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GDYNIA'DA TURİZMİN GELİŞİMİYLE İLGİLİ SORUNLAR¹

Özet

Polonya Cumhuriyeti'nde yeni bir liman inşa etmeye yönelik iddialı planın ilan edildiği ilk günden beri Gdynia kenti, Polonyalıları ve bütün Polonya'yı büyülemektedir. Bununla birlikte, bazı turistler Gdynia Limanı inşaat yasası kabul edilmeden önce bile Orłowo'yu ziyaret ediyorlar ve falezin dibinde dinliyorlardı. Gdynia kenti ondan çok daha büyük olan Gdańsk kentiyle komşu olmasına rağmen, çok geçmeden Polonya filosu için en büyük onarım üssü haline geldi. Şehirde ve çevresinde deniz ekonomisi ile birlikte turizm sektörü de yeniden gelişmeye ve turist sayısı da artmaya başladı. Gdynia'nın yenilikçi mimarisi, limanı, büyük kruvazörler, müzeler, Orłowo'daki falez ve şehir merkezinde bulunan plajlar birçok turisti

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büyülüyordu. 1989'da tam bağımsızlıktan sonra, askeri işlevin aşamalı olarak terk edilmesi ve deniz ticaretinin yeniden yapılandırılmasıyla bağlantılı bazı sorunlar kentin turistik işlevini güçlendirmiştir. Turizm sektörü ve bazı şirketler Gdynia vatandaşları için hayati bir gelir kaynağı haline geldi. Örneğin, vergi gelirleri yaratmaya başladı, bu nedenle de şehir turizm endüstrisinden yararlanmaya başladı. 2014 yılında 1168 bin kişi Gdynia'daki konaklama tesislerinde kaldı. Bu oran Polonya'daki konaklama tesislerini kullanan tüm ziyaretçilerin% 0,5'i idi ve bu ziyaretçilerin % 21'i ise yabancıydı. Bu önemli bir oran olarak kabul edilmekle birlikte, Polonya'nın önemli turizm merkezlerinden daha düşüktür. Bu kadar önemli sayıda turistin şehre gelişi Gdynia'nın cazibesinden ve turistik altyapısının gelişmiş olmasından kaynaklanmaktadır. 2015 yılında Gdynia'da 30 konaklama tesisi vardı. Toplam yatak sayısı 2778 idi, bu yüzden Krakov, Gdansk, Wrocław veya Poznań ile karşılaştırıldığında, Gdynia önemli bir turizm merkezi olarak kabul edilemez. Bununla birlikte, 1000 vatandaş başına düşen yatak sayısının analizi, bu kategorideki zayıflığını göstermiştir. Lublin ve Białystok'a kıyasla çok daha fazla yatak sayısı bulunurken, 1000 vatandaş başına düşen sayıdaki dalgalanmalar şehri sıralamanın sonuna yerleştiriyor. Sözü edilen dönemde 1000 vatandaşa başına Gdynia'yı ziyaret eden turist sayısı %24 artışla, 2004'te 379 iken 2014 yılında 471 yükseldi. Böylece, Gdynia'nın bir turistik yer olarak popülerliğinin abartılı olabileceği ve Gdynia'daki turizm endüstrisinin gelişme hızının diğer Polonya şehirlerinden daha yavaş olduğu açıkça görülmektedir.

Anahtar Kelimeler: Polonya, Gdynia, turizm, oteller, turistik yerler.

PROBLEMS OF TOURISM DEVELOPMENT IN GDYNIA

Abstract

Gdynia is a city which has been fascinating Poles and the whole Poland since the very first day the ambitious plan to construct a new seaport in the Republic of Poland there was announced. However, some tourists had been visiting Orłowo and resting at the foot of the cliff before the act on Gdynia Seaport construction was adopted. Although Gdynia was neighbouring with much larger Gdańsk, it soon became the biggest repair base for Polish fleet. Along with maritime economy, tourism started to develop again. The number of tourists visiting Gdynia was also increasing. Gdynia's modernist architecture, the sea port, large cruisers, museums, the cliff in Orłowo and beaches situated in the city centre fascinated many tourists. Regaining of full independence in 1989, gradual abandonment of the military function and some problems connected with maritime economy restructuring have only strengthened the tourist function of the city. Tourism has become a vital source of income for some companies and citizens of Gdynia. Obviously, it generates some tax revenues, so the city is also the beneficiary of the tourist industry. In 2014 116,8 thousand people stayed in accommodation establishments in Gdynia. They were 0,5% of all visitors using accommodation establishments in Poland and 21% of them were foreigners. It is considered a significant proportion but still it is clearly lower than in major

