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## **TOURIST AND RECREATIONAL FUNCTIONS OF ROWY – A HOLIDAY RESORT LOCATED IN THE SOUTH COAST OF THE BALTIC SEA**

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### **Abstract**

The present publication describes a condition, way and level of tourist development and tourist movements of Rowy, a holiday resort. The analysis includes selected elements of tourist management such as accommodation, gastronomic and supplementary facilities. Size and frequency of tourist movements and social and demographic structures of tourists will be presented on the basis of measurements' results of tourists resting on the Rowy's beach. The pares also includes geographic range of Rowy's influence.

**Key words:** Rowy, tourist management, tourist movements, functional and spatial structures

### **INTRODUCTION**

Most of the towns and villages located in the coastal region of Poland are characterized by high tourist, landscape and recreational values. Climate conditions in this area cause that the holiday season is very limited and expanding it demands special investments.

Tourist function of coastal settlement has got a seasonal character. It influences significantly a rhythm of life and location's character in summer. It becomes a dominant function characterized by recreational values what is connected with an affluence of holidaymakers.

Besides the values of natural and anthropogenic environment it is also important to provide a proper infrastructure. Its size, structure and quality determine and influence development of tourism.

The aim of the present paper is to indicate a condition, way and level of tourist management and estimate a size of tourism development in Rowy – a holiday resort located in the central part of the Baltic coast, in the very neighborhood of Słowiński National Park, at the mouth of the Łupawa River from the Gardno Lake to the sea.

The location is characterized by wonderful climate and landscape conditions such as beautiful sandy beaches and picturesque views. Rowy is located 30 km from Słupsk and 20 km from Ustka. In 2003 the population of Rowy was 360 inhabitants.

### **VARIABILITY OF TOURIST MANAGEMENT OF ROWY BETWEEN 1988-2005**

Accommodation facilities are considered as the basic elements of tourist management of a specific area. Their size and structure are regarded as the main indicators of admittance abilities of the area. Elements of this particular group of tourist infrastructure convince the visitors to stay more than one day in a chosen location. It means that they strongly determine tourist development in a particular region. Accommodation facilities play important economic and social functions in a region. They provide a place to stay, create conditions to use complementary facilities located in a hotel or a camping site. The number and standard of accommodation facilities make an area become more attractive for the tourists. Development of accommodation facilities is also connected with creating new jobs in a region (Bosiacki 2000).

In 2005 Rowy provided 17 000 accommodation facilities concentrated in 85 tourist locations<sup>1</sup>. Rowy's accommodation facilities are concentrated on the west bank of the Łupawa River in the south-west and north-west parts of the village, approximately 300 m from the sea shore (Fig. 1).

In respect of accommodation's structure before and during the economic transformations hotels have played a dominant role (41.4% of accommodation facilities number). Their standard, size and seasonal character differ considerably. Besides big hotels such as "Słowińska Perła" (480 beds), "Kormoran" (360 beds), there were also small ones such as "Fam" (54 beds), "Rafa" (48 beds) or "Orchidea" (50 beds).

Rowy is also a well known place for summer camps for children. There are 6 camps for children offering 1 600 beds. Every year they admit almost 30 000 children. Other elements of Rowy's accommodation structure are camping accommodation facilities. They concentrate 12.5% of all available facilities in Rowy. According to the research camping accommodation facilities were used by school children, students and numerous tourists from Germany.

Boarding-houses provided only 4.8% of total accommodation facilities number and, the only conference and recreational center in the described district, "Bankowiec" a provided 200 beds. In the summer time young tourists can stay at PTSM shelter that provides 44 beds.

The present research indicates a problem of accommodation's standard. In opinions of respondents basic furniture such as beds, wardrobes, tables, and chairs is not sufficient to attract a great number of visitors. Tourists expect far more and that is why the owners or tenants of hotels decide to improve standard of their accommodations. They offer separate kitchen annexes, bathrooms, toilets, TV and kitchen appliances.

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<sup>1</sup> Information provided by I. Jażewicz, a result of field research by 3<sup>rd</sup> year students from Pomeranian Pedagogical University in Słupsk, summer 2005.

