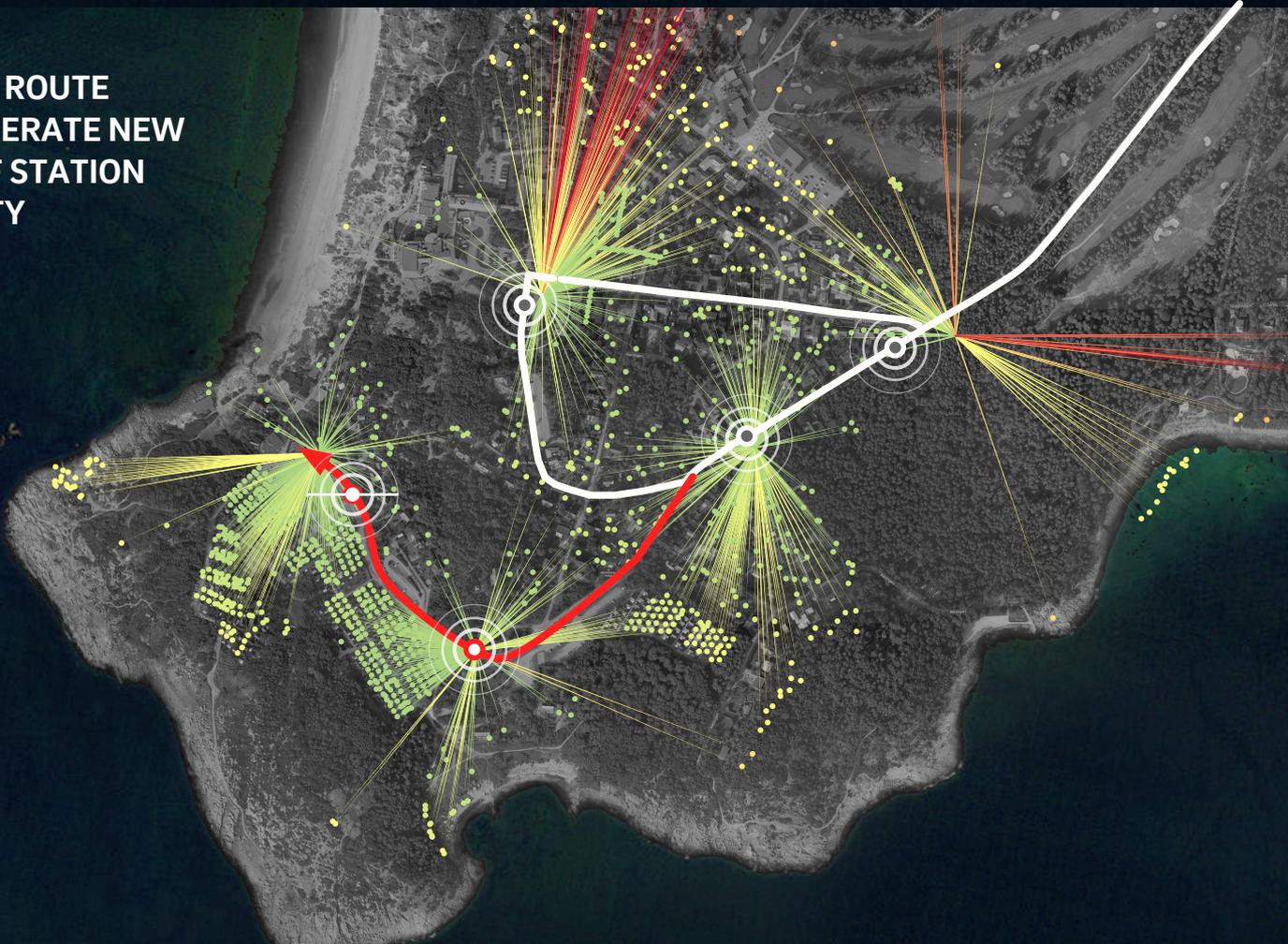


STEP 4

**EXTENDING THE
INFRASTRUCTURE AND
PUBLIC TRANSPORT TO
PROVIDE THE NEW NODES**

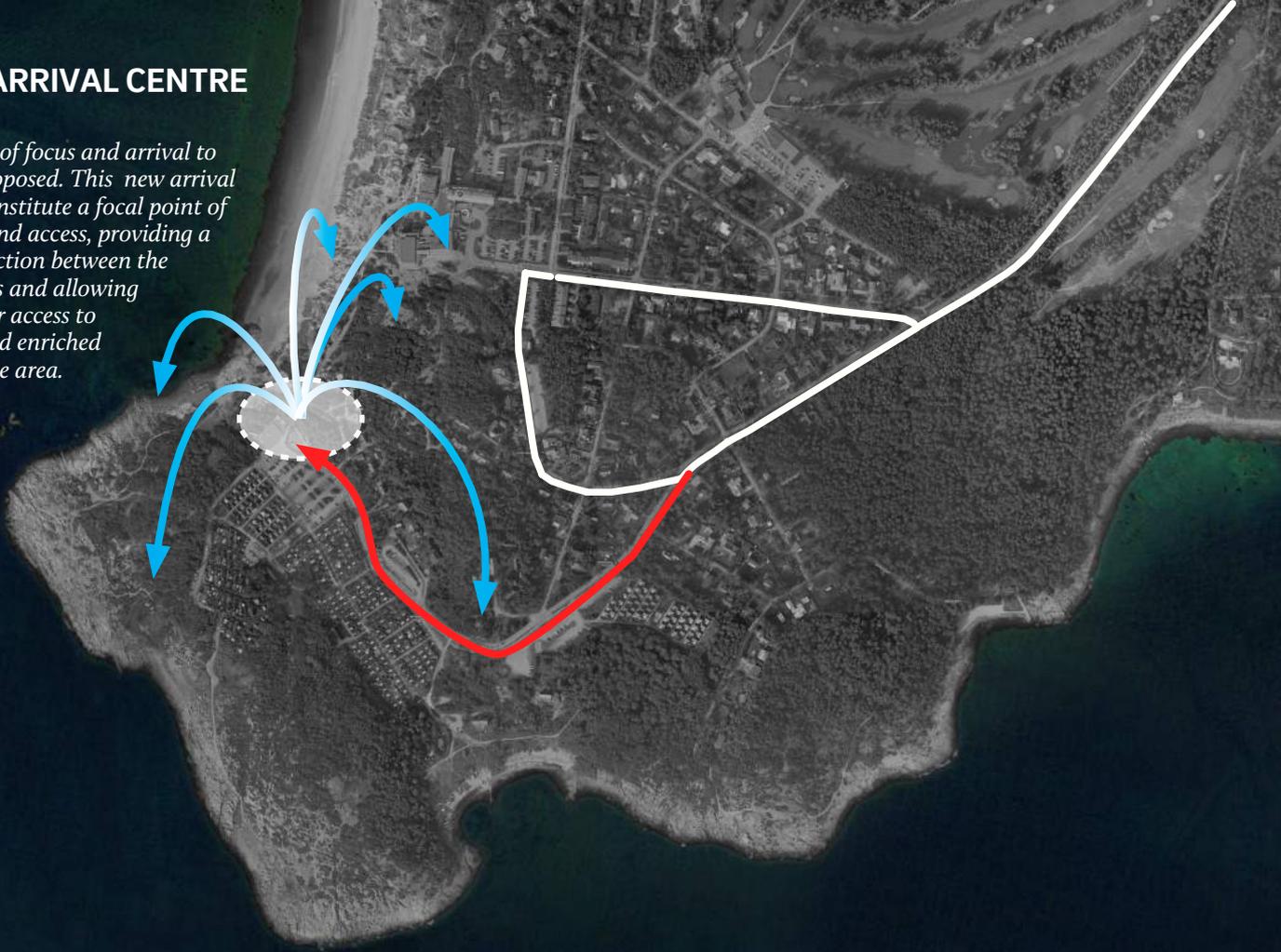


**NEW BUS ROUTE
WILL GENERATE NEW
ZONES OF STATION
PROXIMITY**



A NEW ARRIVAL CENTRE

A relocation of focus and arrival to the site is proposed. This new arrival point will constitute a focal point of movement and access, providing a better connection between the actual spaces and allowing visitors easier access to the beach and enriched activity in the area.



THE PATH WILL MAKE A STRONGER CONNECTION BETWEEN THE TWO BEACHES



A connecting path

The goal of creating a more extensive relationship between the site and its visitor is achieved by the opening of new nodes and connecting them through a path, thus revealing the potent geography of this territory. The new nodes aim to increase the attractiveness of the site, which helps to encourage more new users of locals