

# Analysing the Changes of the Tourist Functions of the Seaside Resorts with the Growth in the Number of Second Homes

A. Tannai, V. Herbert, C. Rufin-Soler

**Abstract**—Since the beginning of the 21st century, we have been observing in some seaside resorts aging demography, combined with an increase in second homes. These seaside resorts are said to have become places undergoing profound changes, leading to hybridization of functions (personal services, health, residential, etc.) and practices. All of these issues are part of the challenges of silver tourism, which stems from the silver economy. The Hauts-de-France region is made up of numerous seaside resorts that have a significant proportion of second homes in their real estate stock. The seaside resorts have tourist offers based on sports and leisure activities. They also offer a suitable environment for the installation of this category of the population. This set of attractive criteria in the choice of installation in seaside resorts is likely to be replaced by personal and health services due to the advanced age of the population. The resorts of Le Touquet Paris-Plage, Bray-Dunes, Neufchâtel-Hardelot and Le Crotoy seem to be evolving towards other functions of residential resorts, as opposed to seaside resorts. This paper will be an opportunity to present the results of the surveys we conducted in 4 seaside resorts in the Hauts-de-France region, where more than 420 retired secondary residents were questioned. The results show that nearly 90% of retirees spend their time in their second home at any time of the year. The criteria that lead them there are school vacations and the weather. More than 40% of them have been living there for more than 20 years. The reasons for the installations are the living environment (83%) and the quality of life (79%). Their activities are walking and strolling, as well as sports. More than 99% of the respondents do not take into account the health service offers. Personal services are also little taken into account - around 60% of respondents say they do not know whether personal services exist in the resort. 80% of respondents answer that their grandchildren benefit from activities organized by the commune and the tourist offices during their stay. To conclude, the influx of retired secondary residents will not lead to a change in the functions of the seaside resorts. Their classic tourist offers - leisure and sports activities, the environment - will remain the attractive criteria of the seaside resorts. The results of the study prove that personal services and health services are not the first choice criteria in the installation of retired secondary residents, quite the contrary. We can even complete that retirees in secondary residences are demanding and concerned about living in a calm, safe and clean environment and quality of life.

**Keywords**—Health services, people care, second home, seniors, silver tourism, tourism, tourist functions.

## I. INTRODUCTION

THE study of changes in the tourist functions of seaside resorts in correlation with the increase in second homes allows us to understand the evolution of these places in relation to new tourist offers. The evolution of the number of second

homes offers new perspectives and generates modifications in the tourism action plans. The maintenance of a tourist economy based on a seasonal economy can evolve into an annual residential economy [1], with peak and off-peak periods. This growth of second homes can be studied through demographics, which is the main driver of this expansion. The population, which invests in second homes, has aspirations that can modify and complement traditional criteria. The age of the population that invests and/or lives in these types of dwellings appears to be a determining factor in the evolution of seaside resorts. In Europe and France, the population is aging, especially on the coastlines [2]. The rate of people aged 60 and over will represent a third of the total population in 2060 [3]. The silver economy defines the study of the future economy because this part of the population represents a considerable financial flow [4]. Silver tourism is a sub-theme of the silver economy and encompasses retired tourists around the world. With this general aging observed in Western countries, this category of tourists tends to become an important weight in global tourism. This population has significant purchasing power and the retiree's free time allows them to embark on travel and investment projects [5]. In France, this awareness is recent since the first governmental work on silver tourism dates back to 2013 with a report issued by the Commissariat général à la stratégie et à la prospective devoted to the silver economy, where the mention of silver tourism appears [6]. The Bouillon report of 2016, commissioned by the Ministry of Foreign Affairs and International Development [7], specifies the strategies to be carried out at the level, this time, of silver tourism. Silver tourism is therefore a new government strategy.

If silver tourism is an issue, our research is oriented towards a theme where silver tourism questions the specific development of seaside resorts, particularly in terms of the uses and practices of retired secondary residents. We ask the question of the different practices of secondary residents in seaside resorts in relation to a possible mutation of the resort where tourism would no longer be the main income. If secondary residents have the status of tourists [8], are they still tourists? These second-home residents practice the territory, know it and have a special bond with it. Their aspirations in the resort are different because the living environment is that of the main residence.