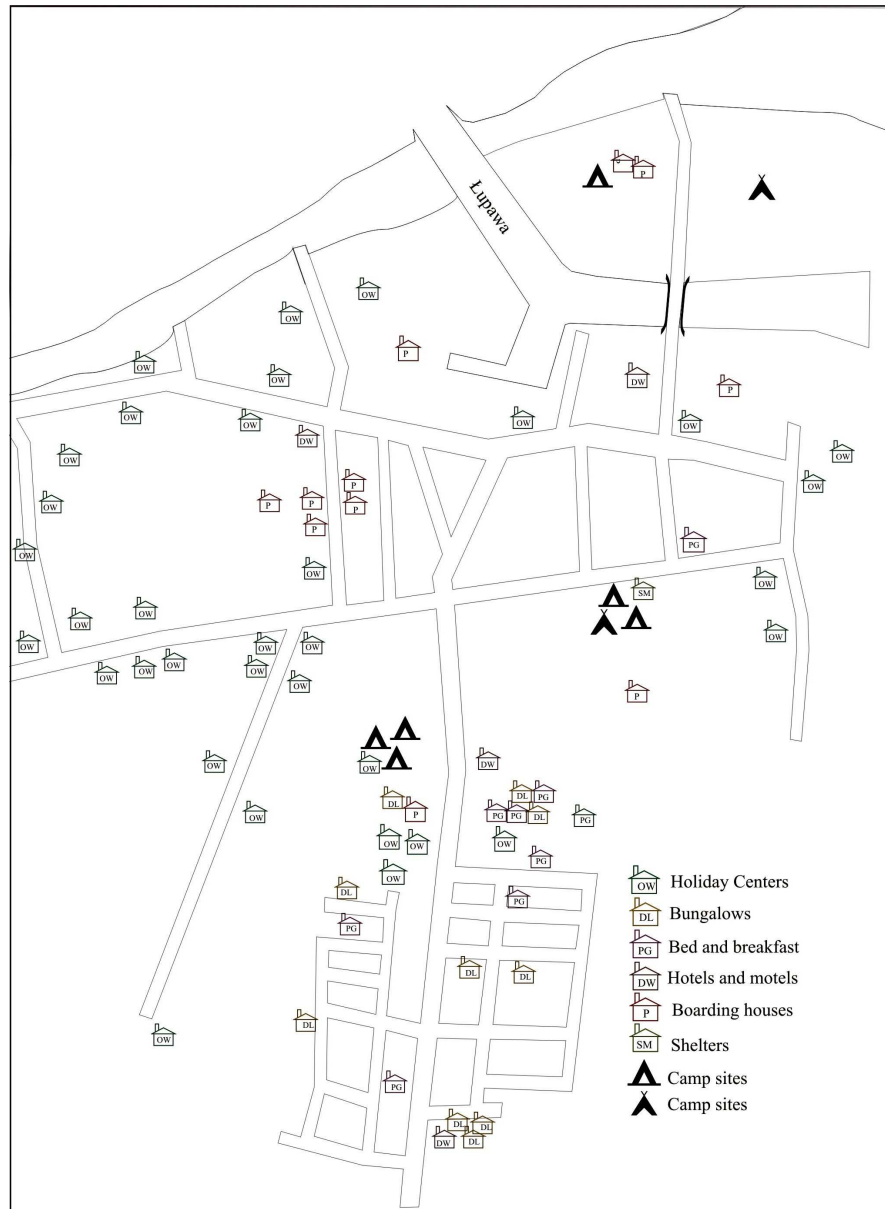


Fig. 1. Accommodation facilities in Rowy in 2005

According to the respondents in a present situation tourists look for considerably cheap accommodation however characterized by high standard.

23.1% of the respondents consider the quality of provided accommodation as very good, 40% as good, 24.6% as average, 9.2% as bad and 3.1% did not respond to the question. Generally the tourists have a positive opinion of accommodations' quality

in Rowy. A dominant role of hotels and boarding-houses in the presented location confirms touristic and recreational function of Rowy.

Basic elements necessary to proper development of tourism in any region besides accommodation facilities are proper feeding accommodations. In 2005 summer season a total capacity of feeding accommodations was 4 700 consumption places, including 2 400 places provided by various restaurants and bars and 2 300 places provided by the hotels and boarding-houses (offering accommodation facilities). In summer 2005 there were 13 groceries, 6 green-grocers and a great number of ice-cream stands, fish, chicken or pizza bars.