Polish cities. This inflow of such a significant number of tourist's results from attractiveness of Gdynia and the development level of tourist infrastructure.

In 2015 there were 30 accommodation establishments in Gdynia. They had in all 2778 bed places, so Gdynia cannot be considered a significant tourist destination when compared with Kraków, Gdańsk, Wrocław or Poznań. However, the analysis of the number of bed places per 1000 citizens has shown its weakness in this category. While having much more bed places than Lublin and Białystok, the fluctuations in their number per 1000 citizens place the city at the very end of the ranking. During the above-mentioned period, the number of tourists visiting Gdynia per 1000 citizens increased by 24%, from 379 in 2004 to 471 in 2014. Thus, it becomes obvious that the popularity of Gdynia as a tourist destination may be simply exaggerated and it is clear that the pace of tourist industry development in Gdynia is slower than in other Polish cities.

Keywords: Gdynia, tourism, hotels, tourism attractions

Introduction

Gdynia is a city which has been fascinating Poles and the whole Poland since the very first day the ambitious plan to construct a new seaport in the Republic of Poland there was announced. However, some tourists had been visiting Orłowo and resting at the foot of the cliff before the act on Gdynia Seaport construction was adopted. Before engineer Tadeusz Wenda decided on the port location, some tourists had been resting in villas and fishermen houses in Orłowo. Stefan Żeromski, a Polish well-known author was one of them. He was so inspired by the construction works on the first naval base and a base for fishing vessels that he wrote a novel entitled "Wiatr od morza" ("Wind from the sea") in which he describes the Polish-German relations. On the 23rd September 1922 the Sejm of the Republic of Poland gave a permission to build a seaport in Gdynia. From that time onwards, Gdynia - a small village, known mostly to some tourists visiting nearby Orłowo, has become one of the largest seaports in the Baltic Sea. As the time passed by, Gdynia's population has reached over one hundred thousand citizens and it has become a destination for many migrants from other Polish cities, towns and villages. It has become a magic place concerned a kind of Promise Land for the pre-war generation of Poles. It is a city which attracts people, a must-see city.

One of the first, if not the first tourism company in Gdynia was the one owned by two brothers, Robert and Franciszek Wilke. They were fishermen who were brave enough to take up a challenge of the changing reality of their days. They modernized their fishing vessel and instead of fishing they were giving sea rides to tourists who started to visit Gdynia in large numbers. The rides were becoming more and more popular and in the end the brothers contracted a company to construct a special motorboat for tourist cruises. It was the starting point for creating a fleet of such boats. Finally, in the mid-1930s the tourism company "Robert Wilke – Tourist Motorboats" developed a large fleet and the number of passengers taking part in cruises on the