and tourists to use the site. The approach relies on a continuous path through the landscape of territory based on perception through sight, natural qualities, appearance of buildings and positions that articulates the architectural additions.

The strategy consists of assessing a collection of possible projects through long term vision, then placing them in strategical positions. The territorial project is put into place through landscape transformations and material integration in order to develop new public spaces. The material creates thus the link, between landscape and architectural components.

A PATH,
CREATING
A MORE
EXTENSIVE
RELATIONSHIP
BETWEEN THE
LANDSCAPE AND
ITS VISITORS



DIVERSITY

Variety of zones along the coastline creates a framework for adaptable transformation of space



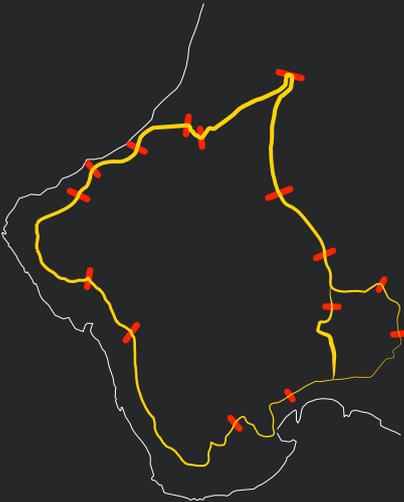
CONTINUITY

A linear path generates an unobstructed/continuous promenade for pedestrians and cyclists.



