

**DIFFERENTIATION OF STRUCTURE OF ACCOMMODATION BASE
OF SEASIDE RESORT AND ITS ROLE IN RECEPTION
OF TOURIST TRAFFIC.
CASE STUDY OF ROWY**

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Abstract

The subject of this paper was analysis of the sort of accommodation base structure in Rowy with the evaluation of the dynamism of quantity changes in the scope of available accommodation base in the period 2001-2011. In addition the characteristics of selected features of tourist traffic in this place was carried out based on performed field research.

Key words: Rowy, accommodation base, tourist traffic, tourist function

INTRODUCTION

Coasts are the main receptive areas of tourism both on the domestic and global level. It results from their seaside location and climate conditions which are the basis of development of recreational tourism (Agarwal and Shaw 2007, Hall and Page 2006, Matczak 2005, Szwichtenberg 2006, Rydz 2006, 2011, Parzych 2009). In connection with the transformation of the economy in the nineties of the 20th century important changes in seaside towns of the Polish Baltic coast took place. These changes were of quantity character and their result was in a rapid growth of the number of objects and accommodation places in most of the seaside towns. These changes were accompanied by changes in the structure of already existing accommodation base and it was connected with liquidation of many accommodation places of seasonal type, first of all holiday centres administered by big companies and instead of them appearance of all-year objects administered by companies and private individ-

uals. These changes were especially visible in big seaside towns of the Szczecin Coast, Kołobrzeg, Świnoujście, Ustronie Morskie i.e. the towns where the recreational function of tourism coexists with the curative function (Miedziński 2005, 2011, Szwichenberg 2006). The increase in the number of objects and accommodation places and changes of structural types of the accommodation base occurred practically in all holiday places of the seaside belt in Poland. They happened with different strength and dynamism in different parts of the coast and it was influenced by the existing accommodation base and its structure, availability of the means of transportation of the places and earlier traditions of tourist traffic in particular seaside resorts.

PURPOSE OF THE STUDY. RESEARCH METHOD

The purpose of the study was characteristic of differentiation of structure of the accommodation base in Rowy. The selection of Rowy was due to the fact that it belongs to small seaside towns and the character of the development of tourist function in this place depends on the development of a typical recreational tourism. The subject of this study was also the analysis of the dynamism of the accommodation base objects growth in the period 2001-2010. The characteristics of the sort of structure of the Rowy accommodation base was also carried out and it was based on two different sources: statistical data of the Main Statistical Office, data of the Commune Office of Ustka and data obtained by way of preliminary survey of internet pages dealing with evidence of accommodation base in connection with field inventory. Furthermore the attempt was made to characterise the tourist traffic in this place on the basis of partial survey research carried out in a group of several holiday centres in Rowy during the holiday season of 2011.

CHARACTERISTICS OF THE RESEARCH FIELD. HISTORY OF TOURIST DEVELOPMENT OF THE PLACE

Rowy is a small rural place located in Słupsk district, Ustka commune in the physical and geographical mesoregion of the Koszalin Coast. The Baltic Sea constitutes its northern border and in the east Rowy neighbours with the Lake Gardno and the Slovinski National Park. Rowy town is situated at point where Łupawa flows into the Baltic Sea. As far as the administrative aspect is concerned, Rowy is located within the borders of Ustka commune in Słupsk district. The actual population of this place is 397 people. Typical recreational tourism is developed in this place due to its location and favourable climate and also lack of other cultural values in the direct neighbourhood. The Slovinski National Park which is located in the direct vicinity plays a specific role in the development of tourism.

The first documented information concerning Rowy comes from the year 1282. For centuries Rowy has been associated with a small fishing village whose population supported themselves catching fish in the sea and the lake Gardno. Lack of other developmental impulses made this place a small fishing village for the whole period of

its development. It may be proved by the fact, that at the beginning of the 20th century, before the Second World War, 264 persons lived in Rowy in 53 houses according to the census of 17/05/1939. The occupational structure of the population was still connected with fishery and partially with agriculture. First more clear signals of the occurrence of the touristic function in the place are documented in the twenties and thirties of the 20th century and they refer to Sunday departures of rest and bath lovers from Słupsk. The first bus connections between Słupsk and Rowy were established in that period and they were carried out by Bottke company from Słupsk. The sailing tourism which occurred at the Gardno Lake because of the yacht club from Słupsk which had 20 sailboats was also an important factor for the tourism development.

