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Landscape and Cultural Aspects of the Coastal Area of Western Pomerania as Factors of Development of Maritime and Nautical Tourism. Identification and Definition of Conditions

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Abstract. Maritime tourism in its numerous forms (rapidly developing in the world) has direct impacts on coastal formation and development. As such it has become one of the most important areas of investigation. Among the many varieties of maritime tourism, due to its increasing availability and popularity, nautical tourism, which has recently had a strong influence on the multifaceted Polish coast, deserves special attention. However, due to the natural formation of coasts they are not adapted for most forms of marine tourism. Western Pomerania is a region considered suitable for nautical tourism which is characterized by its unique nature. In addition to its peripheral location, the area is protected from intense urbanization, and at the same time has managed to avoid engaging into investments that could have radically caused the deterioration of the landscape and cultural values of the region. Properly planned activities for the development of maritime tourism can adequately stimulate the spatial expansion of individual municipalities, often changing their existing character and a leading function. The aim of the article is to illustrate the determinants of the proper (past and future) development of coastal towns in the context of the expansion of maritime tourism (especially nautical), with particular emphasis on landscape and cultural aspects, on the example of a selected locality in the Western Pomerania region. As part of the research, the marine tourism potential in the Western Pomerania region, its landscape and cultural aspects concerning maritime tourism development, as well as the analysis of historical and spatial conditions for the location and concentration of nautical tourism activity in the Dziwnów area were identified. This seaside resort, which was selected as part of the research, is characterized by above-average potential of aquatic development and its local, maritime tradition. On the basis of the analyses carried out on the spatial structure of Dziwnów it was found that the village is a model example of tourism synergy of inland and in marine water area. The research included interpretative and historical studies, and the inventory of urban, architectural and landscape elements – essential for the development of nautical tourism, as well as the municipal strategy and field observations. Apart from the aspects related to the nature for the development of nautical tourism, the cultural values of the village, its local traditions and continuity of development of the tourist-oriented function also play a crucial role. The origins of the village date back to the transformation of the original fishing village into a summer resort, then a seaside resort, a post-war spa town – the Kamień Pomorski satellite, into a modern base of organized tourism.



1. Introduction

Maritime tourism and its different varieties (gradually developing around the world) influence the shaping and use of coasts, thus becoming one of their more important developmental factors. Amidst numerous types of maritime tourism, sailing tourism deserves special attention due to its growing accessibility and popularity. Recently its scale has also significantly influenced a multifaceted activation of the Polish coast. Among numerous naturally adapted areas of the coast the region of Western Pomerania is especially predisposed to sailing tourism. Intensive development of such tourism in this area results first and foremost from favorable natural conditions, a cross-border location and diverse hydrographical network.

Nonetheless, effective use of the existing natural potential in the pursuit of sustainable development may not be achieved until there is a peculiar synergy of investment activities in the process of historical and contemporary transformations. What seems especially important in the context of the development of sailing tourism in particular coastal localities is both local tradition and the preservation of the continuous development of the tourist function, in connection with the contemporary developmental needs met by suitable planning tools.

The purpose of this paper is to illustrate the conditions which determine appropriate current and future development of seaside localities based on a selected town of West Pomerania, in the context of the enhancement of the maritime tourism function (especially in terms of sailing), with particular regard to the aspects of landscape and culture.

2. Maritime tourism in the light of the existing research

Maritime tourism as one of the forms of tourism is manifested by numerous kinds of activities related to sea trips and spending leisure time in the coastal zone [1]. It is characterised by recreational activities which *involve travel away from one's place of residence and which have as their host or focus the marine environment (where marine environment is defined as those waters which are saline and tide-affected) and/or the coastal zone* [2, p. 9]. Although maritime tourism involves making plans, travelling to a given place, staying there, and the return journey [3], along with the use of water (*water-based activities*), it is not always aimed at direct contact with nature (such as cruises on large cruise ships - *cruise tourism*) [4, 5]. The key to defining maritime tourism seems to be distinguishing it from tourism based on water (*water-based tourism*), which, according to Gaye Jennings [6], *relates to any touristic activity undertaken in or in relation to water resources, such as lakes, dams, canals, creeks, streams, rivers, canals, waterways, marine coastal zones, seas, oceans, and ice-associated areas*. Maritime tourism is therefore a concept which is restricted and pertains exclusively to the marine environment [7].