Our main hypothesis is based on the idea that secondary

Alexandre Tannai is with Université du Littoral Côte d'Opale, France (e-mail: alexandre.tannai@etu.univ-littoral.fr).

residents do not behave like tourists who visit the area primarily for leisure, but rather like residents who have more demands related to their everyday needs. Secondary residents have built two life settings while working, but upon reaching retirement, they duplicate their daily living habits in both their primary and secondary residence. When working life ends, retirees have the time to live where they want, forming a hybrid role of their secondary residence. The latter, which during the working period was a place of resource and leisure, becomes a place of mixed daily and recreational living. Retired second home residents spend more time in their second home and engage in everyday activities that were not the norm before retirement. These changing patterns of use of the land mean that municipalities are faced with a hybrid system that raises questions about development plans and the maintenance of a dynamic economy. The fact that the secondary resident can also be a tourist is difficult to assimilate. In addition to this intertwining of primary and secondary residents, short-stay tourists, and day-trippers, scientific research is discussing the special status of the secondary resident and questioning its evolution [9]. This research results in a study of the behaviors and expectations of retired secondary residents in the seaside resorts of northern France and questions the evolution of the status of the secondary resident.

After presenting the context of this research, we will present the seaside resorts to determine where, why and for whom this study is conducted. Then, we will analyze the results of the survey on these territories. We will conclude to understand the mutations of the seaside resorts, if they take place, and the future stakes.

## II. METHODOLOGY

### A. Choice of Study Areas

The Hauts-de-France coastline is composed of two geographical and political identities: the Opal Coast and the Bay of the Somme. The Opal Coast is a territory extending over two departments: the Nord and the Pas-de-Calais. The Bay of the Somme is located in the department of the Somme in Picardy. These two distinct identities have been built up over the decades and have a recognized tourist history [9]. The development of the territory from the nineteenth century rhymes with the development of seaside tourism.

On this coast of northern France, the establishment of seaside resorts accelerated during the 19th century. If some of them have evolved from small fishing villages to seaside resorts for tourism, others were born of exclusively tourist desires, often from private promoters' designs. The Opal Coast has a geographical advantage that has allowed it to be a driving force in the development of seaside tourism in France. It is its proximity to England, a forerunner in seaside tourism, which has enabled this tourism development. Subsequently, the boom in the development of seaside resorts along the Mediterranean and Atlantic coasts relegated the Channel coast to a lower rank in the attractiveness and choice of tourist destinations [11]. Indeed, the strong movement of beaconization that began after 1945 was based on themes different from those that had

prevailed since the nineteenth century: thalassotherapy, walking on the dykes in search of social recognition, among others. The conjunction of the new paradigms of heliotropism and the introduction of paid vacations meant that the old northern destinations were no longer attractive. The Mediterranean coast was the object of all the attention of the State in the densification of the seaside resorts (plan RACINE, for example). The coast is equipped with a concrete infrastructure by rapid extensions of the built coastal belt and conquests of interstitial spaces [12]. This phenomenon also affects the North of France but in much smaller proportions. Natural areas are still much more present and preserved than on the Mediterranean rim. Second homes also play an important role because they are an integral part of family history [13].

The coastal territory has just as many of these settlement movements. Nevertheless, the tourist development by campgrounds, vacation centers and hotels are much weaker than in the rest of the territory. The second homes, however, have resisted well and even increased during the late twentieth century and early twenty-first century. The trend in recent years shows that tourist numbers, as a whole, have increased sharply on the Opal Coast with + 8.9% between 2018 and 2019 [38].

The Opal Coast is made up of numerous seaside resorts that are spread between the Belgian border in the north, and the Bay of Somme in the south. Among these resorts, some stand out more than others according to their attractiveness, their influence, their dynamism and their age. First of all, we have carried out a census of the number of seaside resorts. The criteria chosen were based on work carried out by the Hauts-de-France Region and regional specialists (such as François Desbos), as well as on the census carried out in various tourist guides and websites dedicated to tourism. The study was therefore carried out on seaside resorts that have a strong appeal and a significant economic role in the coastal area. We have made a funnel choice from 13 seaside resorts that we consider the most important, both in terms of attractiveness, the number of second homes and their increase, the number of people living there, which are: Bray-Dunes, Berck, Camiers, Cayeux-sur-mer, Le Crotoy, Merlimont, Neufchâteau-Hardelot, Saint-Valéry-sur-Somme, Le Touquet Paris-Plage, Wimereux and Wissant. These resorts are recognized for their attractiveness and reputation, some of which extend beyond regional and national borders. In order to refine and reduce the number of study sites, we have retained two fundamental criteria that seem to us to be central: on the one hand, the presence of retirees in the area and, on the other hand, the evolution of the population.

