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Destination Development Plan

Puck Bay and Gdańsk Bay

Poland

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**The report done within the framework of the European project
entitled: Development, promotion and sustainable management of the Baltic Sea Region
as a coastal fishing tourism destination, o nr #R065,
implemented in the Baltic Sea Region Programme
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LIST OF ABBREVIATIONS

ICES	International Council for the Exploration of the Sea
WGRFS	Working Group on Recreational Fisheries Surveys
UE	Unia Europejska / European Union
EAA	European Anglers Alliance
BSR	Baltic Sea Region

DMO	Development Management Organisation
B+R	Badania i Rozwój / Research and Development
PwC	PricewaterhouseCoopers
MŚP	Małe i średnie przedsiębiorstwa / Small and medium companies
PKB	Produkt Krajowy Brutto / Gross Domestic Product
ESPON	European Observation Network for Territorial Development and Cohesion
DMS	Destination Management Services
GUS	Główny Urząd Statystyczny / Central Statistical Office
EPSA	Ewidencja Podwodnych Stanowisk Archeologicznych / Records of Underwater Archeological Sites
PZW	Polski Związek Wędkarski / Polish Angling Association

1

Introduction

Sea fishing tourism has been recognized in the Baltic Sea region as a branch of tourism with high growth potential, ensuring stable jobs in the long run. In addition to new jobs in rural areas, sea fishing also means diversifying the fishing industry and extending the tourist season. However, in order to fully exploit the economic potential of this branch, it is necessary to meet the key challenges that currently limit its development, in particular:

1. The supply of sea fishing services does not meet customer demand.
2. Lack of management strategy that would lead to the sustainable development of fishing tourism.
3. The management of ecosystem services does not take into account the interests of the fishing tourism sector.

The RETROUT project - *Development, promotion and sustainable management of the Baltic Sea Region as a coastal fishing tourism destination*, implemented under the Interreg Baltic Sea Region Program 2014-2020, aims to develop and promote sustainable fishing tourism in the coastal regions of the Baltic Sea and increase the potential of services ecosystem on which it is based. The project's task is to develop small and medium-sized enterprises (SMEs) by expanding their activities to foreign markets.

International cooperation is necessary to create a competitive thematic tourist product and at the same time increase the population of wild fish in the Baltic in a cost-effective way. Target groups are currently facing similar challenges related to biological and climatic conditions and the regulatory and legal framework. The RETROUT project will provide the missing international dimension in the form of an educational platform that will allow sharing experiences related to achieving the common goal of harnessing the potential of marine fishing tourism.

The project contributes to the development of coastal tourism in response to the European Union Strategy for the Baltic Sea Region and the Agenda for Sustainable "Blue" Growth in the Baltic Sea Region. Coastal tourism has been identified as a particularly promising blue growth sector and is a priority area for a long-term strategy to promote sustainable growth in maritime sectors. Blue growth and its priority area - coastal tourism - is the maritime sector's contribution to achieving the goals of the Europe 2020 strategy for smart, sustainable and inclusive growth. The increased popularity of sea fishing will strengthen the economies of regions threatened by depopulation.

In 2014, the European Commission adopted a communication on a European strategy for growth and employment in coastal and maritime tourism. The RETROUT project is taking a number of actions that can help the sector sustainably develop and provide additional impetus to European coastal regions, for example by:

- reducing the gap in the availability of tourist data,

- promoting cooperation between public authorities and public organizations through networks and intelligent strategies,
- promoting ecotourism and sustainable tourism products,
- promoting tourism diversification.

The project is particularly targeted at sea fishing tourism as a response to national strategies in Sweden, Poland, Estonia, Latvia and Lithuania, which support the diversification of the fisheries sector towards sea fishing tourism..

To achieve national maritime tourism goals, the project aims at a strategic and pan-Baltic approach by coordinating efforts to provide competitive tourism destinations and sustainable ecosystem services providing a long-term basis for ecological marine fishing tourism.

2

Basic information on the plan

2.1. Primary aim

The purpose of this document is: The "Destination Development Plan - Gdańsk Bay and Puck Bay", hereinafter referred to as "Plan" is to direct the development of tourist fishing in the area of the Gulf of Gdansk and the Bay of Puck in accordance with the principles of sustainable development and increase in the number of tourists. Until now, there was no document on the integrated development of the destination in the context of the development of a new tourist service including tourist fishing from both land and water.

The destination development plan is innovative and implementation-oriented. In its assumptions, it is to contribute not only to promoting leading tourist offers, but also to give impetus to the development of the economy of the region and the country. By innovative definition of the main mechanisms responsible for the development of tourist fishing in the waters of the Bay of Puck and Gdańsk, the plan can be used and used in implementation solutions.

The development of the country's and region's economy depends on the number of innovative solutions implemented, which can undoubtedly include this Plan. Analyzing the economic structure of the catchment area of the Bay of Puck, including the commune of Puck, the region's economic development is mainly based on agricultural, tourist and service activities. There is a lack of innovative tourist solutions that can affect economic stimulation.

According to research conducted by PwC in 2015, although the profitability of investments in innovation and R&D has increased over the years, the pace of this growth is still unsatisfactory. Although the share of revenues of enterprises generated by innovative solutions in total revenues is increasing, it has not yet reached the level of Western European countries. In 2014, it amounted to an average of 16.62% in Poland. This means that the share of revenues in Polish enterprises, including tourism enterprises, increased for six years from 9.74% in 2008 to 7 percentage points by 2014. The conducted research shows that 60% of Polish enterprises achieve their first profits after a period of two years from implementation of the results of innovative projects.¹

In addition to the development of the innovative economy and the development of new tourist services, the results achieved through the implementation of the Plan directly or indirectly may have a positive impact on many sectors of the economy. In particular, by improving the quality of tourist offer, tourist attractiveness and entrepreneurship among the inhabitants of the region will increase. In 2014, the number of operating business entities constituting the domestic product in the area of the Puck Bay was 787 per 10,000. people

¹ *Opłacalność inwestowania w badania i rozwój*, Pwc, Warszawa 2015

and is lower than the average for the country and region. The place of the Puck commune in the number of business entities is presented in the chart below.

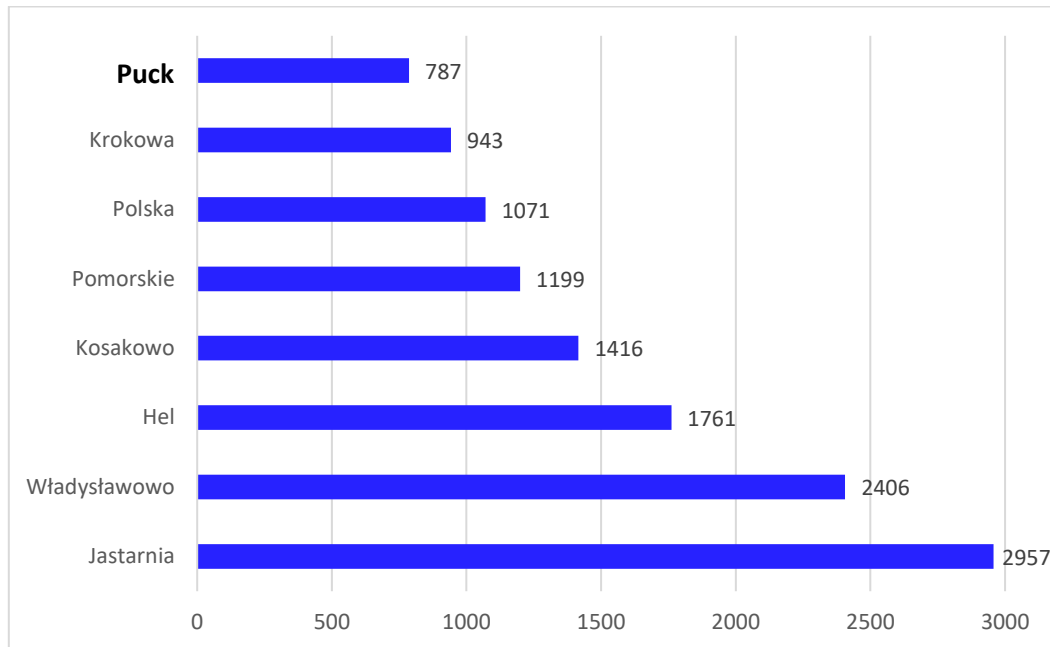


Figure 1. Number of business entities per 10,000 people in the Puck commune against the background of the country and selected communes with direct economic impact in 2014r.

Source: Based on data from the Central Statistical Office of Poland

Thanks to the results achieved through the implementation of the Plan, the conditions to facilitate investment decisions will improve, and most importantly, it will give entities responsible for maintaining a good level of tourist offer, including local governments, a tool to control it.

Through the exchange of knowledge and experience during the implementation of the Plan, it should be possible to cooperate closely with scientific entities involved in research and work for the development of tourism and environmental protection. Thanks to such cooperation, monitoring and forecasting of water quality should be of better quality. In the metropolitan area of Gdańsk, Gdynia, Sopot, to which the municipality of Puck belongs, there are specialized scientific centers and research institutions whose involvement in the implementation of the Plan can bring measurable benefits. Such institutions are e.g. the Maritime Institute in Gdańsk, Gdańsk University of Technology, University of Gdańsk, Maritime University in Gdynia, Institute of Oceanology of the Polish Academy of Sciences or the Sea Fisheries Institute.

The use of the Plan's results in the tourist economy of the Gdańsk Bay and Puck Bay regions will contribute to a better estimation of the real pressure of this sector of the economy on water quality, and to more precisely determine the possibilities of preventing water

pollution. Hence, the target group of recipients of solutions developed under the Plan may be not only local governments, fishing guides, state institutions, scientific units, tourist organizations, but all travel service providers who will be covered by the Plan implementation area.

The analysis of basic legal acts did not show any conflict between the Plan and applicable national and international regulations. Most EU law is made up of directives and recommendations on environmental protection, which impose specific obligations, binding on all Member States.

The Plan provides for the possibility of transferring methodologies and ideas to other destinations in the Baltic Sea area.

2.2. Methodology

The destination development plan was based on direct cooperation with entities and stakeholders interested in the development of the Puck Bay region. A wide range of experts and practitioners from the researched field was invited to this cooperation, so that the effects of the work were as reliable as possible and realistic, and to increase the chances of successful implementation of the Plan. Therefore, cooperation was established with entities such as:

- North Kashubian Association Local Tourist Organization,
- Companies dealing in the organization of tourist cruises focused on tourist fishing,
- A company that promotes regional culture,
- Hotels and guesthouses,
- Transport companies serving the Puck Bay region,
- Scout Marine Center in Puck,
- City Hall in Jastarnia,
- Fishing guides,
- Local seaports,
- Parliament of the Pomeranian Voivodeship,
- University of Gdańsk,
- Polish Angling Association,
- Other.

In total, cooperation was established with over 20 entities. It consisted of a series of consultation meetings in the form of workshops. Six meetings were held in Jurata, where

participants discussed the Plan and worked together on its implementation. During these workshops a number of issues were discussed, which are presented below:

- Analysis of the potential of destinations as a destination for fishing / angling tourism.
- Status of the Baltic trout population, river reclamation, storage, ecological and management restrictions and possibilities.
- Introduction to the development of destinations as a destination for fishing tourism (examples of export-oriented fishing tourism)).
- Ability and potential of main and ancillary services located at the destination.
- Identifying strengths and weaknesses of the destination / fishing destination.
- What needs to be improved to strengthen service exports in the selected destination / location?
- What can be improved and what cannot be improved?
- Vision of fishing tourism in local and regional terms, i.e. the entire Baltic Sea area.
- Strategies for destinations.
- Target groups.
- Products (all-inclusive fishing trips and simpler trips).
- Packing services (travel, accommodation, fishing).
- Marketing.
- Communication.
- Booking service (input from other project tasks).
- Branding sustainable fishing / angling tourist.
- Branding strategy.
- Eco-labeling / Eco-labeling (input from other project tasks).
- Develop a business plan - a combination of theory and practice.
- Organization and control system - Destination Management Organization (DMO) ,
- DMO aim.
- DMO tasks.
- DMO administration (in what formula could the destination operate best, e.g. a cluster, association, local government entity, etc..).
- Financing.
- Phases and transfer of knowledge.

As a result, valuable experience and knowledge was collected that was very helpful in developing this Plan. This document was divided into parts based on the materials developed.

2.3. Document structure

The first part consists of a description of the objectives and a description of the RETROUT project under which this document was created.

The second part contains current information on the Gdańsk Bay and Puck Bay regions. Basic socio-economic data of the regions and delimitation of the studied areas were presented. The results of the analysis and inventory of tourist resources are also included here.

The third part is the main result of consultations and workshops. The concept of tourist fishing has been defined and the place of this form of tourism has been indicated in strategic documents at the local, regional and national level in order to present to what extent the studied area is important at the level of individual levels and how it is included in the published documents. This part gathers all information received and developed regarding the region's planned development, expected results, planned product shape and tourist package, which will be the "showcase" of the Bay of Puck and the Bay of Gdańsk. A potential recipient was also identified and an ethical code regarding basic principles of coexistence at sea, an ecological approach to tourist fishing and sustainable treatment of marine resources was formulated. Finally, potential threats in the implementation of the Plan's assumptions and objectives are indicated and the results of the SWOT analysis are presented.

The fourth part concerns the necessary steps and actions that should be taken to effectively promote the region of the Bay of Puck and the Bay of Gdansk as well as information on the tourist product developed. This section includes the description of the brand, logos, promotional slogans, promotional and marketing activities, forms of distribution of the tourist package and communication channels. Certification of the product was also proposed to strengthen the brand image and attract foreign tourists. Finally, available and planned forms of project financing during the RETROUT project and after its completion are presented, as well as indicators for monitoring product implementation progress are specified.

The last part is the conclusions and recommendations regarding the implementation of the developed plan.

3

Analysis of the potential of the Puck Bay region



Figure 2. Location of the Puck Bay and the Gulf of Gdańsk
Source: Own elaboration based on Eurostat geographical data

3.1. Characteristics of the region

The first task of the RETROUT project was to identify destinations with the highest potential in all participating countries. Therefore, in Poland, after extensive socio-economic analyzes of coastal regions, especially in terms of sport and tourist fishing opportunities and tourist potential, the location was chosen where the project goals and assumptions have the greatest chance of success. For this purpose, the Gulf of Gdańsk and the Bay of Puck were selected.

During the project, both Bays were explored in more detail in the context of the dispersion of services, the range of services offered, opportunities for sport and tourist fishing, and an inventory of tourist attractions. As a result of these studies, it was found that tourist and sport fishing, i.e. the main topic of research, occurs mainly in the waters of the Bay of Puck and in coastal marine waters in the area of the Hel Spit. Therefore, this document focuses mainly on the Puck Bay region.