However, a more rapid development of the tourist function of Rowy is connected with the sixties of the 20th century, when along with passing the first urban development plan of this place in 1967 on the area of 11.61 ha occurred the first holiday centres such as: Huta Baildon from Katowice, Zakład Przemysłu Maszyn Rolniczych from Bydgoszcz, centres: Saturn, Radomsko and several holiday centres from Łódź or Toruń. In the years 1950-1975 in Rowy there were 4,500 accommodation places and it was planned to build 1,000 new accommodation places by the year 1985 (Jażewicz 2009).

In the years 1975-2000 there started to be built new holiday centres on the west side of the Bałtycka Street: Trojak, Bryza, Przymorze, MZK Kielce. New objects appeared along other streets: Leśna, Słoneczna, Kościelna, Bursztynowa and part of Nadmorska. After the year 2000 it was invested in the part of Rowy on the eastern side of the Bałtycka Street, which included such streets as: Cedrowa, Kalinowa, Jesionowa, Łąkowa. Mostly new objects of touristic function occur in this part of Rowy. In 1995 tourists had at their disposal 4.2 thousand accommodation places in 62 objects and in 2003 there were 7.1 thousand beds located in 88 objects. In 2005 this number was still 7.1 thousand but then the accommodation places were dispersed in 85 objects. Mostly these were objects of a great number of beds and they had a feature of holiday centres.

In the years 2003-2005 company holiday centres were the majority which included 41.4% of the total number of accommodation places in the structure of the tourist base in Rowy. These objects considerably differed in standard, size and seasonal character. Big holiday centres included (number of accommodation places in parenthesis): "Słowińska Perła" (480), "Jowisz" (354), "Trojak" (320), "EMIT" (240), "Bryza" (206). Summer camps played an important role in the structure of the accommodation base of Rowy. They consisted of 1,650 accommodation places in 6 objects, which constituted 23.3% of the total accommodation base of Rowy. The biggest in this group was "Fregata" with 500 accommodation places. About 12.5% of total number of accommodation places in Rowy were located in campsites. Besides 530 beds were situated in the Holiday and Health Centre, which constituted 7.5% of the total number of accommodation places. Holiday cottages had at their disposal 387 beds in 16 objects, which constituted 5.5% of the total number and guest houses had 338 beds, which constituted 4.8% of the total number of accommodation places. According to the data of the Main Statistical Office (www.stat.gov.pl), the number of accommodation objects increased from 14 up to 119 in the years 2001-2012. However it has to be remembered, that this number does not include all

accommodation objects in Rowy. According to the preliminary research of internet pages dealing with the inventory of the accommodation base in seaside places in connection with the results of field observations, the number of accommodation places in Rowy was determined as 196 objects. Such great discrepancies in the statistics concerning this number result from the fact, that great number of tourist objects, which according to their structure of accommodation can be defined as guest rooms, private accommodation or apartments fall outside the official statistics of the Main Statistical Office.

One of the most important effects of transformation in respect of quality and structure of accommodation base in seaside places was the development of accommodation objects such as private accommodation, private rooms and apartments.

It is difficult to describe precisely the state of accommodation base in respect of the number of all accommodation objects, their structure and number of beds in seaside places. It is due to the fact that the tourist traffic is extremely intensive during high season, which is connected with functioning of accommodation objects and places unregistered in a widely available accommodation base. It results in lack of sufficient information on the quantity and quality structure of the accommodation base in many seaside places.

Estimation of the actual quality state of the accommodation base and its structure in Rowy was carried out on the basis of the preliminary research of statistical data made available by the Commune Office of Ustka and statistical data of the Main Statistical Office, as well as preliminary research of internet pages dealing with the register of the accommodation base. The preliminary research was supplemented with the results of field examinations carried out in 2011. On this basis the actual state of the accommodation base in Rowy was estimated at the level of 196 objects in which there were in total 8,511 beds (Table 1).