First, we focused on the demographics of these stations. Between 1999 and 2018, some stations gain population like Camiers and Merlimont with respectively +16.7% and +17%, the others lose some. These losses are more or less marked. Cayeux-sur-mer has lost 5% of its population over the last 20 years, while Le Crotoy (-14.1%), Wissant (-14.9%) and Le Touquet Paris-Plage (-15.8%) have experienced a sharp decline. Berck (+2.6%), Bray-Dunes (+1.2%), Neufchâteau-Hardelot (+4.2%), Saint-Valéry-sur-Somme (+0.4%), Stella-plage (+4.3%) and Wimereux (-4.5%) have a relatively stable population with very slight variations. These population

variations do not reflect the demographic transformations for each age group. Indeed, if the populations of the stations are gaining, losing or maintaining, there is a real polysemy for each age group. The age groups above 60 years are in a progressive dynamic while for those below, they are losing population [39], [40]. Four stations really stand out with a more important dynamic: Bray-Dunes, Neufchâtel-Hardelot, Le Touquet Paris-plage and le Crotoy.

The next criterion is the place of second homes in the housing stock of seaside resorts. The second home does not have a precise definition [10]. It makes up the French real estate landscape, ranging from pied-à-terre to property [13]. The point of definition that is agreed upon in France is the fact that a second home is a fixed habitat, contrary to American conceptions for example, where the second home can be mobile and semi-mobile such as tents, caravans, mobile homes, pleasure boats. The most commonly used definition comes from the National Institute of Statistics and Economic Studies [13]. It is different from that of the tax authorities (DGFIP). The INSEE indicates that second homes are "dwellings used for weekends, leisure or vacations. The data presented here are accounted for in the 2019 population census; they include a portion of the vacation villages, tourist residences and furnished accommodation that are presented elsewhere" [13]. For the tax authorities, second homes are "furnished premises, used for habitation and not permanently occupied and subject to the housing tax".

Secondary residences are a particularity of the French real estate stock, and very few countries have such a large number of them. In 1968, the share of second homes in the total housing stock was 6.8% [14]. Their number increased to a rate of 10.7% in 1990 and then declined slightly (9.5%) in 2013 [14]. One in ten homes is a second home which is very important. They are more than one million to compose the French coastline [13]. But these figures do not reflect the reality of the field. Indeed, their presence on the French territory is disparate. Only a few departments concentrate nearly 40% of secondary housing. On a finer scale, the disparity is even more marked. For example, three-quarters of secondary residences in the Hauts-de-France region are located along the Côte d'Opale and the Baie de Somme [14], mainly in seaside resorts. The historical evolution of land use planning has led to a cohabitation between individual houses and collective housing such as seaside buildings, as an illustration [15].

For our research, the study of the number of second homes and their impacts in the housing stock of the communes, indicates that Le Touquet Paris-plage, Neufchâtel-Hardelot, le Crotoy and Bray-Dunes are four of the seaside resorts of the Côte d'Opale and the Bay of the Somme that have a very significant number of second homes. Indeed, for Le Touquet Paris-plage, three-quarters of the housing of the municipality, 78.5%, is composed of secondary housing. The seaside resort ranks among the first in France benefiting from a housing stock mostly composed of second homes. The three resorts, Neufchâtel-Hardelot 66.3%, Le Crotoy 62%, Bray-Dunes 53.9%, also have a housing stock dominated by second homes. They are not among the resorts where the number of second

homes is omnipresent. The construction of these dwellings has been progressing rapidly for the last twenty years. It will be more appropriate for the field survey to question secondary residents about their choices, their motivations and especially their practices in the area.

Le Touquet-Paris-Plage, the emblematic resort of the Côte d'Opale, cannot be left out, as it plays a driving role in the region's tourism. Bray-Dunes is a seaside resort which is becoming a new destination with a tourist flow coming from Belgium and the Lille region. Neufchâtel-Hardelot and Le Crotoy are two resorts that meet the criteria particularly well. Moreover, Le Crotoy and Bray-Dunes are similar. They have an aging demography and a majority of second homes. They also have a large number of campsites. It would therefore be interesting to find out if the secondary residents are former residents of these campsites, if these campsites play a role in attracting people to move into secondary residences, and then into main residences.

### *B. Survey Methodology*

This research is based on a descriptive and exploratory approach through a qualitative and quantitative methodology. It will allow for analyses on the mode of living, that is, "working, residing, circulating and living together" [16]. In summary these are the uses of retired secondary residents in seaside resorts. They are complemented by interviews with institutional tourism actors to understand the adequacy or otherwise between tourism projects and the mutations of seaside resorts. The results aim at analyzing the different points of view of the territory's users, their expectations with the strategies put in place for these particular tourists. The results will also show that retired secondary residents are not considered as determined by official definitions of tourists. Finally, the results reveal that the practices of the territory are a hybrid between tourist and resident, which pose problems in the projects for the municipalities. Finally, the results of the research are described and explained. They show the hybrid practices of retired secondary residents in seaside resorts, practices that are both tourists and residents. The actors of the territory, especially the municipalities, do not consider the secondary residents as tourists, so the opinions of these inhabitants are not taken into account for the tourist projects, but rather for the projects aimed at the residents.

