

BALTIC COASTAL ZONE
Journal of Ecology and Protection of the Coastline

Vol. 17

pp. 71-87

2013

ISBN 1643-0115

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Original research paper

Received: 22.10.2013
Accepted: 18.12.2013

DEVELOPMENT OF SEA ANGLING TOURISM

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Abstract

Maritime tourism should be understood not only as a system of fixed, maritime links and attractive cruises but also as individual yacht cruises, and many other forms of spending time on the water or under the water. A special type of tourism is maritime tourism, which includes features such as recreational fishing in the sea. Sport and recreational fishing became popular in Poland in the 90's of last century. According to the data of harbor masters that keep records of fishing vessels out in the sea, the first effective service providers were the skippers from Łeba and Darłowo. The following study presents the development of specialized tourism in Poland which is fishing tourism with particular emphasis on Darłowo. Rules for organizing fishing trips, and the conditions that must be met in order to start this kind of business were discussed. Another important issues in the article include preparations of individual units for realizing tourist function, presenting additional services provided by the organizers of fishing cruises. On the basis of the survey research, the characteristic of fishing service users has been prepared, taking into account: motives and forms of arrivals, territorial origin of tourists, accommodation and length of stay.

Key words: maritime tourism, fishing tourism, sea angling, qualified tourism, fishing cruises, deep sea fishing

INTRODUCTION

The most significant feature of tourism is movement. Tourists can move in many ways and using different means of transport hence according to J. Zaleski (1980), the terms of "hiking", "motor" or "bike" tourism earned their right to exist and be used. Also specific landscape preferred by large number of tourists was considered the ultimate argument for the determination of certain forms of migration. This cre-

ated, for example, adopted without resistance expression “mountaineering”. It should be noted that during the last quarter of the twentieth century new phenomena were born in tourism, that took a peculiar form of the merger of the two previously mentioned components, i.e. the mode of travelling and the choice of a particular environment. Thus the tourism, which major driver is contact with the marine environment, was born. The term “maritime tourism” is being used more and more widely, sometimes alone, at other times – including a second part, indicating a link to the overall relaxation.

It should be emphasized, however, that the concept of marine tourism is increasingly in use, although this term has not found sufficient exposure in the literature yet. According to J. Zalewski marine tourism means “all forms of tourist mobility realised through sea trips on special cruise ships, scheduled or used specially for this purpose, offering trips in low seasons, as well as tourist sea sailing understood not as a sport challenge but as a form of leisure activity and using trips offered by coastal shipping services” (Zalewski 1980, p. 24). T. Kowalewski (1980) the term “maritime tourism” defines in relation to the whole of the phenomena and relationships connected to tourism and its operation, occurring in the coastal zone, that also play a vital role in the development of tourism referred to the region. “Maritime tourism” according to W. Gaworecki (2010) as a persistent socio-economic phenomenon includes:

- travel and leisure of domestic and foreign tourists on ships, ferries and yachts,
- coastal tourist transport,
- sailing and coastal cruises of domestic tourists.

Maritime tourism in the opinion of B. Łuczak (2005) is not only a system of fixed, maritime links and attractive cruises, but there are also individual yacht cruises, and many other forms of spending time on the water or under the water, but in all cases very important is the system of services offered on the land promoting attractiveness of the region. The various forms of water tourism, which are pretty much related to the coastal region include cruises, passenger coastal shipping, inland ferry and qualified forms of tourism such as sailing, yachting, canoeing, diving, windsurfing and fishing. It should be noted that since the end of the eighties of the twentieth century, fishing tourism developed quickly on the Polish coast.

The quoted definitions of maritime tourism indicate that it is one of the key elements of the development of coastal regions. These regions, where in the past the main role was played by the maritime economy (ports, shipping, shipyards and fishing) are currently looking for a new course of action. Activation in the field of tourism should contribute to the improvement of infrastructure, reduction of unemployment, and to strengthening international relations, especially within the countries of the Baltic Sea region.

Historical and cultural heritage, 560 km long coastline of attractive tourist sites and places including Tricity with historic Gdańsk, rapidly growing Gdynia and Sopot, which serves as entertainment centre and spa; Szczecin located at the mouth of the Oder, and little ports situated along the sea shore, make Polish coast an appealing destination which may be frequently chosen, not only in summer but also in the remaining period of the year. It can be argued that the coastal and maritime tourism “armed” in infrastructure, can stimulate in the twenty-first century foreign currency

revenues of the country and contribute to the development of port cities, especially smaller marine facilities located in the coastal zone. A significant share in the activation of small ports can have the development of sea fishing. The study by K. Radtke and H. Dąbrowski (2010) shows that it will continue to grow as it brings serious income for local community and becomes more and more important part of its economic model of functioning. Simple calculations show that the revenue of sea fishing in 2009 amounted to over 26 million only for the fees for participation in the voyages, while the cod fishery revenues were 49.4 million (Radtke and Dąbrowski 2010, p. 7-10). It is an evidence that nowadays the income from tourist sea fishing are over 50% of the amounts given by industrial fishing, costs of which are much higher, and thus the cost-effectiveness significantly lower. Currently, no one can dispute that deep sea fishing is a sports fishing practiced by the Poles. Nowadays this type of fishing is extremely important for the local communities high-income economic activity that does not require funding or support from the European funds.

Against the background of the issues identified in general, the primary objective of the study is to present the history and the fact of development of specialized form of tourism which is the marine fishing tourism in Poland, with particular emphasis on Darłowo. It should be noted that the above-mentioned sea fishing tourism being one of the types of active forms of spending free time, is now gaining increasing interest not only among skilled anglers, but also among those who had not had contacts with angling before.