Gdynia – Orłowo, Gdynia – Hel/Jastarnia, Gdynia – Sopot and Gdynia – Gdańsk routes reached 200 hundred people at that time. The outbreak of World War II prevented tourism in Gdynia from further development. However, after the city was reclaimed in March 1945, citizens who had been displaced by Germans, other settlers from ruined Warsaw and Poles displaced from the Eastern Borderlands as well as other migrants came to Gdynia to start a new life. Although Gdynia was neighbouring with much larger Gdańsk, it soon became the biggest repair base for Polish fleet. Along with maritime economy, tourism started to develop again. The number of tourists visiting Gdynia was also increasing. Gdynia's modernist architecture, the sea port, large cruisers, museums, the cliff in Orłowo and beaches situated in the city centre fascinated many tourists. Gdynia's night clubs, hotels and yacht events were also famous. In 1974 there was a yacht event called "Operacja Żagiel" ("Sail Operation") in Gdynia – it was the largest event of this type in the post-war Poland. In the 40th anniversary of this event there was another yacht event in Gdynia in which the largest yachts took part, including some vessels which had taken part in the first event in 1974. The tragic events of the 1970 took a toll on the history of Gdynia. After regaining of full independence by Poland in 1989, the military function of Gdynia was abandoned and the social and economic changes taking place in the country at that time actually strengthen the tourist function of the city, which, managed by Franciszka Cegielska from 1990 to 1998, became one of the most attractive cities in Poland. During Franciszka Cegielska's terms of office Gdynia opened up to the world and abandoned the practice of the socialist economy and finally, it became a model for other cities to follow. The Cegielska's policy is now being continued by Wojciech Szczurek who also considers tourism a vital part of the city's economy. Nonetheless, even the best system of city management is worthless without natural and anthropogenic values. Gdynia is rich in them and they attract hundreds of thousands of tourist every summer. According to the classic definition of tourism, a tourist is a person who leaves his or her place of residence for more than 24 hours for a purpose other than income-making and that is why transport accessibility, accommodation establishments and restaurants are also important for the tourist sector to develop.

When analysing Gdynia's transport accessibility it becomes obvious that it has very good train connections. There is one of the most important railway hubs in the city which connects it with Warsaw, Szczecin and other cities in the south of Poland. Moreover, thanks to Amber Highway Gdynia is well connected with Łódź and, through a hub in Stryków, with Poznań, Warszawa, Katowice and Kraków. Recently modernized airport in Gdańsk Rębiechowa provides services to more and more passengers and makes it possible to fly on many domestic and international routes. In 2015 the number of passengers handled by the airport in Gdańsk reached 3,7 million what means that the number of passengers increased by 13% in comparison to the previous year. In terms of the number of passengers it is now a third airport in Poland after Warsaw and Cracow. There is also an unfinished airport in Gdynia Kosakowo (QYD). Its construction faced lots of problems, partially connected with some unfavourable decisions of

the European Commission. However, if the airport is finished, it will significantly increase transport accessibility of Gdynia for both citizens of Poland and visitors coming from other countries of the European Union. As for transport accessibility, Gdynia has also a well-developed ferry base and it is one of the largest passenger ports in Poland.

In fact, regaining of full independence in 1989, gradual abandonment of the military function and some problems connected with maritime economy restructuring have only strengthened the tourist function of the city (Wendt J.A., Ilieş A., Josan I., 2012). Tourism has become a vital source of income for some companies and citizens of Gdynia. Obviously, it generates some tax revenues, so the city is also the beneficiary of the tourist industry. In 2014 116,8 thousand people stayed in accommodation establishments in Gdynia (Bank Danych Lokalnych GUS, 2015). They were 0,5% of all visitors using accommodation establishments in Poland and 21% of them were foreigners. It is considered a significant proportion but still it is clearly lower than in major Polish cities. This inflow of such a significant number of tourist's results from attractiveness of Gdynia and the development level of tourist infrastructure.

Natural tourist attractions

The most important and the largest (19 thousand ha) natural attraction of the city is the Tricity Landscape Park opened in 1979. It borders Gdynia in the west. The oldest sanctuary is "Kępa Redłowska" which was opened in 1938, one year before the outbreak of World War II. It has an area of 118 ha. In this sanctuary there are undoubtedly the most attractive natural objects of the city – the high coastal cliffs where the abrasion processes can be observed. The sanctuary is also a place where valuable overmature stands and beech forests are protected. It is also a naturally occurring stand of Swedish white beam being the remain after the last glaciations. Sparse seagrass near Orłowo cliff, covering the stones and the seabed is also a rare species which can be observed in the sanctuary.

"Cisowa" is another sanctuary which is worth mentioning. It is a part of the Tricity Landscape Park and it covers the area of 25 ha. It was created to protect natural plant assemblages such as Pomeranian beech or protected lily of the valley and alder-ash forests. As much as 11 species occurring in "Cisowa" is on the list of threatened or endangered species.