CONNECTIONS

Existing overpasses are utilized and additional links are made available for a seamless transition and movement from one side of the area to the other



STRUCTURES

Architectural components encourage social contact and provide information for the area at strategically placed positions overlooking the sea and the landscape



The path is divided in five zones depending on landscape characteristics, topology and proposed activities. Focus will be put individually on each zone offering a variety of proposals and changes.

DIVIDING THE PATH IN DIFFERENT ZONES

The area becomes about a series of spaces and their relations with the landscape. Spaces along the path are placed to integrate into a coherent framework that reveals the layers of qualities in the area and facilitates interaction and future development.

The definition of landscape is manipulated by carefully crafting the terrain in such a way that results in freedom of movement and convenient access to all the good things Tylösand has to offer. The generated spaces along the path function as catalysts for social activities and community engagement. It demonstrates an appreciation of the site's social and natural ecologies.

A large-scale adaptable system is proposed in order to unify every single intervention along the waterfront. In a medium scale, a series of multi-purpose public spaces is projected along the entire path, containing as key elements a new beach centre, hotel and art centre. At a human scale, strategies are proposed as street furniture which solves the boundary between terrain and visitor in vertical and horizontal directions.



2

3

4

5



PROPOSAL

The design outcome in this project is a masterplan proposal based on current discussions on development issues in Tylösand and how it can help stimulate tourism growth and commercial development by creating authentic and pleasurable experiences.

The proposed changes and additions are part of a future development strategy where a strong identity based on place specific potentials of the site is suggested, raising the unique qualities of the place and the discussion on how to address the intense seasonality and the decrease of functions in off season.

From the analysis part, this proposal illustrates in an abstract way how the implementation of these key elements could look like and how they relate to a larger vision of creating a stronger link between settlement, tourism and commercial interest.

*A proposed vision of the
botanical garden together with
art gallery next to St Olofs
Chapel*

Addressing the linear flow of people and concentrated activity around the hotel and the beach, a relocation of focus and arrival to the site is proposed. This new arrival point will constitute a focal point of movement and access, providing a better connection between the actual spaces and allowing visitors easier access to the beach and enriched activity in the area.

- Existing
- New
- Connections
- Public transport
- Views

HARBOUR

- Social interaction
- Visitor exchange

HOLISTIC HOTEL

- Economic development
- Alternative accommodation
- Extending season
- Social value
- Holistic approach
- Satisfied visitors
- New target groups

FOREST JOURNEY

- Biodiversity
- Use of resources
- Environmental awareness
- Cultural /historical awareness

Rösen





Hotel Tylosand

ARRIVAL / BEACH CENTRE

- Social interaction
- Identity
- Connections

Chapel

ART ACADEMY / BOTANICAL GARDEN

- Economic development
- Cultural awareness
- Extending season
- Social value

Rhododendron Flower Park

- Bird watching
- Biodiversity

CHILDREN'S PIRATE COVE

- Cultural/Historical awareness
- Social value
- Satisfied visitors

Cliff & Hotel Tylösand



This part has been a sought after place for visitors for many years in using the place for a picnic and to enjoy the sunset.

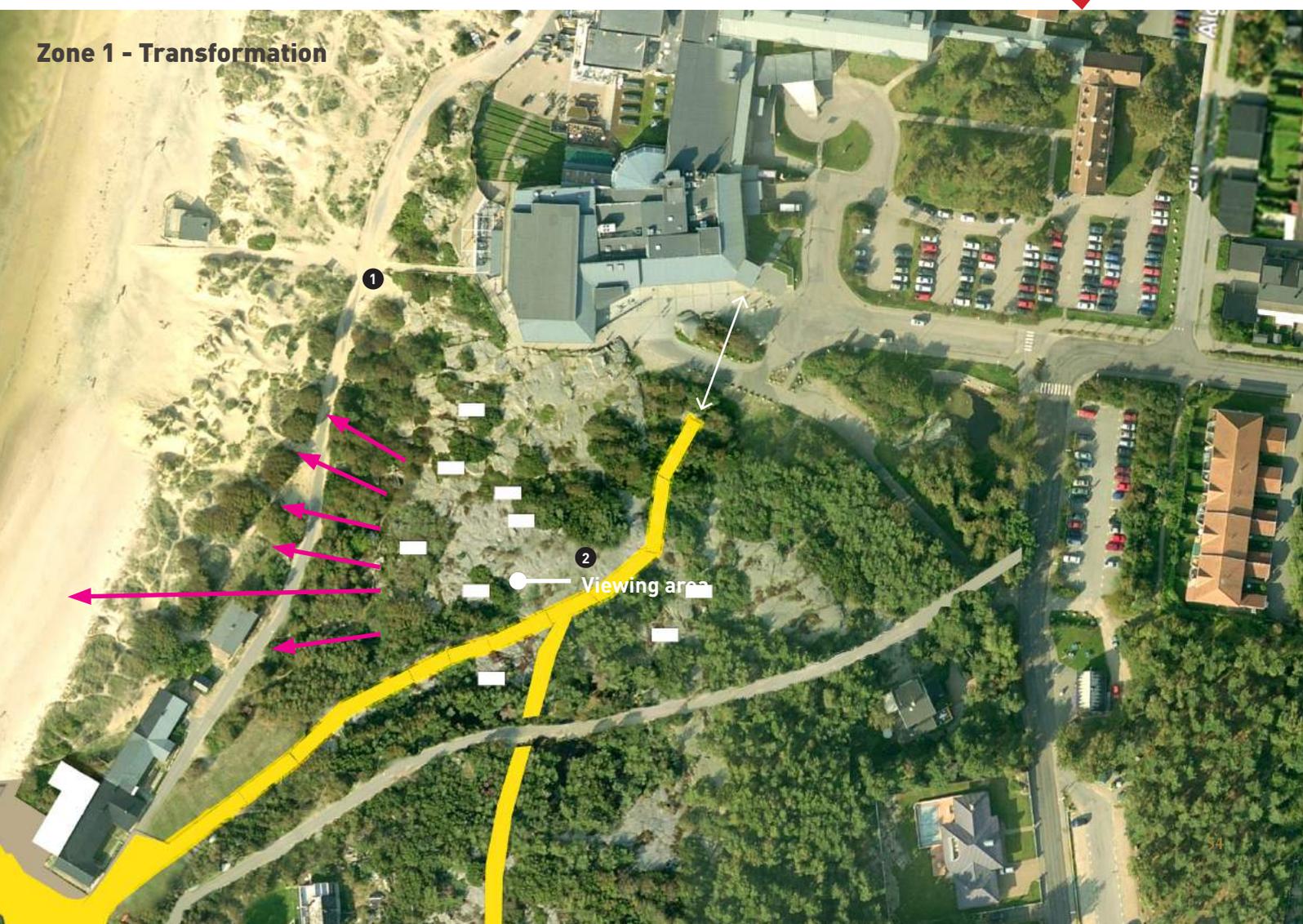
- By arranging simple sitting platforms of impregnated wood panel and placing trash bins and other comfort, you create a neat and clean place.
- End point of path in close access to hotel entrance