HISTORY OF FISHING TOURISM

Fishing is one of the oldest sports and at the same time, one of the most popular forms of spending free time and recreation. As a form of qualified water tourism deep sea fishing combines experience typical for fishing in general, with a completely new impressions, related to setting sail and being at sea, that is sailing. Thanks to that this form of water tourism may fulfill different functions and realise various needs of tourists, from direct contact with nature and the sea to catching fish and realising expectations in this field.

The origins of marine fishing tourism and the development of sea fishing etched in Poland in the period of the eighties of the twentieth century. One of the first documented attempts was started 1987 by the Marine Fishing Club Koszalin operation of two 17-metre boats that were adapted to the needs of anglers. However, the Club did not manage to afford keeping the vessels with their new purpose and they, due to the high costs of exploitation, had to be sold (Marciniak and Kałuża 2010, p. 59-67).

The next period of interest in angling occurred in the early 90's of the last century, when the lowest net fishing amounts on Baltic were recorded. During this period, especially in Kołobrzeg and Łeba, due to restrictions on fishing cod, designated as catch limits, more and more fishermen began to notice the service of fishing cruises as a supplement of their financial resources. It ought to be noticed that the significant factor limiting the development of maritime angling was the high cost of the service and relatively low level of society's wealth which is a significant factor of maritime fishing development. The situation changed completely in the second half

of the nineties, as since this time systematical increase in the interest in sea angling is observed. The most important ports of which the fishing expedition were carried out were Władysławowo, Łeba, Ustka, Darłowo and Kołobrzeg.

The situation in terms of recreational fishing changed dramatically in 2004, when new legal regulations regarding maritime angling were introduced⁽¹⁾. Available source materials show that in 2000-2009 dynamic boost in number of maritime recreational fishing trips was observed. It is evidenced by increasing numbers of anglers (Fig. 1) and fishing cruises (Fig. 2).

The results regarding number of anglers participating in sea cruises, presented on Figure 2, show progressive tendencies. It should be emphasized, however, since 2006 the growth rate of the number of anglers has significantly increased in comparison to the increase in the number of anglers that was observed in 2000-2005. The total number of anglers evidenced by harbor masters amounted to 163 thousand (Radtke and Dąbrowski 2010, p. 8). Similar character of changes was observed regarding the number of fishing trips (Fig. 3).

Available source materials show that the most dynamic rate growth of anglers was observed in Darłowo, and then in Władysławowo. Łeba, which is the town regarded to be one of the pioneers in the field of angling, achieved some stabilization at the

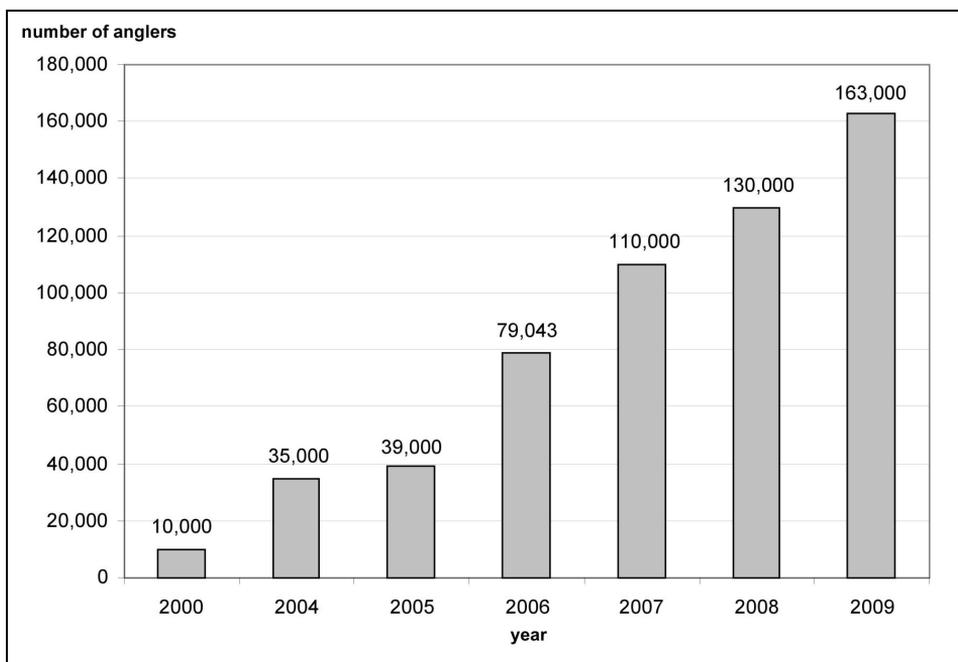


Fig. 1. Number of anglers in Poland evidenced by port masters in 2000-2009

Source: Radtke and Dąbrowski 2010, Granat 2012. Own elaboration

¹ In Poland, the principles of sport and recreational fishing are regulated by the Regulation of the Minister of Agriculture and Rural Development dated July 9, 2004 on the detailed manner and conditions of fishing in sport and recreational and sports fishing permits designs. Journal of Laws of 2004, No 164, item 1725.

