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**DEVELOPING TOURISM IN POLISH BALTIC REGIONS  
ILLUSTRATED BY AN EXAMPLE OF THE COMMUNITY  
OF USTRONIE MORSKIE**

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**Abstract**

Tourism has become one of the most important examples of human activities and this is the fact nobody can question. Contemporary people tend to have more and more free time, their economic status is relatively high, they have easy access to numerous unknown before areas and their thirst for experiencing something new and satisfying natural curiosity make them become interested in the surrounding world. The purpose of the present article is on the one hand describing the factors that influence considerably the development of tourism in the Baltic regions illustrated by an example of the gmina of Ustronie Morskie, and on the other hand presenting the tendencies of tourism trends and their evolution in the period of the recent 20 years. The article focuses on the period of social and economic transformations. Attractive location, picturesque views and interesting flora make the described area a perfect place to develop the whole infrastructure necessary to interest a great number of tourists. The present paper describes a group of villages located in the vicinity of the Baltic Sea: Ustronie Morskie, Sianożęty, Winiotowo and Olszyna. The biggest administrative unit is Ustronie Morskie (2 030 inhabitants). After having completed the research, the results show that the best developed part of the described region is located between the Baltic shore and a railway line connecting Kołobrzeg and Koszalin.

**Key words:** coastal district, tourism settlement system, natural environment, touristic attractiveness, touristic movements, touristic infrastructure

**INTRODUCTION**

Tourism has become one of the most important examples of human activities and this is the fact nobody can question. Contemporary people tend to have more and more free time, their economic status is relatively high, they have easy access to numerous unknown before areas and their thirst for experiencing something new and satisfying natural curiosity make them become interested in the surrounding world. It concerns highly urbanized regions. Inhabitants of urban districts need to restore

their energy and their strength in order to be ready to face new challenges of urban life. For those reasons as early as on the turn of the 19<sup>th</sup> century the areas located on the outskirts of urban districts and attractive resort areas became interesting to people seeking peaceful and quiet places, specific asylums situated far from the crowds, urban noise and fast pace of life (Włodarczyk 1999).

At present people tend to live close to the nature and this tendency is one of the basic and characteristic features of contemporary society and culture. Tradition and attaching great importance to spending free time in natural or holiday resorts contribute and influence development of the whole settlement structure and its particular units (Dziegieć 1995).

According to S. Liszewski (1995), contemporary touristic trends exploit geographic space in various ways. The process starts with exploration or penetration and finishes with colonization and even urbanization; in other words permanent organization and management of a specific area by tourists.

Tourism of the turn of the 20<sup>th</sup> century seeks for the best and in this particular case most attractive areas for its expansion. On leaving urban noise and settling down in attractive natural resorts people build their second houses, motels and hotels. They spend there their holidays, weekends and after, on retirement, even a few months a year. Some of those attractive locations are the described regions situated by the Baltic Sea. Constant and rapid development of some regions in the recent years influences sometimes dramatically the natural environment. New economic and social conditions introduced new trends in Polish society. More people than ever decided to invest their money in real estate. This popular tendency is connected with restructuring former state farms estate and privatization of formerly state owned hotels and motels.

The process of intense touristic development also evolved in the districts located in the gmina of Ustronie Morskie. It concerned taking over the existing touristic infrastructure and transforming their function in order to obtain specific economic results.

The purpose of the present article is, on the one hand, describing the factors that influence considerably the development of tourism in the Baltic regions illustrated by an example of the community of Ustronie Morskie, and on the other hand, presenting the tendencies of tourism trends and their evolution in the period of the recent 20 years. The article focuses on a period of social and economic transformations ongoing in Poland after the year 1989 and generating new functional, physiognomical and morphological areas (types of space). The article also presents conceptions of developing tourism represented by the opinions of inhabitants of the described region.

## **GENERAL CHARACTERISTICS OF THE GMINA OF USTRONIE MORSKIE**

Ustronie Morskie is located on Pobreże Koszalińskie (Koszalin Sea-coast) within the area of two minor units: Wybrzeże Słowińskie (Słowińskie Sea-coast) and Równina Białogardzka (Białogard Plain) (Kondracki 2000). Wybrzeże Słowińskie includes, within the structures of the described gmina, a narrow strip of land with beaches, dunes and also locally muddles, hills and draw depressions. The area that

