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Coastal zone as a space of foreign arrival tourism in 2000-2017

Abstract

This study addresses the development of foreign incoming tourism in the coastal tourist zone of the Baltic coast. Quantitative and spatial analysis of foreign incoming tourism in coastal communes of the Baltic coast in the period 2005-2017 was carried out. The GUS Local Data Bank data on the number of foreign tourists using the accommodation base of the number of overnight stays for foreign tourists in all 38 coastal communes in the Baltic Sea Coast were used as source material for the implementation of the research problem. The material was analyzed statistically and cartographically in the form of cartograms.

The analysis of the spatial distribution of foreign tourists and overnight stays in individual coastal municipalities indicates their strong concentration in the spa communes (Kołobrzeg, Świnoujście, Międzyzdroje, Sopot), in Gdańsk and in communes with well-developed accommodation infrastructure and accompanying services (Rewal, Darłowo, Dziwnów). The least visited are rural communes, located on the outskirts of the region, with poorly developed tourist infrastructure, with a dominant function of socio-economic development, different from the tourist one.

Keywords: tourist space, tourist accessibility, tourist traffic

Introduction

The coastal zone in Poland is the main area of concentration of tourist traffic in Poland. Along the 528 km shoreline of the Baltic Sea there are 93 settlements 3 km away. Administratively, the area is in the West Pomeranian and Pomeranian Voivodships, within 38 communes. Due to the recreational values of the coast (80% of Polish coasts are spit-lagoon, low, beach) and climatic conditions (the largest number of sunny hours during the summer season) and appropriate tourist development (in coastal voivodships there are about 30% of the total accommodation infrastructure) the area is most often visited by tourists in Poland.

The coastal area is primarily the destination of inbound tourism for domestic tourists. In recent years, dynamic development of accommodation development and other tourist accompanying services in the coastal zone has been observed. A systematic increase in foreign inbound tourism to towns located in the coastal municipalities of the Polish Baltic coast is also noticeable.

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Tourism in the coastal zone of the Polish Baltic coast is also an interesting issue as a subject of scientific research. There is extensive literature on various aspects of the functioning of tourism in the coastal area of the Baltic coast (Jażewicz Rydz 2008, Jażewicz 2001, Miedziński 2011, Szwichenberg 2006, Parzych, 2009, 2011, Pawlicz 2008).

Purpose of the study

This study addresses the issue of developing inbound foreign tourism in the coastal tourist zone of the Baltic coast. A quantitative and spatial analysis of foreign inbound tourism was carried out in the coastal municipalities of the Baltic coast in the period 2005-2017. As a source material for the implementation of the research problem, the data of the CSO Local Data Bank was used in the number of foreign tourists using the accommodation base number of nights for foreign tourists in all 38 coastal communes of Baltic Coast. The material was developed statistically and cartographically.

Analysis of results

Quantitative and spatial analysis of foreign inbound tourism in the coastal municipalities of the Baltic Coast indicates significant variation. In this study, all municipalities that have direct access to the Baltic Sea shoreline are defined as coastal municipalities.

In 2017, the coastal municipalities of the Polish coast were visited by a total of 1.026.543 foreign tourists. In the years 2005-2017, the number of foreign tourists in Polish Baltic communes has been growing continuously since 2005, when the Polish coast was visited by a total of 448 278 tourists until 2017 with a maximum of 1.026.543 tourists. The more than twofold increase in the number of tourists over 12 years confirms the systematically growing interest among foreign tourists on the Polish coast.

There is a clear dominance of several countries of origin of tourists in the analysis of the origin of foreign tourists visiting the Polish coast from many years. In 2005, out of 448.278 tourists, the most were Germans – 304.054 (67.8%). From other countries larger groups of tourists came from Sweden -25 696 (5.7% of the total), from Russia – 14.695 (3.2%), from Great Britain – 11.287 (2.5%) and from Denmark- 10000 (2.2%). From other countries, tourist populations were under 10.000 visitors a year, among the least frequently recorded in the CSO statistics were tourists from Malta-26 people, Cyprus-78, Luxembourg-168, Slovenia-308.