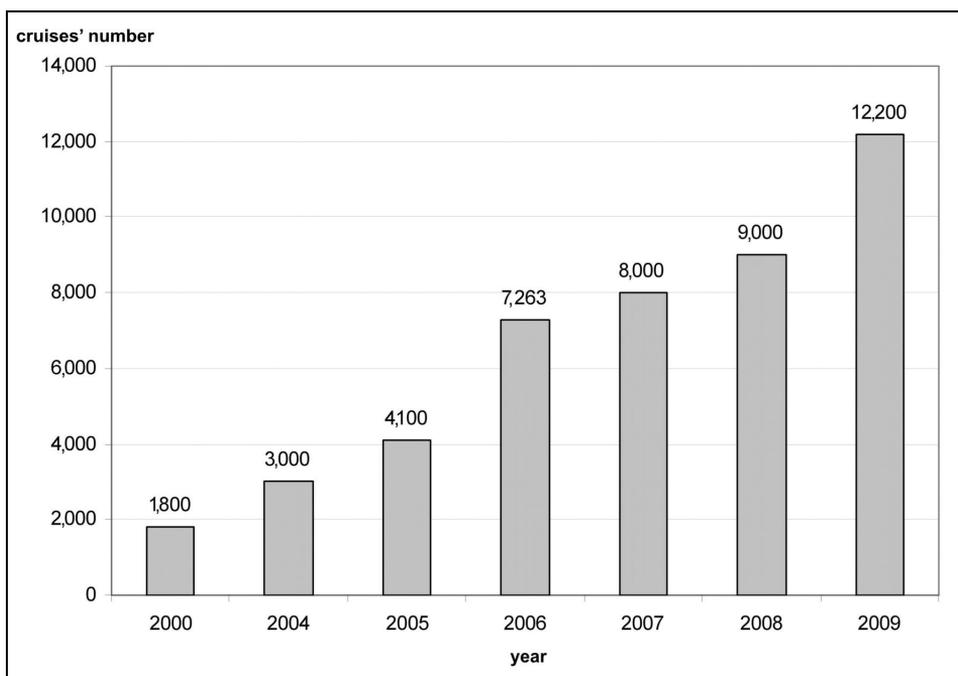


Fig. 2. Number of angling cruises in Poland in 2000-2009

Source: Radtke and Dąbrowski 2010, Granat 2012. Own elaboration

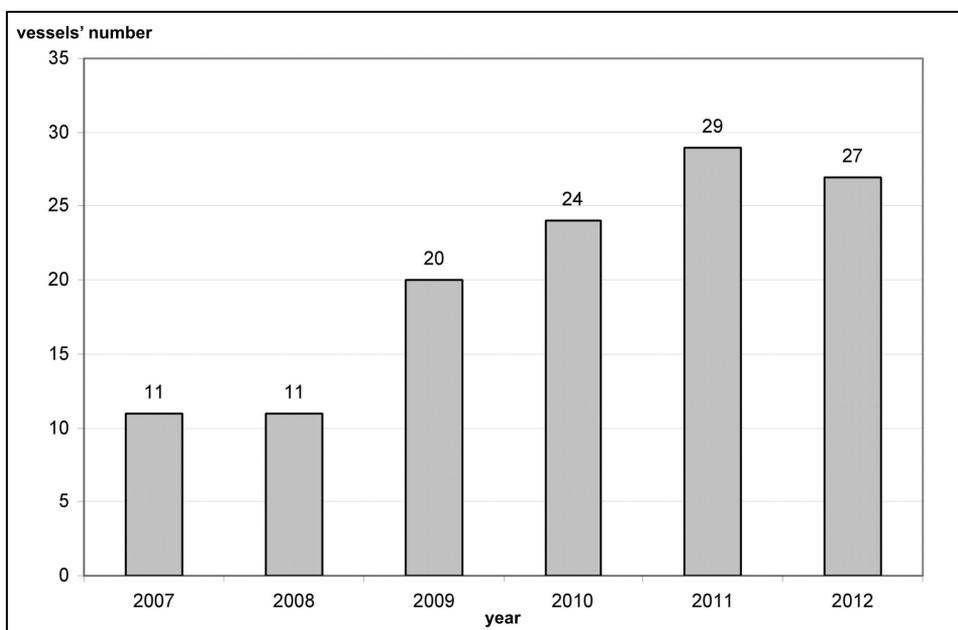


Fig. 3. Number of tourist fishing vessels in the port of Darłowo in 2007-2012

Source: Granat 2012. Own elaboration

level of 8 thousand anglers. It should be also pointed out that the growing interest in maritime fishing is the main reason for prolonging fishing season for all calendar year.

The total number of departures in 2009 was slightly higher than 12,200. However, compared to 2000 when 1,800 cruises were recorded, it was a very significant, over six-fold increase. By far the largest increase in number of fishing trips from Polish ports took place in 2006 by 85.0% compared to 2005 and in 2009 respectively by 25.0% in relation to 2008. It should be noted that each year more and more units start operating in the angling fishing. According to K. Radtke and H. Dąbrowski (2010) about 70% of all fishing units were not previously used in angling cruises. Much of the units currently used in fishing cruises have been checked from abroad. Vessels made suitable for this purpose include old tugs, auxiliary units of the Navy and the Merchant Navy as well as other motor boats. This phenomenon is especially noticeable in Darłowo. Discussing the overall units used in sea fishing is worth noting that their number tends to go up, while the overall fleet is reduced, due to the program of cassation co-funded by the European Union.

Statistical picture of sea fishing in Poland, built on the basis of data on the number of fishing trips and the number of angling tourists since the beginning of this century, shows that both indicators increased steadily, reflecting the development of this form of marine adventure tourism. This development was not uniform, both in the number of fishing trips and the number of anglers. This phenomenon is due to the fact of gradual popularization of fishing tourism, implementation of new law regulations and the wealth of the society.

Assessing the development of sea fishing as a form of marine adventure tourism it should be stressed that it was a kind of necessity to supplement the income of fishermen with their own fishing boats. After the Polish accession to the European Union we saw rapid increase in recreational fishing in the Baltic Sea, so that many fishermen previously forced to leave the profession because of the elimination of fishing vessels could find employment. The demand for other tourist services such as accommodation, catering and transport services has also increased. According to M. Marciniak and H. Kałuża (2010) if the Polish year-round fishing tourism continues to grow at a rate that is presented (Figs 2 and 3) at the ever-increasing quality of service, we can become in the near term European attraction in this discipline.

RECREATIONAL MARITIME FISHING FROM VESSELS IN DARŁOWO

The size and development of the marine fishing tourism in the region of Darłowo were determined on the basis of source materials made available by the Maritime Port of Darłowo (Granat 2012). The data eloquently testify development trends of sea fishing as well as fishing in the port, which after Łeba is the second largest centre of development of this form of qualified tourism in Poland, and also sometimes seen as “the capital of sea fishing and angling” (Darłowo stolicą wędkarstwa...).