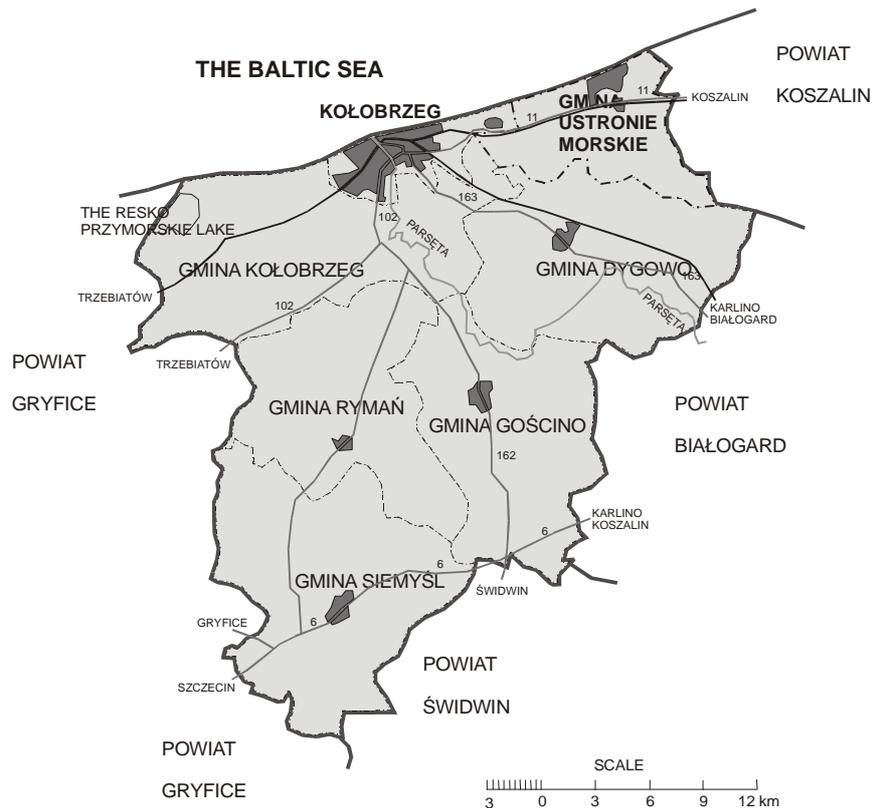


Fig. 1. Administrative location of gmina Ustronie Morskie in powiat Kołobrzeg (registered 31/12/2003)

Source: Own research

belongs to Równina Białogardzka includes the south part of the gmina with wavy altitude of ground moraine divided by erosive valleys, drawn depressions and groups or singular kame hills (Kondracki 2000). The sea-shore of the Baltic Sea is the 11.4 km long north border of the Ustronie Morskie's gmina that meets the city and the gmina Kołobrzeg in the west. The gmina of Ustronie Morskie adjoins the gmina of Białogard in the south and with the gmina Będzino in the east (Fig. 1).

Attractive location, picturesque views and interesting flora make the described area a perfect place to develop the whole infrastructure necessary to interest a great number of tourists. The described region includes four forest complexes that cover about 25% of its total area. The biggest unit is Las Kołobrzieski (Kołobrzeg Forest) that covers an area of 14 km<sup>2</sup>. Three other units located in the west part cover much smaller areas (Fig. 2). One of the most important elements of the landscape is Dolina Nadmorska (Nadmorska Valley) that influenced the settlement structure of the north part of the community. Two smaller valleys of Machowska Struga and Łopienniczki also contribute to diversification of the landscape. The valleys and adjoining forest



Fig. 2. Map of land usage, recorded in 2002

Own research based on a map structure of social and technical infrastructure.

complexes are located on wet soil and give the grounds to versatile examples of natural vegetation.

In spite of the small area (57.0 km<sup>2</sup>) and specific location, the sculpture of the earth's structure is versatile considering both eminences and geomorphic forms. The area is classified as young glacier sculpture. From the shore line the area gets slightly mounted reaching about 5-7 m above the sea level just behind the cliffs, in the central part of the area it reaches 33 m above the sea level (Krzywa Góra/Krzywa Mountain). The landscape forms can be classified as a system lying evenly with a parallel of latitude. The landscape forms are arranged in a band system, among which there are the following forms: (Kępińska 1982)

- beaches – made of fine-grained forms of different width, average 25 m,
- dunes – located in short distances of the sea shore of the gmina, mostly forested,
- altitudes of ground moraine – flat or slightly wavy area, characterized by minor changes of level. The area is diversified by terminal moraine hills or kams.