The third natural attraction is situated in the Kacza River valley, in the forest between two districts of Gdynia: Witomino and Karwiny. It is "Kacze Łęgi" Sanctuary, established in 1983. The area provides a micro-climate that is favourable to reptiles migrating from the higher altitudes to the wet elm forests. Among many others, European toad is the most popular species protected there. However, the Sanctuary borders Mały Kack which poses a threat to its integrity.

The last natural attraction is „Łęg nad Sweliną” Sanctuary. It was opened in 2005 on the border between Gdynia and Sopot. It is the smallest sanctuary covering the area of 13,4 ha. It is

established to protect oak-hornbeam forests with approximately 200 species of plants, including seven critically endangered and five endangered species. During the flowering period the abundant population of ivy and orchid makes the place magical.

However, the natural values which attract the largest number of tourists to Gdynia are undoubtedly the sea and beaches – classic 3xS attractions. The average real sunshine duration throughout the holiday months (June – August) in Gdynia varies from 228 (June) to 236 hours (July) thus, it is one of the highest in the whole coastal area. Hel and Ustka have similar values of this indicator (Błażejczyk K., Kunert A., 2011). Similarly, beside Świnoujście, Gdynia and its water basins are characterised by the highest in the region average wind speed (m/s) and the largest number of days with wind speed above 8 m/s. Such excellent wind conditions foster development of maritime tourism and sailing. At the same time, the coastal region has the lowest total volume of rainfall in the summer (less than 200 mm) while it is 200-220 mm in the lake districts, 260 mm in the Sudetes and 300 mm in the Carpathians. What is more, in 2015 Gdynia Downtown Beach and Marina Beach were awarded the Blue Flags by the Blue Flag International Jury in Copenhagen.

The only alarming phenomenon concerning development of 3xS tourism in Gdynia are cyanobacterial blooms occurring when the temperature of water and air is high and when there are no winds and waves. In 2015 the first blooms were observed as soon as on the 2nd July – several days earlier than in 2014. As a result, the District Sanitary and Epidemiological Station in Gdynia closed the beaches for a few days.

Anthropogenic tourist attractions

Beside some fragments of Gothic walls of St Archangel Michael Church in Oksywie and St Nicholas Church in Chylonia, the oldest anthropogenic tourist attractions in Gdynia date back to the interwar period. Among numerous examples of the interwar period architecture the most famous are “Domek Abrahama” (“Abraham’s House”) in Starowiejska Street built in 1904 – now it belongs to the Museum of the City of Gdynia where an exhibition dedicated to a great Polish and Kashubian patriot Antoni Abraham is located and “Dom Jana Radtkiego” (“Jan Radtke’s House”) who was the first Head of Gdynia. The house dates back to 1912 and it is located at the intersection of 10 Lutego and Świętojańska Street. The building of the former “Polska Riviera” Hotel (“Polish Riviera Hotel”) (1922-23), the building of “Żegluga Polska” (“Polish Shipping”) (1927-29), “Kamienica Hundsdorffów” (“Hundsdorff Tenement House”) (1932-36), the edifice of “Państwowy Instytut Meteorologiczny” (“State Meteorological Institute”) (1927-30), the building of “Dworzec Morski” (“Maritime Station”) (built in 1933), “Hala Targowa” (“Market Hall”) (built in 1937) and many other buildings being classic examples of modernist architecture. However, the city centre is not the only district of Gdynia where architecturally attractive buildings can be found. There is also “Dom Kuracyjny” (“Cure House”) in Orłowo,

Kolibki Mansion or the already-mentioned former fishermen cottage where Żeromski stayed in summer of 1920 at 6 Orłowska Street. Nowadays it is called "Domek Żeromskiego ("Żeromski's House").

Yet, the most representative place, which is especially liked by tourists, is Skwer Kościuszki (Kościuszko Square) with very popular "Akwarium Gdynskie" ("Gdynia Aquarium"). The Aquarium, established in 1971, is located in a modernist building of the Maritime Station built in 1938 and then modernised in 1969. The Gdynia Aquarium presents four main habitats: coral reefs, ocean depths, dense Amazonian tropics and the Baltic Sea. The representatives of about 250 marine species can be found on the three floors of the building, located in 68 aquariums of the exhibition. The capacity of the tanks ranges from 200 to 10 000 litres (<http://www.akwarium.gdynia.pl/ekspozycje/akwarystyka.php>, 2016).