The research which was carried out shows that in the last five years there has been almost threefold increase in the number of fishing boats suitable for offshore fishing trips (Fig. 3). Presented materials do not include charter motorboats which are also

used for sea fishing and to a large extent influence on the nature of the infrastructure base of Darłowo in the field of tourism. From 2007 to 2011, the number of fishing boats that offer this form of tourism was steadily increasing, although each year the growth rate was different. Decrease in the number of fishing boats, offering the possibility of sea angling at the end of the period confirmed that the local market itself caused spontaneous adjustment to the existing operators, leading to decrease in their number. This phenomenon was confirmed during the survey that was conducted among ship owners in Darłowo, offering services in the field of fishing tourism (Granat 2012). In the opinion of some ship owners, till now it has been quite easy for numerous boat owners to use this way of their incomes supplementation as relatively low cost of re-assignment for the tourist fishing trips was not a limiting factor for the popularity of this form of business activity. At the same time lack of major restrictions on access to this type of activity may be assumed an element encouraging expansion of this kind of tourism in the area.

The research in the field of marine fishing tourism in Darłowo help distinguish the largest players, performing this type of tourism services. These include following companies: Żegluga Darłowska Spółka Ogólna (Darłowo Shipping Civil Partnership), FHU Alik, BOMJ and Barbara Schubert. In addition to these large corporations that have the most adapted for angling catches units, able to take up to 25 people, the list fishing of fishing boats and yachts adapted for angling trip in Darłowo complete smaller units, taking to the sea smaller groups of anglers (6-8 people).

Small and nimble boats, such as “Conger 660”, belonging to FHU “Alik”, allow you to get quickly to the fishery and therefore are the perfect solution especially for those anglers who depend on time and who enjoy fishing in small groups. Limited to the minimum time of reaching the fishery allows additional time for fishing, which for really keen anglers is an asset. The boat is designed for a maximum of 6 people and its main parameters are: length 6.40 m, width 2.40 m and a maximum speed of 29 knots and power of engine 115HP. Particularly valuable among the majority of boats is the fact that they are new and modern, not as exploited as it is in case of fishing boats. A good example would be a boat “Zbigniew POJ-10730” constructed in 2010, with a capacity of 115HP and economic optimum speed of 18 knots. The boat has at its facility echo locational and navigation equipment, allowing for accurate sailing and successful fishing.

Units, which are nowadays used by skippers from Darłowo as vessels for angling cruises, were in majority built in Polish shipyards (and in the past were used as typical fishing boats for fishing different species of fish), as well as those imported from abroad. These are also units in the past used for other purposes than fishing, but their share in the total number of boats offering angling trips is significantly lower. They are generally in the range from 14 to 30 m in length. For example, fishing boats, owned by Barbara Schubert (m/s Paul and m/s Skipper) are units that served fishermen to fish for cod and shrimp. M/s Paul is a Danish fishing boat floating shrimp earlier in the North Sea which has appropriate technical, social and living conditions. The boat “Dar-116” is a unit built in 1961 in Szczecin shipyard with a total length of 18 m and 165HP engine. This unit has undergone a complete renovation and since 2007 has been equipped with modern navigation devices, ensuring safe cruises in the Baltic.

The above information confirms that in Darłowo, as in other ports popular for sea fishing, most floating units were imported from abroad and adapted for angling catches (former pilot boats, tugs, naval auxiliary units or commercial vessels).

The institution, which undoubtedly had large share in the activities of organization and development of the infrastructure required for sea angling in Darłowo was Darłowska Lokalna Grupa Rybacka (Darłowska Fisheries Group, abbreviated DLGR). It is an association whose aim is to support the development of fishing areas, such as Darłowo, and mitigating the effects of structural changes in the fisheries sector (DLGR...). Darłowska Fisheries Group brings together both former and present fishermen offering its assistance in the process of transformation of fishing that took place during the scrapping of old vessels. The financial envelope available to the organization thanks to the support of the European Union allows many fishermen not only to buy new boats and yachts, but also to adapt them to the needs of sea fishing, or to upgrade and retrofit them in an appropriate way. Thanks to this kind of ventures chances for development of sea fishing and tourist angling in Darłowo significantly increase.

It should be noted that fishing vessels such as fishing boats and motor yachts, which are adapted to the needs of the tourist angling must also obtain appropriate evidence of Polish Register of Shipping for their entry to be used as intended. Maritime Office issues on these basis SDS, including basic specifications and intended use of the determined vessel (Polish Register of Shipping...). According to the data obtained at the Board of Marine Port in Darłowo, in 2012 there were 27 registered fishing units meeting legal requirements for providing services in the field of sea angling. Taking into account the average number of anglers per one unit (from 15 to 18 people), different occupancy of boats at weekends and other days of the week, as well as interest tourist angling over the year (the maximum interest falls from March to October), it is possible to specify the number of tourists-anglers using fishing areas. The study helped to determine that in 2012 the number of tourist anglers using fishing areas served by boats in Darłowo was about 34 thousand people (Granat 2012).

It shows that the sea fishing tourism in Darłowo is now playing an increasingly important role in the wider marine tourism. For the port and the city it is one of the ways to reinforce their attractiveness and attract new visitors looking for various leisure opportunities here, not only in the peak holiday season, but also in other months of the year. This particular aspect makes marine fishing tourism an important form of tourism, which allows the use of marine resources and marine recreation throughout the year. For fishermen who are mostly owners of the vessels used for sea fishing it constitutes an important addition to their income, but using only one boat it is difficult to talk about the possibility of living only with this form of the cash proceeds. The number of units which are used in tourist fishing trips provides clear testimony to the interest among fishermen in this form of activity still connected with the sea, and supporting their core business which is fishing.