First, we must ask ourselves which people are included in our study. Retired people, who make tourism on the territory, through their second homes, are the main targets of the survey. They are the actors of the territory but also the beneficiaries of the tourist offer of these territories. It is therefore necessary to understand their use of the territory, their expectations for their well-being, whether it be in terms of health, but also in their practices - sports, cultural. We have quantitative data that will allow us to establish which practices are used in the territory and by which users, their satisfactions, their expectations, their reproaches, etc. [17]. This information is collected by means of a questionnaire, which is the best means of collecting data since it combines several objectives: the estimation of information, the description of this information and the verification of a

hypothesis [18], [19]. The questionnaire is worked on the previously studied database to isolate and define the study categories [20], as accurately as possible. It addresses all the themes that a retired tourist practices and expects from the territory. Open-ended questions are used to allow respondents to mention information and issues that were not addressed in the questionnaire. The main objectives are to obtain a vision of the opinions of retired tourists and a broad vision of the theme of silver tourism through the prism of their knowledge and expectations.

The survey was conducted among a panel of retired secondary residents of 417 people. Indeed, the constitution of a sample is achieved by a desire to question the entire target population, to have the most accurate result possible. However, it is difficult to achieve this objective due to the limited time and budget available [21]. This is why we decided to create a sample. The first is based on statistical data (demographics, housing); the second is logistical, with the schedule, deadlines, availability of respondents, and budget [22]. Thus, in order to have a representative sample, the method used is quota sampling. It is built on the statistical bases previously worked on, in particular on the bases of secondary dwellings and retired people. The cross-referencing of the two databases does not allow us to target the respondents precisely. Therefore, we started with a sample of 815 people. After one year of survey, punctuated by confinements due to the health crisis, 417 people responded to the survey. Only the quota was not reached in Le Touquet Paris-plage but in view of the answers given, we decided that representativeness was reached.

In order to understand how and why the area has been developed and will be developed in the future, it is necessary to conduct a qualitative survey of tourism and land use professionals such as municipalities, tourist offices, Atout France, the Hauts-de-France Region, Pas-de-Calais Tourisme (ADRT). This survey provides additional information, allowing us to have a prospective capacity on the evolution of territories on the phenomenon of silver-tourism. Tourism professionals are actively involved in the development of policies, studies and implementation of plans to welcome tourists and make the territory of the Opal Coast attractive. In order to find out their implications, the survey method is based on a semi-directive interview. This type of interview allows interlocutors to express themselves freely to understand "the practices, behaviors and perceptions of individuals in relation to the research question" [23]. The semi-structured interview is "a data collection technique that contributes to the development of knowledge favoring qualitative and interpretive approaches pertaining in particular to constructivist paradigms" [24]. The guiding objectives are to collect, through interviews, qualitative data to know the dynamics and mechanisms [25] of the silver-tourism issue. The qualitative methodology seeks to understand the process studied through a prism of description rather than to explain the causes [25]. If the information is often subjective, once the interviewee has lived the moments on the territory, these interviews constitute a basis for understanding the subject's relationship to the fact [19].

### III. RESULTS

#### A. A Known Territory

The seaside resorts of the Opal Coast and the Bay of the Somme are dominated by secondary residences. Secondary residents are the majority in the appropriation of the area. They have settled or continue to live there for reasons that are both personal and the assets of the seaside resort [26] which may be natural or man-made. When we ask retired secondary residents about their reasons for living in the resort, they answer mostly according to several distinct criteria. There is no hierarchy in the statements but there are predominantly common responses. The proximity of the second home to the main home is a major criterion. In fact, when we cross-reference the data between the answer given "proximity" and the communes where the main residence is located, an analogy emerges: secondary residents invest their home at any time of the year in 85.6% of cases. They go there when they want, mainly when the weather is good. The criterion "proximity" is more marked for the station of Bray-Dunes since it is the closest to the largest living area in the north of France with the Lille Metropolis. Moreover, being on the border with Belgium, many Belgians also come to the resort for several reasons, the most important of which are: the lower prices than in Belgium and the "natural" side that the resort has managed to preserve in comparison to the essentially concrete Belgian coastline. This proximity is explained by the fact that more than the majority of the respondents are from the region (55.4%). They have led a professional life close to their second home. They did not move away so as not to cut the link they have with their second home and family memories [27]. In addition, there is also the family influence [28], [29]. Indeed, retired secondary residents have known the resort after having regularly spent vacations with their families: 58.8% have known the resort through their family and 56.1% during their vacations. The impact of the family is considerable in the choice to live part of their time in this residence. This characteristic shows their attachment to the territory because it represents a sentimental part in them, a certain nostalgia that they relive each time they return to their second home and the resort [27]. This link is therefore essential in their eyes not to break it. Moreover, they perpetuate what they have experienced, i.e., by welcoming their grandchildren with or without their parents during the school vacations essentially (81.5%), as well as during weekends in Neufchâtel-Hardelot. 97% of retired secondary residents welcome their grandchildren. It is very important to them to be able to spend part of the school vacations with their grandchildren. In these resorts, the municipality works to organize events to attract families, targeting children, with the aim of increasing the time spent by the majority of its population - secondary residents - in order to give an economic boost to the commune's traders. The presence of the grandchildren shows that the children have not left the region, and live and work nearby. The family link is therefore fundamental.

