

Ewa Szczepanowska¹, Karolina Mozgawa

University of Szczecin, Institute of Socio-Economic Geography and Spatial Management, Leisure Studies
Laboratory,

¹ e-mail: ewa.szczepanowska@univ.szczecin.pl

The market of tourism services and its potential for development in the municipalities of Złocieniec and Drawsko Pomorskie (Poland)

Abstract: High competition in the tourism market services requires conducting marketing activities based on cooperation between entities in a given area. The paper aims to investigate the current state of tourism market services in the municipalities of Złocieniec and Drawsko Pomorskie and to analyze their potential for development. The Sokal-Michner coefficient was used and a review of key strategy papers was provided. The study concluded that Złocieniec and Drawsko Pomorskie municipalities have a very high potential for tourism and that it is not fully realized. Their offer includes sustainable, green as well as qualified tourism. Underdeveloped transport and tourism infrastructure impede tourism development of the municipalities considered. Both municipalities have the necessary potential for tourism development: natural values, geographic location, and cultural values. Tourism provides an opportunity for economic growth for those municipalities.

Keywords: tourism market services, development, Złocieniec municipality, Drawsko Pomorskie municipality

1. Introduction

The 21st century mass tourism is based on a dynamic development of tourism infrastructure, expanding cooperation with business entities and organization on international, national, regional and local levels. Their main purpose is to define the strategy and policy of the area concerned, a permanent monitoring of the budget to be used on tourism and undertaking activities aiming to improve the attractiveness, competitiveness of a given tourist offer, conducting research and analysis in the field of tourism. Those measures shall be adapted to the state and local government organizations accordingly (Kempny, 1998; Chudoba, 2009).

The municipality of Złocieniec, with a 15-thousand town – home to an urban-rural municipality, is located in the south-east part of the West Pomerania Voivodeship in the Drawsko county. Its location in the central part of the Drawsko Lake District has an impact on its attractiveness in terms of tourism and transport. In 2001 the municipality

was named the greenest municipality in the West Pomerania Province (bip.zlocieniec.pl). Particular attention should be given to the opportunities for practicing various forms of tourism, e.g. active tourism, specialized tourism, agrotourism, eco-tourism. The natural values of Złocieniec municipality encourage sustainable development of tourism in this region (zlocieniec.pl).

The municipality of Drawsko Pomorskie, with a 17-thousand town – home to all regional offices and institutions, is located in the central part of the West Pomerania Province, in the Drawsko county. It is also an urban-rural municipality. It also covers part of the Drawskie Lake District. The municipality covers a highly varied terrain, formed by the Baltic Glaciation. Services, tourism, industry that is not harmful to the environment, construction are they main source of revenues. In the southern part of the municipality there is one of the largest military training areas in Europe, used for NATO exercises (umig.

drawskopomorskie.ibip.pl). Some areas of the municipality seem virgin, almost absent of human presence. Active leisure enthusiasts have the opportunity for qualified tourism pursuits, e.g. sailing, canoeing, rowing, diving, equestrian tourism. Similarly, as through Złocieniec municipality, there is a canoe named after Cardinal Karol Wojtyła (186 km). Due to natural and cultural values the concerned area has been the Drawski Landscape Park and Drawski National Park. Cultural values also attract tourists (umig.drawskopomorskie.ibip.pl).

The paper aims to investigate the current state of the tourism market services in the

municipalities of Złocieniec and Drawsko Pomorskie and to analyze their potential for development. The following research questions have been raised:

1. Which forms of tourism are most common in Złocieniec and Drawsko Pomorskie municipalities?
2. What are the obstacles that hinder their development?
3. Is it possible to develop a tourist offer in the studied area?
4. Can tourism provide an opportunity for a municipality to develop economically?