It can be classified according to various criteria, including: duration, distance from the destination, the tourist's origin and the mode of pursuing it [8]. It may be manifested by e.g. high seas trips – 'inclusive' cruises on passenger liners, passenger short sea shipping (mini-cruises between ports), ferry shipping, kayaking, yachting – open sea and inland sailing, and others.

Nowadays, rapid development and growth in popularity of the forms of maritime tourism can be observed [9], which exerts influence on society in the local, regional and national aspect [2]. According to the data of the European Commission [10], European ports had 29.3 million passenger visits in 2012, which is an increase by 75% since 2006. This is related to the evolution of tourism based previously on the 3xS formula (Sea - Sun - Sand), which has currently been replaced by the 5xS formula (Sea – Sun – Sand – Scenery – Salt). Hence tourism has assumed more active forms which necessitate suitable background, the development of the areas, and increase in the standard of services. Enjoying an increasing popularity, sailing and sailing tourism deserve special attention [11]. Sailing tourism, as a specialist activity related to travelling, can be pursued in the following forms: participation in cruises, regatta or sailing training, training camps, recreational and holiday camps, or excursions and stays in the places which enable using its different forms [12, 13].

The requisite for growing sailing traffic is a reliable network of yacht marinas and harbors [14]. Nowadays in Poland a clear tendency can be observed in the growth of new yacht ports and the

development and modernisation of the existing ones, as well as the transformation of unused commercial ports, fishing ports and naval bases into yacht ports such as in Kołobrzeg or the Northern Basin of the military port in Świnoujście [15]. New projects are particularly visible in the region of Szczecin - the delta of the Odra river (West Pomeranian Sailing Trails), Gdańsk (Żuławy Loop), and in the Masurian Lake District. Unfortunately, there is a lack of consistent and comprehensive statistical data concerning the national resources of yacht marinas and harbours. According to 2010 figures in Poland there are 1236 yacht harbours and 38 marinas [16]. Unlike in Poland, in numerous European countries such as Germany, where decrease in the number of yachts is expected along the increase in the age of people pursuing sailing tourism, emphasis is placed on adapting the existing ports and harbours to the needs of the elderly and the disabled, as well as on the enhancement of comfort and quality of services provided rather than on the construction of new facilities. What is becoming an interesting direction of development is the transformation of port areas into so-called marina village, where not only yacht ports but also amusement parks, shopping centres, hotels and other attractions are located (this is exemplified by the projects executed in Port Vell in Barcelona), as well as the use of parts of piers to berth all-year floating houses at them (such as Marina Kröslin) [15].

3. The advantages of West Pomerania in terms of the development of maritime tourism

The West Pomeranian province is located in the north-west of Poland. It borders Germany on the west, as well as Sweden and Denmark via the Baltic Sea. The north border of the province is defined by the coastal line along the Bay of Pomerania and the further part of the Baltic Sea to the east, from Świnoujście to Wicko Małe [17]. Along the coast of the province there are plenty of tourist localities including also those with sailing traditions (figure 1-2), equipped with ports and yacht harbours such as: Świnoujście, Dziwnów, Mrzeżyno, Dźwirzyno, Kołobrzeg and Darłowo.



Figure 1. The ports and yacht harbours in West Pomeranian region (the West Pomeranian Sailing Trail). Source: Materials of The Marshal Office of the Pomeranian Region.

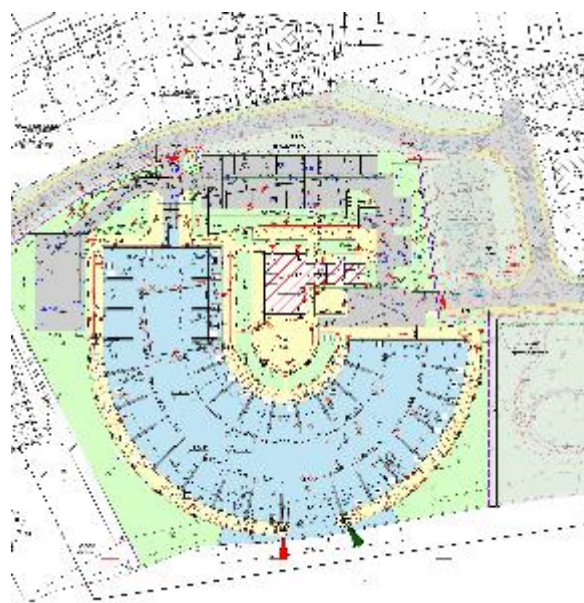


Figure 2. The example of design concept of port in Dziwnów, 2012. Source: Z. Andruszkiewicz, A. Czarkowski.