Table 1

Structure of accommodation places in Rowy including the temporal availability of accommodation places during the year

	Seasonal	All-year
Guest rooms	972	260
Farm tourism	12	0
Apartaments	369	77
Camping	114	0
Holiday cottage	626	89
Holiday resort	3,311	434
Boarding house	1,537	290
Campsite + camping	400	0

Source: own study based on the data of the official statistics of the Main Statistical Office (www.stat.gov.pl, access on 15/10/2013) and data from the Commune Office of Ustka, obtained on October 2013

In the structure of the accommodation base of Rowy analysed on the basis of accommodation objects in 2012, holiday cottages were prevailing (58 objects), guest rooms (38), holiday centres (37) and guest houses (36) (Fig. 1).

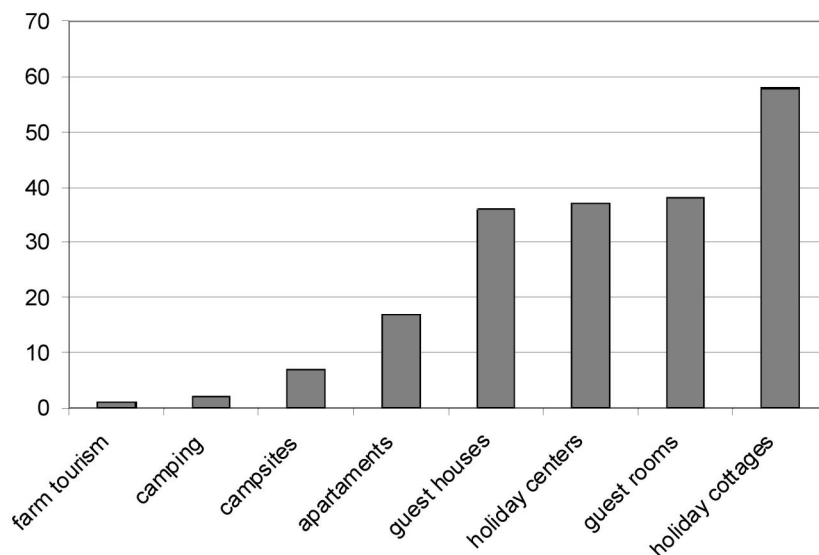


Fig. 1. Structure of the types of tourist accommodation's objects in Rowy according to the number of accommodation objects

Source: own study based on the data from the Commune Office of Ustka (2013)

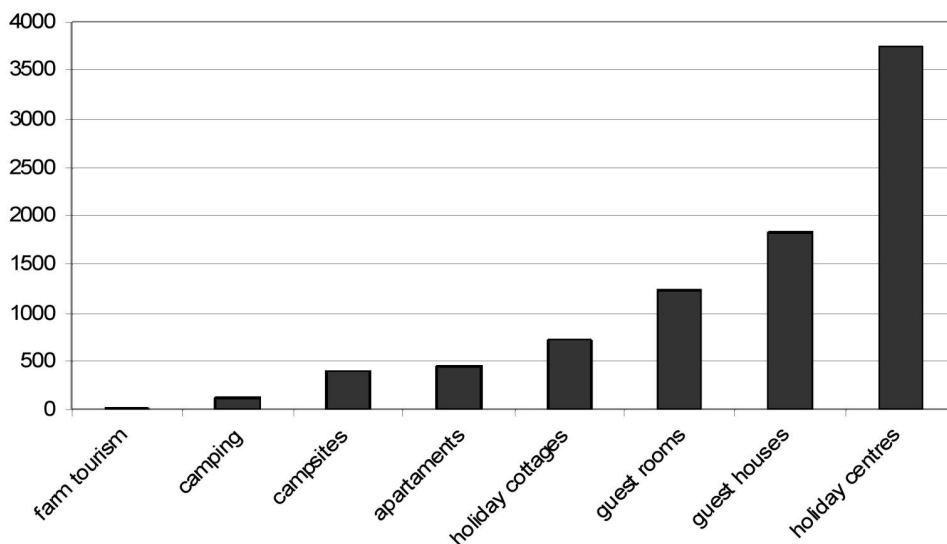


Fig. 2. Structure of the types of tourist accommodation's objects in Rowy according to the number of accommodation objects