The research which was carried out shows that fish caught by anglers is often used in two ways. They are stored in tourist refrigerators and taken as a whole, or are filleted immediately on a cutter or yacht. In the first case, anglers limit their activity primarily to catching the fish, and then take it to sell at the port or the surrounding eateries. In the second case, if they want to take it home, they use the fish filleting

option which does not require any further preprocessing and the fish is ready for preparation for consumption.

The organization of sea fishing trips is also associated with the need of other services, beyond basic features associated with the provision of fishing from the boat or yacht motorboats. This can include:

- hire of fishing equipment,
- teaching of fishing methods,
- fish gutting and filleting them,
- accommodation services,
- transport services (transportation from the place of arrival etc.).

As a service closely associated with angling for which cruises are organized, one should here include equipping anglers with all necessary devices and tools. Most of the fishing boats and yachts offer this service to their visitors – anglers on board. Another service, closely related to the purpose of fishing trips is the ability to show and teach techniques of fishing at sea. Offering the service to the inexperienced and especially novice anglers makes an opportunity for them to increase the chances of successful fishing and angling satisfaction. Additional services offered on board fishing vessels and powerboat boats are related to the processing of fish that have been caught. Service provided by the owners and organizers of fishing trips include gutting fish caught by anglers or filleting. Increasingly common service offered by the owners of boats and yachts to anglers arriving from different parts of Poland are accommodations near berthing places of fishing units. This assumption may be supported by the offer of Alik company (m/s Sparky and m/s Cougar) whose owners offer accommodation places to the anglers in their own house (in guest rooms). Availability of this type of service is considered to be an advantage thanks to which keen anglers do not have to seek the place to stay on their own.

Organizers of fishing cruises often offer their visitors transport service to the place of boat moorage or their accommodation place if they traveled to Darłowo by train or bus. The solution to this kind of service is a comprehensive tourist offer, addressed to fishermen in remote locations of Poland which includes transport to Darłowo and then organizing a trip according to established findings. This kind of service may be found in the offer of the operator being interviewed, that is Darłowska Shipping Civil Partnership (Granat 2012).

In the offers of fishing trips organized from Darłowo, there are new elements, further enriching them. Arriving tourists-anglers are looking for new opportunities and ways to meet their needs, and the owners of boats and yachts are trying to be more and more efficient in realising tourists' demands. This may be proved by services which include offering tourists the possibility of grilling their fish or organizing integration parties, finishing the cruises. Offering this kind of service may contribute to the satisfaction of anglers and encourages them to use operator's services also in the future.

Undeniably, seeking new ways of extending the offer for anglers, realised by Darłowska Shipping Civil Partnership is a valuable example. Such projects include the organization of transport service for tourists to and from the destination of angling cruise in Darłowo as the focal point of these trips.

The research that was carried out shows that the angling cruises organized from the

port in Darłowo by providers of this form of tourist services have recently undergone significant modifications. The routes operated by fishing vessel owners are strictly dependent not only on the interest of potential tourists, but mainly on the technical requirements of the charter enlisted in Security Card of the unit. These cards are issued for a period not longer than five years from the date of the initial inspection or the expiry of the current document. These routes are classified into three categories:

- to 12 nautical miles – for fishing vessels (offshore fishing),
- to 20 nautical miles – for fishing vessels (deep sea fishing),
- with no limit to the distance, but up to 12 hours – for yachts (if they are equipped with sleeping berths for passengers, they may take longer cruises)⁽²⁾.

Currently, one of the standards are also ten-hour cruises, starting at 6 a.m. and finishing at 4 p.m. These types of cruises constitute the majority of all fishing offers in the area although some vessels' owners still offer 8-hour trips with the possibility of extension for an extra fee.

In addition to the above mentioned cruises organized by the operators from Darłowo, there are also other angling trips: 24-hour cruises and two-day trips, usually to Bornholm. A very important aspect affecting the assessment of fishing trips is a matter of safety. Fishing trips organized by the owners of fishing boats must be insured by them. This insurance is a kind of liability insurance and covers liability of the company, and according to the norms of law is classified as "other life insurance"⁽³⁾. In addition, there is also collective insurance for passengers, but this insurance is optional, so it is not used by everyone, but some of the organizers of fishing trips as the owner of "Dar-116" highlight this feature as part of their services offered to fishermen. Much more lenient legislation is valid on insurance in the case of charter motorboats. In this case, there is no order of compulsory third party insurance of passengers, which was a requirement for fishing vessels.

CHARACTERISTICS OF PEOPLE ENGAGED IN FISHING TOURISM

More and more often people coming to the Polish coast, besides sunny and warm weather necessary for sunbathing on the beach, look for adventures and experiences which could be memorized later as something special. One of the main attractions of coastal towns are certainly recreational fishing trips in the sea, which each year attract more and more tourists. In support of this thesis are the surveys that were conducted in the sea port of Darłowo on four hundred respondents (Granat 2012). Results of this study showed that tourists keen on deep sea fishing chose Darłowo as their final holiday destination mainly guided by the desire for rest and relaxation. The respondents expressing such an opinion were 45.0% of all people surveyed. Such a high acceptance of Darłowo as the destination of stay can be explained by well-developed tourist infrastructure providing restful atmosphere and favorable

² Interview with the owner of Darłowska Shipping Civil Partnership from 3/02/2012.

³ Insurance Activity Act of 22 May 2003, Journal of Laws of 2003 No 124, item 1151, with later amendments. Annex risk sharing by departments, groups and insurance companies.

conditions for the implementation of fishing tourism. In second place were tourists whose arrival to Darłowo was closely linked to fishing tourism and the main motivation of arrival indicated by them was an attractive fishing offer (28.0%). Another 18.0% of respondents were tourists who came to the sea in order to increase their physical condition, 4.0% of the respondents came to Darłowo for entertainment and fun. The smallest group representing less than 2.0% of visitors to the city were those interested in exploring its sights. The remaining 3.0% of arrivals to Darłowo were associated with visits to relatives or friends.