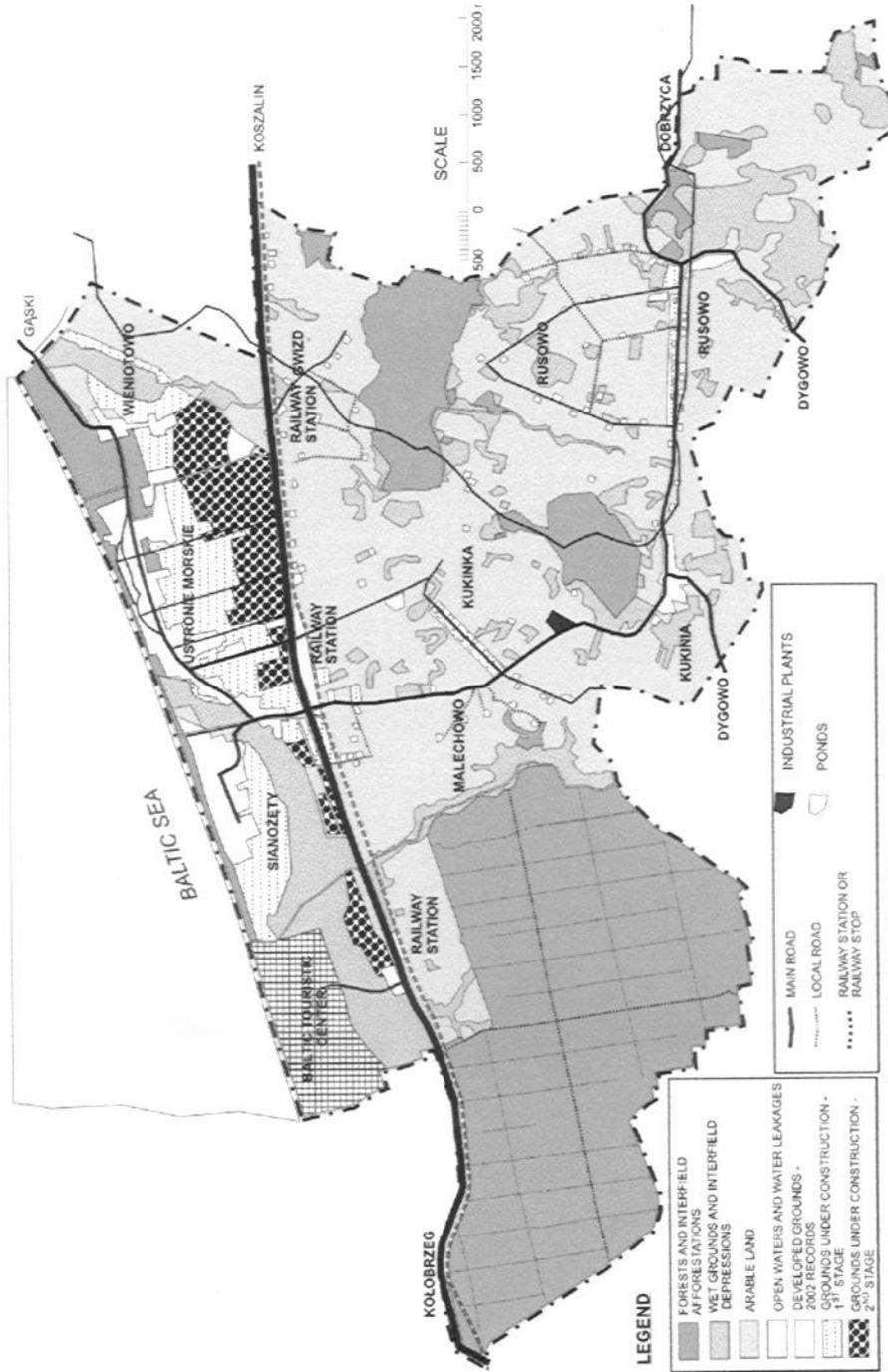
Drawn depressions with characteristic wide bottoms are important parts of the landscape. Another interesting example are the remnants of a drawn lake in Kukinia in the basement soil (gytie) in Rusowo. Another diversifying element are hills from 5 up to 10 m high above the level of moraine altitude. A complex of hills located in Las Łasiński (Łasiński Forest) and Las Kołobrzegi (Kołobrzeg Forest) presents very interesting examples of sculpture of the earth's structure. The mentioned eminences are flattened kem hills.

The climate remains one of the most important factors influencing touristic attractiveness of a particular region. The results of meteorological research done in Kołobrzeg, that are considered representative for Ustronie Morskie, show that average annual temperature reaches 7.5-7.9°C and temperature in spring and summer seasons reaches 13.5-14°C. The number of hot days ranges between 8-13 days. The average annual level of rainfall is 550-650 mm, including period between May and July with rainfall on the level of 160-180 mm (Kępińska 1982). The climate of the gmina of Ustronie Morskie is influenced by the strongly stimulus sea climate. The characteristic features of the climate are microclimates, including iodine and sea aerosol and high frequency of windy days. The climate is considered to have healing and remedial features.