Zone 1 - Existing



Zone 1 - Transformation



Beach centre & harbour



- A welcoming meeting point which will function as a focus and entrance point to the area
- Creating an easy and practical family friendly access to the beach
- Provides the visitor with good public transport connection.
- Help reducing parking need thanks to intensifying buss traffic.
- Offers a variety of services such as restaurants, smaller boutiques, public toilers and showers
- New harbor and small sales booths

BEACH CENTRE

Tylösand is today missing a well-defined centre area, up until today all focus has been on the existing Hotel as the main spot and the municipality has never cared to create a much needed and deserved arrival centre.

The proposed spot is an ideal location to create a centre point where the local busses arrive just 100 m from the beach, making it easy for a family with their young children to have easy access to the beach. By moving the existing kiosk to a new place and extending and straightening the last part of the road, a new view over the sea will open up for visitors arriving to the area, making it a spot worthy as an entrance to the area and to the beach for the visitor

The new centre is welcoming and spacey, provided with a new buss access and a generous platform of impregnated wood leading you all the way down to the beach. The area is provided with new sitting places, and much needed public toilets and shower.

HARBOR

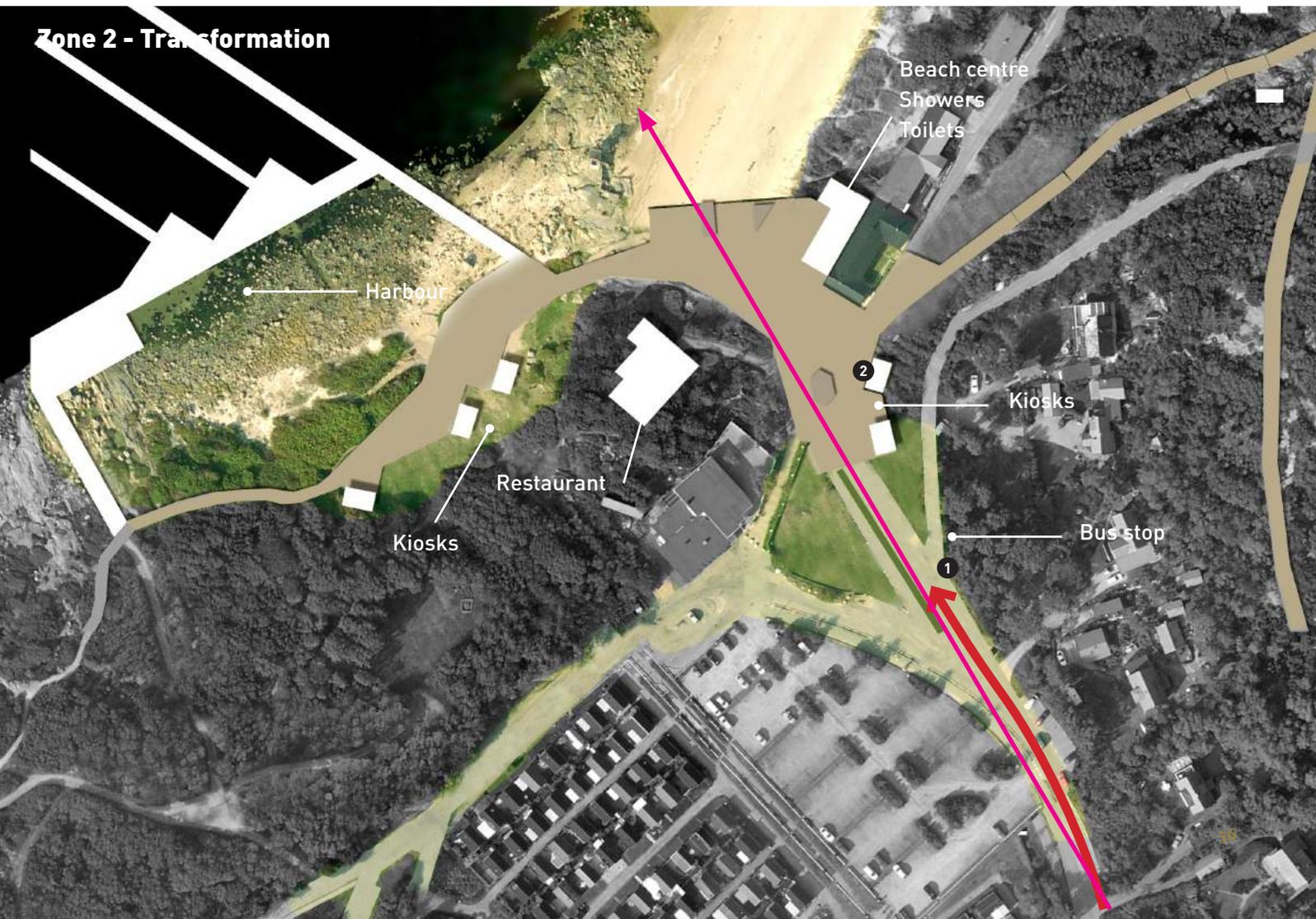
Creating a small harbor will open the possibility for a beneficial connection for boat tourism from nearby cities such as Båstad to visit the area and by that increasing the social interaction between the two famous tourist areas.



Zone 2 - Existing



Zone 2 - Transformation



Trångudden



A holistic hotel will add a new dimension to the area by offering different experience in spiritual activities. It extends the season to cover year-round

HOLISTIC HOTEL

The high demand for tourism in the area is confirmed by overbooking at the big hotel in the area, which is classified as one of the most sought after in southern Sweden. Placing a new hotel in a safe distance from the existing hotel helps to distribute the load in the area and thereby protect the environment.

A new hotel in the area will contribute to positive economic development that benefits the area as a whole by creating employment and contributing to the municipality.

By creating more alternatives for accommodation, competition is increased, which in turn leads to more choices and increase well-being in the area. Positive from the social factor.

The hotel contributes to creating life in this part of the area, making it attractive for new actors to emerge.

A new kind of hotel with an holistic approach, connecting the western part of the area that can attract guests all year round and contribute in extending the season.

With the purpose of inspiring guests with a unique and transformative experience it offers a relaxation, restoration and rejuvenation. The hotel revolves around beautiful landscape with plenty of hidden corners for peace and quiet,