An important issue in the ongoing survey was to determine the motives that guided the tourists while using fishing offers. In this case, most of the respondents, i.e. 245 persons (61.2% of all respondents) showed that the element which mainly contributed to their choice of this way of spending free time was advertising. Another 77 respondents (19.2%) indicated a desire to experience something new. A significant number of respondents – 72 people (18.0%) declared previous use of fishing offers so they chose this type of leisure activity again. The smallest group of 1.6% were tourists, for whom the offer of accommodation offered by the organizer was the main reason why they chose fishing offers.

In the survey conducted, the respondents were also consulted on fishing at sea in relation to fisheries in fresh water. Among the vast majority of those surveyed were 268 people (67.0% of the total) who declared that they had never had a chance to go fishing on the sea before. The remaining 132 people (33.0%) had already been in contact with the fisheries on the high seas. In the opinion of tourists, they usually prepare caught fish and consume it in place (38.0%), or freeze it and take it to their permanent place of residence (35.0%). Some people use fishing offers only in order to catch fish for the relaxation and release caught fish back into the sea, or sell it. Doing so declared 14.0% of respondents. The remaining 13.0% of the tourists use caught fish for various types of processed dishes.

The survey research showed that the most popular mean of transport used to get to Darłowo was a car, indicated by 66.0% respondents. Those were the tourist living nearby Darłowo as well as those whose permanent living place was in a far distance from their holiday destination. A significant share in respondents had those who in order to use one of fishing offers, travelled to Darłowo by bus (16.0%). The train was the mean of transport chosen mainly by the tourists living in significant distance from Darłowo. This mean of transport was indicated by 9.0% respondents. Respondents living in or nearby the town of Darłowo travelled by various means of transport such as bicycle or motorcycle (9.0%). The tourists booking fishing vessels from Darłowo, the most often used accommodation in the city (75.0%). Remaining respondents (25.0%) came from Darłowo or nearby towns and villages so they did not need accommodation for a night as they used to spent a few hours on angling and later were returning home. The property resort most often indicated by non-resident anglers as an accommodation place was a tourist resort, chosen by one fourth of respondents. The other tourists – sea fishing enthusiasts – used accommodation offered by hotels, camps and cottages (Fig. 4). It should be noted that companies who offer fishing cruises very often provide accommodation service as well. Approximately 23.0% of the tourists as their accommodation reported private guest rooms. Accommodation in guest houses was used by 15.0% of respondents. The

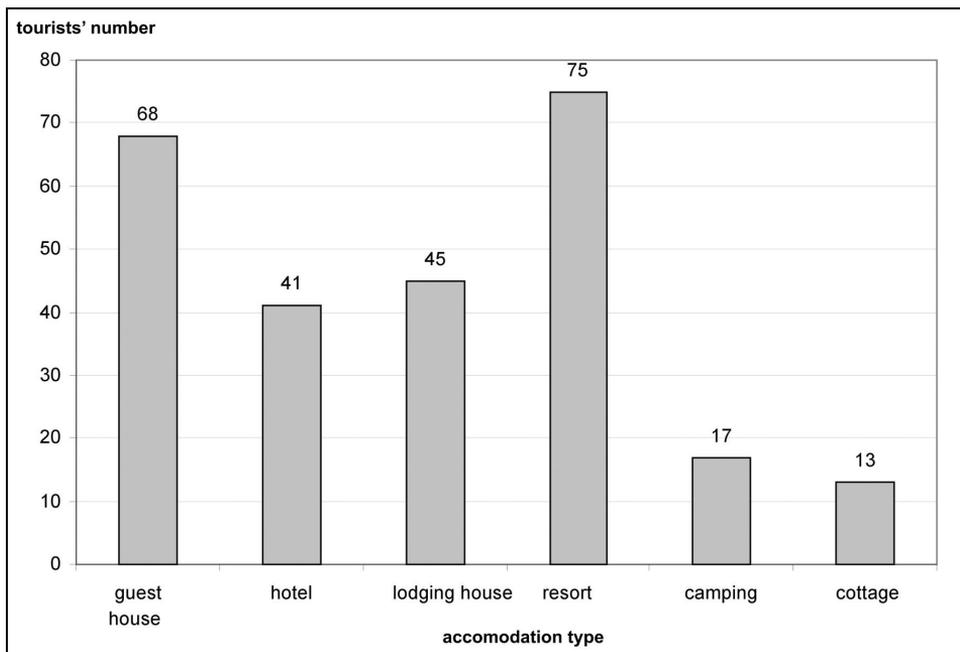


Fig. 4. Accommodation used by tourists angling in Darłowo in 2011

Source: Granat 2012. Own elaboration

conducted survey shows that 20.0% of the tourists using fishing offers, decided to use the accommodation provided by the same company. Most responded that these facilities meet the standards set out in the offer. Another issue was to estimate the length of stay of tourists. The results of interviews show that usually this length is determined by many factors among which the most important were: the amount of free time, financial resources, and attractiveness of the place visited as well as associated with it tourist infrastructure. The study shows that during the summer numerous tourists come to Darłowo only for several hours. They represent 26.0% of the respondents. These were the people who reside in a relatively short distance from Darłowo, mainly in the municipalities of Postomino, Sławno and Polanów. In another group of tourists (21.0%) were persons whose stay lasted from 1 to 6 days. These people were mainly from the cities in coastal regions: e.g. Koszalin, Białogard, Sławno, Szczecinek, Słupsk and Bytów. A stay longer than a week indicated 17.0% of respondents. This group was dominated by tourists from Jelenia Góra, Poznań and Warsaw. However, one in four people declared that he spends in Darłowo from 8 to 13 days (24.0%). Tourists who spend in Darłowo two weeks or more accounted for approximately 12.5% of the total number of respondents. They often combine fishing tourism with leisure of the whole family. As the group previously mentioned, they recruit from more distant parts of the country such as provinces of Wrocław and Katowice.