In subsequent years, the number of foreign tourists increased until 2010, when it fell to 435.372. In this number there were 275.424 tourists from Germany (63.2%), 21.196 from Sweden (4.8%), 17.009 from Great Britain (3.9%), from Norway – 14.733 (3.3%), 13 261 from Russia (3.1%) and 13.236 from Finland (3.0%). In

addition, out of 10 countries recorded in the statistics, the number of tourists did not exceed 1.000. In subsequent years, a very clear increase in the dynamics of arrivals of foreign tourists is recorded.

Undoubtedly, a strong increase in interest in the Polish coast and Poland as a whole was influenced by the organization of the European Football Championship by Poland together with Ukraine. In the subsequent years after 2012, the high dynamics of arrivals was continued. In 2015, out of a total of 798.010 tourists, 465.466 people came to the coast from Germany (58.3% of all foreign tourists). In addition, larger visitor populations came from Norway - 81.982 (10.2%), Sweden- 37.979 (4.7%), Great Britain – 30.766 (3.8%) and Russia – 26.348 (3.3%).

It is worth noting that in 2010 at least 10.000 tourists came to the Polish river from 12 countries. The group of countries from which the tourist population did not exceed 1000 people included: Malta, Cyprus, Luxembourg, Slovenia and Greece. In 2017, the number of foreign tourists in coastal municipalities reached a maximum value of 1.026.543 people. Of these, 599.174 were Germans (58.3% of the total), 87.377 - Norwegians (8.5%), 62.785-Swedes (6.1%), 38.856 - British (3.8%), 33.500 - Russians (3.2 %). Of the 12 countries, the tourist population was at least 10.000. Of the four countries, the number of tourists did not exceed 1.000 (Cyprus, Luxembourg, Slovenia, Malta).

Similarly to the number of tourists, the number of overnight stays provided to foreign tourists was very clear. In 2005, a total of 2.295.967 nights were provided to foreign tourists. In subsequent years, this number systematically increased from the maximum in 2017 – 4.247.673 foreign tourists. The analysis of the number of overnight stays provided to foreign tourists in the analyzed period of 2005-2017 confirms earlier spatial preferences in the origin of tourists.

In 2005, definitely the most accommodation was provided to tourists from Germany – 1.910.418 tourists (83.2% of all accommodation provided to foreign tourists). From the remaining countries, the largest number of overnight stays was given to tourists from Sweden – 69.913 (3.0%), from Ukraine – 31.921 (1.4%). Tourists from 12 countries received at least 10.000 nights, and less than 10.000 nights from 20 countries. In 2010, 2.206.450 nights were provided to foreign tourists, of which German tourists were the most -1.785.381 (80.9% of the total). In addition, 57.456 overnight stays were given to tourists from Sweden (2.6% of the total), 44.914 overnight stays to tourists from Great Britain (2.0%), 43.205 from Norway (1,9%), and 31.834 tourists from Finland. Tourists from 12 countries received at least 10.000 nights. In 2015, the number of overnight stays for foreign tourists amounted to 3.524 410 nights, of which the largest number of overnight stays was provided to tourists from Germany – 2.671.074 (75.7% of the total). In addition, 225.656 nights were granted to tourists from Norway (6.4%), 93.218 to tourists from Sweden, (2,6%), 74.740 to tourists from Great Britain (2,1%), 57.212 to tourists from Russia (1.6%), 42.558 tourists from Finland (1.2%). The number of countries from which tourists received at least 10.000 nights in 2015 increased to 19. The least, less than 1000 nights were granted to tourists from Malta, Cyprus, Luxembourg and Slovenia. In 2017, 4.247.673 overnight stays were provided to foreign tourists in coastal

municipalities, of which 3.152.491 to German tourists (74.2%). In addition, 246.275 nights were granted to Norwegian tourists (5.8%), 160.433 Swedish tourists (3.7%), 97.135 British tourists (2.3%), 64.228 Russian tourists (1.5%), 56.822 Finnish tourists (1.3%) and 54.461 American tourists (1.3%). At least 10.000 overnight stays have been granted to tourists from 20 countries.