3.1.1. The Gulf of Gdańsk region

The Gulf of Gdańsk in Poland has a land border only with the Pomeranian Voivodship, and therefore in this part of the chapter devoted to the characteristics of the Gdańsk Bay region a description of this voivodship, and more precisely the Tri-City Metropolitan Area, which is in the immediate catchment area of the Gulf of Gdańsk.

The Pomeranian Voivodeship is one of 16 Polish voivodships located in northern Poland. It covers an area of 1 831 34 ha. According to data from the Central Statistical Office of Poland from 2015. the number of inhabitants is 2 304 700 and the population density is 124 people / km². Pomeranian borders with: Kuyavian-Pomeranian, Warmian-Masurian, Greater Poland and West Pomeranian, as well as Russia (the border crosses the Vistula Spit).²

Pomorskie is a medium economy in terms of size and strength, with a relatively stable position in relation to other Polish regions, maintaining 7th place in terms of share in domestic GDP and 5th in terms of GDP per capita.

Pomeranian economically, historically and culturally belongs to the Baltic Sea Region (BSR), one of the most competitive economies in the world. The coastal location creates a number of opportunities for the region related to the economic use of sea resources (including maritime tourism), as well as cooperation with BSR countries as part of economic links.

Natural values, diversification of the economy and openness determine the significant attractiveness of the region, both for business capital and human capital. The economy of

² Internet portal of the Pomeranian Voivodship Office in Gdańsk, access from 17 June 2019.

the Pomeranian region, in terms of both employment and created value, has a service orientation. Traditionally developed industries include, among others sea tourism.

Due to the above-average tourist attractiveness and developed tourist infrastructure, it can be expected that services related to spending free time will constitute an increasingly important segment of economic activity, strengthening local entrepreneurship.

Although the region has great marketing potential and the ability to build a strong economic brand, the current shape of the created economic promotion system requires in-depth coordination of activities carried out by system participants: representatives of the business, academic environment, public administration and non-governmental organizations.

3.1.2. The Tri-City Metropolitan Area

The Tri-City Metropolitan Area is divided into three parts: the core, which consists of the largest cities of Gdańsk, Gdynia and Sopot, the functional area around these cities and the peripheral area. Gdańsk and Gdynia are defined as leading cities, with a comparable economic and demographic profile. The cities of the second part, which are of greater economic importance are: Tczew (rail and industry) and Wejherowo (real estate sector). The third part includes: Kartuzy (retail, **tourism** and agriculture) and Puck (**tourism and fisheries**).



Figure 3. Division of the Gdańsk - Gdynia - Sopot Metropolitan Area

Source: Own elaboration based on: Gdańsk - Gdynia - Sopot Metropolitan Area in the network of European metropolises, Metropolitan Institute, Gdańsk 2015.

Gdańsk, as a leading city, is a center of business and science of national importance. It has an international airport, ferry terminal, universities, hospitals, cultural facilities, as well as headquarters of enterprises from various sectors of the economy, such as: maritime industry, tourism, fuel production, IT, chemical (cosmetics) and retail sales. Gdynia, as a competitive city, has a similar economic profile. Sopot, on the other hand, is described as one of the most prestigious places in Poland. The entire agglomeration has an identity based on the Hanseatic and Kashubian culture.³

According to the report of the European Observation Network of Territorial Development and Territorial Cohesion, ESPON, the Tri-City Metropolitan Area on the Gdańsk Bay belongs to the second class of metropolitan areas in Poland occupying 29% of the region's area and at the same time concentrating about 60% of its population.⁴

The Tri-City Metropolitan Area has the largest contribution to the GDP of the Pomeranian Voivodship, generating almost half of its value (48.0% in 2015, an increase of 0.7 pp compared to 2014). At the same time, the highest level of GDP per capita was recorded here (148.1% of the average in 2015).

³ *Metropolitan Area Gdańsk - Gdynia - Sopot in the network of European metropolises*, Metropolitan Institute, Gdańsk 2015.

⁴ Ibidem



Figure 4. Territorial range of the Tri-City Metropolitan Area
Source: Materials of the Maritime Institute in Gdańsk

3.1.3. Puck Bay region⁵

The Bay of Puck region includes a mutually integrated and interacting socio-economic area, which consists of the following territorial units: Puck powiat, Puck municipality, Hel municipality, Jastarnia municipality, Władysławowo urban and rural commune, Puck rural commune Krokowa, rural commune of Kosakowo. This area covers a total of 572 km², which is over 3% of the area of the Pomeranian Voivodeship and has 82.4 thousand inhabitants. The area's economy mainly specializes in traditional sectors based on location advantages, such as direct access to the sea. The area of DMO Puck Bay is characterized by a relatively high economic activity of the inhabitants. On 10 thousand In 2014, there were

⁵ Na podstawie: Strategia Rozwoju Ziemi Puckiej na lata 2016 – 2025, Stowarzyszenie Północnokaszubska Lokalna Grupa Rybacka, 2016 r.

nearly 1,412 business entities. The immediate area of impact of the Destination Development Plan - Puck Bay is shown in the figure below.

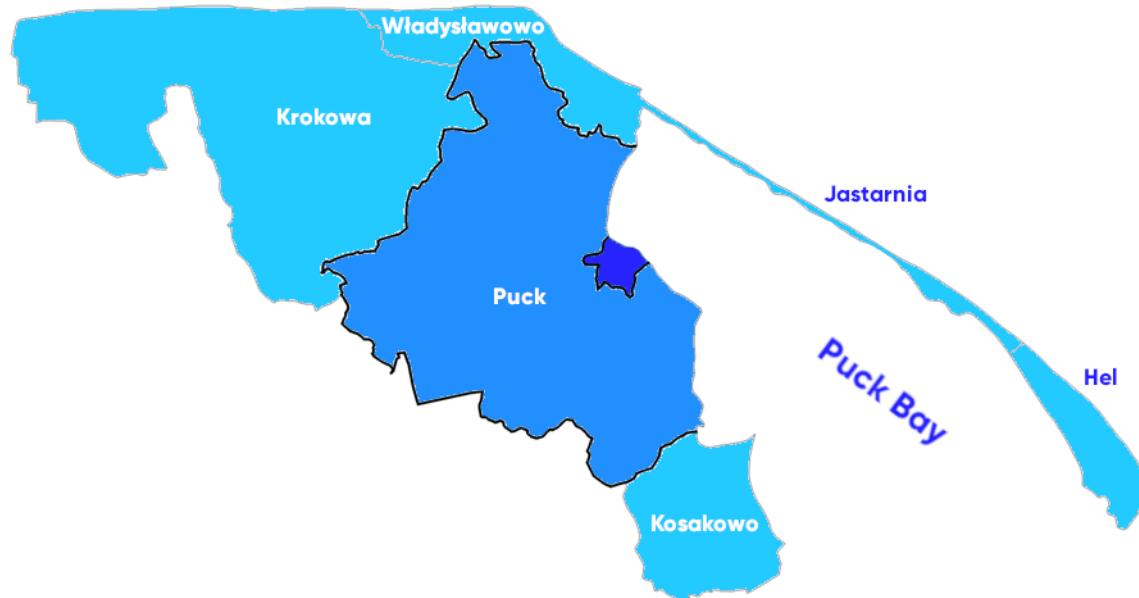


Figure 5. Direct area of socio-economic impact of the Puck Bay

Source: Materials of the Maritime Institute in Gdańsk

Puck Bay, also known colloquially as "Little Sea", is the westernmost part of the Bay of Gdańsk. It is separated by about 12 km by an underwater sandy embankment, periodically emerging. This shoal, called Ryfem (Rewa) Mew is a barrier partially insulating about 120 km² of the water body for the distinction known as the Bay of Puck proper, internal or sometimes the Puck Lagoon. The extensive shallows of the Bay of Puck proper, separated by deeper places in the form of cavities and gutters, create a different bottom configuration compared to the eastern part of the Bay of Puck, called Hel, where shallows with a wider strip occur only along the Hel Peninsula. The barrier in the form of Ryfu Mew, the varied configuration of the bottom of the Puck Bay proper, a relatively large surface, small depth affect the different physicochemical and biological conditions of the reservoir. Surface sediments that build the bottom of the Puck Bay in the area are represented by fine and medium-grained sands lining coastal plains and silty sands in deeper parts of the bottom.⁶

⁶ Summary report on the analysis of available data and conducted natural inventories (collection and analysis of inventory results, unpublished materials and published studies useful for preparing draft plans). Puck Bay (PLB 220005) as part of the Task: Development of draft protection plans for Natura 2000 sites in the area Gdańsk Bay and the Vistula Lagoon, headed by L. Kruk-Dowgiałło, Maritime Institute in Gdańsk, Gdańsk 2013.

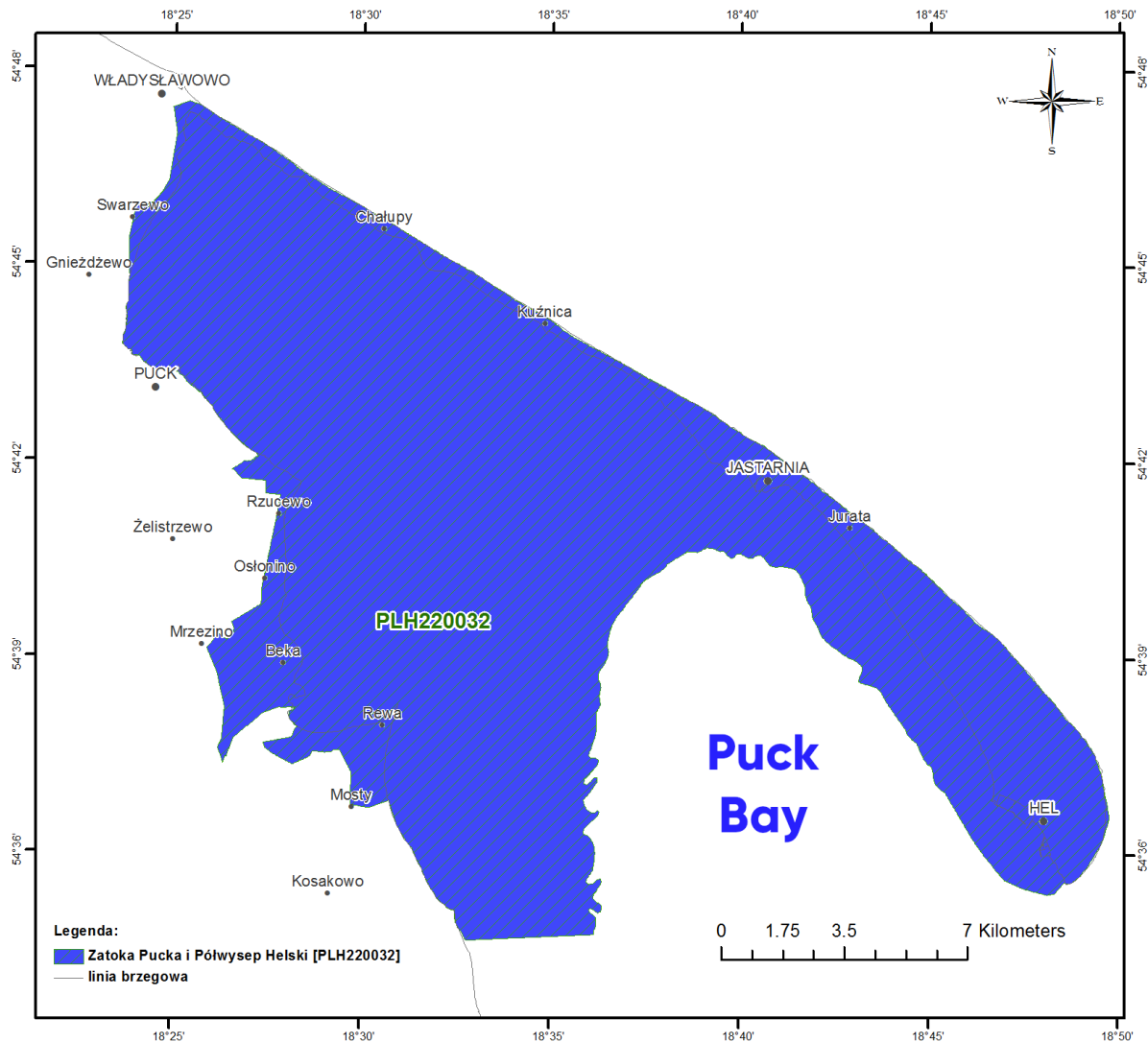


Figure 6. Location of PLH Bay of Puck and Hel Peninsula

Source: Summary report on the analysis of available data and conducted natural inventories (collection and analysis of inventory results, unpublished materials and published studies useful for preparing draft plans). Puck Bay (PLB 220005) as part of the Task: Development of draft protection plans for Natura 2000 sites in the area Gdańsk Bay and the Vistula Lagoon, headed by L. Kruk-Dowgiałło, Maritime Institute in Gdańsk, Gdańsk 2013.

Regional economy

Due to the rich and complex history as well as multicultural and unique tradition (including fisheries in particular), the area covered by the Strategy has significant resources of historical and cultural heritage. At the end of 2014, in the register of monuments of the Pomeranian Provincial Conservator of Monuments, there were 67 items of immovable monuments from the Puck powiat, which accounts for 3.48% of the entire voivodship.

An important feature of the Puck region is the Kashubian tradition, cultivated primarily in language and cuisine, and in recent years in stylistics and design.

Numerous events are organized, such as Fish Day in Hel, Eel Days in Jastarnia, Puck Day Kapra, Belonada or one of the largest D-Day reconstruction events in Hel.

In 2014, 4.8% of all people doing business in the region were residents of the communes of the Puck Region. The municipality of Władysławowo had the largest share (33.4%), and the smallest was Hel (5.1%). The industry structure of these people was dominated by activities related to accommodation and catering services (37.1% of all activities). In Władysławowo alone, people running this business accounted for 16.3% of all in the region.

The area's economy mainly specializes in traditional sectors based on location advantages, such as direct access to the sea. Thus, it is a stable economy that is not undergoing transformation.

Maritime economy is strongly developed in the Puck region. It has durable maritime and fishing infrastructure in the form of ports and fishing bases.

Employment in fisheries is characterized by a lower share of young people (up to 30 years of age) than the average in Poland (8.8% to 13.5) and larger older people (over 60 years) (13.1% to 8.9%) . In turn, in the years 2007-2013, the number of people working in the processing and preservation of fish and fishery products both in the Puck Region and in the region remained at a similar level. Women still dominate among those working in processing (59.6%).

The coastal location of the Puck Region area and the unique environment and landscape values associated with it favor **tourism development**. The area of the Puck Bay region, like the entire Pomeranian Voivodeship, is recognized as one of the **most attractive tourist regions in Poland**.