The surveys conducted were also used to determine the demographic features of tourists and their territorial origin. Definitely a larger group of 113 people (33.0% of all respondents) were men between the age of 31-50. Large in terms of the num-

ber of people in the group were men aged 51-60. There were 108 persons (29.0%). The smallest number of men was recorded in the age group 15-18, there were 26 people or 8.0% of all respondents. For women, the largest group, similarly as in case of men, was constituted by those in ages between 31-50. In this age group there were 21 women, representing 36% of all women who have benefited from the fishing offers. Women who have benefited from the fishing offers were mostly people who have come over the sea from the large cities, and the use of fishing offers treated as way to realize a desire to experience something new. In most cases, these were people who had never been in contact with angling. In case of men using angling services, 66.0% of them came from large cities such as Wrocław, Warsaw, Poznań, Bydgoszcz, Cracow, Lublin, Katowice, and Jelenia Góra. Choosing fishing cruise service was in their case usually a method of enriching longer stay by the sea, which lasted a week or two weeks. The research which was carried out was also used to determine the structure of education of persons using fishing services in Darłowo in 2011. 72,3% of the people who benefited from this form of leisure declared that they have a secondary school education (Fig. 5). In second place were people with primary education – they accounted for 12,5% of the respondents. Higher education was declared by 9,2% of people, the least of those surveyed indicated that they completed a vocational education (6.0%).

The results of survey research were also used to determine the levels of professional activity of tourists. Vast majority of surveyed tourists worked (73.0%). In second place were people learning or studying, they accounted for 17.0%, while one out of ten tourists was a retired person. The level of education and economic activity are

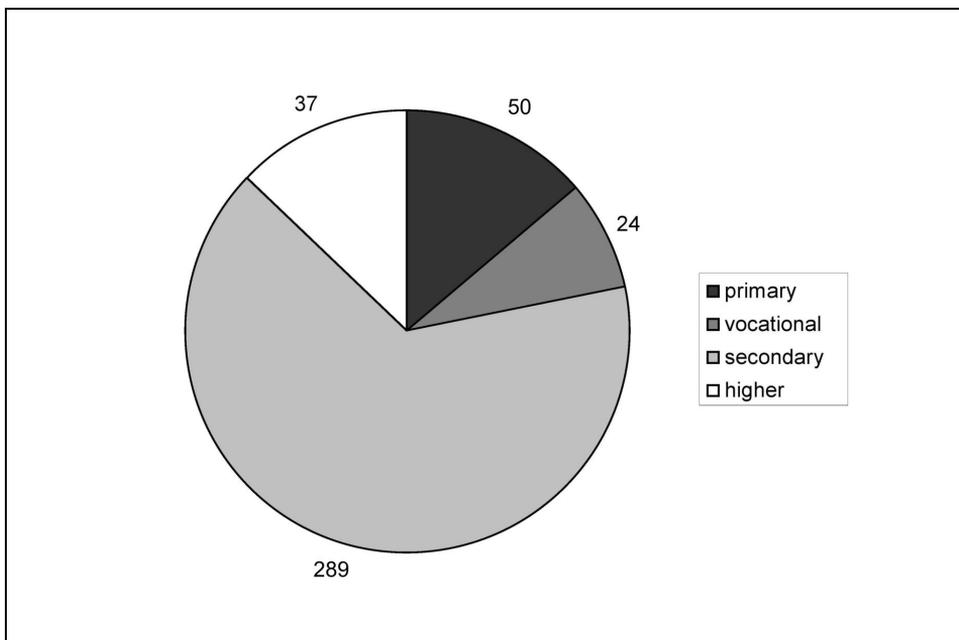


Fig. 5. Education of people using fishing offers in Darłowo in 2011

Source: Granat 2012. Own elaboration

closely associated with earnings. Almost half of the visitors declared that their average income per one inhabitant in the household ranges between 1,500 and 2,000 PLN (about 45.0% of the respondents). 27% of surveyed tourists declared monthly incomes of their families in the range between 1,000-1,500 PLN. Similarly numerous was the wealthiest group, where respondents declared incomes higher than 2,000 PLN per person a month. This group amounted to 23% of all respondents. Over 5% of tourists did not give an answer regarding the issue of incomes in their households. The survey research showed that the most numerous group of people interested in sea angling come from West Pomeranian Voivodeship – 182 respondents (45.0% of a total number of surveyed tourists). The largest share in the group had the poviats of Sławno, from where come 120 tourists using the service of sea angling trips. However, every second person of the responded group admitted that they are residents of Darłowo and use this type of service as their leisure activity or a hobby. These were usually people at around 50 years of age who have been keen on angling for relatively long time and have possessed their fishing card for a long period of time as well. Among bigger cities of Western Pomerania, Koszalin was the one indicated the most often.

The second region of origin of many of angling tourists is Lower Silesian Voivodeship. It is dominated by Wrocław, which is the hometown of 46 respondents. Moreover, the tourists using fishing services who travelled from Lower Silesia lived in Jelenia Góra (12 persons) and Wałbrzych (7 persons). In the sphere of influence of Darłowo as the center of angling tourism in the Middle Pomerania were also other large Polish cities such as Warsaw, of which 44 tourists arrived, Poznań – 29 or Rzeszów – 19 people. The range of the territorial impact of Darłowo includes also central Poland with the provinces of Greater Poland (34 people) and Masovia (46 people).