Interesting adornments of the landscape of the described community are groups of vegetation, including some basic ecosystems. The mentioned groups include:

- ecosystem of sea shore, dune, cliff and adjoining area vegetation,
- forest ecosystems,
- grass, meadow ecosystems,
- mud and rushes ecosystems,
- forest groups and roadside afforestation (Wojcieszńska-Świnnicka 2000).

Other important component elements of vegetation of the community of Ustronie Morskie are forest ecosystems. The local vegetation and climate have strong influence on people. The mentioned elements have psycho-stimulant and healing qualities. They help to regulate condition of neuro-vegetative system, reduce stress, fa-



Own research based on a map structure of social and technical infrastructure

Fig. 3. Transport network of the community of Ustronie Morskie, recorded in 2002

tigue and tension (Krzymowska-Kostrowicka 1995). The natural environment combines a group of means described as: climate therapy, thalassotherapy, phytotherapy etc. (Bronikowska-Chmej 1991). Thanks to formidable location in the forest area and the vicinity of Kołobrzeg spa resort it is possible to use various natural methods of treatment. They include:

- kinesiotherapy – walks prescribed by a doctor,
- thalassotherapy – conditions typical to sea climate (sunbathing, sea baths and sea aerosol),
- climate therapy – stimulant treatment using different thermal, photochemical, mechanical, electric, and finally connected with weather stimulants (Trzeciak 1996).

The above mentioned group of natural and climate qualities attracts a great number of holidaymakers and tourists. Districts located in the middle of the forests or parks seem to be perfect places to develop agrotourism. The mentioned districts are located in the south part of the gmina and they are characterized by rapid development of infrastructure meant to provide different types of services for tourists (Wienio-towo, Gwizd, Sianożęty) (Fig. 3).

Another important element influencing touristic attractiveness is the road network system and communication solutions. The road network includes national, district and gmina roads. The most important fragment of the road system in the gmina is a national road No. 11 connecting Kołobrzeg and Poznań. The fact that the road allows to get to Ustronie Morskie faster than to Kołobrzeg is a very important factor strengthening the position of the gmina. In summertime, over 6 000 vehicles daily use the road No. 11 to get to Ustronie Morskie and 7 000 vehicles to get to Kołobrzeg (Pawlak 2000). Besides national and voievodship roads there are also powiat and gmina roads of Ustronie Morskie and Sianożęty. Total length of roads reaches the level of 186.1 km (Tab. 1).

There is also a single railway line connecting Kołobrzeg and Koszalin. The line is 13.2 km<sup>2</sup> long. There is a railway station in Ustronie Morskie and two stops in

Table 1  
The length and total area of roads in the gmina of Ustronie Morskie in 1999

| Specification of roads         | Lenght (km) | Area (km) | Average width (m) |
|--------------------------------|-------------|-----------|-------------------|
| National roads                 | 13.00       | 0.09      | 7                 |
| Powiat roads                   | 20.20       | 0.14      | 7                 |
| Gmina roads – hardened surface | 17.00       | 0.12      | 7                 |
| Local roads                    | 136.10      | 0.81      | 6                 |
| TOTAL                          | 186.10      | 1.16      |                   |

Source: Strategia rozwoju gminy Ustronie Morskie. (Strategy of development of the gmina of Ustronie Morskie). Urząd Gminy Ustronie Morskie, Szczecin 2000 (in Polish)

Bagicz and Łosino Koszalińskie. The railway station in Ustronie Morskie is connected with all trains servicing this railway route. The station is a stopping place for express, fast and local trains.

### **LOCATION AND FUNCTIONAL STRUCTURE OF SETTLEMENT UNITS**

The settlement structure of the gmina of Ustronie Morskie is quite differentiated, however, its spatial system is very clear (Fig. 3). There are 12 placements of versatile functions and a different number of inhabitants. In 2002, there were 3 560 people registered in the gmina office. The most important administrative unit is a group of villages Ustronie Morskie – Sianożęty and adjoining them villages of Wieniotowo and Olszyna. The mentioned places are located in the vicinity of the sea shore. The south part of Sianożęty, west edge of Ustronie Morskie and Olszyna are classified as a valley type, edge modification straight coastal, partly located on an easy slope. A part of Wieniotowo neighboring Łosińskie Forests has a similar location.