Having a rich and extensive hydrographical network, the province is located in three hydrographical units (the catchment of Szczecin Lagoon, the catchment of Przymorze and the basin of Odra - the second river of Poland in terms of size). Surface water together with internal waters occupy

5.7% of its area. The important landmarks include the ports at the mouth of Odra River, the Odra Waterway and Szczecin, an important transport hub [18]. The largest and characteristic bodies of water include Szczecin Lagoon and Kamieński Lagoon, as well as Dąbie Lake, which together with the coastal belt are in the scope of the research. An enormous advantage of the region is a water trail joining Berlin, Szczecin and the Baltic Sea, which constitutes a cross-border network of waterways in one region with shared natural and historical backgrounds, currently located in Poland (within West Pomerania) and Germany (within two lands, i.e. Mecklenburg-Western Pomerania and Brandenburg). Aside from hydrographical conditions, the West Pomeranian province is also characterised by a high variety of natural resources. In its area the following are located: 2 national parks, 122 nature reserves, 7 landscape parks, 22 protected landscape areas and 5 Nature 2000 areas [19, p. 15].

Based on the physiographic characteristics of the province and the intensity of tourism, four main tourist spheres may be distinguished: the coastal belt, the Valley of the Lower Odra River together with Szczecin and Kamieński Lagoons, the belt of lake districts, and other areas [17]. In terms of tourism the most important part of the province is the coastal zone with 185 km length of the Baltic coast (which is nearly half of the sea border length), which is characterised by rich fauna and flora, sandy beaches separated from the land by dunes with unique greenery, and cliffs [20]. The sections of the cliff coasts occupy approximately 34% of the entire length of the coastline [19, p. 15]. One of the hugest cliffs located in Międzyzdroje is 95 meters high [20]. Sandy beaches are situated alongside the whole coast of the West Pomeranian province and their width ranges from a few to over 100 metres (the average width of a beach is 33 m) [21]. Moreover, the coastal area of the West Pomeranian Province is characterised by the most favourable climatic conditions in the whole Baltic basin, which facilitates the advancement of the sanatorium and spa function in connection with healing properties of sea water and curative resources (brine springs and peloid peat) [20]. In the region numerous spa resorts are located, including three coastal ones: Kołobrzeg, Kamień Pomorski and Świnoujście. Unused potential of the coastal belt is geothermal springs and shallow coastal lakes (including Jamno, Wicko and Kopań) [22], which could attract new tourists to this part of the country.

Furthermore, the cultural value of this region is worth emphasising. According to the National Heritage Board of Poland in the province there are 3139 objects entered into the register of immovable monuments, including: 799 religious buildings, 161 palaces, 145 manor farms, 87 manors, 68 defensive architecture objects, 57 urban complexes and 23 castles [23]. 7 lighthouses located along the coast are especially important in the maritime cultural heritage. They include the largest lighthouse in Poland and one of the largest ones in the world: Lighthouse Świnoujście (the height of the tower: 64.8 m). A precious resource is also resort architecture directly related to the development of recreational and spa functions of the coastal localities in the mid-19th century. The architecture is characterised by references to Swiss and South-German patterns [24], as well as few well-preserved urban and spatial layouts of former German resorts (Świnoujście, Międzyzdroje, Kołobrzeg). In the coastal belt of the province there are historic fortress systems (Świnoujście, Kołobrzeg), monuments of sacral architecture (e.g. the ruins of a gothic church in Trzęsacz), as well as cultural facilities connected with the water and land architecture (such as the pier in Międzyzdroje, extended to 395 m length at the initiative of Adler-Shiffe Polska company).