Complementary facilities available in Rowy in summer included: Tourist Information Center, stadium, golf field, and gocart race field. Cultural atmosphere of Rowy gets animated in summer season (June-August). There are numerous cultural and recreation events available for tourists. There are also some attractions such as amusement parks, paintball, trampolines, scooters, bikes and gocarts rentals. Unforgettable memories are provided by short cruises on the Baltic Sea, cod fishing and a choo-choo train.

### **SPATIAL AND FUNCTIONAL STRUCTURE OF ROWY**

According to the spatial management plan, Rowy is considered to be a provider of a tourist and recreational function during and after holiday season. The plan provides a division of functions, located concentrically from Rowy's center:

Zone I – 500 m radius from the center. The center of the village concentrates a full year's hotels and boarding houses owned by the village's inhabitants and hotels located in the outskirts of forests that declared prolonging of tourist season.

Zone II – 900 m radius from the center characterized by a seasonal function with optional a whole year's function.

Zone III – the remaining parts of the described area characterized by a seasonal function and extensive development.

In regard to values of natural environment, its advantages and attractiveness, the community's plan of the future development includes four fanwise structural units<sup>2</sup>.

I – a zone characterized by intensive recreational use. The zone excludes of the tourist use a part of the sea shore that belongs to the Marine Bureau in Słupsk. The zone also includes protection forests.

- Subzone A – beaches and watering places – available for the general public. The beaches cover 10 ha and are characterized by high natural absorptiveness and fastness. According to accepted coefficients 15-20 m<sup>2</sup> / person, the beaches' capacity is 5 000-7 000 people a day. In case expectations of tourists concerning comfort of rest grow, the coefficient might be limited to 5-7 m<sup>2</sup> / person.
- Subzone B – seaside forests – the authorities plan to establish a forest park in order to protect them from intensive tourists and hotel owners' penetration. In regard to protect a natural environment there should be delimited special paths for

<sup>2</sup> Plan of future development of Rowy, 1993, Future Development Bureau, Słupsk.

tourists. In order to limit a danger of fire there should be planted double rows of trees and bushes. A structure of trees should be more versatile and it should meet the requirements of ecosystem.

II – clearing forests – this area will be threatened by extensive tourists' penetration, it will demand sanitary protection and more versatile structure of trees and under-wood vegetation.

III – settlement zone characterized by predominance of architecture for tourist and recreation purposes. There are some limitations concerning this zone. They are connected with physiogeographic restrictions connected with shallow layers of groundwater and unfavorable climate conditions. The mentioned restrictions influence an architectural style of Rowy. Hotel owners decide to build 1-2 story buildings characterized by limited level of use intensity and adjoining gardens that influence bioclimatic, esthetic and isolating functions.

IV – joint zone – old historical location needs some arrangements however a special concern should be given to existing vegetation and presently existing parks. The authorities also plan to change functional structure of the River Łupawa banks. They plan to build a marina, fishing harbor, camps and a special area for fishermen.

### **TOURIST MOVEMENTS COMPARED TO A NUMBER OF TOURISTS RESTING ON THE BEACH**

In order to identify a number of tourists the author of the present paper used a method of a direct measurement of a number of people resting on the beach (Liszewski 1988, Matczak 2005). The author decided that the registered records do not provide reliable data.

The measurement was done twice in hot, sunny days on 11/07/2005 (Monday) and 13/07/2005 (Wednesday). The research was done on the beaches located in the community of Rowy<sup>3</sup>. The area was divided into 6 various length parts. The ship yard channel divided the area into west and east beaches. There were 4 entrances on the west beach and 2 entrances on the east beach. The parts of the beaches were marked from I to VI from the west direction to the east (Fig. 2).

The measurement was done each day for four hours, from 10.00 to 12.00 a.m. and from 2.00 to 4.00 p.m. During the measurement the scientists counted a number of people resting on the beaches, swimming in the sea and walking on the beach on the sea-shore. The tourists were divided into four age and sex groups: children and youngsters younger than 19 years old, younger adults at the age of 19-44, older adults (women) at the age of 45-60 and (men) at the age of 45-65, and the retired (women) at the age of 60 and older and (men) at the age of 65 and older.