The criteria "living environment" (79.6%) and "quality of life" (53.5%) are the driving forces behind the use of the territory for retired secondary residents. Indeed, the respondents

to the survey expressed the desire to spend time in a place where peace and quiet and nature are present. These three sub-criteria are characteristic of a distinct living environment and quality of life, forming a residential attractiveness [11]. These seaside resorts combine these conditions. Indeed, Le Touquet Paris-plage is a resort built in the forest just like Neufchâtel-Hardelot. The residences are isolated from each other by private land. When you enter these two resorts, a calmness invades you. Calm is important for a calmed life after 40+ years of working [30]. Indeed, retired secondary residents deplore the arrival of day-trippers or even short-stay tourists in their quiet space. Tourists "disturb them". Quality of life is also sought after. In their eyes, this translates into a quality environment - sea, beach, dune, forest - and a welcoming and safe atmosphere. Conviviality is part of the quality of life in the resort. Relationships with the neighbors contribute to the feeling of sympathy and friendship. This conviviality is due to the relations between secondary residents, because in certain streets or districts, they represent the generality, but also with between the secondary residents and the main ones. This conviviality is not as important everywhere. Indeed, in Le Crotoy, relations are better perceived with tourists and day-trippers than with the main or secondary residents.

Another criterion to consider is the place of the shops, which in some cases remain an attractive element of the seaside resort, even if they exist between the resorts. We note that retired secondary residents have chosen to live in a seaside resort that offers certain types of services. For Le Touquet Paris-plage and Le Crotoy, it is the shops, because of their diversity and their year-round opening, that are appreciated. The arrival of tourists does not cause them to change towns to make their purchases. The shops therefore play an attractive role, but only in certain cases. Nevertheless, they allow residents to come at any time of the year, as in Le Touquet Paris-plage, nicknamed the resort of the four seasons, in contrast to neighboring resorts that see their life fall asleep during the winter.

#### *B. A Life in Secondary Residences Punctuated by Activities*

Retired secondary residents are no longer active, which means that their free time is unlimited. To occupy their time, they engage in leisure, cultural and sports activities [31]. The survey shows that walking and hiking are the leisure activities most practiced by retired secondary residents (94.7%). They practice these leisure activities in specific and regular places such as the walk on the seawall where 89.4% of the respondents answered that they go to this place daily or the hiking trails mentioned by the Office du tourisme le Crotoy, and the Office du tourisme Neufchâtel-Hardelot. Walking also allows one to maintain social contact with others when removed from active life, a social inclusion [32]. The seawall is the central place where retired secondary residents meet, walk safely since the place is always frequented. Moreover, the seawall is the interface that connects the seaside resort with the beach. The latter is a high place of time spent between grandchildren and grandparents. It is a recreational space [33] for the whole family. This time is very important in the family life between the two generations [33]. There are many activities and the

grandparents participate by playing but also by passing on their knowledge. Some examples depict these teachings such as kite flying, shell fishing as in Le Crotoy. The moments spent on the beach are privileged moments that the grandchildren will keep for a long time and will repeat when they will be in their turn adults.