Population of Ustronie Morskie is 2 030 people. Ustronie Morskie performs different tourist and service functions, hosts local authorities' offices and provides various services for farmers. A characteristic feature of architecture's physiognomy is considerably high level of mixing of functional areas and single buildings. The district develops rapidly the building grounds. In spite of the fact that Ustronie Morskie is located on quite a vast area, one can observe a few dominating streets that have been intensively built up.

In the center of Ustronie Morskie live about 1 200 people. The buildings have 2-3 stories and they combine lodging and service functions. There are numerous motels, hotels and offices located here.

A village of Sianożęty is a typical summer resort. Out of season, there live only 376 people. However, in summer the population reaches the number of 3 000 people. The center of the village is located in the close vicinity of the sea. Typical tourist facilities are situated in the center. The village of Wieniotowo with a population of 229 people is located in the east of Ustronie Morskie. There are 13 official tourist facilities that seem to confirm touristic colonization. The mentioned three places combine an interesting paralleled system closely connected with touristic urbanizing processes of the region. The other places located in the area of the community do not play such an important role in the process of providing services for tourists and holidaymakers. The villages located 5-10 km from the sea, such as Kukinka or Rusowo are not so popular. However, as the majority of tourists have their own cars, it makes traveling quite easy and becomes an activating factor of touristic development.

Most of the buildings are located in a narrow strip of land between the shore and the railway line connecting Kołobrzeg and Koszalin. It is expected that in the future the adjoining districts of Bagicz, Sianożęty, Ustronie Morskie and Wieniotowo will develop new accommodation facilities meant for tourists. The rest of the gmina area is covered by arable land and forests.

**TOURISTIC MOVEMENTS IN THE GMINA OF USTRONIE MORSKIE**

Tourist traffic depends significantly on accommodation facilities. After the Second World War accommodation facilities were taken over by the state owned Holiday Fund. The mentioned institution was responsible for organizing and financing holi-

Table 2  
Tourist facilities, accommodation, number of tourists and bookings in the gmina of Ustronie Morskie between 1975-2000

| Years | Number of buildings | Accomm. places total | Whole-year places | Numer of visitors | Foreign touristis | Booked accomm. places | Foreign touristis |
|-------|---------------------|----------------------|-------------------|-------------------|-------------------|-----------------------|-------------------|
| 1975* | no data             | 10 149               | 53                | 60 964            | 150               | 852 374               | 2100              |
| 1980* | no data             | 11 206               | no data           | 76 900            | no data           | 1 036 067             | no data           |
| 1981* | 95                  | 11 276               | 242               | 68 702            | no data           | 90 027                | no data           |
| 1982* | 102                 | 11 151               | 251               | 66 517            | no data           | 848 216               | no data           |
| 1983* | no data             | no data              | no data           | no data           | no data           | no data               | no data           |
| 1984* | 91                  | 11 225               | 273               | 73 086            | no data           | 933 075               | no data           |
| 1985* | 94                  | 11 986               | 242               | 78 312            | no data           | 1 006 033             | no data           |
| 1986* | 92                  | 11 470               | 315               | 67 580            | no data           | 882 387               | no data           |
| 1987* | 101                 | 11 904               | 432               | 69 977            | no data           | 908 462               | no data           |
| 1988* | no data             | no data              | no data           | no data           | no data           | no data               | no data           |
| 1989* | 99                  | 11 584               | 581               | 70 531            | no data           | 873 160               | no data           |
| 1990* | 98                  | 10 559               | 132               | 48 375            | no data           | 566 335               | no data           |
| 1991* | 86                  | 8 676                | 229               | 41 393            | no data           | 550 325               | no data           |
| 1992* | 77                  | 7 701                | no data           | 39 545            | no data           | 505 180               | no data           |
| 1993* | 70                  | 7 178                | 684               | 38 833            | no data           | 493 065               | no data           |
| 1994  | no data             | 8 403                | 1 253             | 47 733            | 731               | 608 144               | no data           |
| 1995  | 64                  | 7 017                | 1 165             | 41 679            | no data           | 524 919               | no data           |
| 1996  | 81                  | 8 462                | 1 794             | 49 652            | 556               | 677 883               | no data           |
| 1997  | 124                 | 9 095                | 2 114             | 53 420            | 484               | 656 704               | 1 804             |
| 1998  | 114                 | 8 189                | 1 285             | 51 841            | 472               | 610 428               | 4 624             |
| 1999  | 121                 | 8 284                | 1 433             | 50 490            | 461               | 570 725               | 4 655             |
| 2000  | 62                  | 7 621                | 1 359             | 59 445            | 543               | 557 540               | 5 915             |

\* data provides added up number of accommodation places, it does not contain booking in private hotels