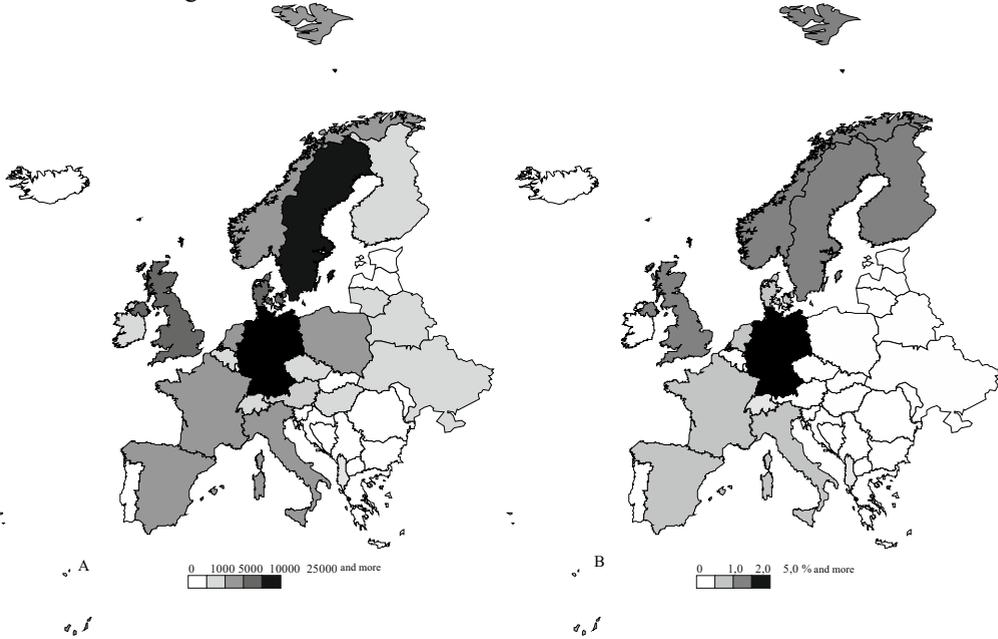


Fig. 1. Concentration of foreign inbound tourism in the coastal communes of the Baltic coast in 2005-2017, A-2005, B-2010

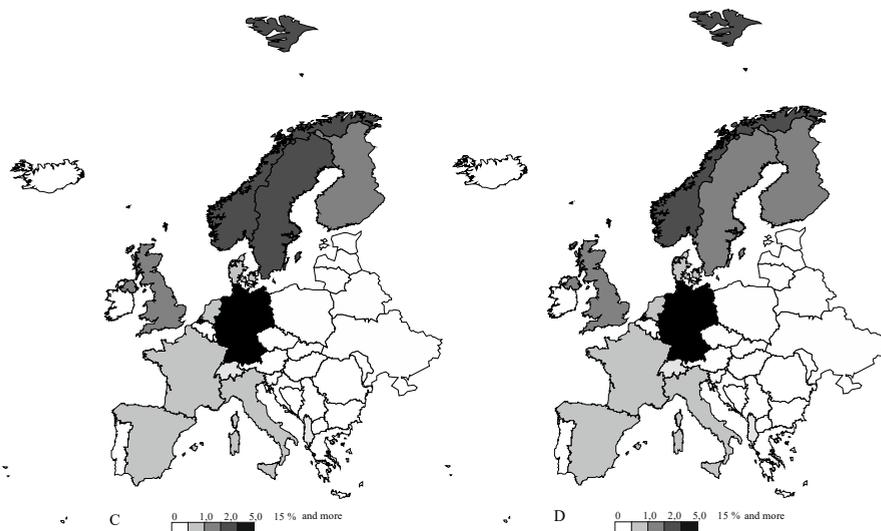


Fig. 1. (continue) Concentration of foreign inbound tourism in the coastal communes of the Baltic coast in 2005-2017, C-2015, D-2017