Leisure tourism is the most popular form of tourism, which results directly from the coastal location and landscape values of the region. For climatic reasons, this type of tourism is almost exclusively limited to the summer season.

The region offers excellent conditions for sailing enthusiasts, **but there is no joint and integrated offer of the whole region for sailors**.

Windsurfing amateurs will also find excellent conditions, for whom Puck Bay is one of the best places in Europe to practice and learn this sport. In turn, the surroundings of Rewa and Jastarnia are very popular among fans of kitesurfing.

Historically, the first Polish war port was located in Puck. The region's population has always been heavily involved in fishing. In the interwar period a port in Gdynia was built - Puck was

too small and the approach froze in winter. Established in 1913 as the first seaplane base in Europe, it remained in Puck.

Until the seventies of the twentieth century, the bottom of the bay was covered with underwater meadows, the water abounded in various species of freshwater and marine fish. At the turn of the 70s and 80s, morsels, as well as many species of fish, became completely extinct and bathing was banned. The launch of the sewage treatment plant in Swarzewo initiated a slow process of improving the environmental conditions in the bay.

Hel Peninsula

The Puck Bay from the north-east is limited by the sandy Hel Spit stretching from Władysławowo to Hel. This form was created as a result of accumulative sea activity, as a result of the supply of debris by coastal waves and currents. The Hel Spit in historical times has always been a continuous and compact form. The Hel Peninsula has a length of 36 km and a variable width. The western part of the peninsula is definitely narrower and is characterized by a slightly varied sculpture of heights not exceeding 5 m a.s.l. The eastern part expands to the south-east, reaching a maximum width of 3 km. It is characterized by a greater variety of forms and greater height differences, reaching up to 23 m a.s.l. between Jurata and Hel.

The main forms developed on the spit include dunes and former, wet banks. In the western part of the peninsula, the dune hills are low, few and have irregular shapes. Their height increases as they move away from the base of the peninsula, reaching a maximum of 13.2 m a.s.l. (Góra Lubek). On the Jastarnia-Hel section, along the sea shore, a series of coastal dunes developed up to 23 m a.s.l. Coastal dunes are also found on the back side, they are currently undergoing intensive destruction.

Former bank embankments are now overgrown by forest communities, especially coastal pine forests. A beach of varying width stretches along the coastal shore of the Hel Spit. In the western part the beach is 20-40 m wide, and in the eastern part 60-80 m.



Figure 7. Blurred shore of the dune of the Hel Peninsula between Jurata and Hel from the side of the Puck Bay
Source: Pic. W. Jegliński 2008

There are also beaches on the rest of the spit, but their route, unlike the sea side, is discontinuous - the beach disappears in many places.

Icing

Depth relations are less important than ice salinity in the area of the Puck Bay and Hel Peninsula, while the salinity of the waters is less important. The small depths of the Puck Lagoon and the resulting low heat capacity mean that it cools down faster, which promotes ice formation. Small waving also favors it.

In the Bay of Puck, ice occurs on average 60 - 80 days a year. Along the Hel Peninsula, in its western part, ice occurs about 60 days a year. In shallow coastal waters along the western shores of the Outer Puck Bay and along the eastern part of the Hel Peninsula, ice stays on for 15 to 40 days. The shortest is observed at the Hel Peninsula because on average only for about 10.

Multi-year average indicates that the average maximum ice thickness for Puck is 25 cm. In the region of Rybitwia Mielizny, from the side of the Puck Lagoon, about 20 cm, along the western coast of the outer Bay of Puck and the Hel Peninsula 10 - 15 cm and in the vicinity of Jastarnia 18 cm.

The thickness of ice increases during the winter. In the Puck region, the thickness of ice increases on average until the third decade of February, when it generally reaches its maximum. A decrease in ice thickness has been observed since the first decade of March.

Threats

One of the negative pressures for the development of the Puck Bay destination is improper farming and its negative impact on the natural environment, which means the costs of environmental degradation resulting from the functioning of this sector of the economy are significant for water quality and tourist fishing. It should be noted that the gross value added to the economy by this sector in the period 2008 - 2010 amounted on average to 3.6% of Gross Domestic Product, which estimated an amount of PLN 37,749 million. As a result of its activities, this sector has a negative impact on the natural environment, including on the state of waters and soils, which has a direct impact on the state of the waters of the Baltic Sea, including the waters of the Puck Bay. By introducing harmful substances into the environment, agriculture contributes to the deterioration of the quality of waters in the Baltic Sea, which has negative consequences also for other sectors of the economy, i.e. fishing or tourism. Thus, the costs of protecting the Baltic Sea waters and the costs incurred as part of introducing regulations regulating, e.g. the use of fertilizers to improve harvest performance or animal husbandry conditions increase. The growing pressure of agriculture on the natural environment means that the costs of maintaining the biodiversity of the Baltic Sea or inhibiting eutrophication processes are increasing. In addition, the decreasing tourist attractiveness of the destination and the amount and diversity of species of fish caught cause that additional costs are borne by coastal regions and municipalities.

The persistent degree of pollution of the Baltic Sea as a result of agricultural activity generates additional, increasing costs of expenses for the protection of this area and deepening losses in the form of reducing revenues from such sectors of the economy as fisheries or tourism. Assuming a 10% decrease in agricultural production, as a result of restrictions resulting from legal regulations or additional costs incurred for environmental protection, it should be expected that revenues from this sector of the economy will decrease by an average of PLN 3.8 million per year.

The 560-kilometer Baltic coastline with attractive tourist areas and towns of the coastal belt means that around 6-7 million tourists a year use the stay on the Polish coast, not only in the summer season, but also in the remaining period by degrading sewage production. The average amount of wastewater generated per day by one tourist, according to various sources, ranges from 2 m³ to 4.3 m³.

The implementation of the Plan will improve awareness of the importance of proper management of natural resources and reduce losses resulting from decreasing revenues. The

solutions developed during the implementation of the Plan can be used in other municipalities and coastal regions along the entire length of the Baltic coastline.

Transport accessibility

The Puck Bay is easily accessible from the Tricity (Gdańsk, Sopot, Gdynia) by plane, train, boat, car and ferry:

- By plane via Gdansk (50 km) <https://www.airport.gdansk.pl/>,
- By ferry connections from Karlskrona-Gdynia (Stena Line) and Nynashamn-Gdansk (Polferries),
- By boat from Gdansk/Gdynia to Hel (a low carbon solution) <https://www.zegluga.pl/rejsy>,
- By train from Gdynia <https://rozklad-pkp.pl/en>,
- By car from Gdansk/ Gdynia.

The basic element of the road network system determining the road accessibility of the Puck Region is national road No. 6 connecting the Tri-City with Szczecin. It is characterized by high, though varied traffic depending on the section.

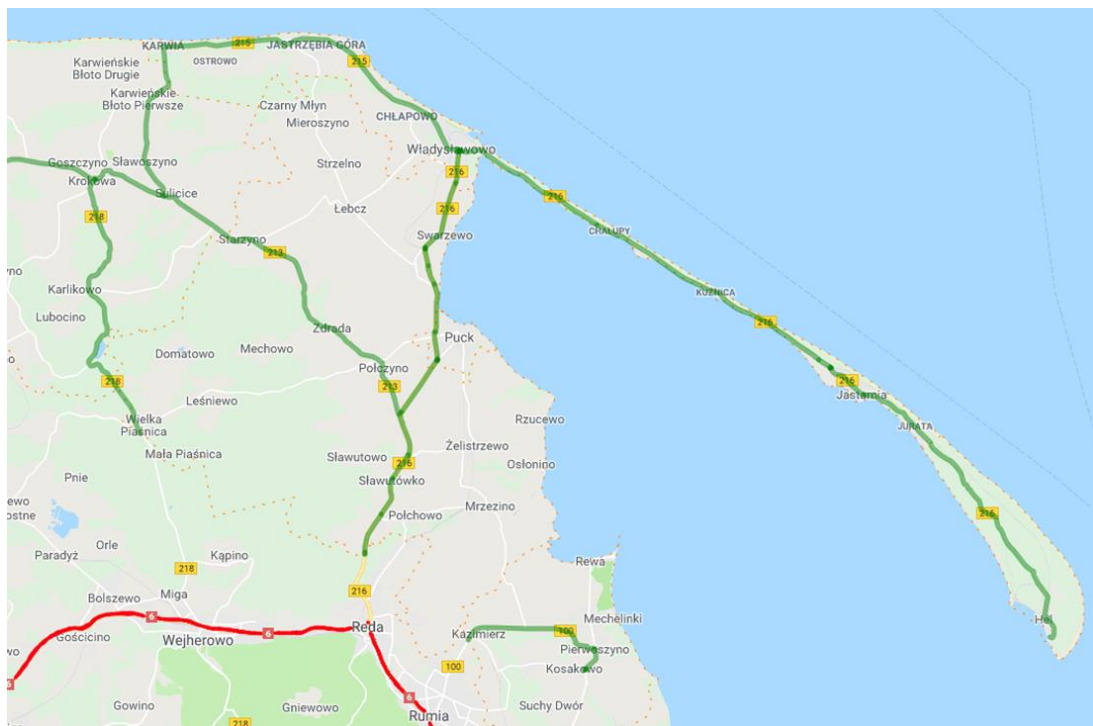


Figure 8. Transport accessibility of the Bay of Puck region from the land

Source: Materials of the Maritime Institute in Gdańsk

The region's transport accessibility is to be improved in relation to the planned infrastructure investments, which they are:

- construction of the Via Maris express road announced by the Government, connecting the S6 road with Władysławowo (the start of its construction is initially planned for 2022.),
- construction of the OPAT road (bypass of the small Tri-City Rumia - Reda - Wejherowo),
- construction of the S6 express road (Kaszubska route), running in the immediate vicinity of the Puck poviat,
- modernization of the Gdynia - Hel railway line.



Figure 9. Designed roads: Via Maris and OPAT

Source: Materials of the Maritime Institute in Gdańsk

In addition to land connections, there are water connections between the Hel Peninsula and the opposite shoreline. The water transport significance of the Bay of Puck increases during the season when traffic jams form on land roads. We have sea passenger connections Gdynia - Hel and Rewa - Jastarnia in the Bay of Puck region.

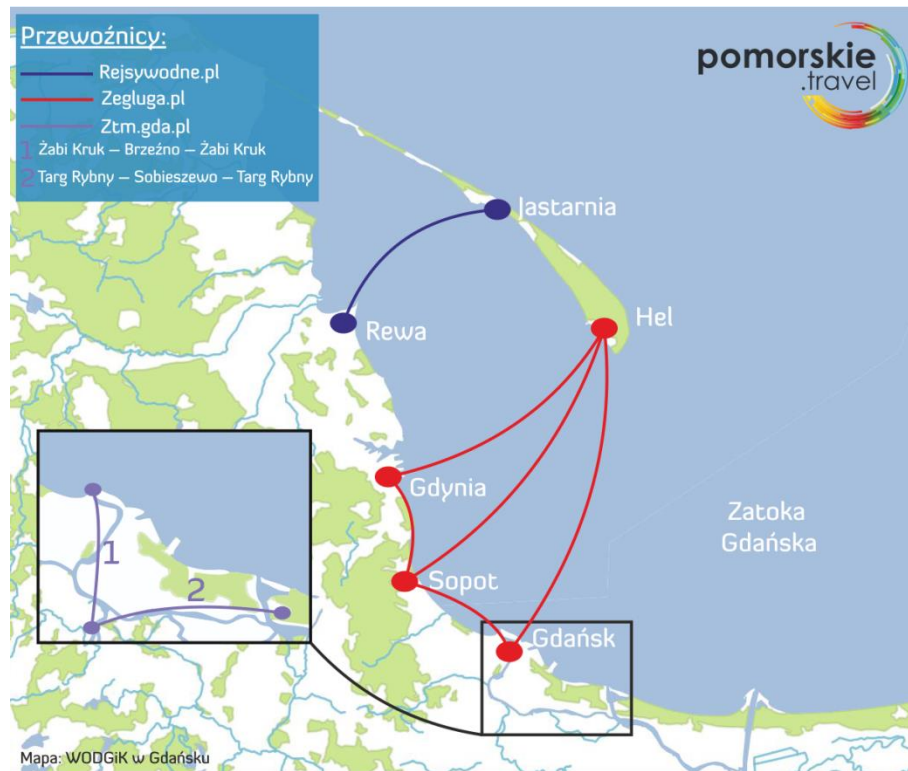


Figure 10. Water transport connections in the Bay of Puck
Source: Pomorskie.travel website - access from 17.07.2019.

3.2. Analysis and inventory of tourist resources of the area covered by the destination development plan

In order to create the image of the destination, which is the Bay of Puck / Puck Land and to manage it effectively, you must first identify its potential and strengths. The coastal location of the Puck Region area and the unique environment and landscape values associated with it favor tourism development. The area of the Puck Region, like the entire Pomeranian Voivodeship, is considered one of the most attractive tourist regions in Poland. This area is rich in tourist attractions targeted at both people looking for active and passive recreation. For climatic reasons, however, leisure tourism is almost exclusively limited to the summer season, and it also largely depends on weather conditions.

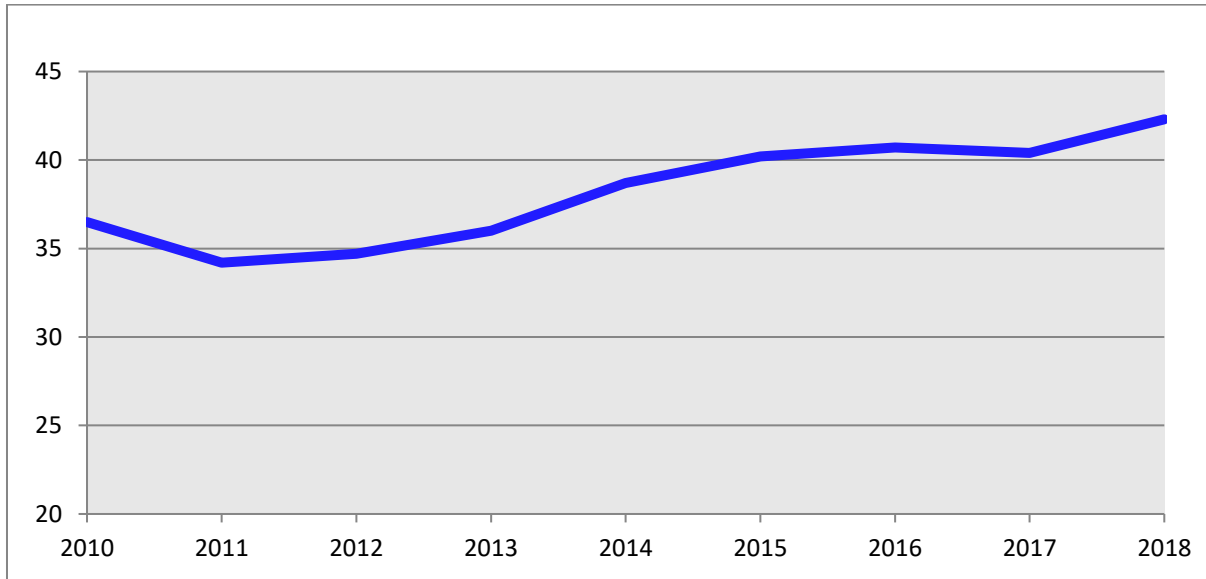


Figure 11. Occupancy rate of beds in the Puck poviát
Source: Based on data from the Central Statistical Office of Poland.