2. Research methodology

The Sokal-Michener (S-M) similarity coefficient was used (Sokal and Michener 1958). It is a nominal coefficient to quality study, for example tourist development. This method can be used to study dependencies between two localities in regard to a few studied determinants. One can due to list the same studied determinants and state whether they are equal or different. Defining determinant similarity one can use a zero-one method. The S-M coefficient creates a quotient of sum of all similarities of studied determinants to a number of all studied determinants. This coefficient is an analogue of correlation, what means, it measures a connection between studied determinants.

The document analysis is based on plans and strategies for Złocieniec municipality to 2020. This is drawn up to make an evaluation of economic status at the background of district and voivodship. This diagnosis determines a tendency of changes and development of Złocieniec municipality under the aspect of tourist service market. The second source of data used in this report the change of Spatial Development Framework of Złocieniec municipality is. This is a document done to recognize municipality situation and its conditions necessary to spatial plan of area belonging to this municipality. The spatial development and municipal information policies are determined. The third document used in this

report the local revitalization program for the municipality of Złocieniec is. This elaboration aims to do an analysis of social, economic, and infrastructure situation through an identification of high intensity negative phenomenon, and to propose reparative activities in each of these spheres (bip.zlocieniec.pl).

The development strategy for the municipality of Drawsko Pomorskie in the years 2014-2020 is taken in this report, as well. The municipality status as a crucial element of local planning is included in it. The SWOT analysis evaluating strong and weak sides of municipality, and chances and threats for the development of studied area is perched here, too. The vision of municipality, strategy aims, and measurement coefficient getting information about the progress is also determined (www.drawsko.pl). Spatial Development Framework of the municipality of Drawsko Pomorskie is a collection of information on the municipal status and its functioning. It gets the information on spatial development directions. It also describes information municipal policy of spatial development. The local development plan for the municipality of Drawsko Pomorskie is the set of 7 projects and activities to realize objects, and buildings' revitalization at the area of this municipality. This document described the current situation at this studied area, as well (umig.drawskopomorskie.ibip.pl).

3. Discussion/Presentation of the research results

The S-M coefficient values for each kind of infrastructure and tourism development in the areas of the studied municipalities are shown in Table 1.

Table 1. A list of the S-M coefficient values for the studied municipalities (the authors' own study)

No	Infrastructure and events	S-M coefficient values	Leading municipality
1.	accommodation base and foreign tourists visits	0.53	Złocieniec municipality
2.	catering base	0.62	Drawsko Pomorskie municipality
3.	water tourism infrastructure	0.50	both municipalities
4.	active recreation infrastructure	0.60	Drawsko Pomorskie municipality
5.	public infrastructure with facilities for tourists and residents	0.88	Złocieniec municipality
6.	historic and cultural infrastructure	0.78	Złocieniec municipality
7.	cultural and recreational events	1.00	both municipalities
8.	tourism attractiveness	1.00	both municipalities

The analysis of data provided by the Central Statistical Office (Główny Urząd Statystyczny, GUS) shows that tourist accommodation in each municipality varies. Objects taken under the considerations are listed in the GUS statistics, and also these mentioned at the main Website of municipalities. A particular attention was given to year-round accommodation facilities and foreign tourists, who constitute an important group of visitors. The S-M coefficient value is 0.53, that is 53% similarity, which means that in terms of the number of accommodation facilities and their kinds, the municipalities vary by 47% in favor of Złocieniec municipality which enjoys greater popularity among foreign visitors than Drawsko Pomorskie municipality (Table 1, item 1).

Many catering facilities offer traditional cuisine making it more popular also beyond the region. The S-M coefficient value is 0.62, that is 62% similarity. The 38% difference in favor of Drawsko Pomorskie municipality may result from location and size of both municipalities (Table 1, item 2).

The S-M coefficient value for water tourism infrastructure of both municipalities (piers, ports harbors, decks) is 0.50, that is 50% similarity. These data show that there is equal similarity in terms of water tourism infrastructure provided by both municipalities (Table 1, item 3).