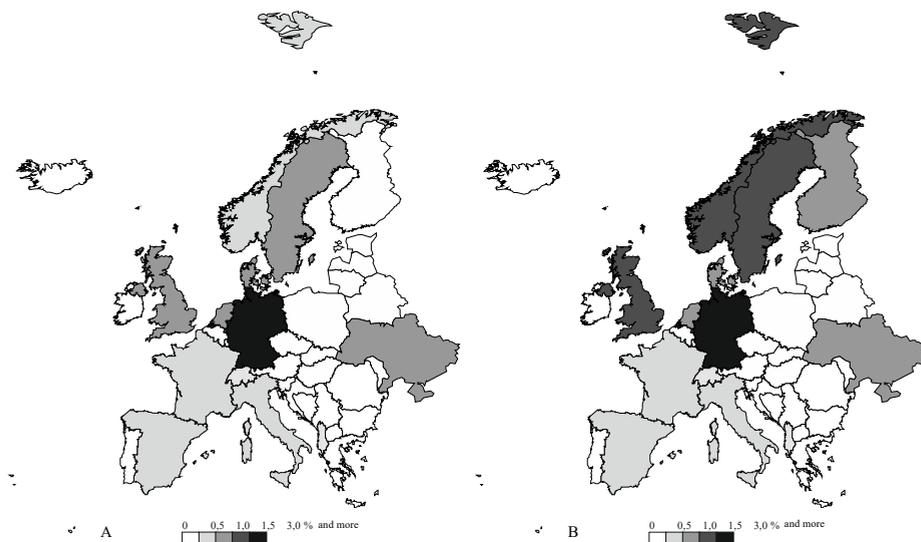


Fig. 2. The density of overnight stays for foreign tourists in the accommodation facilities of coastal communes in the years 2005-2017, A-2005, B-2010

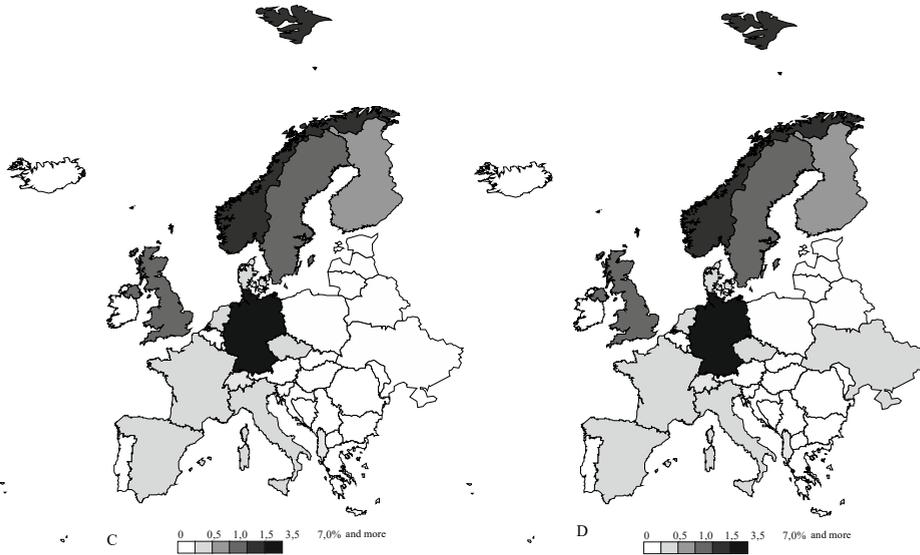


Fig. 2. (continue) The density of overnight stays for foreign tourists in the accommodation facilities of coastal communes in the years 2005-2017, C-2015, D-2017

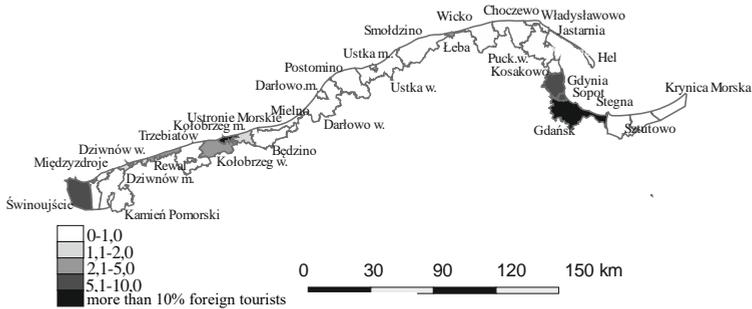


Fig. 3A. The density of foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, A-2005