The degree of use of bed places in the Puck poviát is systematically growing, reaching the level of 42.3% in 2018. This is a very favorable tendency, especially taking into account the fact that the number of beds is also rapidly increasing - in 2018 the number of beds per 1000 population amounted to as much as 304.58 (compared to 175.99 in 2010) . The number of hotels and accommodation of a higher standard is also growing.

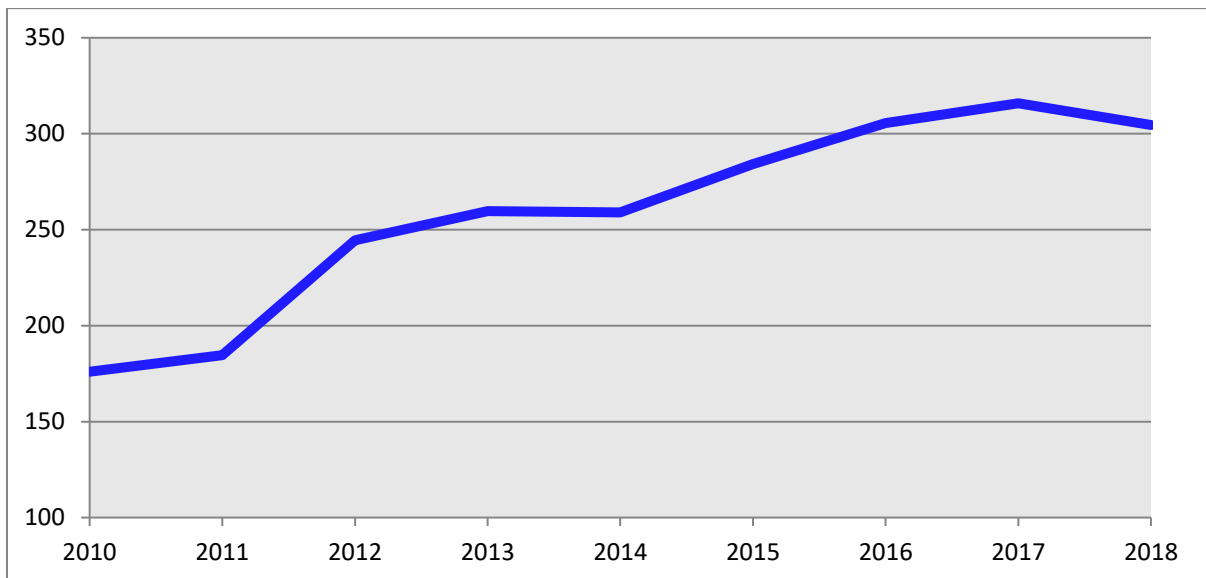


Figure 12. Bed places for 1000 population in Puck poviát

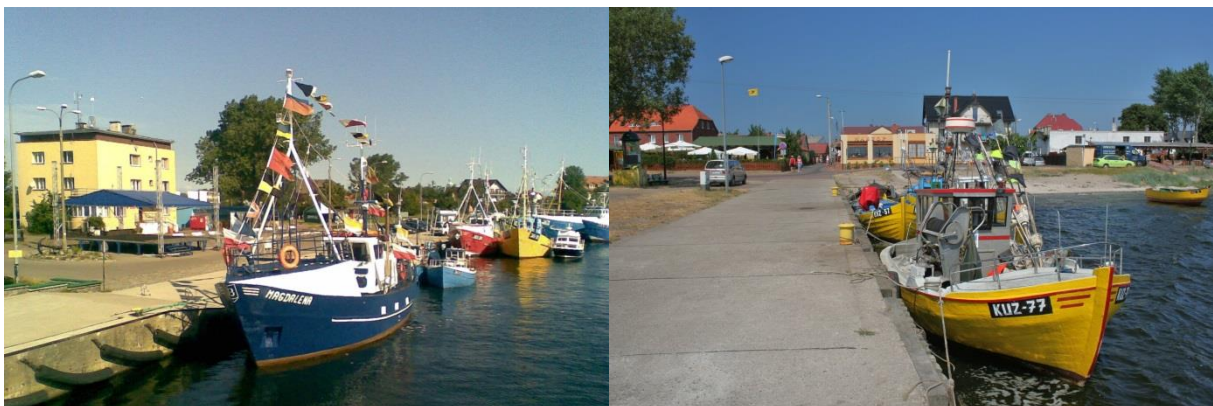
Source: Based on data from the Central Statistical Office of Poland.

The resorts located on the Hel Peninsula and the Bay of Puck (including Jastarnia, Kuźnica, Hel, Puck, and Rewa) are a group of small ports and marinas. Along with Lake Żarnowieckie, this area is of particular importance for tourist activities (water sports such as windsurfing, kitesurfing, as well as cod and diving trips), and ports and harbors are also a place of stationing of the fishing fleet. Every year, fishing competitions are organized in the city of Puck. Belonada, which since 2003 have the rank of National Fishing Competition. They are very popular. In addition, many fishermen willingly take tourists to fish for this fish also outside the competition period.



Figure 13. Belonada 2019

Source: Internet portal <https://puck.naszemiasto.pl/>; access from 04/12/2019



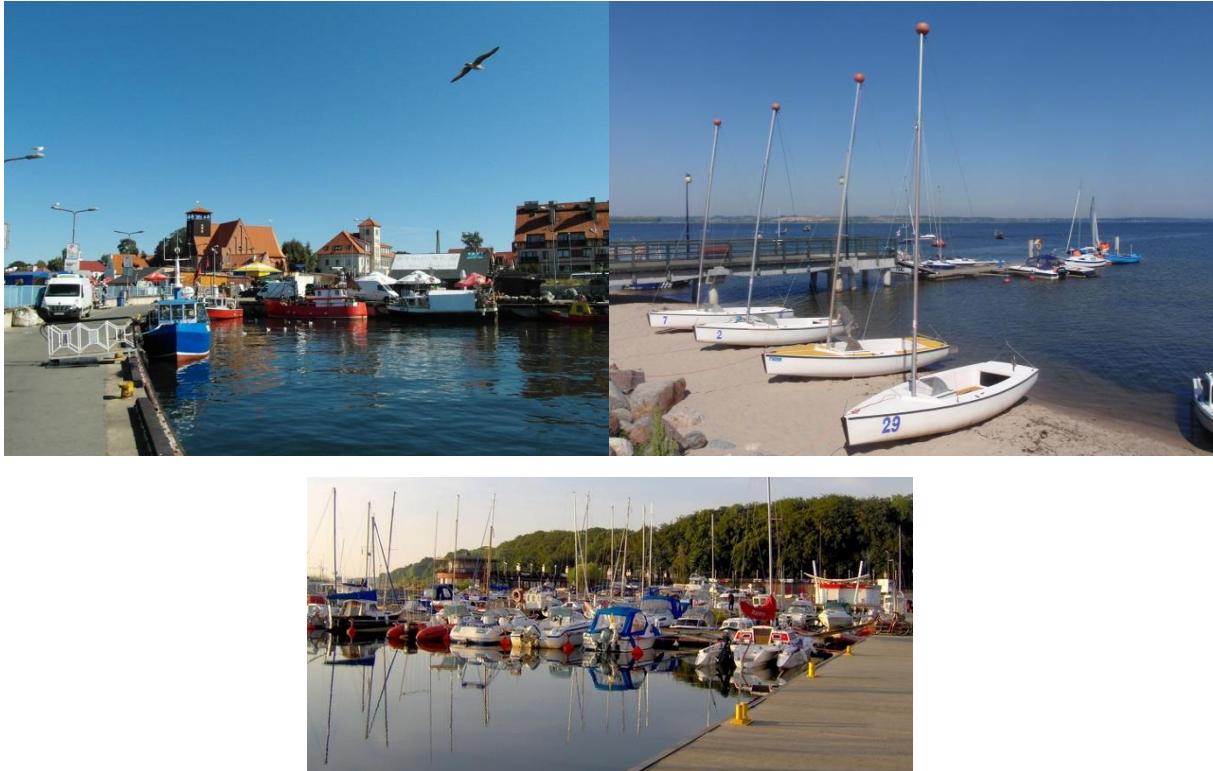


Figure 14. Selected small ports on the Bay of Puck (from the left: Port Jastarnia, Port Kuźnica, Port Hel, Port Rewa and Port Puck)

Source: Google Graphics

Cultural tourism is also developing in the Puck region, offering participation in cultural events (pilgrimages, concerts, festivals), exhibitions, fairs, tournaments as well as rural and natural, allowing visiting protected areas, observing and photographing animals. In Puck there is, among others Museum of the Puck Region. It was founded in 1980 and is named after Florian Ceynowa, a local researcher of Kashubian folklore and culture as well as a social activist. The museum also has branches in nearby towns, where we can see, among others miniature open-air museum. In Puck, you'll also find the Maritime Aviation Squadron Museum. It cultivates the traditions of the pre-war naval squadron based on Puck.



Figure 15. Museum of the Puck Region and Museum of the Naval Aviation Squadron
Source: City of Puck, Miastopuck.pl, access October 14, 2019.

The city also has the oldest port, which was established in 1920 and was the first war port of the Second Polish Republic. Currently, it is the base for the fishing fleet and the developing tourist navigation, it is also a water sports center. In addition, there is an Evolution Park around the city. It is an educational and recreational place that attracts a large number of tourists, especially families with children.



Figure 16. Evolution Park in Sławutówek, near Władysławów
Source: Evolution Park website: <https://parkewolution.pl>, accessed from 04/12/2019

In Władysławowo you can also find a number of attractions affecting the high tourist traffic of this region. There is, among others Butterfly Museum or Museum of Illusions. The Fisherman's House Tower is also an interesting place. It is a year-round viewpoint from

which, with good visibility, you can see the end of the Hel Spit. In addition, the Fisherman's House also has several interesting exhibitions. The city also has the Memorial Center of General Józef Haller and his soldiers. It is a small wooden villa where the general spent his holidays, where you can see many souvenirs associated with it. In the vicinity there is also one of the city's natural attractions - the Natural History Museum of the Seaside Landscape Park. In the Landscape Park you can see, among others The Rudnik Chłapowski Gorge. Noteworthy is also the Fisherman's Port in Władysławowo, from where tourists can go on a cruise.





Figure 17. Tourist attractions in Władysławowo

Source: Google Graphics, website www.muzeummotyli.pl - access from December 4, 2019, website https://www.wladyslawowo.info.pl/ysznecje/19/magiczny_zawrot_glowy - access from December 4, 2019; internet portal <https://npk.org.pl/aktualnosci-8/miedzajonowy-dzien-krajobrazu-z-nadmorskim-parkiem-krajobrazowym/> - accessed on 04.12.2019 (from the left: Butterfly Museum, Museum of Illusions, Tower of the House Rybak, Memorial Center of General Józef Haller and His Soldiers, Natural History Museum of the Seaside Landscape Park, Chłapowski Gorge "Rudnik" and the Port of Władysławowo).

In Jastarnia, one of the most interesting attractions is the Museum at Strzechą, the museum in the Port Bosmanate or the Fisherman's Cottage built in 1881 largely from broken wooden ships. In the city there is also an Open-air Museum of Fortifications of the Second Polish Republic including the shelters of the Jastarnia Resistance Center.



Figure 18. Tourist attractions in Jastarnia

Source: Maritime Economy, www.gospodarkamorska.pl, access 14.10.2019., Google Graphics (from the left: Museum at Strzecha, Museum in the Harbor Battalion, Fisherman's Cottage, Open-Air Museum of the Fortification of the Second Polish Republic and battle shelters of the Jastarnia Resistance Center).

There are also many attractions related to cultural tourism on Hel. Tourists can visit the Sea Fisheries Museum, the Coastal Defense Museum and the open-air museum, Porpoise House or see the exhibition entitled 20th century macabre. One of the biggest attractions of Hel is, however, the Sealarium, which is a research and breeding establishment. In the Port of Hel it is possible to go on a cruise or fishing trip. Water trams also run to Gdańsk, Sopot and Gdynia.



Figure 19. Tourist attractions on Hel

Source: Google Graphics; Profile on the portal to Facebook communities: https://www.facebook.com/pg/makabraXXwieku/photos/?ref=page_internal; Access from December 4, 2019 (from the left: Sea Fisheries Museum, Coastal Defense Museum and open-air museum, Porpoise House, exhibition of the 20th century Macabre, Seal Center).

Tourism development in the Puck Region should focus on guaranteeing its year-round character. The seasonal nature of maritime tourism and the lack of new, innovative concepts for its development hamper the full exploitation of the sector's existing potential for growth and employment. For this reason, other forms of maritime and coastal tourism should be developed alongside traditional tourist and leisure facilities. That is why a favorable climate and potential for the development of sanatorium, rehabilitation and health tourism should also set one of the development directions in this region.

The importance of culinary tourism is also growing. An undoubted attraction is the Kashubian cuisine based mainly on fish. The multitude of gastronomic facilities in the Puck Bay region offers meals in a very wide price range.



Figure 20. Kashubian cuisine

Source: Tourist and socio-economic potential of the Bay of Puck region, Mikołaj Czuba, Puck 2018

The area of the Puck Bay is also a place where wreck tourism develops. Securing the underwater cultural heritage in the maritime areas of the Republic of Poland has become a big challenge in the last dozen or so years, as well as making this heritage available for tourism. The institution specializing in conducting archaeological marine research is the

National Maritime Museum in Gdańsk, which cooperates with the maritime offices, the Hydrographic Office of the Navy, the Maritime Institute of the Maritime University of Gdynia, the Naval Academy in Gdynia and the Border Guard in activities for the protection of underwater cultural heritage. The result of the ongoing work is the Register of Underwater Archaeological Sites (EPSA).



Figure 21. Wreck tourism and the National Maritime Museum in Gdańsk

Source: Google Graphics, web portal <http://www.wsw.nmm.pl/pl/wrak.php?id=7>, accessed December 4, 2019.