The Coral Reef Exhibition houses the largest living coral reef in Poland. The Aquatic Animal World exhibition in the dark room presents a wide variety of animals living in cold depths of the oceans, coastal waters of the Atlantic and the Indo-Pacific. However, the Australian marbled catshark, which is one of the smallest sharks that inhabits the shallow coastal waters of the Atlantic, is the biggest aquatic attraction of this exhibition.

The fish, reptiles and amphibians exhibited in the freshwater aquariums come from Australia, Eastern Africa, North-eastern Asia and South America. Among the most popular animals of this exhibition are rays, two green anacondas and a school of red piranhas as they are known to be the most bloodthirsty fish. These interesting and rare expositions of marine and freshwater fauna and flora attract large numbers of tourists every year. The Aquarium became even more popular after the "Wet Room" and the "Kindergarten Room" had been opened in 2007. In the "Wet Room" visitors can touch some selected living exhibits and the "Kindergarten Room" is a special attraction for the youngest tourists.

On the other side of Skwer Kościuszki (Kościuszko Square) there are other tourist attractions – two museum ships: "Dar Pomorza" and ORP "Błyskawica".

Gdynia attracts numerous tourists not only with its natural attractions or architectural monuments. Nowadays, Gdynia is a city well-known for numerous cultural and sports events of European significance. Cultural tourism comprises many different forms of tourist activities, such as sightseeing, visiting museums, literary and event tourism and others in the scope of both mass and high culture. Gdynia is a city where all kinds of cultural events of European and national significance are held. The most important and well-known event is the Film Festival which has been organized in Gdynia since 1987. Every year it gathers the most eminent Polish actors, actresses and directors. Other famous events like Open'er Festival (which used to be known as Heineken Festival), Festivals of Afro-Brazilian Culture, Festival Beach Party, Blues Festival, Street Theatres Festival, „GLOBALTICA“, „BRUK Summer Festival“, „Ladies` Jazz

Festival", Festival of Rhythm and Fire, FROG and „Gdynia Rock Fest” attract hundreds of thousands tourists to Gdynia every year. There are also concerts of world-famous musicians organized in the city, for instance, Joe Cocker, Björk or Chris Botti. Moreover, the cultural offer is complemented by numerous sports events. The most important ones are the Optimist and 470 European Championship (2005), Armwrestling European Championship, the Rugby World Cup eliminations and Herbalife Triathlon Gdynia. The most famous sailing events were the Tall Ship Races in 1947 and in 2014.

One of the most important tourist objects in Gdynia is the EXPERIMENT Science Centre. Opened in 2007, it is part of the Pomeranian Science and Technology Park. In the Centre there is an interactive exhibition which was established within the scope of the „creActiveNET” project. Currently, after the modernization works of 2010 the exhibition's area is 3,5 thousand m² and it comprises 200 interactive stands and several thematic exhibitions, for instance “Hydroworld”, “Tree of Life”, “Invisible Forces” or “Leonardo's Inventions”. In 2015 the most popular exhibition was the “Tree of Life” including earthquake simulations, a stand where visitors can compare their speed to the speed of some selected animals and a stand where a virtual plastic surgery can be made.

Tourist infrastructure

Not only transport accessibility, but also accommodation establishments and catering units play a key role for tourist traffic development. Accommodation base comprises all objects allowing tourists to stay outside the place of their permanent residence for more than one day. Accommodation establishments can be seasonal or year-round. While the seasonal objects are easier to establish, the year-round facilities actually depict tendencies of tourism services development. In the period 2004-2010 a visible increase in the number of beds in hotels in Gdynia was recorded as several new objects of this type was built in the above-mentioned period (see Tab. 1). The number of hotels increased from 9 in 2004 to 13 in 2014, similarly the number of other accommodation establishments increased from 14 to 17 objects.