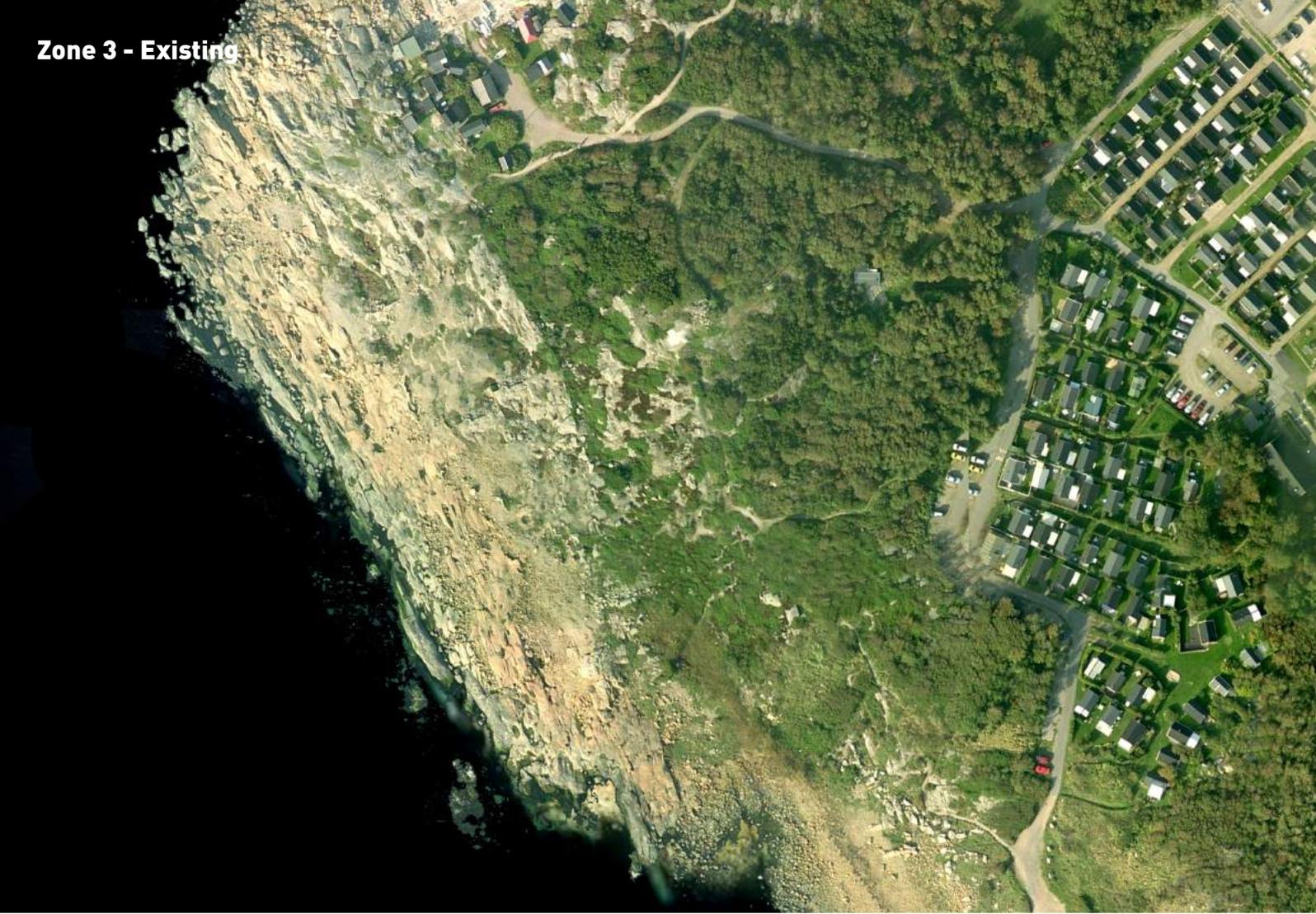
Offers different activities such as yoga, meditation and mindfulness workshops and other holistic wellness related events.

A non-conventional design language with relatively low height and horizontal volume together with maintenance-free building materials and natural color scale integrates the building with its surroundings and creates harmony with nature and the location.



The hotel suggests a modern architectural expression with a clear anchoring to the site, both in terms of an adaption to the specific topography and a harmonization between material and environment

