

Good Practice Cases in Sustainable Tourism Destinations

'De Verwachting' Wheat and Mustard Mill, Ameland (the Netherlands)

ITEMS		DESCRIPTION	PICTURES
Name of the organization submitting this practice case	Name	Coastal and Marine Union EUCC and the Municipality of Ameland	
	Contact	research5@qualitycoast.info ; secretariat@qualitycoast.info ;	
Name (in EN) of the destination	Name (in EN) of the destination	Ameland	
	Administrative Organizations and country	Ameland is a municipality and one of the Dutch Wadden Sea Islands at the North Sea. The island belongs to the Friesland province, The Netherlands.	
	Tourism Organizations	N/A	
	Surface	273.50 km ²	
	Resident population	3500	
	Tourism Arrivals	N/A	
	Tourism nights	N/A	
WHO	Name	The Municipality of Ameland	
	Website		
WHY	The reason for action	Ameland has been able to maintain much of its historic character and identity due in part to its geographical isolation. Like in other Wadden islands, tourism has become an important sector for the Ameland economy, and the island receives thousands of visitors every year interested in its rich cultural heritage. Investing in protecting and promoting its unique cultural traditions and historic sites provides an excellent opportunity to develop Ameland's tourism in a sustainable way, diversify and improve the quality of the tourism offer and bring social-economic benefits to the region.	
	Issues and challenge		
HOW		In Ameland, the traditional way of making mustard at the local windmill has been promoted as tourist attraction. Located in the village of Hollum, the Wheat and Mustard Mill 'De Verwachting' is a considered a valuable part of the cultural heritage of the island, which receives a great number of tourist every year. Tourists visiting the mill can learn about the mill-history of the island and attend one of the production process demonstrations that are regularly held by local volunteers who work in the mill. The demonstration is followed by a degustation of a wide range of	

		<p>mustards. Several types of mustard, jams, souvenirs, and flours are sold in the mill. In the basement, photos and brochures tell the story of the windmill, and the visitor center situated next to this historic site also provides information about this old tradition. The entry fee (3€ per person) is destined for the conservation and preservation of the mill.</p>	
RESULTS	Benefits	<p>The actions taken by municipality of Ameland around the wheat and mustard mill have contributed to revive and protect this ancient tradition and enhance the uniqueness and distinctiveness of the island. Every year, the mill attracts a great number of visitors. This initiative has demonstrated to be a positive and enriching experience to visitors that allow them to increase their awareness and interest in the local identity and cultural heritage of the area.</p>	
	Recognition and Awards	<p>QualityCoast Gold Award 2013</p>	
REFLECTION	Multiplier effect and transferability	<p>This initiative is part of the “Malande Molens” project. The experience in Ameland can be used in other destinations as an example of how to diversify the tourist product and the same time preserve and foster the cultural heritage of a place.</p>	
	Lessons learned and critical success factors	<p>'De Verwachting' stands out from other mills in the island due to its traditional and singular function of producing mustard using wind energy. In addition, the active involvement of the volunteers and the financial assistance provided by the Service Rural Territory, the local authority and the foundation 'Amelander Musea en molens' among others have been essential for the successful preservation of this historic site and unique tradition.</p>	