Source: Roczniki statystyczne woj. koszalińskiego za lata 1995-1998. (Statistic Annuals of Koszalin Voievodship, years 1995-1998). WUS w Koszalinie, Koszalin (in Polish). Roczniki statystyczne woj. zachodniopomorskiego za lata 1999-2000. (Statistic Annuals of Szczecin Voievodship, years 1999-2000). US w Szczecinie, Szczecin (in Polish)

days for branch employees. In 1949, the Holiday Fund owned 22 buildings with 700 accommodation places. In the seventies, the number of accommodation places reached the number of 4 000. In 1975 the number of accommodation places reached 10 000, however unsatisfactory development of infrastructure indicated that absorptive touristic power of the community was exceeded. The 1980 records show the highest number of tourists spending their holidays in Ustronie Morskie (Tab. 2).

The records show that in 1980 and 1985 the community witnessed the highest number of tourists (data provided by the Central Statistical Office, processed on the basis of KT-1 records that are a reliable source of information concerning the number of tourists visiting the researched area). The holiday facilities owned by state companies and various cooperatives based their activities on 123 hotels, motels and camping sites providing services for adults and children. They used to provide 12 000 accommodation places. In the eighties, also private hotels and camping sites started to develop, increasing the number of touristic facilities.

Social and economic transformation introduced in Poland in 1989 influenced significantly performance of state and cooperative companies. Some companies were closed down, some changed their owners, some were taken over by workers' companies. This difficult situation also concerned holiday facilities. Some buildings were modernized by new owners, some closed down. Only in 1995 institutional investors were granted permissions to build new hotels and motels. One can assume the years 1987-1994 a stagnation period of state, cooperative and company owned touristic facilities' development.

The field research concerning accommodation facilities in gmina Ustronie Morskie shows that in 2001 in 146 hotels, motels, camping sites and sanatoria covered by the study there were 13 500 accommodation places. The accommodation facilities were used only in 85% (Miedziński 2004).

Thanks to financial means, accommodation facilities offer higher standard of services than they used to in the past. Double and 3-person rooms constitute almost 76% of all accommodation facilities, and 1-person rooms about 7%. The research results show that 66.0% of rooms in hotels and 78.0% of rooms in bungalows offer separate bathrooms. Usable structure of accommodation facilities has been adjusted to tourists' needs and harmonically differentiated.

The increasing number of tourists favor constant development of the touristic service network. Businessmen can use two well-equipped conference rooms. There are numerous fitness facilities and 12 guarded parking lots. There are also 80 unguarded parking lots.

A separate subject of the research were issues connected with private touristic investments performed in the described gmina after 1990. Between 1989 and 2000, the Gmina Office granted 493 permits to construct new buildings (Tab. 3) including 363 permissions to build tourist facilities. Between 1989-2000 investors of Sianożęty built 67 new buildings. The collected research results show the highest percentage increase of population (137 people) was recorded in Sianożęty. The average number of inhabitants at each new building was only 2.03 people. One can assume that every second house can be classified a summer house or a "second house" (Kowalczyk 1994). A similar situation was recorded in Ustronie Morskie. After analyzing docu-

Table 3

The number of building permits granted between 1989-2000

| Type of investment                | Number | Share % |
|-----------------------------------|--------|---------|
| Houses                            | 174    | 35.29   |
| Shops and restaurants             | 93     | 18.90   |
| Industrial and storage facilities | 47     | 9.53    |
| Summer houses                     | 29     | 5.88    |
| Agriculture facilities            | 28     | 5.68    |
| Service facilities                | 26     | 5.27    |
| Tourist facilities                | 24     | 4.87    |
| Garages                           | 20     | 4.06    |
| Technical infrastructure          | 22     | 4.46    |
| Public services offices           | 7      | 1.42    |
| Modernisations and demolition     | 23     | 4.64    |
| Total:                            | 493    | 100.00  |

Source: Rejestr zezwoleń na budowę wydanych przez Urząd Gminy w Ustroniu Morskim w latach 1988-2000. (Register of building permits granted by the Gmina Office in Ustronie Morskie between 1988-2000). Records from the Gmina Office in Ustronie Morskie