Zone 3 - Existing



Zone 3 - Transformation



ZONE 4

Flaggberget

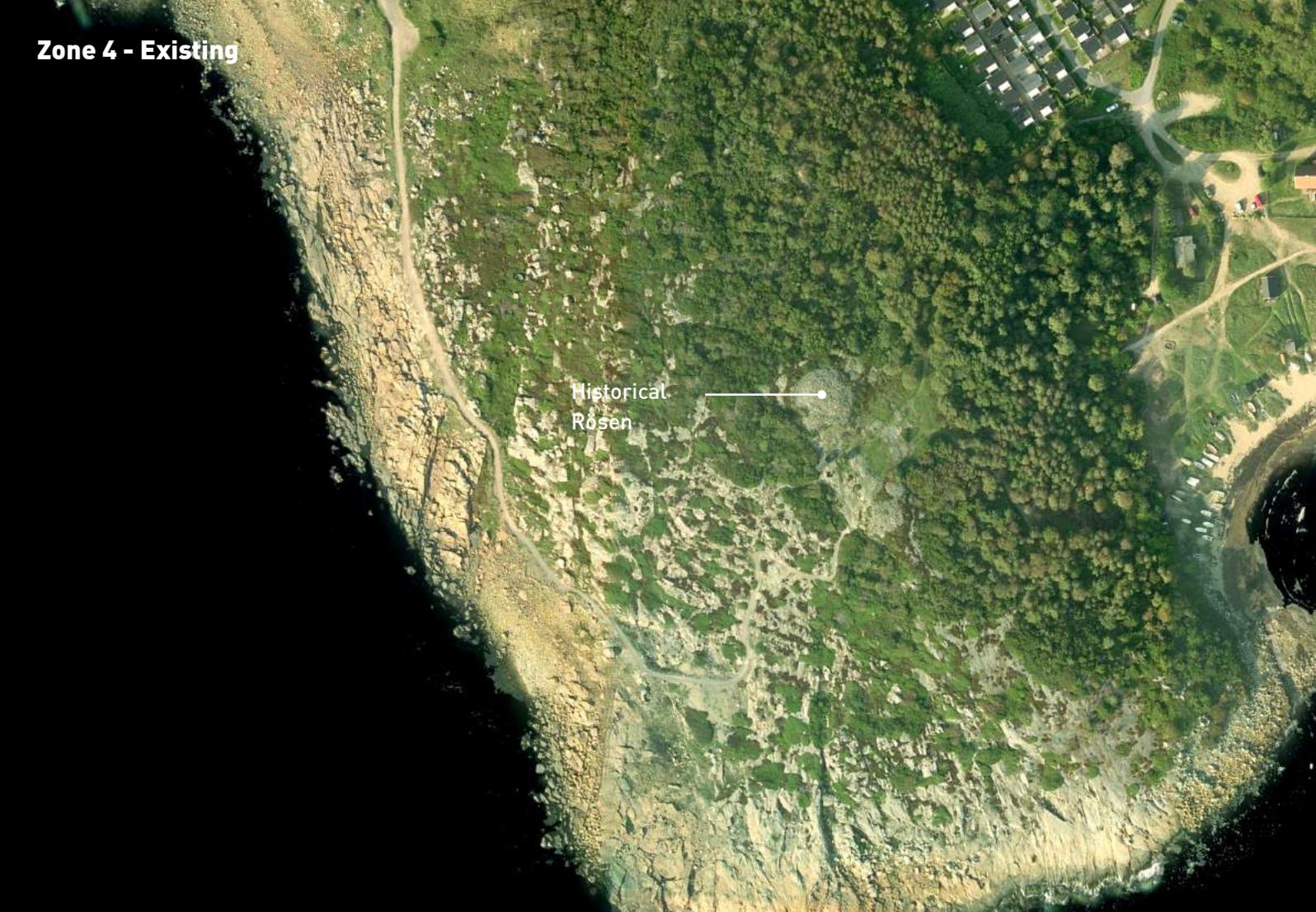


Historical spot adding a cultural dimension

Offers open-air activities with beautiful landscape and views

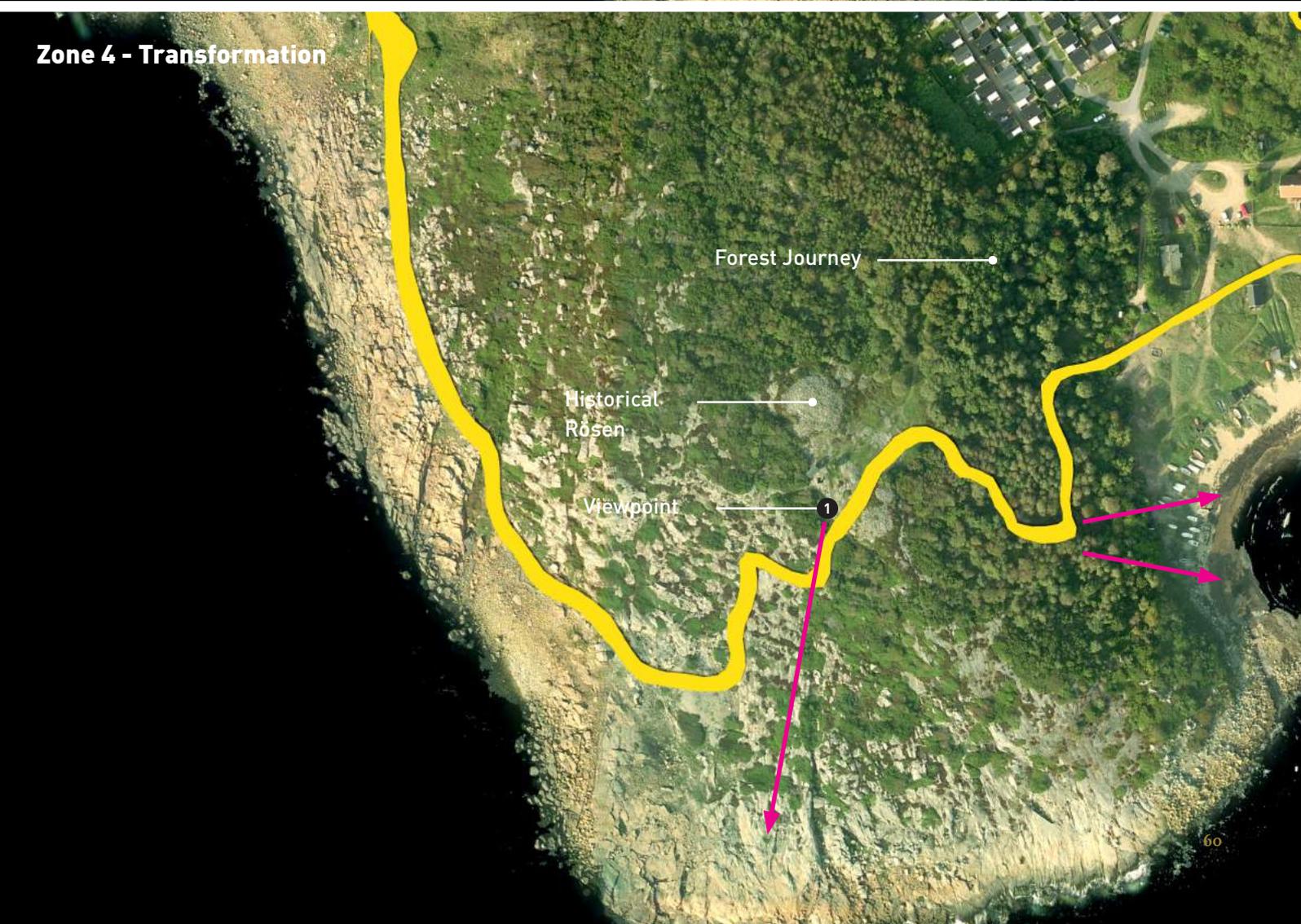


Zone 4 - Existing



Historical
Rosen

Zone 4 - Transformation



Forest Journey

Historical
Rosen

Viewpoint

Tjuvahålan



- Near the beach there is the much appreciated rhododendron park that offers a place for relaxation with exotic birds.
- Tylösand Chapel, one of the few remaining historical buildings of very high architectural value.
- Newly arranged garden with simple café creates a worthy entrance to the chapel area and to the new art center and building of multi-functional activity.
- New Art Center creates a social value as a new meeting place for residents and even visitors. Adds a new dimension to the area and makes it attractive for visitor all around the year to visit and take art of different cultural activities.

ST OLOFS CHAPEL

The existing chapel built in 1721 is undoubtedly one of the few remaining historical buildings of many that existed in the area, which was demolished, this has left the chapel to be the only building of architectural value. Despite this, the chapel has been left hidden in an area where people come to it only in special occasions (funerals and weddings).

Raising the chapel's architectural value is a very valuable social function and enrichment to diversity. This can reinforce the importance of the chapel by creating complementary features in close proximity.

ART ACADEMY

By introducing the indigenous botanical garden together with a public art gallery, a place to elevate and cultivate the rich and local art traditions which Halmstad is famous for. The building offers a place for exhibitions and can be used as a multi-activity centre for wedding parties, baptism parties, funerals, larger collections where it works together with the chapel. It can also serve as conference rooms

GARDENS OF TYLÖSAND