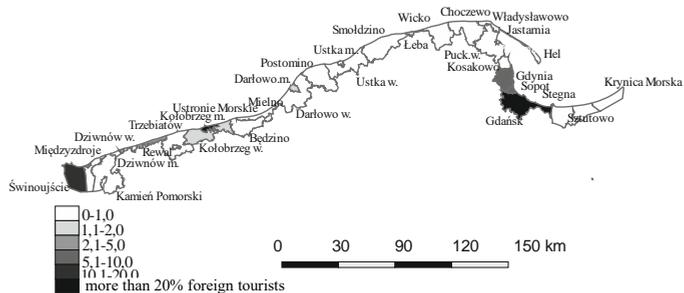


Fig. 3B. The density of foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, B-2010

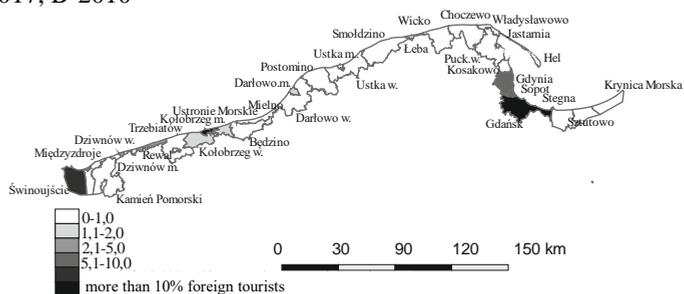


Fig. 3C. The density of foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, C-2015

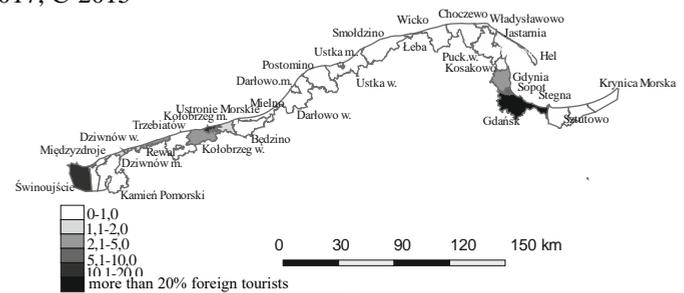


Fig. 3D. The density of foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, D-2017

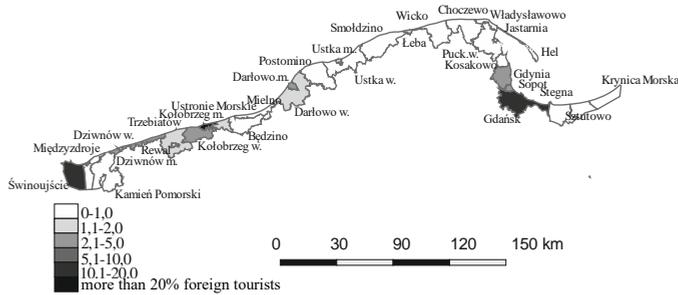


Fig. 4A. The density of overnight stays for foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, A-2005

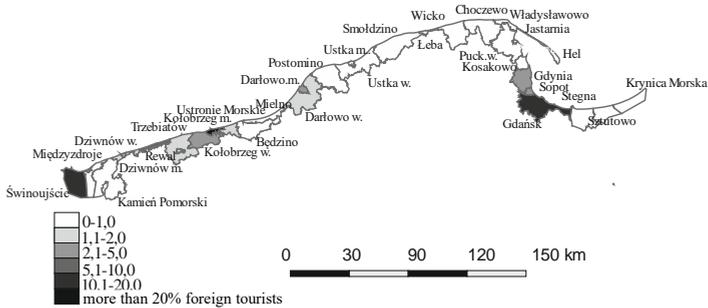


Fig. 4B. The density of overnight stays for foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, B-2010

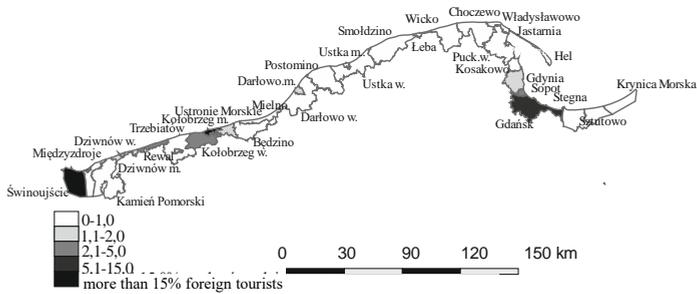


Fig. 4C. The density of overnight stays for foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, C-2015