Tab. 1. Accommodation establishments in Gdynia win the period of 2000-2014

Year	Accommodation establishments in total	Including hotels	Number of guests	Foreigners
2000	25	7	101 998	35 991
2005	23	8	100 177	34 274
2010	28	15	120 678	24 839
2014	30	13	116 810	24 718

Source: own work on the basis of Rocznik Statystyczny Gdyni 2012, 2013, Urząd Statystyczny Gdańsk, Gdańsk, pp. 219; and dispersed data.

While the increase in the number of hotels resulted in the increased number of beds, from 1079 to 1448; the increase in the number of other accommodation establishments did not result in any increase in the number of bed places being in their offer. In 2004 there were 1323 beds then, in 2009, their number increased to 1500 and it dropped to 1330 in 2014. Taking the city's level of attractiveness it seems strange that the level of tourist accommodation base development is so low and that there are no substantial investments made in order to improve the quality of accommodation services in Gdynia. When compared to the other cities of Tricity, Gdynia has the least-developed accommodation base, also when considering bed places per 1000 citizens. That is why, it is possible that a large group of tourists visiting Gdynia stays in Sopot, Gdańsk or in other numerous small tourist resorts in Kaszuby or towns located on the shores of the Gulf of Gdańsk. For them Gdynia is only an event-type attraction, e.g. the Tall Ship Races, concerts, sports events or a short-break destination (Open'er, Film Festival).

Tab. 2. Review scores of the accommodation establishments in Gdynia in 2015 (at least 5 guests' opinions)

Accommodation establishments	Good (7,0-7,9)	Very Good (8,0-8,4)	Fantastic (8,5-8,9)	Excellent (9,0-9,4)	Superb (9,5-10,0)
4* Hotels	-	-	1	1	-
3* Hotels	3	1	1	1	-
2* Hotels	3	1	1	-	-
Hostels	2	1	1	-	-
Apartments	3	10	6	19	17
Villas, rooms, others	6	7	4	8	-
Total	17	20	14	29	17

Source: own work on basis of data published by Booking.com (10th January 2016).

The two most famous hotels in Gdynia are four-stars Courtyard by Marriott Gdynia and Nadmorski Hotel. According to Booking.com, in January 2016 there were 254 accommodation establishments in Gdynia and its near vicinity, including 12 hotels (two four-stars, six three-stars, four two-stars hotels) and 242 other no-stars objects. Beside the hotels, there are 195 apartments, 20 guest houses, 11 homestays and 10 hostels in Gdynia. In accordance with opin-

ions of 742 guests, the above-mentioned establishments got the following review scores: “superb” – 15%; “very good” – 24%; “good” – 28% (January 2016). Thus, as much as two-thirds of the establishments in Gdynia got the “good” or higher review score. Almost all objects offer free Wi-Fi and parking areas. 87 establishments offer airport transfers, 7 hotels have swimming pools and 6 of them offer spa and wellness services.

The highest number of accommodation establishments is situated in Downtown (94). There are 32 objects in Wzgórze Św. Maksymiliana Kolbe, 31 in Orłowo, 17 in Kamienna Góra and 13 in Redłowo (<http://www.booking.com/searchresults.pl.html>, Gdynia; 2016). The following European hotel chains have their own hotels in Gdynia: Courtyard by Marriott, Dom & House, Interhome, Mercure and Sun&Snow (Wendt J.A., Wiskulski T., 2015).