The S-M coefficient value for active recreation infrastructure, including tourist trails

with different grades of difficulty is 0.60, that is 60% similarity, with elements of infrastructure associated with accessibility of active tourism infrastructure amounting to over 40% in Drawsko Pomorskie municipality, which has a horse and nature trails (Table 1, item 4).

Public facilities available for tourists and residents are also of great convenience - which is their additional function (e.g. walking passages, cycling routes, promenades, beach access). The S-M coefficient value accounts for 0.88, which means that with 88% similarity for public infrastructure including the amenities for residents and tourists, it is very high in both municipalities, yet by 12% greater in the municipality of Złocieniec (Table 1, item 5).

For the historic and cultural infrastructure, the S-M coefficient value is 0.78, that is 78% similarity. The 22% difference in favor of Złocieniec is due to the Euroboisko and Skatepark (Table 1, item 6).

The S-M coefficient value for cultural and recreational events organized on annual, seasonal and casual basis in both municipalities amount to 1.00, which stands for 100% similarity. The results show that cultural and recreational events play a key role in organizing leisure time for the municipality residents, and that the local authorities seek to ensure a great variety of events, competitions, theatre performances, music reviews, sports events and festivals.

Tourism attractiveness of both municipalities is very high, with the S-M coefficient value also amounting to 1.00, which is 100% similarity.

Both municipalities are a tourism attraction to local residents as well as visitors from outside the municipalities particularly in terms of natural and cultural values. A slight advantage of Złocieniec municipality in the present study does not diminish from the importance of development for Drawsko Pomorski municipality, because tourism is included in the strategic objectives for development of both municipalities. Identifying a tourism function of a given region is extremely important as this creates necessary conditions for appropriate influx of investors, and thus brings forward benefits (Pawlikowska-Piechotka, 2009).

Złocieniec municipality enjoys far greater popularity among foreign visitors than Drawsko Pomorskie municipality. The analysis of the strategy papers of Złocieniec (bip.zlocieniec.pl) showed that Lorentz coefficient is 0.453, which proves average concentration of tourism. It also attests a seasonal nature of tourism in the entire province. Surveys conducted in both municipalities also provide information on visitors from outside of Poland. Germans and the Dutch are the most frequent visitors (Raport z badań..., 2013).

The municipalities concerned have a varied gastronomy (Table 1, item 2). The strategy papers of both local self-governing communities (bip.zlocieniec.pl; umig.drawskopomorskie.ibip.pl) include similar information on catering facilities. In line with their development policy both municipalities seek to develop home-like accommodation and catering facilities.

Both municipalities provide a natural water backdrop for recreation and leisure, especially during the bathing season (Table 1, item 3). The analysis of official documents (bip.zlocieniec.pl; umig.drawskopomorskie.ibip.pl) showed there is a lack of publicly available facilities, including sports equipment rentals. Those that can be found within the municipality belong to privately owned resorts. Moreover the number of public bathing areas in both municipalities is insufficient

(for Złocieniec municipality – 2, for Drawsko Pomorskie municipality – 4). The designers believe that this encourages the springing-up of illegal beaches, which can impede the leisure function of the studied areas. Water tourism is most frequent choice of leisure in Złocieniec municipality (bip.zlocieniec.pl). Similar conclusions can be drawn based on the study of tourism flows in the West Pomerania Province (Raport z badań..., 2013). Forests and lakes are the greatest attraction with water tourism to be considered a "hot spot" – of regions development (Kaup, 2010). The above information only shows how important it is to encourage tourism development in that respect.

Active recreation infrastructure is better developed in Drawsko Pomorskie municipality (Table 1, item 4). The municipalities' promotional materials and the Internet sites provide a lot of interesting information regarding tourist trails found in the region.