The sports practices of retired secondary residents are not limited to walking and other sports are practiced in 48.4% of cases: cycling, golf, swimming, maintain a regular activity and essential in maintaining good health. Leisure and sports activities become the main activities in the lives of retired secondary residents when they are in their second home [31]. Some resorts have developed leisure and sports activities for these secondary residents, who are regular users. These sports activities are synonymous with a preponderance of regulars who are long-term members of the local sports clubs. Residential is the usual factor in relation to destination tourism, whose tourists are unaware of the infrastructure and only partially use it [34]. Two of the four resorts studied have improved or extended the quality image of the already important infrastructures. In Le Touquet Paris-plage there is a tennis club, a golf course and an equestrian center, all internationally recognized for their competitions. In Neufchâtel-Hardelot, there is also a tennis club, a horse riding center and two golf courses. These infrastructures are accompanied by more modest sports grounds such as a petanque ground, some of which are intended for a younger public such as a basketball and soccer ground, a skate-park. For Bray-Dunes and le Crotoy, the infrastructures exist but they are more succinct with tennis courts, basketball courts and miniature golf. These facilities are allocated for youth activities and not for pensioners. The minigolf in Bray-Dunes, a more popular resort, is an exception since it is one of the popular activities for outings between grandchildren and grandparents. Cycling outings are well developed with dedicated routes for cyclists and cycling enthusiasts. The four stations have many facilities. These routes connect the strategic places of tourism quote the Office du tourisme du Crotoy.

The central activity in a person's life is food shopping. If before retirement, it is considered a waste of time, retirees pay particular attention to it. These purchases in the resorts also allow retired secondary residents to meet neighbors and friends in the resort and thus have social relationships [26]-[28]. It is not uncommon to see groups of people forming in front of the shops or in the main square of the resort. Shopping thus becomes a pretext for not being isolated.

#### *C. No Role for Health and Personal Services in Attracting Retired Secondary Residents to the Resort*

The starting point was to find out whether the proximity of health and personal services influences the willingness to stay or not. People who are getting older are more sensitive to knowing if doctors are close to their second home, assuming that their health suddenly weakens or in order to carry out a regular follow-up. The major issue for seaside resorts is that they will have to develop services in the present and in the near future to meet the needs of secondary residents. For this reason,

part of the survey focused on this theme. The answers collected show us a completely different result. The central question is: "Would you leave the resort if there are no health services? ". The answers are identical in all four resorts: 98% of "no". This information is important because we see that the relationship to health is not a decision-making criterion for their motivation to leave or to leave the resort. Moreover, there is a duality in the knowledge of the deployment of health services on the territory. Indeed, retired secondary residents responded that hospitals are close to the resorts. In case of problems, they would call the ambulance services that would take them to the nearest hospital. The four resorts studied have a hospital about 15 kilometers away. This duality is also expressed in the lack of awareness of the presence of doctors in the resorts. In each resort, there is a medical center with general practitioners and for some specialists. In fact, the answers to the question if the health services are lacking, they answer (global data and by station). So we see a certain form of lack of information while some municipalities are working with a view to install medical centers and install practitioners: new medical center in Le Touquet Paris-plage, new doctors in Bray-Dunes. Health services are not taken into account in the attractiveness of the resorts. Secondary residents have built a life for themselves in the place of their main residence with contracts of trust with their doctors, who are generally the family doctors who have followed them for many years. If secondary residents are sick as a result they stay in their main residence.

For personal services, the report is even more heterogeneous. These concern all "activities that are carried out in the home and intended to meet the needs of individuals" [35]. Retired secondary residents call upon certain services when their health no longer allows them to take care of themselves, for example, maintaining the grounds of the house, or housekeeping. However, there is no typical profile of people who use these services, depending on their age, sex, social status or resort. The most articulated answers are "I don't know". There is therefore, among the secondary residents, a desire not to seek this information because they have no use for it in their lives at the secondary residence. Personal services do not play a role in attracting retired secondary residents, which gives us food for thought for the development of seaside resorts.

#### IV. CONCLUSION

This research attempted to understand how seaside resorts could evolve in the future based on a survey of retired secondary residents in four seaside resorts on the Opal Coast and the Bay of the Somme in northern France. This survey of 417 people was completed by semi-directive interviews with tourism professionals and elected officials. The results obtained were intended to analyze the possible hybridization of the practices of retired secondary residents in seaside resorts in relation to the spatial planning orientation of these resorts. We expected that they would seek out the characteristics of a seaside resort to spend their retirement and thus would convert their second home into a primary residence. This change would be due to the practices of the territory and its service offerings, both health and personal. In the end, the results do not show this

