The historical development of British seaside towns

<table>
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<tr>
<th>Period</th>
<th>Socio-economic context</th>
<th>Tourism market</th>
<th>Physical development</th>
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<tbody>
<tr>
<td>Pre-18th century</td>
<td>Health benefits of immersion in seawater advocated from mid-16th century. By 18th Century, this had become medical orthodoxy</td>
<td>The wealthy: aristocrats and the upper classes</td>
<td>1st resorts develop from 17th century to meet demand of health tourists</td>
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<td>19th Century</td>
<td>The period of industrialisation. New patterns of regimented leisure emerge tied to patterns of work, creating new urban leisure, markets Specific forms of novel seaside culture develop in this period Growth in national wealth and disposable income</td>
<td>Industrial working classes become 1st mass market for tourism Resort system stratified in favour of upper classes</td>
<td>Mass transit system develops – 1850-1870 train ticket sales grow by between 280% and 584% 2.5% annual population growth in seaside towns, compared to 2.3% in industrial towns</td>
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<td>1900-1913</td>
<td></td>
<td>First holiday camp 1908 Mature tourism market by 1920 Britain has the largest and most sophisticated resort system in the world</td>
<td>By 1911, population 1.6m, 4% of Britain 1911 census &gt;100 seaside resorts with populations over 1,000 Bungalization</td>
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<td>1914-1918</td>
<td>1st world war</td>
<td>Extremely limited</td>
<td>Development halts in this period</td>
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<td>1919-1939</td>
<td>Leisure sector growth of 39%, exceeding all other industrial sectors Suntan popularised as desirable by Coco Chanel from the 1920s 1921 – local authorities allowed to generate income through tourism services provision</td>
<td>Period of sustained growth in tourism Resort diversification Blackpool 7m visitors pa Southend 5.5m Hastings 3m Rhyl 2.5m Bournemouth 2m</td>
<td>1931 – population now 5% of British total Large physical investments – hotels, amusement arcades, promenades, swimming pools, pavilions, cinemas – average investment of £3-4m pa.</td>
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<td>1939-1945</td>
<td>2nd world war</td>
<td></td>
<td>Resorts have front-line status Beaches have front-line status converted agriculture and tourism accommodation converted to services accommodation</td>
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(James Kennell 2010)
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<tr>
<th>Period</th>
<th>Description</th>
<th>Events/Changes</th>
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<tr>
<td>1946-1960</td>
<td>The austerity of 1950s Britain&lt;br&gt;Lengthening of paid holidays&lt;br&gt;Increase in private car ownership and improvements to the road network</td>
<td>50% increase in British tourism during 1939-1951 due to ban on overseas travel&lt;br&gt;1949 – British tourism value £60m pa, grows to £380m in 1951 and £550m by 1960&lt;br&gt;Early 1950s, 70% of British holidays taken at the seaside&lt;br&gt;1960 – 96% of 60 million holiday visits spent in Britain</td>
<td>1951 – population now 5.7% British total&lt;br&gt;Off season population has grown by 50% since 1900, compared to 34.5% for England.&lt;br&gt;1950s – lack of investment of the profits of growth</td>
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<td>1960-1974</td>
<td>Rising affluence and social mobility in Britain during a period of cultural change</td>
<td>Domestic holiday spending grows 80% to 1968&lt;br&gt;1974 – high point for British Tourism, 40.5m long stay holidays</td>
<td>Development of caravan parks to meet growing demand – 4.5m caravan holidays taken pa in the 1960s&lt;br&gt;Large seaside hotel decline by 40% in 1960s</td>
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<td>1975-1990</td>
<td>1979-1982 recession in the UK economy&lt;br&gt;Emergence of new competition in southern Europe</td>
<td>1975-1985, domestic holidays fall by 7m and overseas grown by 10m&lt;br&gt;1979-19888 visitor nights at seaside resorts decline by 27%, 39m&lt;br&gt;Short break holidays rise by 27% between 1974-1982&lt;br&gt;Diversification of tourism product to reflect new forms of tourism – heritage, business, educational</td>
<td>Diversification sees construction of new conference centres, shooping facilities and attractions</td>
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<td>1991-2000</td>
<td>Economic recovery</td>
<td>By 1999, 75% seaside tourism concentrated in just 8 major resorts&lt;br&gt;New tourism markets emerging such as cultural, creative and gay tourism</td>
<td>The first major period of resort regeneration sees improvements to degraded accommodation stock and attractions&lt;br&gt;Population growth again due to retirees and commuters&lt;br&gt;Residential functions becoming increasingly important over tourism functions</td>
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