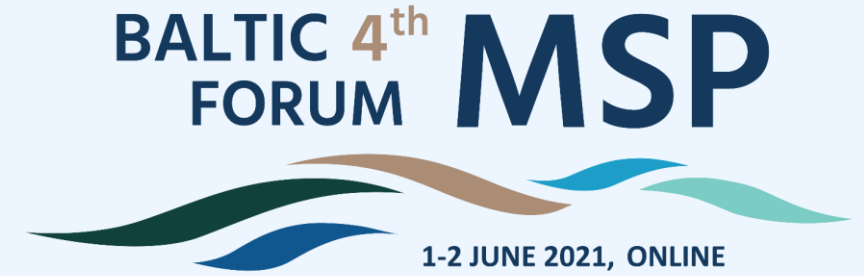
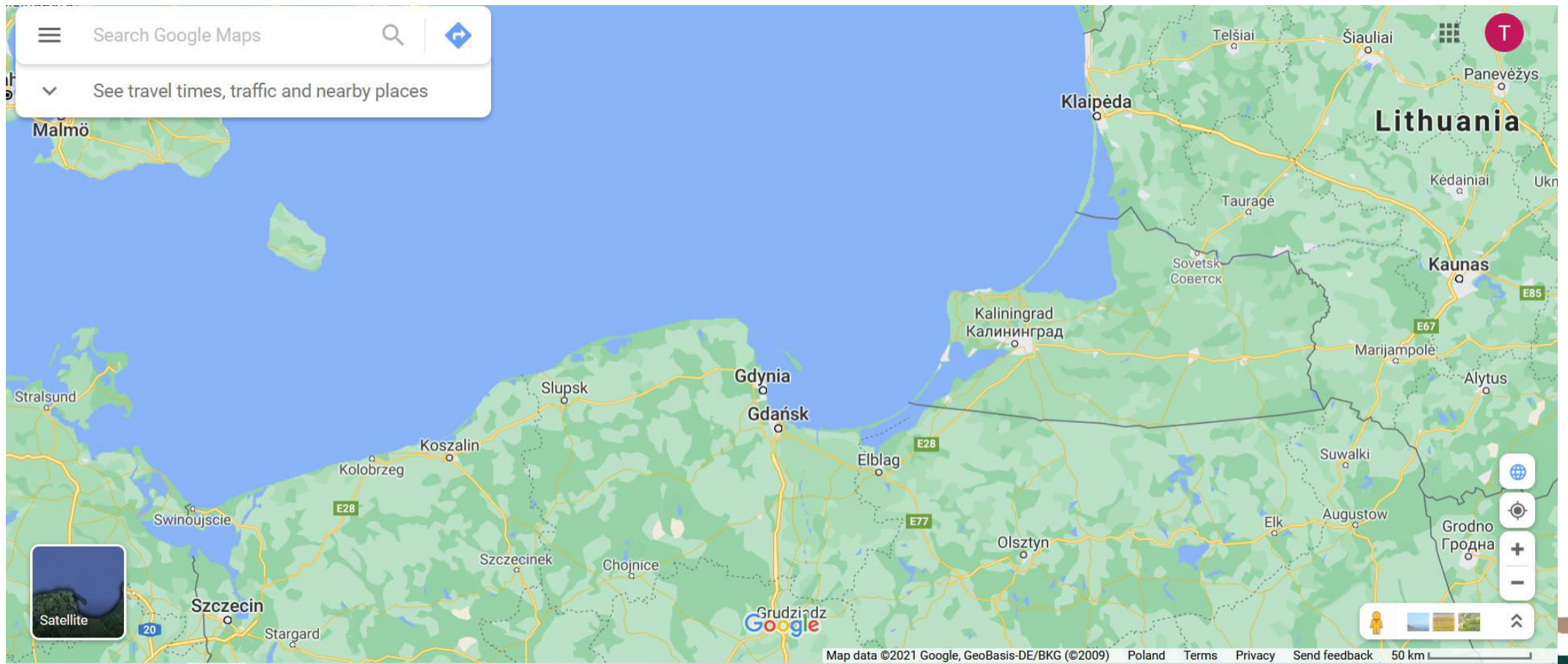


Barriers and opportunities for more sustainable tourism: cultural and environmental values around the Gulf of Gdańsk

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Study area – Gulf of Gdańsk and Vistula Lagoon





Study procedure

1. Ongoing study: preliminary results.
2. Two contrasting sub-case studies: semi-structured interviews & workshops focused on cultural values of the Gulf of Gdansk and the Vistula Lagoon regions with various stakeholders.
 - exemplary issues included: places of cultural/natural importance, threats for maintaining the importance of such places, difficulties in promoting them, tourists' perception of such places
2. Determination of barriers – via email and phone consultations.
3. Structuring of the barriers – via email and phone consultations.
4. Workshops for discussing the selected barriers and their interactions; influence maps.

Cultural value

- Cultural value – connection; how people are connected to marine ecosystems and spaces.
- In our study, respondents define the cultural values as they feel it.





Environmental and culture-oriented tourism

1. Relatively low use of cultural values in the touristic offer.
2. Touristic offer dedicated to mass and relatively low demanding tourists.
3. Local culture – lacks the modern component, more modern approach.
4. Both coastal fisheries and marine culture are in decline: lack of vision&no interests/fashion to protect cultural and environmental values.
5. Too high pressure on the Hel Peninsula: landscape and nature protection.
6. Differences between two sub-case studies due to tourists' level pressures.
7. Environmental and culture-oriented tourism is important but it is unlikely in the near future that it is able to compete with 3S offer.



Groups of barriers

Gulf of Gdansk: 70 individual barriers in 12 groups.

Most important groups include:

- ☐ Pressures coming from tourists and investors.
- ☐ Shortcomings in large infrastructure (inefficient road/rail infrastructure).

Vistula Lagoon: 68 individual barriers in 12 groups.

Most important groups include:

- ☐ Management and administration of the region.
- ☐ External managerial priorities.
- ☐ Promotion of the region.
- ☐ Social relations.

- Strong and unrestrained investment pressure and coastal areas
- Low awareness and ecological sensitivity
- There is no fashion on the coast to protect the values of natural and cultural heritage
- No cross-sector cooperation

Disturbed balance between the capacity of the coastal environment sensitive to disturbance and the need for space for tourism

practically non-existent travelling by sea

A large concentration of tourists during the holiday season

Degradation and pollution of the Puck Bay waters

As the most maritime poviats, we should have a research center on the Baltic Sea and the Bay of Puck

let's go for quality not quantity

Insufficient path number and other cycling infrastructure

no successive program of using the local cultural tradition as a brand of the region

Poor infrastructure such as sanitary facilities/litter bins

- The need to improve railway transport

- Lack of integration between collective and individual transport



Implications for MSP

1. Much of the discussions are focused on land-sea interactions and coastal/marine landscape(s).
2. MSP does not go beyond the water; the issue of formal jurisdiction.
3. Low social sustainability of MSP processes – the majority of our respondents have neither heard of nor participated in the formal planning processes.
4. Possible difficulties to embrace the elicited values by formal MSP processes: limited awareness of space.
5. Need for use of modern tools, e.g., interactive GIS modeling, value eliciting, pro-active approaches based on social sciences.

BUT the issues of sustainable tourism go outside the scope of MSP.

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