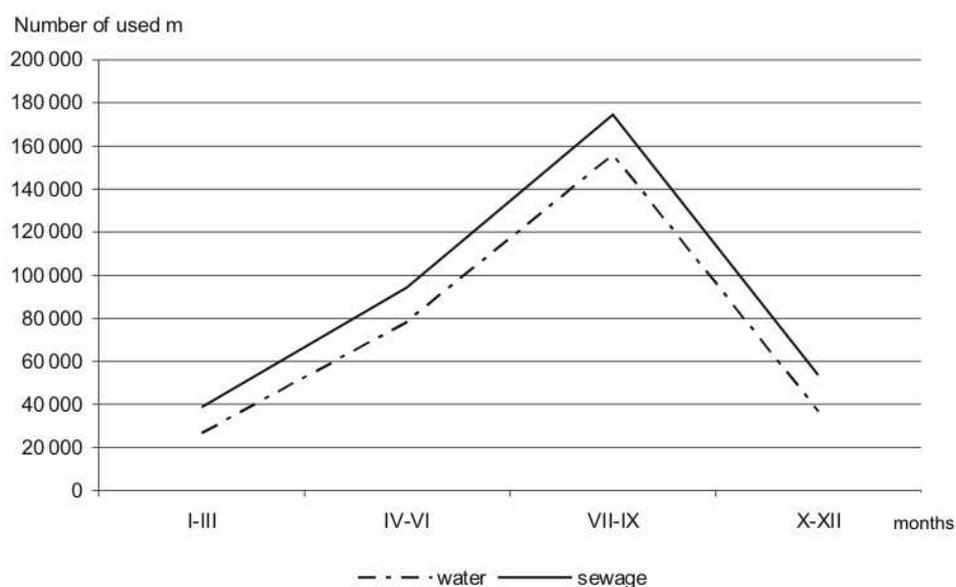


Fig. 4. Seasonal character of usage of water and number of m<sup>3</sup> of processed sewage in Water Sewage Plant of the gmina of Ustronie Morskie in 2002

Explanation: high quantity of sewage and used water is caused by existing of a great number of different water supplies in hotels and camping sites that are not serviced by the local Water Sewage Plant

ments concerning the birth rate in Ustronie Morskie and the number of building permissions the conclusion is that touristic colonization influences constructing new houses in the gmina.

Thanks to developing touristic facilities the whole infrastructure benefited from additional financial means invested in order to make the gmina more attractive for tourists. Most of the investments were supported by the means from the funds of the European Union.

Consumption of water and utilization of sewages confirm the fact that gmina Ustronie Morskie is a typical summer resort. The results recorded by a Water Sewage Plant are presented in Figure No. 4. In the summer time the inhabitants of the gmina use 52.4% of annual water supply and produce 48.4% of the sewage. A similar situation can be observed in other summer resorts located in the coastal regions (Rydz 2001).

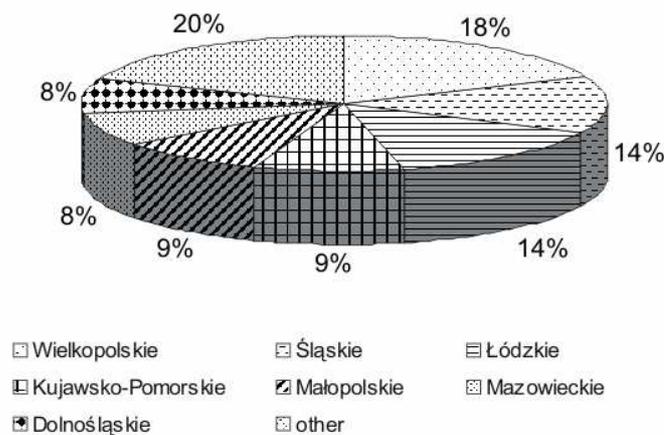


Fig. 5. Permanent place of residence of tourists visiting gmina Ustronie Morskie in 2001

Opinions of tourists visiting the gmina of Ustronie Morskie remain a very interesting source of information. Almost 84.0% of the respondents claim they see progress of modernization and 63.0% claim that the level of the technical infrastructure has improved significantly. About 50% of the respondents noticed new edifices of public service and culture. According to the results of the research about 57% of Ustronie Morskie visitors came with their families on package tours, 19% of visitors organized their holiday individually. 17% of the visitors were interested in staying few days more and visiting the neighborhood districts. Only 9.3% of the visitors were children and youngsters who came on package tours. The results of the research show that the gmina of Ustronie Morskie is visited by tourists from all regions of Poland. About 50% of the visitors come from Central Poland and over 30% from the South Poland (Fig. 5).

## FINAL REMARKS

The gmina of Ustronie Morskie is located in the vicinity of the Baltic Sea and the city of Kołobrzeg. The favorable location attracts both tourists and investors who develop the gmina's touristic functions. Geomorphologic conditions and configuration also allow to develop construction of new buildings and touristic infrastructure.

The gmina of Ustronie Morskie with its limited space and considerably high density of population is still a very interesting place for numerous visitors, that is why it should be protected against devastation of the natural environment. The gmina is well known for its curative and recreation qualities. In the vicinity of forests, investors establish agrotouristic farms that provide service for tourists.