Drawsko Pomorskie municipality boasts horse trails, natural trails which does not mean that Złocieniec municipality cannot create such trails within its municipality. Tourist trails are invaluable in that that by enriching the natural environment, they also contribute to creating a positive image of the transport accessibility (Stasiak, 2007). They are part of tourism infrastructure, a peculiar tourist attraction and may be considered a stand-alone tourism product (Styperek, 2008).

Similar public infrastructure facilities can be found in both municipalities making the lives of residents and tourists easier (Table 1, item 5). In Złocieniec municipality, contrary to Drawsko Pomorskie municipality, publically available squares can be found. The benefits from the influx of tourists outweigh inconveniences for the residents. An on-going development of the public infrastructure in the area of the studied municipalities improves the living conditions of both tourists and residents, which in turn impacts the image of a given locality (Kowalczyk et al., 2013).

Equally important for both municipalities is the historic and cultural infrastructure (Table 1, item 6). Visiting tourist attractions is an integral component of tourism travel. The

values have evolved over the years, changing their functions into increasingly more complex ones, e.g. accommodation facility acting as catering facility, or museums which once provided an opportunity to admire exhibits/showpieces, today they provide retail and catering services and such facilities as parking space, toilets or cash machines. Local development coupled with cultural heritage protection may bring measurable benefits for territorial units as well as whole communities (Dobrzańska, 2007; Gałuszka et al., 2008).

Cultural and recreational events in the municipality of Złocieniec and Drawsko Pomorskie (Table 1, item 7) are ample in both municipalities. Both municipalities may point to organizing events at the local and county levels or regional. Thanks to them, as tourism products (Borkowska-Niszczota, 2012), cultural tourism can develop in both municipalities. Tourist attraction of the studied municipalities is 100% (Table 1, item 8). This is due to the natural values, convenient location, protected areas, monuments or a possibility to pursue specialized tourism. Tourism values, convenient transport facilities as well as tourism infrastructure together make a given destination attractive (Bąk, 2011; Bera, 2013).

Various forms of nature protection, such as landscape parks, buffer zones, nature reserves, Natura 2000 areas, monument trees, educational stands, ecological grounds, peculiarities of the fauna and flora, natural monuments are documented based on the analysis of auxiliary

materials and strategy papers of the studied municipalities. This makes a given area attractive and thereby plays a key role in marketing (Kiryluk, 2005a). The previous assessment of the infrastructure intended for active recreation showed a variety of tourist trails which help ease the pressure of tourism flows in the protected areas. The Drawa river and the canoeing rallies organized down the river provide an opportunity to enjoy the natural values without excessive exploration of the area and its degradation. Areas of natural value, and, in particular, those located in lake districts have a beneficial effect on water tourism development (Kiryluk, 2005b).

The development of the concerned municipalities that are characterized by high natural values should be based on the principles of sustainable development including economic, ecological, social and institutional as well as special aspects.

The resources and values of natural environment as well as cultural assets facilitate favorable conditions for sustainable and balanced development and sustainable tourism in Złocieniec and Drawsko Pomorskie municipalities (bip.zlocieniec.pl; umig.drawskopomorskie.ibip.pl). Management/development plans for both municipalities confirm the move from quantity- to quality-based system and developing cultural tourism (Zaręba 2013).

4. Conclusions

1. Złocieniec and Drawsko Pomorskie municipalities offer sustainable and eco and qualified tourism pursuits, such as agrotourism, nature, resting, aqua, sailing, cycling, diving, canoeing, riding, walking tourism.
2. Among factors impeding tourism development of the municipalities poor transport infrastructure is.
3. Both municipalities have potential for tourism development: natural values, geographic location, cultural values, so forms of tourism connected with these virtues should be marketed and developed.
4. Tourism provides an opportunity for economic growth for these municipalities.

In conclusion, the municipalities of Złocieniec and Drawsko Pomorskie have a great potential for tourism. Its adequate targeting can provide new opportunities for activating employment potential in people, increasing revenues and intensifying various kinds of infrastructure.

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