A garden with a small café where people can enjoy a magnificent view surrounded by beautiful nature and nearby chapel and Art Academy centre This garden will provide a meeting place for both locals and visitors all year round A place for various activities such as funerals, weddings ceremonies and relax.

CHILDRENS PIRATE COVE

The history of the site is realized by creating a natural pirate place where children can play on nature's conditions and meet the challenges that nature gives in the form of stumps, rocks and logs to jump on. Tensioned ropes and intertwined wooden carpets that create tunnels for the pirates to hide in. Trees that turn into a boat that stimulates the children's imagination.



Zone 5 - Existing



Chapel

Rhododendron park

Tjuvahålan

Zone 5 - Transformation



Art Academy

Chapel

Gardens

Bus stop

Rhododendron park

Tjuvahålan

Childrens Pirate Cove

Harmonization & low maintenance material

The landscape area is characterized by a very strong character of rustic surroundings with wide-ranging space feeling. Most of it consists of mountains that protrude from the ground in large parts as well as low plants of exotic and beautiful species, easy to see how these plants have adapted to a weather especially against the cold and stormy part of the year.

The aim for architectural structures is to give the impression of being well-anchored to the ground with relative low height and by spreading it horizontally, which contributes to a higher harmonization between building and landscape.

As well as the choice of building material of white concrete, panels of hard and resistant wood type Ipé (Ironwood), tinted glass lots, as well as display building parts in ceramic granite, roof cover by Sedum that help integrate the building into its surroundings.

The chosen materials aim to minimize maintenance work and contribute to a sustainable economy during the buildings life-cycle.



CONCLUSIONS

My main goal with this project is to invite to a discussion about future development of Tylösand by trying to create a prerequisite for a sustainable tourism. As this subject is related to many of the activities in the area. The spot is already very popular as an attractive beach area and well-known to a large part of the population. Nevertheless, the area lacks important elements to attract tourism for other seasons than during the summer. There are very few buildings with interesting historical connections, limited number of accommodation opportunities and a relatively short season due to weather conditions.