The dynamically developing cycling tourism deserves special attention. The network of bicycle routes running through coastal areas is important for regional development in the field of tourist infrastructure and services. The path connecting Hel and Władysławowo was one of the first designed routes in Poland.



Figure 22. Bicycle path: Hel - Władysławowo

Source: Google Graphics

Fishing interest is also growing. The Polish Angling Association brings together 630,000 members of all communities and social groups. About 5% of Poles deal with fishing. According to PZW data, the entire fishing market in Poland is worth about PLN 1.5 billion. There is a sea fishing center in Władysławowo, among others wla65.pl or dorszowanie.info. Fishing from the shore of balony or flounder is becoming more and more fashionable. It also seems that expeditions min. for sea trout and salmon by fast trolling boats.



Figure 23. Fishing for sea trout and salmon by trolling boats

Source: Profile on the social network: <https://www.facebook.com/SzymanskiWedkarstwo/>, accessed on 04.12.2019.

Increased tourist traffic also outside the tourist season will have a positive impact on the development of coastal regions and towns. Popularizing a new, in Polish conditions, form of recreation in the form of fishing at sea, facilitating wreck diving and promoting tourist products offered by seaside resorts and sanatoriums, will strengthen the position of the Polish coast as an attractive holiday destination for Polish and foreign tourists. The creation

of supra-regional tourist products and common products related to cruises at cruise ships calling at the Baltic Sea ports will bring additional benefits.

As you can see above, the Puck Bay Region has a unique tourist offer. The variety of attractions is very large and certainly every tourist will be able to find something interesting. This diversity consists of the elements indicated in the diagram below.

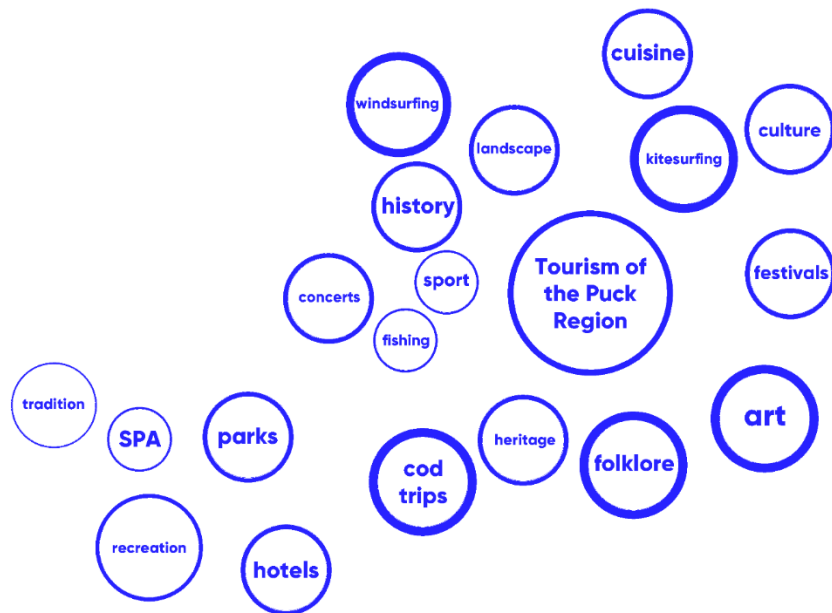


Figure 24. Unique tourist offer

Source: Own elaboration

Despite the varied and rich tourist offer in the Puck Bay region, there is still no tourist package that would integrate all or part of the above attractions. There is a large dispersion of the offer.

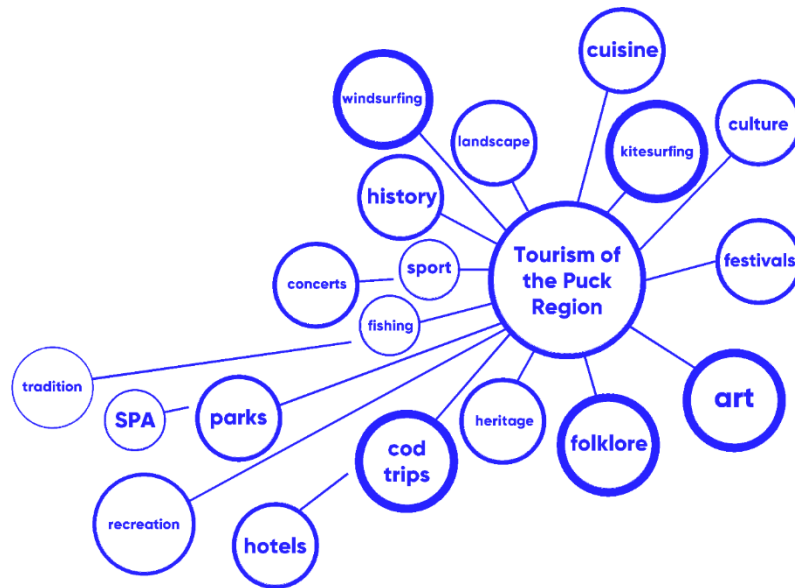


Figure 25. The tourist offer of the Puck Bay is divided and dispersed
Source: Own elaboration

This requires the creation of a tourist product that would offer the use of many attractions at one price in one package and which would be purchased from one distributor.

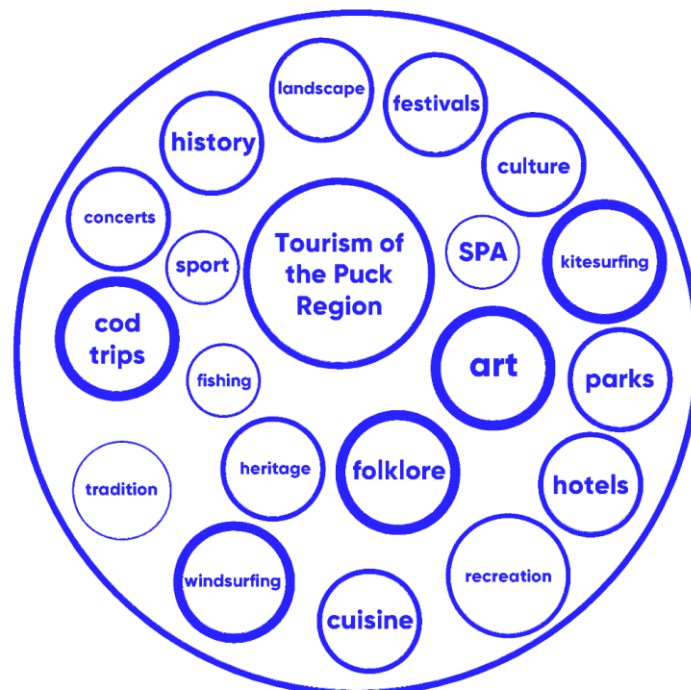
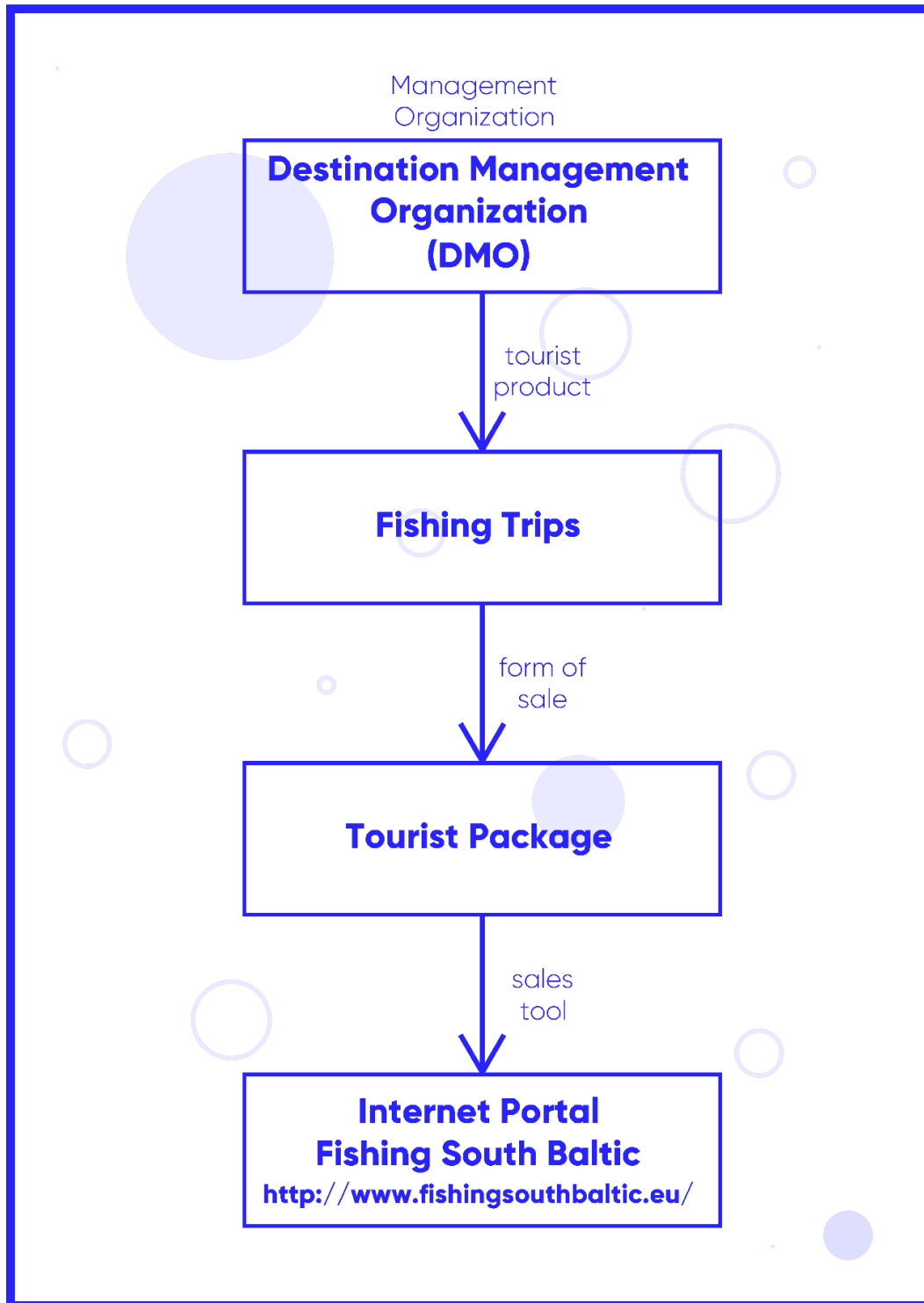


Figure 26. Combined tourist offer
Source: Own elaboration

4

The concept of tourist product development

The following chapters present the tourist product, DMO and other aspects of implementation, distribution and promotion. The most important elements of the destination development plan are presented below, which are the core of this report.



3.3. Tourist product - the definition of tourist fishing

To analyze marine tourist fishing, you must first define this concept. To this end, a review of the literature was carried out to clearly explain the studied issue. There are many definitions, but for the purposes of this report, some of the most relevant are presented below.

In the document entitled "Report of the ICES Working Group on Recreational Fisheries Surveys 2013 (WGRFS) definition of tourist fishing sounds:

„Recreational fishing is the capture or attempted capture of living aquatic resources mainly for leisure and / or personal consumption. This covers active fishing methods including line, spear, and hand-gathering and passive fishing methods including nets, traps, pots, and set-lines.”

According to the definition developed by the European Anglers Alliance, tourist fishing is:

„Recreational angling is one form of recreational fishing. According to the paper published by the EAA in 2004 (...), angling can be defined as line fishing using the hooking method. As angling can be both commercial and non-commercial, recreational angling can be defined as the activity of catching or attempting to catch fish, principally by rod and line, pole or hand-held line for non-commercial purposes. According to the EAA definition and EU legislation (Article 55(2); Council Regulation (EC) No 1224/2009 of 20 November 2009), recreational fishermen and recreational anglers do not sell the fish they catch.”

The term “recreational angling sector” means anglers, tackle shops and tackle manufacturers, bait suppliers, charter-boating, recreational boat builders and handlery suppliers, marina operators and specialised angling media, angling tourism and other related business and organisations as well as the whole management environment (e.g. public agencies) to varying degrees dependant on or directed at recreational angling.

Recreational angling is a very sustainable kind of fishing compared to other kinds of fishing, commercial as well as recreational, thanks to the low-impact, highly selective catching gear used and the high survival rate of the fish released-. In many countries recreational fishing generates more value than does commercial fishing. Within the recreational fishing sector the recreational angling segment contributes by far the most to the sector’s total socio-economic value.”⁷

In turn, the Food and Agriculture Organization of the United States in the document entitled "Recreational fisheries" from 2012 defines recreational fishing as follows:

⁷ Portal internetowy EAA - <https://www.eaa-europe.org/topics/what-is-recreational-fishing/>, dostęp z dnia 17.07.2019r.

” Recreational fishing is (...) defined as fishing of aquatic animals (mainly fish) that do not constitute the individual’s primary resource to meet basic nutritional needs and are not generally sold or otherwise traded on export, domestic or black markets (EIFAC, 2008; see Mike and Cowx, 1986 for exceptions where recreational fishers sell surpluses to offset costs). In contrast, commercial and subsistence fisheries are primarily directed towards the livelihood of the fisher (and family), with fishing contributing substantially to meeting nutritional needs of the individual.”

Analyzing all definitions, one can draw a short common conclusion that recreational fishing is a form of spending free time consisting of fishing for personal use, using well-defined tools, reducing the risk of fish damage and adhering to the ethical code while fishing.

Achieving the set goals (and consequently the implementation of the vision and mission) is possible only by developing an effective development plan. To this end, processes related to existing tourist products, the volume and type of demand or the possibilities of using existing tourist assets should be identified in the area of interest. You should also indicate the group of product recipients and the group of potential stakeholders.

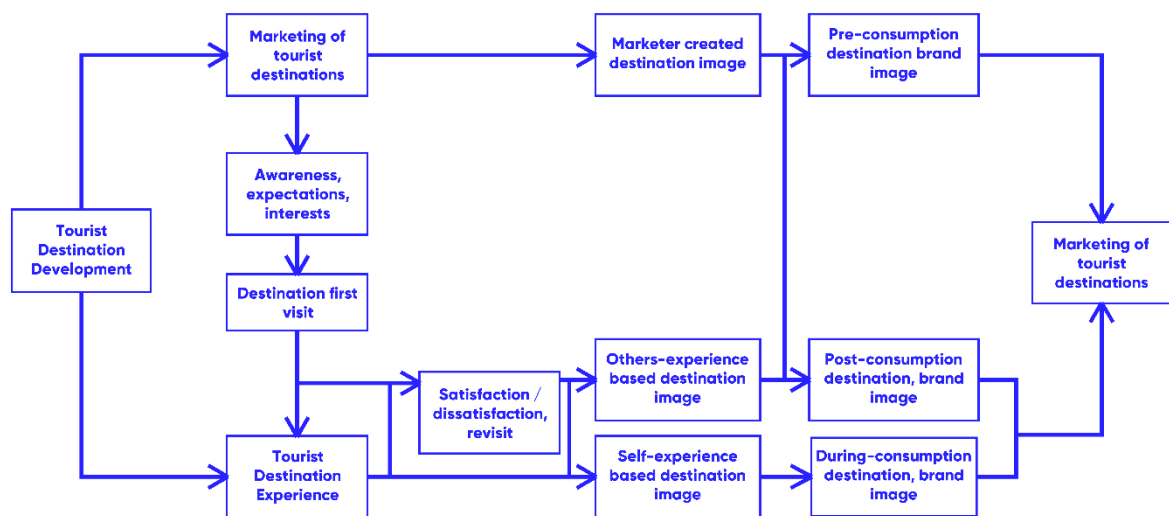


Figure 27. Tourist destination development.