Unfortunately, for many years a relatively low standard and transport accessibility resulted in the fact that the existing resources were not fully used and the development of tourism was hampered. After the political system transformation, owing to a gradual growth in society's wealth and the formation of new relaxation habits and economic possibilities, there was a dynamic advancement of tourist infrastructure, as well as water and land infrastructure. In the coastal zone of West Pomerania there are over 85% of all the lodging places in the province and over 81% of all accommodation facilities [25]. Water and land architecture located by the sea and inland comprises 46 sailing marinas (including 9 marinas and 516 mooring spaces on the coast) and 7 kayak boathouses [18]. In recent years the infrastructure of yacht ports in the province has been significantly developed, mainly within the West Pomeranian Sailing Trail (figure 1). The project involves the construction of the infrastructure of a network of yacht harbours and ports in the surroundings of the Szczecin Lagoon, in

Szczecin, and on the coast of the Baltic sea. It is important that the route of the Trail is located on the main waterway leading from Berlin, the capital city of Germany, through the Baltic Sea to Scandinavia. The project is co-funded from a subsidy from the Operational Programme Innovative Economy 2007-2013. The following ports have been opened: Stannic, Kołobrzeg, Kamień Pomorski, Świnoujście, Dziwnów and Wapnica. New projects are being planned. The establishment of the water trail has considerably contributed to the improvement of the conditions for sailing tourism.

4. Dziwnów as an example of synergy between natural and cultural factors for the needs of maritime tourism.

A coastal town of Dziwnów is situated in the north-west of the West Pomeranian province, between three water bodies: the Baltic Sea in the north, Kamieński/Wrzosowski Lagoon in the south and by the Dziwna River joining the Baltic Sea with the lagoon (figure 3). On the side of the land it is surrounded by forests, neighbouring the Woliński National Park. Besides natural assets and a peculiar location, Dziwnów is characterised by a well-developed transport network with Szczecin, the capital city of the region, the proximity of the international airport in Goleniów and the sea port in Świnoujście [26]. The beneficial location of Dziwnów makes it very conducive to the development of maritime tourism, especially sailing tourism. Furthermore, natural conditions and landscape features are also an advantage to the development of these functions. The beaches here are one of the widest on the Baltic coast and due to advantageous wind conditions the temperature of sea water in this area is one of the highest amidst Baltic swimming zones [26].



Figure 3. Natural assets and a peculiar location of Dziwnów. Source: 4Dfoto.pl

Owing to its natural conditions, the town has been economically related to the sea since its origin. In the 13th century there were the first references to Dziwnów, which was situated at an important trade route joining the Szczecin Lagoon with the Baltic Sea. With the passing of time, the importance of the locality decreased as a result of the silting of the Dziwna river, which has lost its sailing features. From 1780 Dziwnów started to develop as a fishing settlement. Considerable changes in the

functioning of the locality took place in the 1920s, when the first health-related visitors appeared, thus beginning the development of Dziwnów as a resort and sea swimming zone. The discovery of brine springs at the end of the 19th century contributed to the construction of brine and peloid baths, and the locality began to assume the role of a spa resort, which continued to operate for a short time after the war. The advancement of the spa function contributed to the development of Dziwnów. New houses, guesthouses and hotels were built. By 1918 fifty new buildings had been constructed whereas in the years 1918-1944 three hundred new buildings appeared. The network of streets was also extended. New streets were established perpendicularly to the main streets. Due to a lack of a fishing processing plant the existing fishing port virtually ground to a halt in the interwar period. Solely the holiday and healing function was being developed and it became an element peculiar to this locality (figure 4). Political and social changes (the exchange of people and change of state borders) after the Second World War led to the hampering of the previous direction of the development and functioning of Dziwnów. From an elite resort the locality started to turn into a secondary mass holiday place (the period of the Polish People's Republic). In Dziwnów numerous holiday centres developed [27, 28], and the heritage of the pre-war resort became less visible. Cultural heritage and the preserved elements of the former brilliance of the resort provide grounds for the restoration of the status of this place nowadays. Currently the recreational and tourist function is particularly highlighted. Dziwnów has become a place of active tourism, developing on the basis of the active forms of spending free time and qualified tourism. In 1999 it was awarded the third place in a poll on "the most popular tourist locality" organised by the "Sports and Tourism" weekly.



Figure 4. The pier in Dziwnów. The postcard, from 1930.

As of today, the space development of Dziwnów provides a number of examples of new projects conducive to the advancement of maritime and sailing tourism. First and foremost, they include the construction of a yacht port and a seasonal harbour, as well as a coastal promenade. A few years ago Dziwnów did not have infrastructure to serve yachts, which were forced to berth at the publicly available wharf in the port, which provided space for 40 yachts. The associated infrastructure was also missing and the services rendered were very limited. In 2013 a yacht port and seasonal harbour were

opened as part of the establishment of the West Pomeranian Sailing Trail. The port is capable of accommodating 60 boats with the maximum length of 12 meters (figure 5). Sailors enjoy full social and technical infrastructure. The harbour offers additional spaces for 30 boats. The cost of the whole project was PLN 8.3 m and it was funded from the financial resources of the Dziwnów commune and the European Union. Apart from the construction of the yacht harbour and port, an indubitable attraction of Dziwnów is the renovated seaside promenade established at the turn of the 19th and 20th centuries and heavily devastated in the course of sand encroachment. The renovation of the promenade enabled the restoration of a pedestrian passage exposing the landscape features of Dziwnów.