The method i chose, was to create a diverse activity spread in different parts of the area and linking all these spots into a loop of activities. The activities will contribute positively not only to attract various target groups but also to increase quality for local residents, elevating the attraction of the area

and prolonging the season. This will increase social interaction so that local residents will identify themselves with the area, feel motivated to nurture it and be proud of it. This will benefit the area and the municipality as a whole by contributing to economical growth, creating new employment opportunities and add to both social and environmental development.

The design proposal is challenging to look at the current situation from a different perspective and questioning the role of the current key players and the use of the site.

My hope with this project is to help the local authority to discover the potential of each part of the area and highlight the methods for development. To facilitate for new actors who are willing to invest in the area to coordinate good planning and design to ensure a favorable development in a sustainable way.

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Gör Tylösand till ett tilltalande besöksmål <http://www.hallandsposten.se/%C3%A5sikter/debatt/g%C3%B6r-tyl%C3%B6sand-till-etttilltalande-bes%C3%B6ksm%C3%A5l-1.1583801>

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Tysklind, A. *CREST, VERKTYGSLÅDA - med rekommenderade åtgärder för att utveckla en hållbar turismdestination*

En resa genom decennierna. hotel tylösand salta bad från 1915 till idag

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Illustrations and photographs without reference are produced by the author of this Master's Thesis
The project was presented on June 1, 2017, as part of the Master Thesis Exhibition at Chalmers University of Technology.

Appendix - Exhibition posters