The conducted survey also helped to define a model of a tourist that uses the services of tourist angling in Darłowo. Based on surveys, you can specify that the average tourist is male (86.0%) aged 31-50 years (33.0%) who completed secondary education and has a job. Typically, he is traveling with family or with friends (76.0%), and his stay in the city will take a few hours. On average, he has been involved in fishing for 1 to 15 years (62.0%), and for such a long time he has possessed his fishing card. Statistically, he angles once a month, and the fish caught he consumes in the place of residence or domicile. The model tourist comes to the seaside for leisure (45.0%), and to take advantage of the fishing offer encouraged him his previous stays on the seaside.

CONCLUSION REMARKS

Pretty young discipline of qualified tourism which is recreational and sports sea angling should be included into the group of leisure activities characterized by growing interest. However, due to the elitism of the presented discipline it can be assumed that it will never match the popularity of a passive tourism and recreation, or even sea cruise tourism which do not require any proper equipment or skills to be practiced.

The studies have confirmed growing interest in fishing cruises in Poland. A good example is Darłowo, where sea fishing service sector has been growing steadily for more than ten years. Over the decades, the presented number of people using the services of fishing more than doubled. Significant impact on the popularization of sports and recreational fishing in the sea, in addition to the growing wealth of specific groups of society, has also the development of expending tourist infrastructure. Therefore, the respective owners and organizers of fishing trips outdo one another in providing additional services, such as overnight accommodation or even filleting fish, and minimizing price for services rendered. Another important aspect of the development of fishing tourism is the right advertising. The field research shows that the main elements promoting the discipline are specialist websites, fishing forums as well as friends' suggestions. Promotion of the tourist product, which undoubtedly in the Middle Pomerania became sea fishing from boats, requires continuous improvement. That is why more and more fishing offers are sent to the individual companies and establishments. These kinds of team building events require sufficient space on the unit from which the catches are made. Therefore, organizers holding large fishing boats or larger number of smaller units, are in a privileged position.

The main factor which favored the emergence and development of fishing tourism is the change of functions of fishing vessels that was made by their owners and adapting those units from their regular fishing functions to tourist angling purposes. Tourist fishing enables vessels owners to some extent avoid fishing limits and derive profit from these services even during periods of protection imposed on other fish species.

Another element for the organization of cruises is the desire to extend the fishing season in the coastal towns, which focused mainly during the summer holidays and lasted about three months. This made possible not only to extend the season in the centers, hotels and private guest houses, but also to create additional jobs.

Type of fishing tourism as indicated by studies is currently gaining more and more popularity, not only among professional anglers, but also among those who have not been in contact with angling. This fact is mainly due to change in the profile of the typical tourist model, which currently has a growing interest in specialized tourism, and therefore the continuous development of marine tourism in this area should be still favoured.

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ROZWÓJ MORSKIEJ TURYSTYKI WĘDKARSKIEJ

Streszczenie

W niniejszym opracowaniu przedstawiono rozwój morskiej turystyki wędkarskiej w strefie Środkowego Wybrzeża na przykładzie portu w Darłowie. Zaznaczyć należy, że morska turystyka wędkarska staje się aktywną formą wypoczynku, zyskując coraz większe zainteresowanie nie tylko wśród wędkarzy, ale także pośród osób bez wcześniejszego kontaktu z wędkowaniem. W artykule na podstawie bezpośrednich badań terenowych prowadzonych w Darłowie przedstawiono zasady organizacji rejsów wędkarskich oraz wskazano na dodatkowe usługi świadczone podczas pobytu. Szczegółowo omówiono ponadto elementy składowe popytu turystycznego na rejsy wędkarskie. Uwzględniono więc liczbę korzystających z rejsów wędkarskich, dokonano ich charakterystyki społeczno-demograficznej, wskazano na motywy przyjazdów i obszary, z których pochodzili.

Podkreślić należy, że rozwój wędkarstwa morskiego w Polsce uległ ożywieniu w drugiej połowie lat dziewięćdziesiątych. Świadczyć może o tym rosnąca liczba wędkujących i wypraw wędkarskich. Jak wynika z prowadzonych badań, Darłowo obok Łeby i Władysławowa staje się ważnym ośrodkiem rozwoju morskiej turystyki wędkarskiej. W Darłowie duży udział w organizacji i rozwoju bazy infrastrukturalnej dla wędkarstwa morskiego miała Darłowska Lokalna Grupa Rybacka. Jest to stowarzyszenie, które wspiera rozwój obszarów rybackich oraz łagodzi skutki zmian strukturalnych w sektorze rybołówstwa m.in. poprzez wsparcie finansowe zakupu nowych kutrów czy jachtów lub ich przystosowanie na potrzeby wędkarstwa morskiego.

Interesujące pozostają wyniki badań ankietowych, które pozwoliły stworzyć wizerunek korzystających z morskiej turystyki wędkarskiej w Darłowie. Głównym motywem przyjazdu była chęć wypoczynku i relaksu (45,0% ogółu ankietowanych) oraz atrakcyjna oferta wędkarska (28,0%), o której wędkujący dowiedzieli się z witryn internetowych. Na rejsy wędkarskie dominująca grupa ankietowanych przyjechała własnym samochodem, na pobyt trwający od 1 do 6 dni. Korzystali oni głównie z bazy noclegowej oferowanej przez organizatorów rejsów (20,0%), z miejsc noclegowych na kwaterach prywatnych (23,0%) i w ośrodkach wczasowych (25,0%). Uczestnicy rejsów wędkarskich pochodzili z miast regionu środkowopomorskiego oraz z całego kraju, przede wszystkim z województw: dolnośląskiego, mazowieckiego, śląskiego i wielkopolskiego.

Wyniki przeprowadzonych badań jednoznacznie wskazują, że morska turystyka wędkarska staje się perspektywnym stimulatorem rozwoju turystyki i czynnikiem aktywizacji społeczno-gospodarczej miast i gmin nadmorskich w Polsce.