Catering base in Gdynia is very well developed, especially in summer months its offer comprises numerous different dishes. TripAdvisor recommends 152 restaurants and catering units serving local and cosmopolitan cuisine. In Gdynia there is an African restaurant, American restaurant as well as Belgian, Japanese, Mexican, Scandinavian, Swedish and Ukrainian ones. There are also two restaurants serving European cuisine – Eastern and Central European dishes. There are two Greek, Indian and Vietnamese restaurants and three Chinese and Thai ones. Another six restaurants serve Mediterranean cuisine and seven others have Asian or French dishes in offer. Seafood is served in eight restaurants, pizza in 17 different catering units, Italian food in 21 objects and Polish cuisine is served in 27 ones. However, European cuisine is the most popular one – as much as 36 restaurants serves its dishes. There are also two vegan restaurants and three vegetarian ones. According to the TripAdvisor's rating, the best restaurants in Gdynia are the following: „Alt Cafe Gdynia”, „Da Mario Pizza a Pasta”, „Dom Czekolady”, „Degustatornia”, „Mikroimat Restaurant”, „Lody Tradycyjne Kwaśniak 1954” and „Na Talerzu”. They all were awarded a five star rating by at least five travellers (www.pl.tripadvisor.com/Restaurants-g274726-Gdynia_Pomerania_Province_Northern_Poland.html; 2016). Nonetheless, the catering base with the Gdynia Centre Culinary Route is not the only advantage of urban tourism in the city.

Tourist traffic fluctuations

The definition of a tourist says that he or she must spend at least one night in a given tourist destination. However, when assessing the volume of tourist traffic the number of people who spend less than 24 hours in a given destination is also vital. Some of them are recorded in, for example, museums' databases, but not all tourists visit places where there is a necessity to buy a ticket. Lots of people come to Gdynia to take part in such mass events as Open'er or the Tall Ship Races. Thus, it is virtually impossible to assess the exact number of tourists visiting a given destination because of an elusive character of tourism itself (Wendt J.A., 2011; Ilieş A., Wendt J.A., 2015). Though, it is possible to grasp the directions of changes in tourist accommo-

dation development which is a widely used indicator of tourist traffic volume. The volume of tourist traffic can be also assessed by analysing occupancy rates of bed places, the number of nights spent or the number of available beds in accommodation establishments.

In 2015 there were 30 accommodation establishments in Gdynia. They had in all 2778 bed places, so Gdynia cannot be considered a significant tourist destination when compared with Kraków, Gdańsk, Wrocław or Poznań (tab. 3). Gdynia belongs to same group as Toruń, Białystok and Lublin. For some obvious reasons, like its numerous natural attractions, 3xS values, modernist architecture and many popular among tourists anthropogenic objects, Gdynia is one of the most interesting tourist destinations in Poland. However, the analysis of the number of bed places per 1000 citizens has shown its weakness in this category. While having much more bed places than Lublin and Białystok, the fluctuations in their number per 1000 citizens place the city at the very end of the ranking. Similarly, the number of nights spent per 1000 citizens is rather low. In the period of 2004-2012 the number of nights spent in Sopot increased by 203%, in Gdańsk by 199% while in Gdynia only by 25%; in fact the value of this indicator slightly decreased when compared to 2009. During the above-mentioned period, the number of tourists visiting Gdynia per 1000 citizens increased by 24%, from 379 in 2004 to 471 in 2014. At the same time, it was 12% in Lublin, 140% in Łódź, 132% in Białystok. Thus, it becomes obvious that the popularity of Gdynia as a tourist destination may be simply exaggerated and it is clear that the pace of tourist industry development in Gdynia is slower than in other Polish cities.

Tab. 3. Accommodation establishment's use and distribution in Gdynia and other selected Polish cities in 2004 and 2014

City	Accommodation establishments in total		Available bed places per 1000 citizens		Nights spent per 1000 citizens	
	2004	2014	2004	2014	2004	2014
Sopot	26	33	80,10	92,22	8988,53	18214,84
Kraków	121	234	20,17	35,97	2811,72	5590,26
Gdańsk	74	122	22,94	28,96	1839,45	3655,60
Wrocław	57	76	11,41	16,42	1672,13	2449,92
Poznań	55	90	12,69	16,49	1181,08	2149,92
Toruń	29	34	8,52	15,59	999,48	2006,16
Łódź	34	66	4,46	10,20	571,78	1135,58
Białystok	17	27	4,67	7,75	545,35	1110,68

Gdynia	23	30	9,47	11,21	872,04	1086,98
Lublin	24	32	7,09	7,48	756,03	951,27

Source: own work on the basis of BDL GUS [LDB CSO], 2015.