trend. Retired secondary residents live well in the resorts as residents and tourists. They spend less than three months on average in total, but they return often, especially during school vacations. They do their shopping like main residents and have been established for more than a decade or even two for Le Touquet Paris-plage. But they are intermittent residents which does not give them the status of resident but of tourist [37]. They benefit from the tourist activities for their grandchildren and for themselves set up by the tourist offices or the municipality. They mix with short-stay tourists, staying in hotels, campgrounds, and vacation homes. Health and personal services do not play a major role in the attractiveness of the resorts. Advancing age is not a determining factor in the use of these services. This is even truer for health services, since retired secondary residents use them when the situation requires it, but otherwise they use theirs in the place of their main residence. When asked if they would change their secondary residence into their primary residence, 93.6% answered negatively. It is for all these reasons that they keep their two retired secondary residents responded that hospitals are close to the resorts. In case of problems, they would call the ambulance services that would take them to the nearest hospital. The is no factor between the daily offers and the accentuation of the tourist frequentation of the territory [37]. We can therefore assume that seaside resorts will continue to maintain an attractiveness for the construction of second homes, for economic reasons in the first place, income from taxes and subsidies from the state, but also to maintain a stability of the attendance of the resort. Municipalities launch projects to create services for their residents and leisure and cultural activities to extend the duration of attendance, especially by targeting grandchildren. As a result, retired secondary residents have a hybrid status in their behavior in the resort. Municipalities are therefore in the perspective of taking into account this complexity of expectations of its inhabitants to satisfy everyone.

#### REFERENCES

- [1] Talandier, M., *Circulation et renouvellement des codes et pratiques balnéaires*. Dans "Philippe Duhamel, Magali Talandier et Bernard Toulrier (dir.), Le Balnéaire. De la Manche au monde. coll. "Art & Société", Presses universitaires de Rennes, 2015, 84 p.
- [2] Lapasse (de) B., *Le vieillissement de la population et ses enjeux*, Fiche d'analyse de l'Observatoire des territoires 2017, Observatoire des Territoires, 2018, 20 p.
- [3] Blanpain N., Chardon O., *Projections de population 2007-2060 pour la France métropolitaine : méthode et principaux résultats*, n°F1008, 2019, 138 p.
- [4] Zsarnoczky M., *Silver tourism*, Enyedi György Doctoral School of Regional Science 3242 Parádsasvár, II. Rákóczi Ferenc út 17, 2016, 10 p.
- [5] Leroy L., *Hauts-de-France : des besoins différenciés selon les profils de séniors résidents*, Silver économie, INSEE Analyse, n°42, Février 2017, 4p.
- [6] Bernard C., Hallal S., Nicolai J-P., *La silver Economie, une opportunité de croissance pour la France*, Commissariat général à la stratégie et à la prospective, Rapport & Documents, 2013, 112 p.
- [7] Bouillon C., Malaterre B. (éd.), Durrieu M. (Coord.), Babut E. (Coord.), *17 mesures pour faire de la France une destination attractive pour les touristes séniors*, 2016, 23 p.
- [8] Urbain J-D., *Le résident secondaire, un touriste à part ?*, Ethnologie française, vol. 32, 2002, 515 à 520 p.
- [9] Ceriani-Sebregondi G., Chapuis A., Gay J-C., Knafou R., Stock M.,