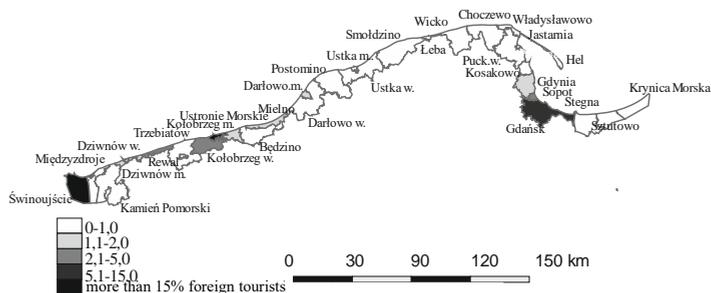


Fig. 4D. The density of overnight stays for foreign tourists in the coastal communes of the Baltic Coast in 2005-2017, D-2017

An analysis of the number of foreign tourists and overnight stays given to them over many years indicates the clear dominance of tourist arrivals from Germany. In recent years there has been a noticeable decrease in the percentage of German tourists and overnight stays granted to them in the number of tourists and total overnight stays. This is due to the growing interest in the Polish coast of tourists from other countries, primarily from the Scandinavian countries (Sweden, Norway, Finland) as well as Great Britain and Russia. Definitely the lowest share in the population of foreign tourists visiting Polish coastal municipalities is enjoyed by tourists from small countries of the region of Southern and Mediterranean Europe.

The spatial distribution of arrivals and the number of overnight stays provided to foreign tourists in individual coastal municipalities also indicates their strong spatial concentration. In the spatial distribution of visits of foreign tourists and the number of overnight stays granted to them, spa municipalities and Tricity municipalities predominate.

In 2005, the largest number of foreign tourists visited Gdańsk – 147.375 (32.8% of the total number of foreign tourists in coastal municipalities), Kołobrzeg-96.190 (21.4%). In addition, more tourists were recorded in the municipalities of Sopot – 38.164 (8.5%), Świnoujście 34.745 (7.7%), Gdynia – 34.266 (7.6%) and Międzyzdroje – 32.232 (6.9%). In total, these six municipalities accounted for almost 85% of the total number of foreign tourists who visited the municipalities of the Polish coast. The lowest number of tourists was recorded in rural communes located on the outskirts of the main tourist streams: Smołdzino - 5 people, Hel - 22, Będzino - 54, Kosakowo - 67, Choczewo - 91 people.

In 2010, Gdańsk was visited by 141.807 tourists (32.5% of the total number of foreign tourists in coastal municipalities), Kołobrzeg – 105.365 (24.2%), Świnoujście 46.448 (10.6%), Sopot – 39.015 (8.9%), Gdynia – 24.839 (5.7%). In total, almost 82% of all foreign tourists who visited Polish coastal municipalities stayed in these communes. This year the fewest foreign tourists were recorded in the following communes: Będzino - 13 people, Smołdzino - 15, Kosakowo - 41 and Postomino - 68 people. In 2015, out of 795.055 German tourists on the Polish coast, 302.332 people (38.0%) visited Gdańsk, 144.249 - Kołobrzeg, 130.789 people (24.2%), Świnoujście – 130.789 (10.6%), 55.815- Międzyzdroje (7.0%). In these five

communes, 87% of all foreign tourists who visited the Polish coast this year were recorded. The least tourists were recorded in rural communes: Kamień Pomorski - 2 people, Smołdzino - 3 people, Koosakowo - 63, Postomino - 97. In 2017, 388.577 tourists visited Gdańsk (37.8% of foreign tourists), 195.977 - Świnoujście (19.0%), 162.793 - Kołobrzeg (15.8%), 68.624 - Międzyzdroje (6.6%), 65.666- Sopot (6.4%). These communes were visited by 85.6% of foreigners who visited the Polish coast this year. The least foreigners in 2017 visited the following municipalities: Będzino and Kamień Pomorski (rural commune) - no tourists from abroad, Kosakowo - 17 people, urban commune, Puck - 43, rural commune Jastarnia - 91. In addition, the group of the least frequently visited seaside coastal communes by tourists included the following communes: Choczewo, Będzino, Postomino, and Sztutowo.