Source: own study based on the data from the Commune Office of Ustka (2013)

The number of the rest of the objects was considerably lower. The attention should be paid to especially low number of typical hotel type objects, especially hotels. Just like in most other seaside places of the Polish coast this fact is caused by subordinating the tourist function of Rowy to the development of holiday tourism and also a very short bathing season in comparison to other seaside resorts in the world. For the area of Rowy it is a bit more than 50 days (Tyczka 1957, Lijewski et al. 2008)

The analysis of the structure of the accommodation base of Rowy according to the number of beds shows that holiday centres have had the greatest share in the number of accommodation places in Rowy with 3,756 beds in total, which constituted 44.5% of all of them in this place (Fig. 2). Moreover, 1,827 (21.5%) of accommodation places have been located in guests houses and 1,232 (14.5%) in guest rooms. Such a structure of the accommodation base in Rowy proves extremely holiday-like character of this place focused first of all on the service of guests in a short holiday season in this area. It may be proved by the proportion of the number of all-year accommodation places to their number of holiday-type. The share of seasonal ones in the number of accommodation places in total amounted to 86.5% and it was one of the greatest number in comparison to other seaside places of the Polish coast (Mieński 2005, 2011).

The scale of accommodation development of Rowy is very big which can be proved by the tourist function index of Baretje Defert for this village, which amounts to 2,143.8. In the central part of the Baltic coast only Jarosławiec has a better developed tourist function (Table 2). It is worth stressing, that Rowy has the greatest share in the number of beds of all seasonal places out of 6 selected seaside localisations of the central part of the Baltic coast (Table 3).

As far as Rowy is concerned, the share of all-year places in comparison to the number of all accommodation places amounts only to 13% and is the lowest against a background of the most popular seaside resorts of the central Baltic coast. It is proved by the earlier observation concerning extremely holiday-like character of tourist function of this village.

Table 2
Accommodation development of selected Polish Baltic Sea coastline resorts

Towns	Number of inhabitants	Number of accommodation places	Baretje Defert's Indicator
Rowy	397	8,511	2,143.829
Kołobrzeg	46,951	46,000	97.97448
Łeba	3,889	19,500	501.4142
Jarosławiec	329	11,120	3,379.939
Darłowo	14,308	12,548	87.69919
Ustka	16,379	13,155	80.31626

Source: own study based on the data of the official statistics of the Main Statistical Office (www.stat.gov.pl)

Table 3
Chosen indicators of accommodation places in selected towns of the middle Baltic coastline

Town	Number of inhabitants	Number of accommodation places	Number of all-year accommodation places	Participation of all-year places in whole number of accommodation places
Rowy	397	8,511	1,150	0.135119
Kołobrzeg	46,951	46,000	29,524	0.641826
Łeba	3,889	19,500	7,521	0.385692
Jarosławiec	329	11,120	4,347	0.390917
Darłowo	14,308	12,548	3,147	0.250797
Ustka	16,379	13,155	4,890	0.37172

Source: own study based on the data of the official statistics of the Main Statistical Office (www.stat.gov.pl)

A very important element of the accommodation base of a tourist place are the indexes of the usage of already existing accommodation infrastructure (Matczak 2005). A precise quantity analysis of tourist traffic in seaside resorts encounters great methodological difficulties due to lack of the exact registers concerning the usage of all accommodation objects and places. It is due to already mentioned great share of private accommodation, guest rooms and apartments in the structure of objects and accommodation places of seaside towns. Lots of them are not registered in any type of official statistics of the accommodation base and no indexes concerning their usage in reception of the tourist traffic are known for most of them.