Figure 5. A new yacht port in Dziwnów opened in 2013 (compare with the figure 2). Source: MOSiK in Dziwnów.

The local authorities perceive further development of the town and the whole commune in i.a. the advancement of the maritime and sailing tourism function. In “The Strategy of the Development of the Dziwnów Commune in the years 2016-2025”, a planning document setting multiannual targets and identifying the directions of further development, the activities planned for the coming years include the following: enhancing nature conservation mechanisms, increasing the attractiveness of the cultural resources of the region and improving its accessibility by road [26]. It is to be expected that these activities will exert a positive influence on further development of the maritime and sailing tourism function of the town. The planned projects directly related to water and land architecture, tourist functions, or marine heritage include: the construction of a pier, concert shell and panorama terraces; the reconstruction of passages to the beach and the development of beach infrastructure; further extension of the marina; the extension of the Fishing Port; the revitalisation of parks and green areas (the revitalisation of the spa park and the establishment of a park alongside dunes); the extension of tourist trails and paths together with associated infrastructure; and the construction of the Olympic Preparation Centre. All the projects are planned to be completed by 2025 [26].

Indubitably, the greatest attractions of the town are related to its coastal character. Aside from the projects executed, the coastal and sailing character of the town is built on a daily and occasional basis by attractions such as 2.5-hour Baltic cruises on Roza Weneda and Korsarz “pirate” ships, or annual regatta organised since 2014. The development of suitable sailing infrastructure (the marina and harbour) in Dziwnów and commune rulers’ proper PR approach to rational use of the yacht port in the schedule of sailing events is manifested by holding annual world championships in regatta sailing: *Europa Cup Poland* in the classes Laser Radial and Optimist. The scale and status of the events have

begun to spur prosperity which on the one hand promotes the town as a sailing tourism centre and on the other hand triggers the initiation of a number of further projects with a view to ensuring a proper functioning standard of the whole town (the improvement of the standard of services, shops, accommodation facilities). As the events have exceeded the capacity of the sailing infrastructure built, steps have been taken in order to further develop and adjust it to the standards of world sailing organisations, with the necessity of overwintering them.

The identified natural value of Dziwnów as well as its historical transformations and the evolution of its function, along with its current development directions, suggest that the function of sailing tourism is exceptionally grounded and demanded here. Moreover, the activities determining the development of the locality in the past and the present are characterised by continuity and consistency, along with respect to natural resources. Assuming that the characteristic of synergic activities is a mutually amplifying and complementing effect, which in consequence is more important than the sum of individual factors, one may believe that Dziwnów, as a result of synergic operation of historical and contemporary development processes, constitutes an example of the development of a coastal locality for the needs of sailing tourism (figure 6).