The level of attractiveness of a given tourist destination can be also measured on the basis of the occupancy rate of bed places. Again, despite numerous tourist attractions and a well-developed tourist marketing strategy, Gdynia's large potential is not entirely used.

Tab. 4. Occupancy rate of bed places in Gdynia and other selected Polish cities in the period of 2004-2014

City	Occupancy rate of bed places (w %)					2010/2014 (%)
	2010	2011	2012	2013	2014	
Sopot	51,3	48,4	48,3	50,6	55,5	4,2
Kraków	39,9	41,1	43,3	47,2	47,8	7,7
Gdańsk	35,7	39,8	40,6	42,1	44,9	9,2
Wrocław	40,8	42,0	39,5	41,0	41,7	0,9
Białystok	38,0	37,0	39,9	41,1	39,7	1,7
Poznań	33,3	34,9	35,1	34,9	37,8	4,5
Toruń	35,2	36,9	34,5	35,3	36,5	1,3
Lublin	33,1	36,3	34,8	35,3	36,0	2,9
Gdynia	33,8	34,2	31,5	33,9	34,9	1,1
Łódź	34,7	33,2	32,6	28,7	30,6	-4,1

Source: own work on the basis of BDL GUS [LDB CSO], 2015.

Reaching only 35%, the occupancy rate of bed places in Gdynia was the lowest among all selected cities in the analysed period. Obviously, Gdynia cannot be compared to such attractive tourist destinations as Kraków or Wrocław, but its anthropogenic values are attractive enough to compete with Sopot or Białystok. However, the occupancy rate of bed places in these cities is higher by 5%, 7% and 20% than in Gdynia. Such a situation confirms the thesis that excursion tourism dominates in Gdynia. Although there are lots of tourists in the streets of Gdynia, they are not reflected by any of the above-mentioned indicators. Moreover, the fact that during the last five years the occupancy rate of bed places in Gdynia increased by only 1,1% although it

was the period when many successful large tourist events were organized in the city, also confirms this thesis. In the same period of time, this rate increased by 9,2% in Gdańsk and by 4,2% in Sopot.

Conclusion

When considering the perspectives of tourism development in Gdynia, the fact that not many foreign tourists stay in the accommodation establishments in the city is disturbing. During the period of 2004-2014 a clear decrease in their number is visible: from 34,3 thousand in 2005, through 30,5 thousand in 2008 and 25,9 thousand in 2011 to 24,7 thousand in 2014. Although in the period from 2011 to 2013 there was a slight increase in tourist traffic (28,2 thousand tourists in 2012), it was triggered by the fact that several football matches of the UEFA Euro 2012 Football Championship took place in Gdańsk. The data on changes in the tourists' home countries in the period of 2012-2013 confirms this statement, too.

Russians consist the largest group of tourists visiting Gdynia – the number of nights spent by them in Gdynia increased from 2,7 thousand in 2005 to 8,1 thousand in 2012. However, it decreased again in 2014 (5,2 thousand). Moreover, a stabile decreasing tendency is visible when analysing the number of German tourists – in 2005 11,4 thousand Germans visited Gdynia while in 2014 their number dropped to 3,9 thousand people. Similarly, the number of Swedes who spent nights in Gdynia's accommodation establishments decreased from 4,8 thousand in 2008 to 2,4 thousand in 2014 although there is a convenient ferry connection between Gdynia and Karlskrona.

The presented above analysis, regarding the tourist traffic volume, the number of bed places, the occupancy rate of bed places and the number of tourists using the accommodation establishments in Gdynia, is not in line with the high volume of tourist traffic observed in the streets of the city, especially during summer months. It may be a clear confirmation of another Gdynia's phenomenon, which is maritime tourism. Large cruisers calling at the port of Gdynia generate the tourist traffic and provide the accommodation. Although they are not included in any statistical reports, passengers of the cruisers are part of this colourful and multilingual crowd visible in Gdynia's streets. At the same time, their presence confirms the tourist character of the city. Similarly, Gdynia is an attractive destination for one day trips for numerous visitors who spend their holidays in one of the numerous coastal resorts, in small towns and villages of the Kaszuby Lake District, in Gdańsk or Sopot.

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