The research's results show that a number of tourists resting on the beach was a variable value in regard to measurement objects, time and days (Tab. 1 and Fig. 2). Monday's measurements (11/07/2005) show that culmination of tourists was recorded in the morning. The majority of tourists rested on the west beach, part IV and part I.

<sup>3</sup> Field research conducted by I. Jazewicz, social and economic geography.

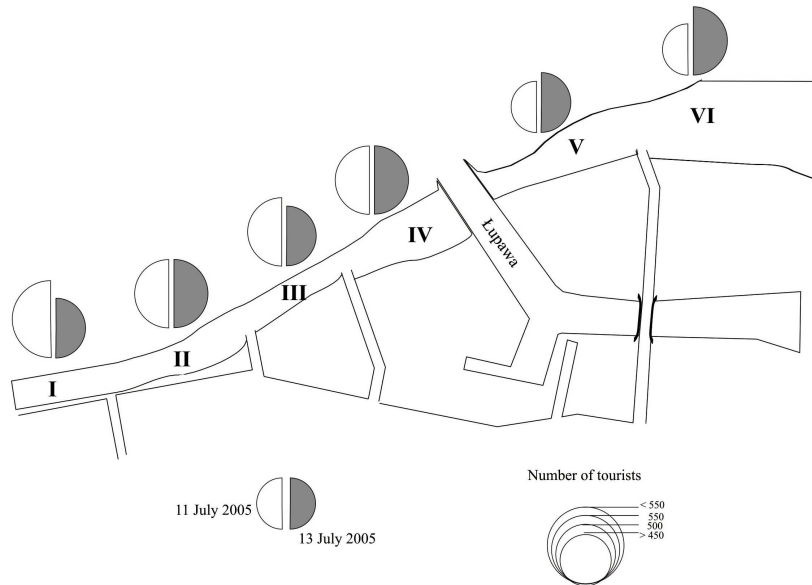


Fig. 2. Tourist movements in the researched parts of Rowy's beach (average measurements 11<sup>th</sup> and 13<sup>th</sup> July 2005)

Table 1  
Number of tourists on the beach in Rowy on 11<sup>th</sup> and 13<sup>th</sup> July 2005

Beach a – 11/07/2005 b – 13/07/2005	Length and area of beach		Number of tourists (average meas. 1 hour)			
	length in km	Area in km	A.M.	P.M.	average	
West beach I	a	0.9	0.027	691	495	593
	b	0.9	0.027	560	428	494
West beach II	a	0.8	0.023	625	389	538
	b	0.8	0.023	528	402	465
West beach III	a	1.3	0.019	687	389	507
	b	1.3	0.019	519	479	499
West beach IV	a	0.8	0.008	698	364	531
	b	0.8	0.008	633	429	531
East beach V	a	0.4	0.022	422	326	374
	b	0.3	0.022	496	490	493
East beach VI	a	0.4	0.019	413	333	373
	b	0.3	0.019	543	461	502

Source: Own research based on records from 11<sup>th</sup> and 13<sup>th</sup> July 2005 conducted in Rowy, (in Polish)

Table 2

Age structure of tourists resting on Rowy's beach on 11<sup>th</sup> and 13<sup>th</sup> July 2005

Beach a – 11/07/2005 b – 13/07/2005	Children and youngsters younger than 19 years old	Younger adults at the age of 19-44	Older adults at the age of 45-60/65	The retired at the age of 60/65 and older	Total
West beach I					
a	41.2	29.5	16.7	12.6	100,0
b	43.5	28.6	15.8	12.1	100,0
West beach II					
a	44.1	29.1	15.2	11.6	100,0
b	43.9	32.3	13.3	10.5	100,0
West beach III					
a	43.0	49.1	4.7	3.2	100,0
b	42.9	48.8	4.9	3.4	100,0
West beach IV					
a	49.1	44.3	4.9	1.7	100,0
b	51.6	42.7	4.8	0.9	100,0
East beach V					
a	36.4	60.0	2.9	0.7	100,0
b	34.7	61.9	2.7	0.7	100,0
East beach VI					
a	36.5	58.6	4.2	0.7	100,0
b	32.7	62.1	3.4	1.8	100,0

Source: Own research based on records from 11<sup>th</sup> and 13<sup>th</sup> July 2005 conducted in Rowy

The west beach, part IV was most popular among the tourists. There is main entrance to the beach in Rowy used by tourists from the center and by tourists from Słupsk and its neighborhood (e.g. Bałamatek, Objazda, Gąbino, Machowino) who visit Rowy in summer.