A total of 2 295 962 overnight stays for foreign tourists in 2005 – 902.165 overnight stays took place in the municipality of Kołobrzeg (39.2% of total accommodation), 345.276 in Gdańsk (15.0%), 266.308 in Świnoujście (11.6 %), 148.802 in the municipality of Międzyzdroje (6.5%), 112,671 in the municipality of Rewal (5,3%). Foreign tourists least often used accommodation in rural communes, located in the peripheral areas of the coastal zone with dominant socio-economic development functions other than the tourist ones (the rural commune Kamień Pomorski, Smołdzino - no accommodation, Hel - 40, Będzino 71, Choczewo - 308 and Kosakowo - 700). In 2010, 2 206 450 nights were spent in coastal municipalities, of which the most in the Kołobrzeg urban commune – 816.535 (37.0%), in the municipal commune of Świnoujście – 383.968 (17.4%), in the commune of Gdańsk – 341.290 (15.4%), Rewal – 118.349 (5.3%), in the municipality of Międzyzdroje - 109.557 (4.9%) and in the municipality of Sopot – 95.761 (4.3% of the total number of nights spent to foreign tourists).

In 2015, out of 3.524.410 nights allocated to foreigners in the Baltic municipalities, most nights were provided in the Kołobrzeg urban commune – 1.077.400 (30.5%), Świnoujście – 742.312 (21.0%), Gdańsk – 725.881 (20.6%). These 70 communes accounted for over 70% of accommodation provided to foreign tourists in the coastal municipalities of the Baltic coast. In addition, 289.495 overnight stays of foreign tourists took place in the municipality of Międzyzdroje – 289.445 (8.2%), in the municipality of Sopot – 146.019 (4.1%) and in the municipality of Rewal – 121.770 (3.4%). The least nights were provided to foreign tourists in the rural communes of Kamień Pomorski and Będzino - no accommodation, Smołdzino-3. In 2017, foreign tourists in the municipalities of the coast were granted 4.247.673 nights, of which the most in the municipalities of Kołobrzeg – 1.093.284 (25.7% of total nights), Świnoujście – 979.809 nights (23.0%), Gdańsk – 940.142 (22.1%), in the municipality of Międzyzdroje – 336.723 (7.9%), Sopot – 160.513 (3.7%), in the municipality of Rewal - 155 110 (3.7%). The least nights were granted in the communes of Będzino, Kamień Pomorski (rural commune), and Kosakowo and Puck (urban commune).

An analysis of the spatial distribution of the number of foreign tourists and overnight stays granted to them in individual coastal municipalities indicates their strong concentration in spa municipalities (Kołobrzeg, Świnoujście, Międzyzdroje,

Sopot), in Gdańsk and in communes with well-developed accommodation infrastructure and accompanying services (Rewal, Darłowo, Dziwnów). The least frequently visited are rural communes, located on the outskirts of the region, with a poorly developed tourist infrastructure, with a dominant function of socio-economic development other than tourism.

Summary

The Baltic municipalities are an important area for the reception of tourist traffic, including foreign inbound tourism. The quantitative and spatial distribution analysis of the inbound foreign tourism distribution to the coastal municipalities of the Baltic Coast allows the following conclusion:

1. Polish coastal municipalities are a place of concentration of foreign inbound tourism, primarily from Germany, which is confirmed by both the number of tourists and the number of nights spent.
2. In the years 2005-2017, the number of tourists and accommodation provided increases the share of tourists from other European countries, primarily from the Scandinavian countries: Norway, Sweden, Finland, as well as from Russia and Great Britain.
3. The Polish coast is most rarely visited by tourists from small European countries in the tourist region of Southern and Mediterranean Europe.
4. There is a clear concentration in the towns combining the recreational and spa functions: Kołobrzeg, Świnoujście, Międzyzdroje, Sopot, in Gdańsk and in several communes with well-developed tourist infrastructure, the western part of the coast: Rewal, Dziwnów, Darłowo in the spatial distribution of foreign inbound tourism in the coastal municipalities of the Polish Baltic coast.
5. Foreign tourists most rarely visit rural communes, on the outskirts of the main streams of tourism, with relatively less developed tourist infrastructure and tourism-related services.

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