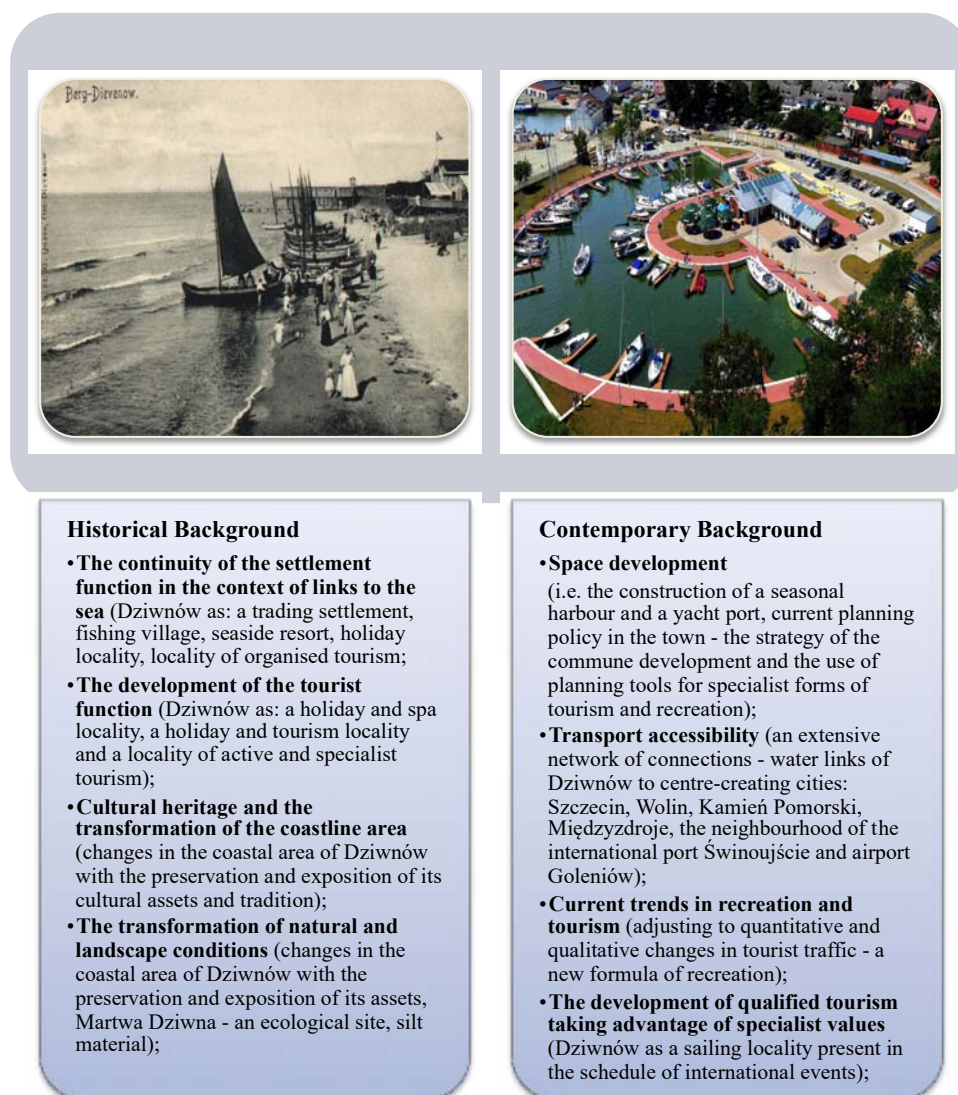


Figure 6. The factors of sailing tourism development in Dziwnów as synergy between historical and contemporary processes. Source: W. Bał, M. Czałczyńska-Podolska

5. Conclusions

Based on the studies and analyses conducted the following conclusions have been drawn:

- The main factors influencing the development of sailing tourism include: the location, hydrographical resources, development for the purposes of sailing tourism, transport accessibility, as well as cultural and social factors such as sailing traditions and current trends in spending leisure time.
- It may be assumed that the analysed area of the coastal belt of the West Pomeranian province is characterised by a considerable potential in terms of the development of sailing tourism. As a result of its coastal and border location, the province is inherently bound with maritime tourism and sea transport, and its attractiveness is additionally reinforced by natural assets and extensive hydrographical resources. The development of sailing is encouraged by cross-border location of the province and the neighbourhood of countries in which sailing is popular (Germany, Scandinavian countries). Natural, landscape and cultural assets make the province attractive to the forms of active and cultural tourism, which in connection with sailing tourism, may constitute an additional value. The tourist attractiveness of the region seems to be corroborated by an increasing number of yachts calling at particular ports or residing there.
- However, an effective and appropriate (in the pursuit of sustainable development) use of the existing potential is not possible until there is a peculiar synergy of the operation of historical and contemporary development processes in connection with natural processes (landscape and culture processes). As the space development existing in a given area results from the sum of cultural processes in the historical and contemporary aspect, what seems particularly significant in the context of the development of sailing tourism in specific localities is the local tradition and the preservation of the continuous development of the tourist function, in connection with current developmental needs met by suitable planning tools.
- Dziwnów, a coastal town, is a good example of synergy between historical and contemporary processes. The factors influencing sailing tourism in Dziwnów identified within the historical background (the continuity of the settlement function in the context of the links to the sea, the development of the tourist function, cultural heritage and transformations in the coastline area, transformations in the natural and landscape conditions) and contemporary background (space development, transport accessibility, current trends in recreation and tourism, the development of qualified tourism taking advantage of specialist values) demonstrate a gradual development of the town based on its links to the sea together with respect to the local natural and cultural heritage.

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