In this study a partial analysis of tourist traffic in Rowy was performed on the basis of field research carried out during the holiday season 2011 by students of Pomeranian University in Słupsk. Besides the results of the preliminary research carried out in 3 selected accommodation objects in Rowy: a guest house "Zielony Domek", apartments "Babajaga" and guest rooms "Kaszubka". In each of the objects guests had at their disposal 20 accommodation places in 2011. The objects are located in a short distance (150-200 meters) from the beach. The analysis of selected features of tourist traffic in studied objects was performed on the basis of preliminary research of registration books and information obtained from the owners of the objects.

The analysis of arrivals carried out for studied objects in 2001-2010 showed a permanent increase in the number of guests (Table 4). Over 10 years in each of the examined recreational objects increase indexes of the tourists number were high and obtained from 75 to 85% of the growth. It proves a great increase in arrivals, and in the indirect way it may show the development of the Rowy's popularity as a tourist and holiday place.

Table 4

Dynamics of the tourists number in selected holiday centres in Rowy in 2001-2010

Year	Number of tourists		
	“Babajaga”	“Zielony Domek”	“Kaszubka”
2001	175	181	166
2002	140	212	179
2003	180	198	156
2004	165	172	191
2005	202	179	235
2006	233	247	269
2007	251	264	215
2008	221	258	294
2009	278	286	312
2010	307	324	313

Source: own study based on preliminary research conducted at selected holiday centres in Rowy

Characteristics of the range of spatial influence of Rowy as a tourist place was carried out on the basis of entries in the registry books of the studied objects. The analysis of the tourists origin in the period 2001-2010 had a slight periodical fluctuation. Most tourists visiting holiday centres of Rowy in that period were from such provinces as Śląskie, Małopolskie, Mazowieckie, Pomorskie and Opolskie (Table 5). The fewest number of tourists were from the following provinces: Lubuskie, Podkarpackie and Podlaskie. In research conducted on the beach in Rowy during the holiday period by the students of Pomeranian University in Słupsk the greatest number of tourists came from such provinces as: Mazowieckie, Śląskie, Kujawsko-Pomorskie, Pomorskie and Dolnośląskie. However, the fewest number of visitors came from such voivodeships as: Podlaskie, Warmińsko-Mazurskie and Lubuskie. The analysed data concerning the range of origin of tourists visiting Rowy show considerable similarities and great popularity of Rowy with tourists from neighbouring provinces and strongly urbanized provinces of central and southern Poland. On the other hand the influence of the decreasing share of tourists is visible as far as the longer distance from Rowy is concerned.

On the basis of the results of the survey carried out by the owners of the studied accommodation objects in Rowy the information was obtained in respect of the main features concerning attractiveness of Rowy as a holiday tourist destination. The analysis of most often mentioned elements of tourist attractiveness of Rowy shows that the most regularly defined by tourists values of Rowy results from their seaside location. Tourists most often mentioned clean air (21% of total responses), seaside location (22%), neighbourhood of dunes of the Slovinski National Park (14%) and

Table 5

Range of spatial influence of Rowy as a tourist place based on entries in the registry books of the studied objects

Province	Total number of tourists in %										
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
Dolnośląskie	8	9	8	7	7	5	9	11	5	9	
Kujawsko-Pomorskie	1	1	3	4	1	2	0	1	4	2	
Lubelskie	2	0	0	1	2	3	1	2	0	3	
Lubuskie	1	1	0	1	9	0	1	2	1	2	
Łódzkie	2	1	2	3	1	2	3	1	2	1	
Małopolskie	9	10	7	6	5	7	9	15	13	11	
Mazowieckie	15	18	17	11	12	18	19	20	17	15	
Opolskie	11	8	10	9	10	11	7	12	8	10	
Podkarpackie	3	3	2	1	0	2	2	1	1	0	
Podlaskie	3	0	0	0	2	1	3	1	1	1	
Pomorskie	9	11	10	12	12	10	9	9	8	10	
Śląskie	10	15	20	17	15	18	18	17	15	20	
Świętokrzyskie	3	3	2	5	4	1	1	0	5	3	
Warmińsko-Mazurskie	5	1	0	5	5	5	1	3	3	3	
Wielkopolskie	6	8	9	3	10	5	8	2	2	5	
Zachodniopomorskie	12	11	10	15	5	10	9	3	15	5	