The most attractive location in the described gmina is Ustronie Morskie. According to anthropogenic scale Ustronie Morskie, as a place of business of local authorities and big touristic center, got 100 points and neighbour Sianożęty 50 points. Rusowo got 46 points, Kukinia 43 points, Wieniotowo, Kukinka and Bagicz from 26 to 30 points. It is expected that the mentioned locations will develop in the future and become competitive to Ustronie Morskie and Sianożęty.

10% of the total area of a group of summer resorts Ustronie Morskie – Sianożęty, provides either facilities or service for tourists, and 9% remains a housing area. Touristic colonization is connected with transport and service areas that occupy 34.3% of the area.

Development of tourism is a social and spatial process, that influences total performance of multidirectional rural economy. It also influences the landscape and creates geographic space of man. It is one of the crucial factors influencing finances and welfare of inhabitants of Ustronie Morskie. It is also the most important functional and spatial factor in anthropogenic evolution of the landscape of the Ustronie Morskie gmina's.

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## ROZWÓJ TURYSTYKI W POLSKIEJ STREFIE NADBAŁTYCKIEJ NA PRZYKŁADZIE GMINY USTRONIE MORSKIE

### Streszczenie

Turystyka stała się jednym z ważniejszych przejawów aktywności życiowej współczesnego człowieka. Celem prezentowanego artykułu jest z jednej strony dokonanie ogólnej oceny czynników, które w istotny sposób wpłynęły na rozwój turystyki w strefie nadbałtyckiej na przykładzie gminy Ustronie Morskie, z drugiej zaś strony przedstawienie zmian w ruchu turystycznym, jakie dokonały się w ostatnich 20 latach, ze szczególnym uwzględnieniem okresu transformacji społeczno-gospodarczej. W omawianej gminie istotną rolę w rozwoju osadnictwa turystycznego odgrywa atrakcyjność przyrodniczo-krajobrazowa z elementami rzeźby terenu, wód powierzchniowych, szaty roślinnej, a przede wszystkim położenie nadmorskie. Na tle ogólnej charakterystyki sieci osadniczej zwrócono szczególną uwagę na zespół wsi Ustronie Morskie–Sianożęty oraz ściśle z nimi związaną wieś Wieniotowo i osadę Olszyna. Miejscowości te mają położenie typu nadmorskiego. Największą jednostką w pasie nadmorskim jest Ustronie Morskie (2 030 mieszkańców), które pełni zróżnicowane funkcje turystyczno-usługowe, obsługi administracyjnej gminy oraz rolnictwa.

Generalnie można przyjąć, że zabudowa mieszkaniowa skupia się w wąskim pasie między wybrzeżem Bałtyku a linią kolejową Kołobrzeg–Koszalin. Z badań jakie przeprowadzono wynika, że ruch turystyczny jest bardzo mocno uwarunkowany bazą noclegową. Podkreślić należy, że przejęty po II wojnie światowej przez Fundusz Wczasów Pracowniczych majątek służący obsłudze ruchu turystyczno-wczasowego był intensywnie rozwijany, szczególnie

w latach siedemdziesiątych za sprawą wielkich inwestycji zakładów przemysłowych z całego kraju. Przekroczenie liczby 10 000 miejsc noclegowych nastąpiło już w 1975 r. Z uzyskanych materiałów wynika, że w ostatnim 25-leciu miały miejsce dwa absolutne rekordy notowanego ruchu turystycznego – pierwszy w 1980 r. i drugi w 1985 r. Nigdy więcej oficjalnie nie udało się osiągnąć takiego stopnia wykorzystania istniejącej infrastruktury turystycznej. Państwowa i spółdzielcza kolonizacja turystyczna osiągnęła swój szczyt opierając się na działalności aż 123 ośrodków wczasowych i kolonijnych. Dysponowały one prawie 12 000 miejsc noclegowych.

Przemiany społeczno-gospodarcze zapoczątkowane w Polsce w 1989 r. wyraźnie wpłynęły na funkcjonowanie państwowych i spółdzielczych podmiotów gospodarczych. Bezpośrednie badania terenowe pozwoliły ustalić, że w roku 2001 w badanych 146 obiektach, które można było określić jako: ośrodki wczasowe, rekreacyjne, letniskowe, campingowe i leczniczo-sanatoryjne znajdowało się około 13 500 miejsc noclegowych. W kwaterach prywatnych następuje również wyraźna modernizacja obiektów turystycznych. Ze wzrastającym ruchem turystycznym stale zwiększa się sieć urządzeń towarzyszących.