The west beach, part I was visited by tourists from big hotels located approximately 1.5 km from the center of Rowy.

The records show that east beach VI (413 people in the morning) and east beach V (422 people in the morning) were not frequently visited by a great number of tourists. The situation is connected with the fact that this part of Rowy does not provide various facilities such as shops or bars as the west part of the village. The distance from the bus station and the majority of the hotels also influence a number of tourists visiting the east part of the village and east beach.

In the afternoon the number of tourists decreased from 3.500 to 3.300 people, the majority of people decided to choose the west beach.

Research on 13/07/2005 (Wednesday) confirmed former results concerning spatial use of particular parts of the beach, time, frequency and size of tourist movements (Tab. 1).

Interesting results were provided by analysis of the tourists classified according to the main size groups (Tab. 2 and Fig. 3). The measurement was done on 11<sup>th</sup> and 13<sup>th</sup> of July 2005 and showed that the dominant groups on the beach were younger adults

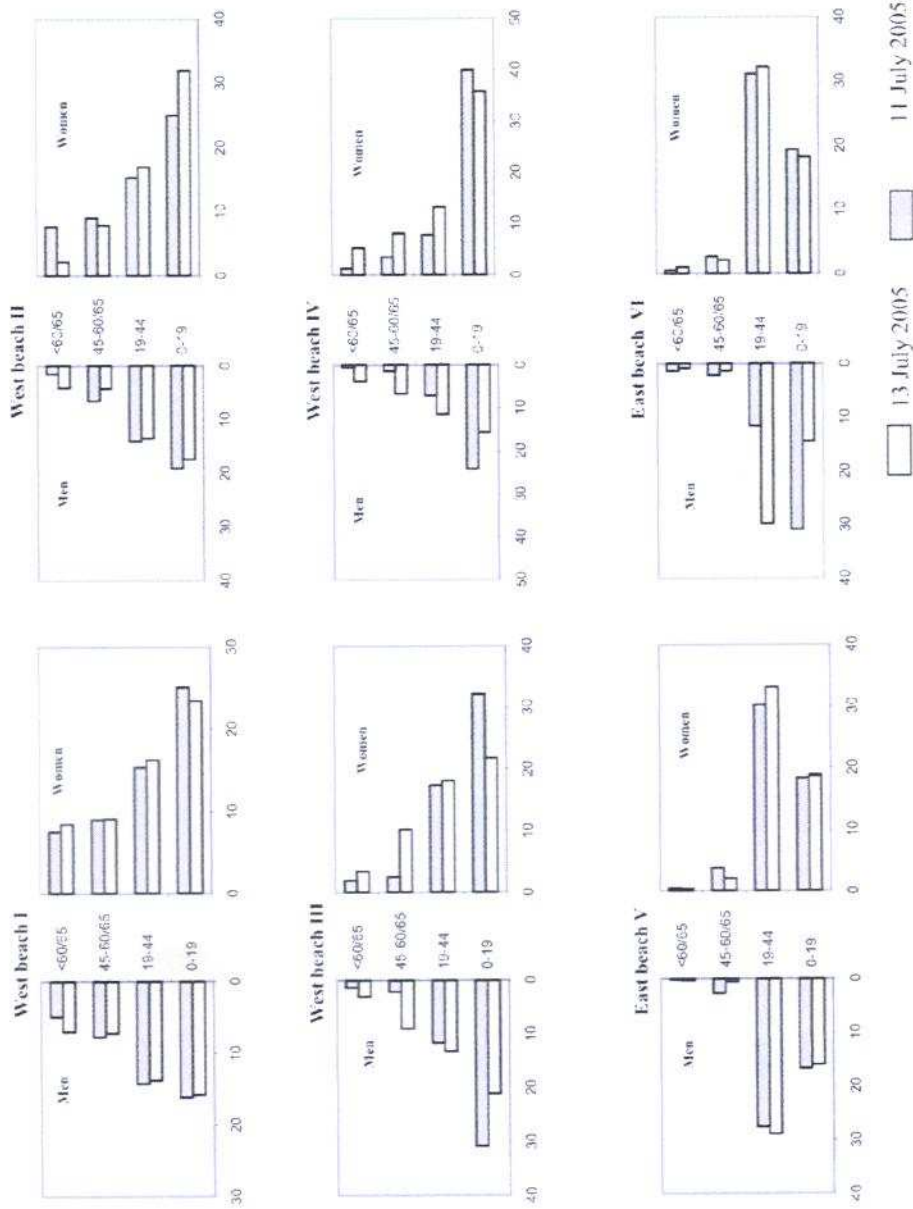