Source: own study based on preliminary research conducted at selected holiday centres in Rowy

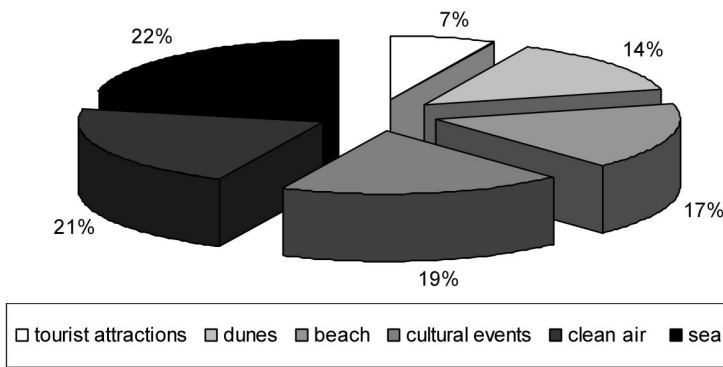


Fig. 3. Main attributes of tourist attraction of Rowy as holiday destination

Source: own study based on preliminary research conducted at selected holiday centres in Rowy

the beach (17%) as well as entertaining events organized in this place in connection with summer holiday season (19%) (Fig. 3).

Most often mentioned values by the tourists visiting selected objects of the accommodation base in Rowy show that the interest in this place results from its seaside location and prove its popularity among tourists as a recreational place.

SUMMARY AND CONCLUSION

The analysis carried out in the study concerning the structure of the accommodation base in Rowy and quantity changes which happened in historical development of tourism in this place allows to make a conclusion, that the tourist function of Rowy is remarkably directed to the service of traditional recreational tourism of 3 s type. It is proved by dominating share in the structure of the accommodation base and accommodation places predisposed to practice recreational tourism – holiday centres, guest rooms, holiday cottages and guest houses. The seasonal character of Rowy as a destination is proved by the share of the seasonal accommodation places in the total number of accommodation places which amounts almost to 87% and is the highest among other neighbouring seaside resorts of the central part of the Baltic Coast. Extremely holiday-type character of Rowy as a tourist destination is proved by the results of surveys carried out among the owners of selected accommodation objects of Rowy, whose responses proved the attractiveness of this place determined by its natural values of the location, predisposing Rowy to realization of recreational tourism.

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ZRÓŻNICOWANIE STRUKTURY BAZY NOCLEGOWEJ KURORTU NADMORSKIEGO I JEJ ROLA W RECEPCJI RUCHU TURYSTYCZNEGO. STUDIUM PRZYPADKU ROWÓW

Streszczenie

Celem opracowania była charakterystyka zróżnicowania struktury rodzajowej bazy noclegowej w Rowach. Wybór Rowów był podyktowany tym, że należą one do niewielkich miejscowości nadmorskich, a charakter rozwoju funkcji turystycznej w miejscowości jest podporządkowany rozwojowi typowej turystyki wypoczynkowej. Przedmiotem opracowania była również analiza dynamiki przyrostu obiektów bazy noclegowej w okresie 2001-2010.

Dokonano charakterystyki zróżnicowania struktury rodzajowej bazy noclegowej Rowów, opierając się na dwóch różnych rodzajach źródeł: danych statystycznych GUS, danych Urzędu Gminy Ustka oraz dodatkowo na danych uzyskanych w drodze kwerendy witryn internetowych zajmujących się ewidencją bazy noclegowej, a także podczas inwentaryzacji terenowej. Ponadto podjęto próbę scharakteryzowania funkcjonowania ruchu turystycznego w miejscowości w oparciu o cząstkowe badania ankietowe przeprowadzone w kilku ośrodkach wypoczynkowych w Rowach w sezonie urlopowo-wakacyjnym 2012 roku.