Source: Manhas, P. S., Manrai, L. A., Manrai, A. K. *Role of tourist destination development in building its brand image: A conceptual model*, 2016, 27.

The RETROUT project carried out a series of workshops with interested parties, which aimed to analyze customer needs, assess the product's environmental impact and define a framework for future cooperation. As a result, the product development matrix was created, which is presented below. It presents a set of issues that were discussed during the consultation, as well as the responses and opinions of stakeholders and stakeholders. Thanks

to the results of the consultation and the matrix below it is possible to more precisely determine the final shape of the tourist product.

Table 1. Development matrix

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
Process	<p>Is there sufficient supply of product on offer of the right standard to meet current visitor needs?</p> <ul style="list-style-type: none"> • What processes are in place to assess this? • Where are the product and experience gaps? • Is customer service up to standard? <p>What are the key tourism opportunities for future development?</p> <ul style="list-style-type: none"> • What are the intended growth targets/parameters? • Is growth represented by increases in visitor nights, expenditure, yield or a mixture of the above? • How will this be achieved? How will this be measured? <p>Does this level of development fit within the community vision & brand values?</p>	<p>Puck Bay is often visited by fishing enthusiasts. By creating a small group of tourists in many places you can rent a fishing boat and go fishing. You can come with your own equipment or rent it on site. Other preferred fishing spots are fishing ports or the seashore. In addition, several cyclical fishing competitions are organized (eg Belonada, the most famous event of this type in the Baltic). Interest in this type of active leisure indicates the existing demand for a tourist product in the field of fishing. Unfortunately, in the Puck Bay area it is not sufficiently promoted. There is also no comprehensive tourist package that would meet the client's expectations. The main goals of introducing such a package are an increase in the number of tourists (especially foreign tourists), an increase in sales of ecological products and services, and the promotion of the region and its culture. The development of the destination and tourist product will be able to be measured by parameters such as the number of nights spent, the number of nights spent for foreign tourists or changes in the amount of budget revenues from tourism. These goals are consistent with the assumptions of the Puck Land development strategy or development strategies of individual localities. This applies to both the development of tourism as the main profile of this area, as well as investing and promoting ecological products and services that fall under the principles of sustainable development. These goals are also in line with the expectations of entities that are potential</p>

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
		stakeholders.
Place	<p>What physical assets, sectors or activities have potential to link to tourism?</p> <p>What are the physical planning, environmental or heritage considerations?</p>	<p>The area of the Puck Bay has a well-developed tourist base. The number of beds increases systematically, and their standard also increases.</p> <p>Leisure tourism is the most popular form of tourism, which results directly from the coastal location and landscape values of the region. However, this area is also of special importance for active leisure (water sports such as windsurfing, kitesurfing, as well as cod and diving trips), and the ports and marinas are also the place where the fishing fleet is stationed. There is also a rich base of cultural places and regional culture promotion.</p> <p>All strategic programs and development plans are now largely focused on further developing the tourist function of this area while reducing pressure on the environment. New types of activities are being sought that do not worsen the state of the environment. The awareness of tourists who are starting to look for ecological products and services is also increasing.</p>
People	<p>Who needs to be engaged in the destination development process and how will you engage with them?</p> <p>Can the community/s of interest contribute to product and experience offering?</p>	<p>Entities and stakeholders interested in developing the Puck Bay region should be included in the process of creating a destination development plan. A wide range of experts and practitioners in the researched field has already been invited to this cooperation, so that the work results are as reliable as possible and have a practical dimension, and to increase the chances of success in implementing the development plan of the Puck Bay region. The group working on the plan of this area should include such entities as: companies dealing in the organization of tourist cruises focused on</p>

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
		<p>tourist fishing, fishing guides, local ports and marinas, companies promoting regional culture, hotels and pensions, transport companies serving the Bay of Puck region , city and commune offices, regional council, universities or the Polish Angling Association. All these entities strive to increase tourism, and the joint development of a comprehensive tourism package can significantly increase the economic benefits of this.</p>
	<p>Is the industry viable?</p> <p>Is the industry providing the level of customer service that meets visitor expectations?</p> <p>Is the current visitor/market profile achieving sufficient return on investment to support the current size and scale of tourism?</p> <p>Does this need to change in the future to meet growth targets?</p> <p>What will be the catalyst for changing the visitor profile (e.g. demand or supply driven?)</p> <p>What strategies/initiatives are needed to achieve change?</p> <p>What type and level of resourcing/investment is required to initiate and maintain the change?</p> <p>Who will resource it and is it sustainable?</p>	<p>Puck Bay is a place visited by an increasing number of fishermen. There are also a large number of fishing guides or places where it is possible to rent the necessary equipment. Currently, however, cooperation between various entities is negligible, which negatively affects the existing offer.</p> <p>A significant part of entities conducting business activity in the Bay of Puck operates in the broadly understood tourism sector. The number of tourists is still increasing, but they are looking for more and more comprehensive offers. The increase in living standards also translates into greater financial possibilities for tourists and increases their requirements. To meet customer expectations it is necessary to increase cooperation on the tourism market in order to develop a more competitive offer.</p> <p>This means that the growing demand and change in the tourist profile are the reasons for the need to introduce changes in the tourist market. To implement these changes as efficiently as possible, and their effects have brought economic and environmental benefits, it is necessary to update the strategy of the Puck Land and existing plans and strategies for the</p>

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
		<p>development of municipalities and cities in this area. The interest of the entities operating in the tourism sector is also necessary. The most beneficial activity in this case is the construction of a cluster aimed at comprehensive tourist fishing services. Cooperation in this form will contribute to improving the quality of services and creating local tourist products. Currently, interested parties can create an offer including accommodation, training, fishing or meals. In case of success and economic benefits, it is also possible to expand the cluster at each stage of activity. Well-run marketing and promotion will increase the interest of both clients and new institutions.</p> <p>Letters of intent to create a cluster have already been signed by interested parties. They are representatives of SMEs operating in the area of the Puck Bay in the field of tourist services. They are specialized in their fields, and cooperation with other entities will help create a comprehensive offer. Activities within the cluster will also allow for more effective marketing activities.</p> <p>Initially, the cluster would be initiated by the RETROUT project. Cluster activity could be financed thanks to contributions imposed by the Cluster Board, and their size may depend on the size and commitment of members. In addition, it will also be possible to find other sources of financing (such as European Union funds or entrepreneurship support programs). Ultimately, it will be possible to apply for membership in Key National Clusters.</p>
	Who is responsible for Destination Development? (What organisation	Will be responsible for the development of the destination and its promotion

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
	<p>and individual?)</p> <p>Is there acknowledgement of this role and the relationship with tourism and other delivery partners?</p> <p>Do they have the skills, resources and networks to achieve this?</p>	
	<p>Who are the Destination Development Key Partners?</p>	<p>One of the most key partners at the stage of destination development will be the North Kashubian Association Local Tourist Organization. This association has significant knowledge about local culture and extensive experience in promoting the region and its tourist assets, including by participating in industry fairs, both within the country and abroad. The organization also has experience in successfully obtaining EU funds. Local governments will also assist in the implementation of tasks and objectives.</p>
Product	<p>What product is currently on offer and is it meeting visitor needs and expectation?</p> <ul style="list-style-type: none"> • What initiatives will you put in place to maintain the product and experience offering to ensure it meets current and future visitor needs and expectations? <p>Consider the following:</p> <ul style="list-style-type: none"> • Does the existing product and experience offering need to be refreshed? • Is the level of customer service meeting expectation? • Is your product development activity in line with the vision and 	<p>Currently, there are many places for amateur fishing in the Bay of Puck, many fishermen also offer group fishing trips. Tourists' expectations are, however, increasing and they expect a comprehensive service offer. Therefore, cooperation between entities related not only to fishing is needed. This cooperation will be possible as part of a cluster that will enrich the region's offer with a new tourist product on a national scale. Thanks to this, it will also be possible to promote regional history, culture or cuisine. Obtaining an ecological certificate and training in the ethical code of anglers will also positively affect the natural environment and increase public awareness of existing ecological problems and the possibilities of their prevention.</p>

DEVELOPMENT MATRIX		
DM Platform	Questions	Answers
	brand?	

Source: Own elaboration based on: *The guide to best practice Destination Management, Tourism 2020* – Knowledge Transfer Services Pty Ltd for the Australian Regional Tourism Network, Australia 2012.

3.4. Tourist fishing in strategic documents

As part of the implementation of the Plan, an analysis of information on tourist and sport fishing was made in strategic documents related to the development of the Puck Bay. Existing literature has been reviewed. It was found that this form of spending free time is mainly included in the document below.

Development Strategy of the Puck Region for 2016-2025, developed by the North Kashubian Local Fisheries Group Association in 2016.

In this document, sea tourism is enshrined in the main development vision, which reads as follows:

„The Puck region will be distinguished by a special brand based on the region's cultural and maritime potential. Economic development will be based on network economic connections based on multimedia communication nodes with significant use of **water transport**. This area will also be distinguished by a competitive tourism services sector, **competitive fishing**, fishing and agriculture. Upper secondary and vocational education will be shaped together with entrepreneurs based on their needs and education in traditional professions will be rebuilt. The space will be developed in relation to the local construction tradition and with environmental requirements. The civil society of the Puck region will proudly identify with the place of residence and work.”

Sea tourism is also part of the strategic goal 5.3. - Creating conditions for improving the economic use of the Puck Bay, with particular emphasis on port potential. In the area of strategic goals seven have been distinguished, of which two sound:

„intensification of the promotion of the Puck Bay based on the changed image of the Puck Land, which will be based on: the development of sailing, **fishing** and the so-called silver economy using a logotype referring to the logotype of the Żuławy Loop, promotion and joint marketing for the ports of the Bay of Puck and Gdańsk and the Loop of Żuławy, the creation of new tourist attractions in the area of the Bay of Puck and the development of a developed system for creating and selling local tourist packages, using tourist traffic in the Tri-City for

promotion and development of tourism in the Puck Bay and for the development of traditional crafts and skills related to the maritime image of the Puck Bay”

oraz

„an important task is to maintain a linear increase in the popularity of **sea fishing** as an important economic element of using the Puck Bay, which will be implemented through: the creation of a cod fishing center in Władysławowo with exhibition and purchasing facilities, through joint promotion of **fishing expedition** implementers in the Puck Bay and also through a significant increase number of fishing vessels and the number of tourists fishing”.

The strategy distinguishes specific objectives related to improving competitiveness and improving economic utilization, of which the following four objectives are particularly related to tourist fishing:

Improving competitiveness

Objective 3. Construction and promotion of tourist offer based on **tourist products** and the tourist brand of the Puck Region.

- Identification and construction of joint, networked tourist products - **offer packages** corresponding to the growing demand for new services: leisure industry, "silver tourism", sport tourism, health, culinary, agrotourism etc.
- Joint promotion and tourist and cultural information based on the "sea" and "fisheries" of the area.
- Modernization and development of tourist infrastructure, including tourist routes,

Objective 4. Supporting the development of competitive fisheries and agriculture.

- Marketing of a local product (especially fisheries) and its certification.
- Creating chains using local products (fisheries, agriculture, tourism, services).
- Preservation and improvement of production space and water quality.

Improving economic use

Objective 3. Promotion of the Puck Bay based on the modified image of the Earth Puck.

- **Extending** the leisure and gastronomic image of the Puck Bay to include the **sailing and fishing segment**, as well as aimed at the so-called silver economy.
- Joint marketing and promotion of ports in the Bay of Puck and Gdańsk and the Żuławy Loop, also based on the promotional activity of the Pomeranian self-government and the model of joint management of port infrastructure.

Objective 5. Maintain a linear growth in popularity of sea fishing

- **Establishment of an integrated fishing center** with exhibition and shopping facilities.
- Joint **promotion of fishing expedition** implementers in the Puck Bay.
- **Restocking of the Puck Bay for boat fishing**, e.g. based on an existing stocking pond in the Swarzewo wastewater treatment plant.

In other strategic documents, such as: Strategy for the Development of the Pomeranian Voivodeship 2020, adopted by the Parliament of the Pomeranian Voivodeship in 2012 or the Regional Strategic Program in the field of economic development, adopted by the Parliament of the Pomeranian Voivodeship in 2012, there is no mention of tourist fishing, and more in general with a wide tourist offer, **tourist packages** and the potential of the region's location on the Baltic Sea.

In the document entitled "Maritime Policy of the Republic of Poland until 2020 (with a perspective until 2030)" adopted by the Council of Ministers in 2015, described the expected effects of actions for the protection of the sea shore. This chapter includes a provision that reads:

„Waterway traffic will revive, new sailing routes will be created and the potential of small seaports will increase, also in the tourist aspect. Increasing tourist traffic in coastal areas will contribute to accelerating the economic development of the country and improving the lives of residents.

Increased tourist traffic also outside the tourist season will have a positive impact on the development of coastal regions and towns. Popularizing a new, in Polish conditions, form of rest in the form of **fishing at sea**, facilitating wreck diving and promoting tourist products offered by seaside resorts and sanatoriums, will strengthen the position of the Polish coast as an attractive holiday destination for Polish and foreign tourists”.

Therefore, the potential of sea fishing, which increases the attractiveness of the Polish coast, is also taken into account at the national level in Poland..

4.3. Vision and mission of the destination development plan

The mission of the destination development plan is primarily to create a unique tourist offer.

The vision, however, is for the Gulf of Puck region to become the first tourist destination in Poland.

This region has significant, but not yet fully utilized tourist potential, which, thanks to the RETROUT project and the Plan being developed, can and should become a tourist attractive place not only for Poles, but also, and perhaps above all for foreign tourists from Germany or Scandinavia.

The plan also aims to develop an internationally recognized package of services and products related to the region's tourism and cultural potential, and to make the tourist offer independent of the season.