Fig. 3. Age and sex structure of tourists registered in the researched parts of Rowy's beach 11<sup>th</sup> and 13<sup>th</sup> of July 2005 in Rowy



at the age of 19-44 and children and youngsters younger than 19 years old. The general proportions differ in various parts of the described area that seems to confirm a specific division of particular parts of the beach. The west beach IV, III and II attracted children and youngsters younger than 19 years old, who spent their holidays on summer camp located in this part of Rowy. The east beach V and VI attracted younger adults at the age of 19-44. However analyzing a structure of sex the records show that the majority of tourists are composed by women.

The research's results show that there are differences concerning a number of tourists, time, location, age and sex structure between particular parts of the beach. General domination of children and youngsters younger than 19 years old and younger adults at the age of 19-44 indicates tourist and recreational character of Rowy.

The range of tourist and recreational function of the described district is confirmed by its geographic influence. 537 tourists were questioned in order to confirm geo-

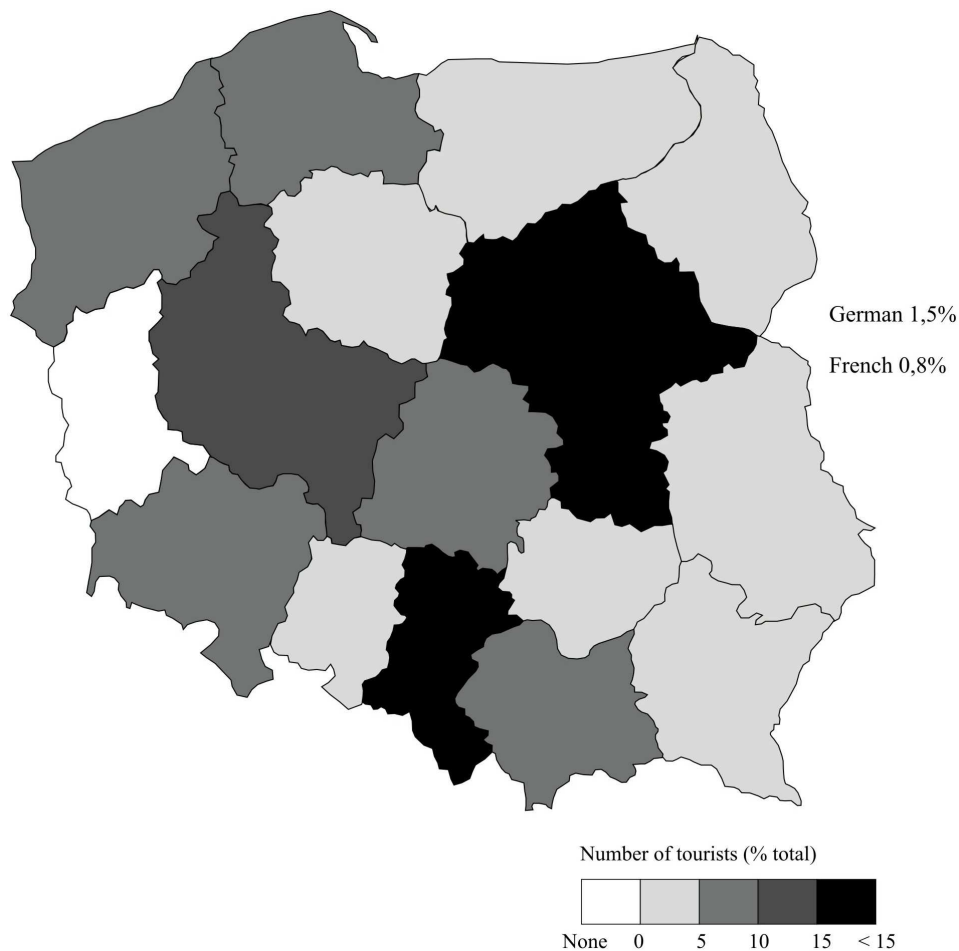


Fig. 4. Geographic range of tourist and recreational function influence of Rowy in 2005