- Violier P., Quel serait l'objet d'une « science du tourisme » ?, *Téoros*, 2008, 7-13 p.
- [10] Dewailly J-M., Qu'est-ce que la Côte d'Opale ? Ou le difficile ajustement d'un espace touristique d'une image et d'une appellation, *Hommes et Terres du nord*, 2-3 1991, Régions de fortes densités Mélanges offerts à André Gamblin, 131-137 p.
- [11] Sacareau I., Vacher L., Vye D., Attractivité touristique et attractivité résidentielle du littoral charentais : lorsque les Anglais brouillent la donne, *Sud-Ouest européen*, n°29, 2010, 7-22 p.
- [12] Mesplier A., *Bloc-Duffour, Le tourisme dans le monde*, Ed. Bréal, 6ème édition, 2005, 335 p.
- [13] Blondy C., Vacher L., Vye D., Les résidents secondaires, des acteurs essentiels des systèmes touristiques littoraux français ? L'exemple de la Charente-Maritime., *Territoire en mouvement Revue de géographie et aménagement*, 2016, 22 p.
- [14] Léger J-F., La géographie des résidences secondaires : une autre lecture des disparités territoriales, *Population & Avenir*, n°732, 2017, 4 – 8 p.
- [15] Cazes G., La fréquentation touristique des littoraux français : une remarquable « durabilité », *L'information géographique*, volume 64, n°4, 2000, 289-299 p.
- [16] Robert S., Cicille P., Schleyer-Lindenmann A., *Appréhender les modes d'habiter le littoral par les représentations sociales du paysage*, Presses Universitaires de Provence, Presses Universitaire d'Aix-Marseille, 2017, 24 p.
- [17] Wahnich S., Enquêtes quantitatives et qualitatives, observation ethnographique, *Bulletin des bibliothèques de France (BBF)*, 2006, n° 6, p. 8-12.
- [18] Salès-Wuillemin E., *Méthode de l'enquête : de l'entretien au questionnaire*, Bromberg, M., Trognon, A. *Cours de psychologie Sociale 1*, Presses Universitaires de France, 2006, 45-77 p.
- [19] Villate J-C, *L'entretien comme outil d'évaluation*, Laboratoire Culture & communication, Université d'Avignon, 2007, 65 p.
- [20] Boutin, G., *L'entretien de recherche qualitative*, 2ème édition : Théorie et pratique, Ed. PUQ, 2020, 220 p.
- [21] Loonis V., L'échantillonnage de la théorie à la pratique, *Courrier des statistiques*, n°126, Janvier-avril 2009, 25-32 p.
- [22] Savoie-Zajc L., Comment peut-on construire un échantillonnage scientifique valide ?, *Actes du colloque Recherche Qualitative : Les Questions De l'Heure, Recherches Qualitatives, Hors-Série, Numéro 5*, 99-111 p.
- [23] Chevalier F., Meyer V., *Les méthodes de recherche du DBA*, EMS Editions, 496 p.
- [24] Imbert G., L'entretien semi-directif : à la frontière de la santé publique et de l'anthropologie, *Recherche en soins infirmiers*, n°102, 2010, 23 à 34 p.
- [25] Salah A., Derguin S. M., L'entretien de recherche dit « semi-directif » dans les domaines des sciences humaines et sociales, *Université Abdelhamid Mehri Constantine 2*, 2018, 13 p.
- [26] Caradec V., Les comportements résidentiels des retraités. Quelques enseignements du programme de recherche « Vieillesse de la population et habitat », *Espace populations sociétés*, 2010, 29 à 40 p.
- [27] Chevrier S., Darris G., Le Goff M., *Systèmes résidentiels des jeunes retraités et politique de l'habitat de territoires littoraux en Bretagne*, programme de recherche Vieillesse de la population et habitat, rapport final, Ministère de l'Ecologie, de l'Energie, du développement Durable et de l'Aménagement du Territoire ; Ministère du Logement et de la Ville, Janvier 2009, 141 p.
- [28] Goujard A., Résidences secondaires des étrangers et territoire français : localisation et retombées économiques locales, la valorisation d'un capital symbolique, *Institut d'Urbanisme de Paris, Université Paris – Val-de-Marne*, 2002-2003, 52 p.
- [29] Pierre M., L'invention d'un système bi-résidentiel : un choix de vie pour couple retraité aisé, *Les Annales de la recherche urbaine*, n°100, 2006, 107-113 p.
- [30] Simpson P. M., Siguaw J. A., Lifestyle and satisfaction of winter migrants, *Tourism Management Perspectives*, 2012, 6 p.
- [31] Besingrand D., Soumagne J., Les seniors mobiles dans les petites villes atlantiques. Les exemples de Pornichet et Saint-Jean-de-Luz, *Les Annales de la recherche urbaine*, N°100, 2006, L'avancée en âge dans la ville, 82-88 p.
- [32] Bigo M., Sechet R., Depeau S., Vieillesse et féminisation des populations littorales : les promenades de bord de mer comme ressource contre la déprise, *Espace populations sociétés*, 2015, 18 p.
- [33] Rieucou J., Vers des plages urbaines postbaignaires au début du XXIème siècle. Entre domestication estivale et neutralité hivernale, *Géographie et cultures*, 67 | 2008, 16 p.
- [34] Petit-Berghem Y., *Regards sur les littoraux*, Canopé - CRDP de la Basse-Normandie, 2013, 206 p.
- [35] Services-publics.fr.
- [36] Bachimon P., Dérioz P., Vlès V., Les intermittents du territoire : les différentes facettes de la résidences secondaires. Enquête comparative (Cerdagne 66, Vicdessos 09, Haut Ossau 64) sur le dédoublement résidentiel et son impact économique, culturel et urbanistique, 2017, 14 p.
- [37] Talandier M., Jousseau V., Les équipements du quotidien en France : un facteur d'attractivité résidentielle et de développement pour les territoires ?, *Norois*, 2013, 18 p.
- [38] Lermecchin H. (Réd.), Fanouillet J-C. (Dir.), Une fréquentation touristique au Zénith, bilan touristique 2019, *Insee Flash Hauts-de-France*, n°78, 2019, 2 p.
- [39] Leroy L., Vilain E., Le Pôle métropolitain de la Côte d'Opale face à son défi démographique, *Insee Analyses*, n°68, 2018, 4 p.
- [40] Intercommunalité-Métropole de CA de la Baie de Somme, Dossier complet, Insee, 2021, URL : <https://www.insee.fr/fr/statistiques/2011101?geo=EPCI-200070993>