It is expected to create a year-round, comprehensive and attractive tourist and cultural offer of the region, dissemination of unique natural and cultural values among European countries, strengthening the image of the region and greater recognition and coherence of key regional tourist and cultural brands as well as strong cooperation between entities of the tourist and cultural industry.

To formulate the vision and mission, it was first necessary to define partial goals. The implementation of the objectives set allows, however, to realize the development vision and achieve the mission. Several goals for the development of angling tourism have been formulated in the area under development:

Mission	Creating a unique tourist offer
Vision	The Puck Bay region achieves the status of the first tourist destination in Poland
Cele	<ul style="list-style-type: none"> – Creating a new tourist offer on the Baltic Sea, including during the off-season, <ul style="list-style-type: none"> – Increasing revenues from tourism, – Increasing the number of foreign tourists, – Strengthening cooperation between various entities directly and indirectly connected with tourist service, – Increasing tourist traffic while respecting the principles of sustainable development, – Promotion and sale of ecological products and services, – Development and modernization of infrastructure serving tourism

development,

- Creation and promotion of supra-regional tourist products,
 - Ensuring conditions for sustainable fishing,
- Creating educational tourism to disseminate knowledge about the natural environment and ethical code for anglers,
- Using existing tourist assets to create a comprehensive tourist package,
 - Promotion of regional culture, architecture and cuisine,
 - Popularizing active forms of spending free time,
- Position Puck Bay region as diversified coastal destination appealing to many different social groups.

4.4. Ethical code

As part of the RETROUT project, a code common to the Baltic countries was developed for the ethical code of fish handling, which is a set of procedures, recommendations and obligations for all people using tourist fishing.

This code includes the position of fisheries tourism companies and associated partners under the Baltic Sea Fishing Guide Alliance, and ethical guidelines for all fisheries under this label. This position contains the following entries:

- We respect the Baltic Sea fish population. We depend on natural resources; in this connection, we are allocating targeted funds from fisheries tourism to local coastal fish protection measures - primarily to strengthen the marine fish population.
- We provide safe fishing experience. If fishing from a boat, we have a license to take tourists on board. These requirements depend on national legislation, but in many cases we have even more stringent licenses. We make sure that we have all the necessary insurance, and all clients are also required to have accident insurance.
- We operate as sport fishing ambassadors. We care about the transfer of knowledge about sustainable sport fishing and the positive effects of fishing; the use of dedicated and modern equipment and methods for catching suitable species of fish; practicing good sailing. We are proud of our knowledge of the natural environment and how to protect it.
- Our goal is to reduce the negative impact on the environment. We maintain our vehicles and boats in good condition and take responsibility for our individual

environmental impact; whenever possible, we strive for the transition to newer, lower emission standards.

- We provide high quality services. We try to understand the needs and ambitions of our clients and implement them on an ongoing basis; we are aware of our role as fishing guides, we know when to teach and when to lead; we are at the forefront of fishing skills and know the best local fisheries. We use free time to find new fishing areas. We develop as guides and strive to increase our reputation among customers.
- Our goal is to improve knowledge of fish stocks. We participate in scientific research at our destinations and comply with reporting requirements; we keep a logbook of unusual, spectacular catches and discoveries of migratory species.

Based on the above position and generally prevailing good principles of coexistence at sea, animal treatment and a sustainable approach to the use of marine resources, the following set of key ethical guidelines has been developed:

ETHICAL CODE

1

We comply with local and current rules and regulations regarding sport fishing: such as minimum (and in some cases maximum) fish sizes possible to catch; we only use authorized fishing tools and methods. We respect permanent and seasonal protected areas and nature reserves / habitats. We operate in accordance with national regulations.

2

We practice and promote the Catch & Release method. We only use active fishing methods that enable the practice of "catching and releasing" and handle fish carefully, minimizing their time of leaving out of the water. To minimize the negative impact on fish caught, we use special fishing techniques, and the following equipment should be at hand.

3

We respect the fishing limits: Maximum catches of the following species of fish to be stopped per person per day, provided that the fish are within the minimum and maximum sizes: Perch - 5, Pike - 1, Zander (1), Sea trout - 1, Salmon - 1. We kill fish immediately and remember that the largest individuals always release the eggs necessary for fish reproduction.

4

We maneuver carefully: we do not want to interfere with the breeding process of fish. When using a boat, we use it in a safe way for the client and taking into account wildlife and nature; we are careful in sensitive breeding areas for fish and sea birds.

5

We do not try to succeed by disturbing other anglers / guides in a limited area. We fish elsewhere or at other times. The general rule is not to be closer than 300 meters from another angler, although there are exceptions in land fishing and sometimes also boat fishing.

6

We avoid fishing in the same areas during the next few days. We change the location of areas as often as possible to reduce the negative impact on fish population.

7

We keep our natural environment and the sea clean. We always take our waste with us, we always try to take and other noticed waste.

8

We minimize alcohol consumption. By respecting our actions, we promote reduced consumption of alcoholic beverages while fishing.

9

We use only official roads and paths, we only walk on beaches in a fixed way. We treat all areas of nature as sensitive

10

We use VHF radiocommunication in a responsible manner. Radio communication between other anglers can improve the fishing experience. However, remember to use channel 16 (156.8 MHz) and do not block channels reserved for security and rescue purposes.



4.5. Recipients of the tourist offer

Tourism accommodation base ⁸

As at July 31, 2018, the tourism accommodation base in the Pomeranian Voivodeship had 1637 facilities (in 2017 - 1629 facilities), including 600 year-round facilities.

In 2018, there were 350 hotel facilities (including 202 hotels) among tourist accommodation establishments and 1,287 other facilities. Among the remaining facilities, the most numerous group were: guest rooms / private lodgings - 604 facilities, holiday centers - 239 properties and complexes of tourist houses - 124 properties. During the year, the number of hotel facilities increased (by 2.3%), while the number of other facilities did not change.

As of July 31, 2018, tourist accommodation establishments in the Pomeranian Voivodeship had 115.9 thousand bed places, including 44.8 thous. (38.7%) were in year-round facilities. Compared to the previous year, the share of year-round places in the total number of beds decreased by 0.3 percentage point. The average number of beds per 1 facility was 71.

In comparison with July 2017, the total number of beds increased by 1.3%, with hotel facilities increasing by 4.7%, and other facilities by 0.2%. Among the accommodation facilities, the largest number of beds was provided by holiday resorts (24.2% of the total number of beds), hotels (18.9%), guest rooms (12.5%) and campsites (7.1%).

The use of tourist accommodation facilities ⁹

In 2018, 3,307.8 thousand tourists used tourist accommodation facilities located in the Pomeranian Voivodeship. In 2017, their number increased by 6.5%. As in 2017, most tourists - 1,988.2 thousand (65.2%) took advantage of accommodation in hotel facilities, while 1,059.6 thous. used the remaining facilities. Hotel accommodation was chosen by 47.9% of domestic tourists and 77.7% of foreign tourists.

Foreign tourists constituted 18.8% of the total number of tourists using accommodation in the Pomeranian Voivodeship - by 2.3% more than in 2017. Among foreign tourists, tourists from **Germany, Norway and Sweden** predominated.

⁸ Tourism in the Pomeranian Voivodeship in 2018, Statistical Office in Gdańsk, Gdańsk 2019

⁹ Ibidem

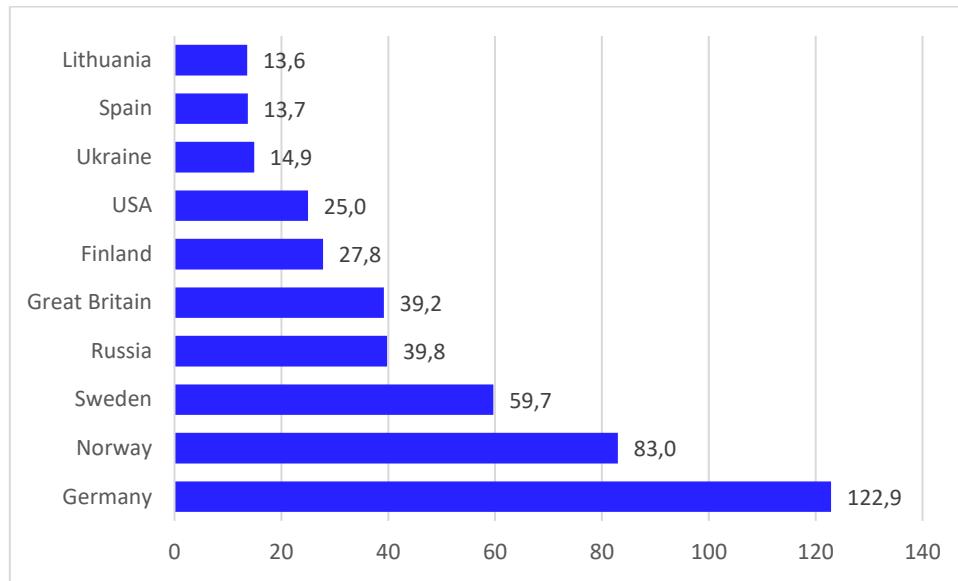


Figure 28. Foreign tourists using accommodation by selected countries in 2018.

Source: Tourism in the Pomeranian Voivodeship in 2018, Statistical Office in Gdańsk, Gdańsk 2019

In 2018, **9,816.0 thousand** were allocated in tourist accommodation establishments located in the Pomeranian Voivodeship. overnight stays (by 5.5% more than a year ago), including **1542.1 thous. foreign tourists**. Most nights were spent in hotels - 3634.8 thous. (37.0%) and in holiday resorts - 2006,900 (20.4%).

In 2018, the **average duration of stay** in tourist accommodation establishments in the Pomeranian Voivodeship was **3 days** (similar to the previous year). On average, tourists stayed in spa establishments for the longest time (11 days), while the shortest were in tourist houses and hostels (1 day).

The largest number of tourists using accommodation was recorded in the summer months: August - 523.1 thousand, July - 509.1 thousand. and June - 337.6 thousand In total, they constituted 44.9% of the total number of tourists using accommodation in the Pomeranian Voivodeship in 2018r.

The degree of occupancy of beds (measured by the ratio of the number of nights spent to the nominal number of beds) was 42.5% and was 0.6 pp. higher than a year ago. In individual months, the value of the index ranged from 26.5% in January to 61.6% in July. In hotel facilities, the occupancy rate of beds was 44.7% (compared to 43.4% in 2017), and in other accommodation facilities it reached 40.8% (40.7% a year ago).

Tourism accommodation base and its use by poviats¹⁰

¹⁰ Tourism in the Pomeranian Voivodeship in 2018, Statistical Office in Gdańsk, Gdańsk 2019

Most accommodation facilities in the Pomeranian Voivodeship were located in poviats located in the coastal belt. The Puck poviat had the largest share in the total number of accommodation facilities - 32.6% and 22.4%, respectively.

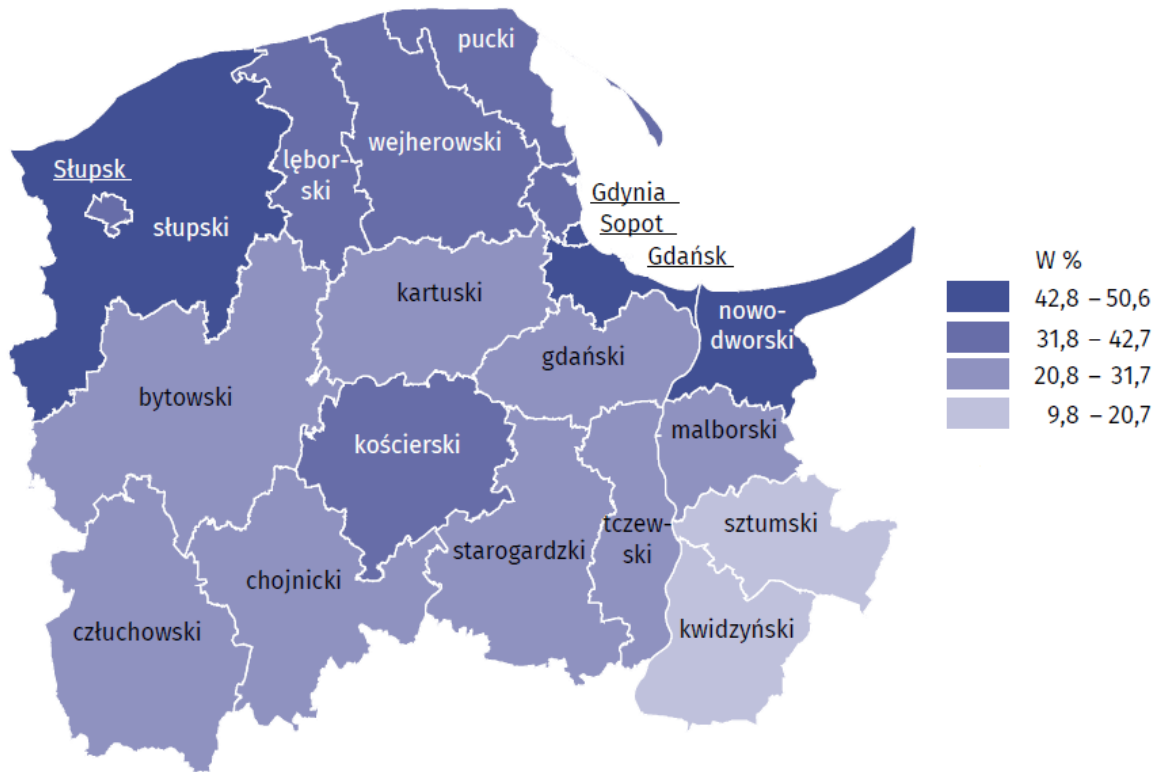


Figure 29. Occupancy rate of beds in 2018r.

Source: Tourism in the Pomeranian Voivodeship in 2018, Statistical Office in Gdańsk, Gdańsk 2019

Most tourists took advantage of accommodation in facilities located in Gdańsk, **Puck poviat** and Sopot. They constituted 58.3% of the total number of tourists using accommodation in the Pomeranian Voivodeship. Gdańsk also had the most foreign tourists - 419.3 thousand, i.e. 73.3% of all foreign tourists using accommodation.

The degree of use of accommodation facilities ranged from 9.8% in the Sztum poviat to 50.6% in Gdańsk. Compared to 2017, the largest increase in this indicator was recorded in the Lębork poviat (by 4.4 percentage points), while the largest decrease was in the Kwidzyn poviat (by 10.5 percentage points.).

During the consultation with stakeholders, efforts were made to determine the profile of the current customer and the profile of the customer who would ultimately visit the Puck Bay region and use the tourist package created. To determine the customer profile many questions were asked to the participants of the workshops they were:

1. Who most often visits Puck Region? Families? Friends? Single?

2. Where do customers come from? Are there clients from abroad?
3. How do you usually reach your destination?
4. How long does their stay usually last?
5. What attractions are they mainly focused on?
6. Where do they usually stay? In private accommodation or in hotels?
7. Where do they eat? In restaurants? Do they organize their own meals?
8. What do they usually spend the most money on?
9. How do they usually move? Public transport? By car? On foot?
10. What are their expectations for the Puck region? Are they satisfied with the stay?