graphic influence of the function<sup>4</sup>. According to the results Rowy's influence is characterized by a domestic and foreign range of a tourist function (Fig. 4). The highest share among the foreign tourists had the German (1.5% of total tourists number) and French tourists (0.8% of total tourists number). Polish tourists came from all provinces of Poland except for Lubuskie province. The majority of tourists came from Mazowieckie, Śląskie and Wielkopolskie provinces that concentrated 46.1% of total tourists number.

## SUMMARY

The results of the research show that:

- Rowy is considered one of the most attractive places located in the Central Pomerania in the zone of the South Baltic characterized by well formed tourist function,
- tourist and recreational function of Rowy is reflected by tourist management and its place in functional and spatial structures. However some limitation remains unsatisfactory number of hotels and boarding houses characterized by high standard of service and facilities,
- tourist movements in regard to the number of tourists resting on the beach differ in particular parts of the beach, time, and social and demographic structure. Rowy is a typical example of a holiday resort.

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<sup>4</sup>The research included 537 people and was a part of field research by 3<sup>rd</sup> year students conducted by dr I. Jażewicz in July 2005, Population and settlement geography

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## FUNKCJA WZASOWO-WYPOCZYNKOWA STREFY WYBRZEŻA POŁUDNIOWEGO BAŁTYKU NA PRZYKŁADZIE MIEJSCOWOŚCI LETNISKOWEJ ROWY

### Streszczenie

Wśród jednostek osadniczych pełniących funkcje turystyczno-wypoczynkowe szczególne miejsce w Polsce przypada miejscowościom nadmorskim.

W przypadku osadnictwa nadmorskiego funkcja turystyczna ma charakter sezonowy. Jej natężenie zmienia rytm życia i charakter miejscowości w czasie trwania sezonu letniego. Staje się ona wówczas funkcją dominującą o charakterze rekreacyjnym, co wiąże się z napływem ludności w celach wypoczynkowych.

Celem niniejszego opracowania jest przedstawienie stanu, sposobu i stopnia zróżnicowania zagospodarowania turystycznego na przykładzie nadmorskiej wsi letniskowej jaką są Rowy. Rowy położone są na środkowym wybrzeżu Bałtyku w otulinie Słowińskiego Parku Narodowego, przy ujściu rzeki Łupawy z jeziora Gardno do morza. Mają doskonałe warunki klimatyczne i krajobrazowe, m.in. szeroką i piaszczystą plażę oraz malownicze krajobrazy. Rowy oddalone są o 30 km od Słupska oraz 20 km od Ustki. Jest to miejscowość, która w 2003 r. zamieszkiwana była przez 360 stałych mieszkańców.

Przeprowadzone badania potwierdziły, że w pasie Środkowego Wybrzeża Rowy należą do bardziej atrakcyjnych miejscowości letniskowych o ukształtowanej funkcji turystycznej. Odzwierciedla się ona zarówno w zagospodarowaniu turystycznym jak i w strukturach funkcjonalno-przestrzennych. Ruch turystyczny natomiast w świetle pomiaru wypoczywających na plaży wykazuje wyraźne zróżnicowanie pod względem obciążenia poszczególnych odcinków plaży, pory dnia, struktur społeczno-demograficznych. Generalnie jest to ośrodek turystyki pobytowej o charakterze sezonowym, gdzie dominuje wypoczynek dzieci i młodzieży do lat 19 oraz osób w wieku 19-44 lat. Pochodzą one zarówno z kraju jak i z zagranicy. Zdecydowana większość turystów krajowych wywodzi się z woj. mazowieckiego, woj. śląskiego i woj. wielkopolskiego. Wśród turystów zagranicznych zaś przeważają turyści z Niemiec.

Wydaje się, że turystyka w Rowach przy zaangażowaniu społeczności lokalnej oraz władz samorządowych gminy Ustka może w najbliższej przyszłości stać się podstawą egzystencji gospodarczej omawianej miejscowości.