As a result of the analysis of statistical data and information obtained from workshop participants, a customer profile was created. The area of the Puck Bay is the place most often visited by young couples with children. Mature couples are another important group. Leisure tourism is the main destination of these groups. The offer based on tourist fishing can be a way to diversify such a trip. In addition, it allows you to learn about the culture and history of the region.

The area of the Bay of Puck is also visited by lovers of many different water sports. They are usually young people, open to new activities and experiences. The tourist product under development should also be targeted at this group of tourists.

Mostly they were domestic tourists. Foreign tourists constituted 18.8% of the total tourists and came mainly from Germany, Norway and Sweden.

On average, tourists stayed in this region for 3 days and most often used accommodation in hotels and holiday centers. Most often they chose the summer months, i.e. June, July and August. Gdańsk, Puck powiat and Sopot were most often chosen as the place of accommodation.

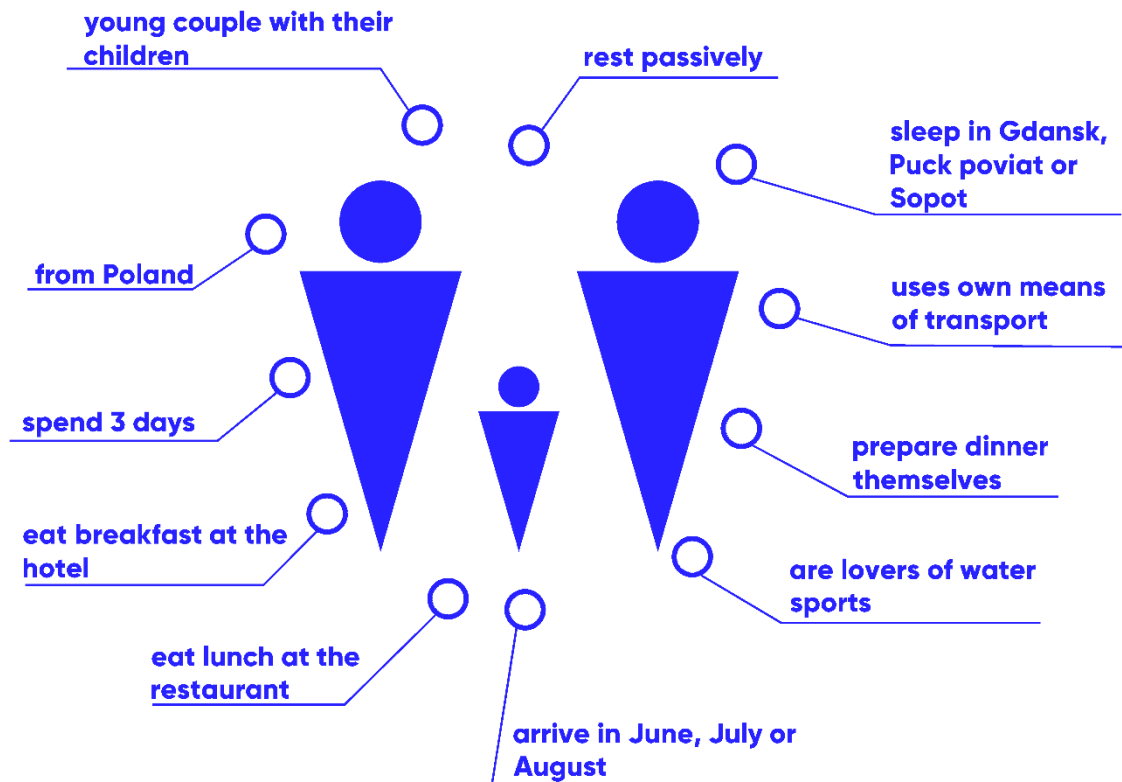


Figure 30. Current customer profile
Source: Own elaboration

As you can see above, the current recipients of the tourist offer in the Puck Bay region are people mainly focused on passive rest or active practicing of water sports, they are mainly Poles and rarely use nearby tourist attractions. Polish tourists also rarely use trolling fishing trips.

Therefore, it will be hard to convince the current customer to take advantage of the tourist package offered by the RETROUT project, which is mainly based on fishing. Therefore, the following is the profile of the target customer.

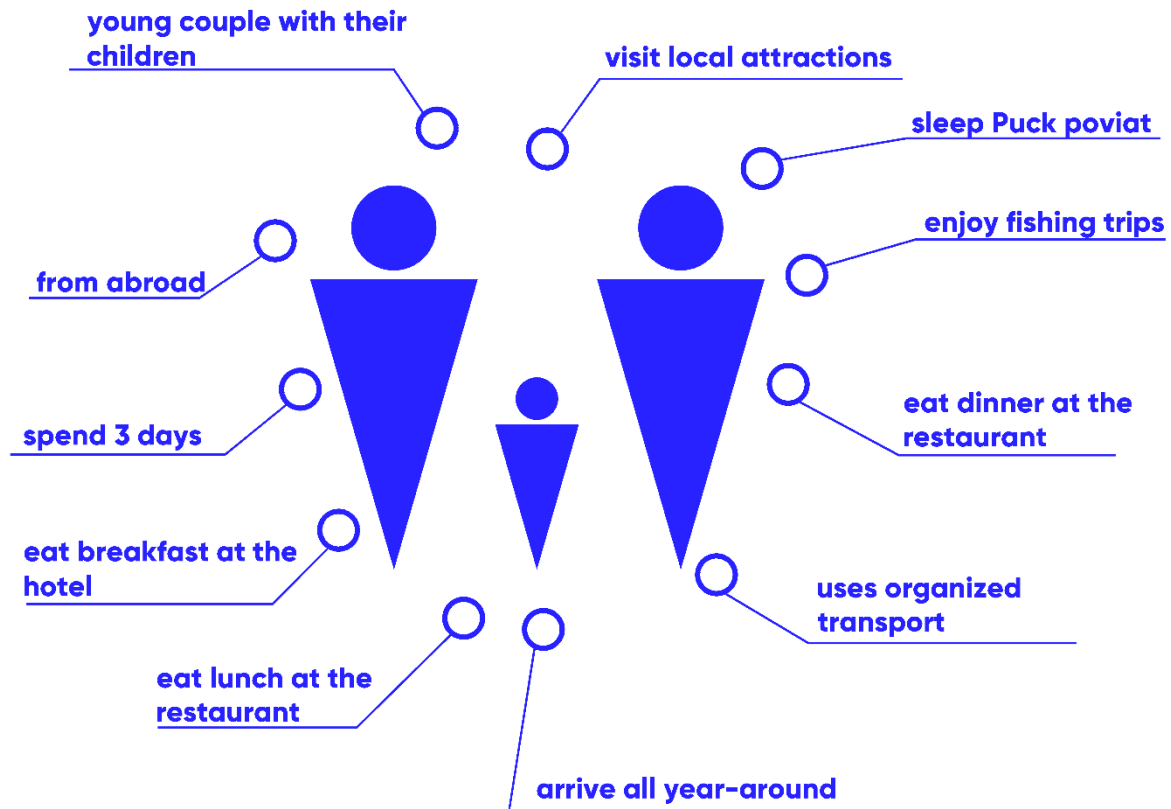


Figure 31. Planned customer profile
Source: Own elaboration

4.6. Tourist package proposal

The tourist package that will be offered to tourists from the Puck Bay area includes a wide range of tourist fishing services. They will focus on fishing for salmon, sea trout or cod. The duration of the package offered is 2 days in the basic version or 3 days in the extended offer.

The price of the tourist package will definitely be influenced. It should be attractive and adequate to the services offered. Other features attracting potential customers are the thematic nature and regionality of the tourist product, which cannot appear in another space. By participating in the package, the client gains the opportunity to explore a unique region, a different culture and unique art. The tourist product as a comprehensive offer is also addressed to fishing enthusiasts.

The package offered will be available all year round, which is extremely important due to the seasonal nature of most tourist services in this area. This is one of the main factors affecting its competitiveness. Due to fishing restrictions, it will be possible to exclude individual places

from the offer in certain periods. The package will be available for sale as long as the fish caught are available and the amount of their catch is satisfying for customers.

As part of the package, it will be possible to transfer to the destination from the airport Lech Walesa in Gdańsk or the PKP Railway Station. It will also be possible to transport by ferry or possibly own transport.

The packages will be divided into 3 levels due to the scope of services rendered. The gross price of the highest package per person, including fees for the cruise, transfer from the airport, accommodation with breakfast, meals and additional services (e.g. SPA, cruises to the Tri-City, bike tours, trekking walks, boat rental) should not exceed PLN 1200 (in the case of one-day package). The total commission or percentage of transactions for sellers should be in the range of 15-23%.

During the workshops, in cooperation with practitioners and experts in accommodation, transport, fishing, as well as with owners of trolling boats, tourist guides, environmentalists, representatives of local governments, representatives of local seaports, a certain assumption was developed regarding the shape of the tourist package.

The uniqueness of the Puck Bay and Gdańsk Bay regions, weather conditions throughout the year, transport accessibility, accommodation facilities in the region, possible means of transport, infrastructure for handling fishing trips and all other factors that may have an impact on the created tourist package were analyzed. As a result, specific guidelines were created, which are presented below broken down by given aspect of the problem:

Availability *(When the customer can take advantage of the offer (all year, some weeks/days))*

All-year package (excluding fish protection periods), packages can offer different fish species angling depending of the time of the year.

Duration *(How long lasts the product /experience)*

Related to good fish availability and proper angling results.

Departure *(Date, time and place)*

Working days (from Mo to Fri), transfer from the Gdansk Airport/Gdynia ferry terminal, or railway stations

Return *(Date, time and place)*

2-3 days later, transfer also organized.

How do you get there *(Information on how to get to the starting point)*

Option of either transfer from the Gdansk Airport/Gdynia ferry terminal/railway stations, or your own transport by car

Price *(Gross selling price including VAT)*

Basic per person:

- angling boat trip: 400 PLN,
- airport transfer: 100 PLN/one way,
- accommodation with breakfast: 300 PLN,
- additional services: 100-200 PLN per day.

The price includes *(Services that are included)*

Transfer, main service, additional products (see below)

Additional Products *(What additional products can be connected to the product? For example, accommodation, food, transportation, shopping, activities)*

Accommodation, food, transfer, shopping, relax, SPA, restaurants and clubs, local tours (regional attractions, nature and art.), cultural heritage – sightseeing, trips to 3city, biking tours, trekking walks, boats rent.

Commission *(Absolute amount or percentage given to retailers)*

15-23%

Number of people *(Number of people in the product: mini/maxi)*

No limits so far – depending on the demand

Standard *(Is the product verified/certified according to any system)*

Product should be commercialized, with own special name and trademarked logo.

Frequency & Capacity *(How often can the product be realized and what capacity is available for resale)*

No limits, there should be few options available depending on hotel class/price, angling tours, choice of additional services. At least three basic options plus extras.

Difficulty *(Is it possible to define a degree of difficulty for the product?)*

More seasonal demand, weather conditions, unstable legal regulations, accommodation availability (high demand in Summer).

Additional information *(detailed product information, any restrictions, equipment that the customer will bring along and which is in place. Find the reservation code so enter this.)*

Equipment might be own, or rented.

Organizer (*which tour operator supplies the product*)

Special cluster/consortium/start-up plus other tour operators (ads online, selling via various websites)

Bookings/Reservations (*Where can the product be booked?*)

Dedicated website, call center, application, email

Booking Conditions (*our terms*)

Partial pre-payment by credit card. Note about possible weather changes.

Language (*In which languages can the product be delivered/presented*)

PL/BY/RU/FR/EN/SE/DK/NL/FI/ES

Na podstawie powyższych wytycznych opracowano przykładowy pakiet turystyczny, który przedstawiono poniżej.

choose language:

PL BY RU FR **EN** SE DK NL FI ES

Tourist package - extended

Description

The tourist package includes the organization of tourist attractions in the Bay of Puck region for 2 adults and one child.
The attractions will be appropriately divided for each participant.
The main attraction will be a full-day trip on a modern trolling boat with a tourist guide and fishing instructor. In addition, additional attractions will be organized, such as a visit to the SPA, visiting the Fishing Museum, pier in Jurata, Lighthouse on Hel, joint grilling, cycling, a visit to the Evolution Park in Slowotek, a visit to the playground in Puck and others.
The package also includes full board (breakfast, lunch and dinner), transfers to and from the airport and full, 24-hour guide service.
A detailed schedule is attached to this offer.

Prices

520,00 EUR, of which:

- angling boat trip: 100 EUR,
- airport transfers: 50 EUR,
- accommodation with breakfast: 220 EUR / 2 nights,
- additional services: 150 EUR.

Number of guests

2 adults
1 child (under 13)

Duration

start: FRIDAY, 20 MARCH 2020, 12.00 AM
end: SUNDAY, 22 MARCH 2020, 16.30 PM

Accommodation

Best Western Hotel Jurata
ul. Świętopelko 11, 84-141 Jurata, Poland

Transfer

departure: 12.00 am from Gdańsk Airport (13.30 in Best Western Hotel Jurata)
return: 15.00 pm from Best Western Hotel Jurata (16.30 in Gdańsk Airport)

Additional services

Jurata pier, Seal Centre, Fisheries Museum, Hel Lighthouse, Hotel SPA, swimming pool, grill / fireplace, playground for children in Puck, Evolution Park in the Slowutówko, bicycle trip.

Booking conditions

- partial pre-payment by credit card: 20% (if the service cannot be provided due to circumstances beyond the control of the organizer (weather conditions) - the advanced payment will not be refunded),
- children of all ages are welcome,
- pets are allowed, additional fees may apply.



The package will be organized by a start-up consisting of an entity dealing with broadly understood tourism (fishing, accommodation, meals, a cultural offer), a research and development entity dealing with product development and promotion, and a main investor.

In order for the product to reach the widest possible group of recipients, several booking channels of the selected package should be created. The aim is to develop one joint transnational web portal for international marketing and on-line booking services of the coastal fishing tourism destinations, a so-called Destination Management Services (DMS). Reservation will also be possible by phone (call center), via e-mail, as well as using the application for phones with Android and iOS systems. During the registration process, you will need to pay an advance using a debit card and accept the clause regarding the possibility of canceling or changing the date of the reservation due to adverse weather conditions. The product will be presented in a number of languages to encourage the greatest number of foreign tourists.

Visitor information services are also a vital component of the tourism experience supply chain and a priority for the region. While visitors gather travel information throughout the journey through websites, online engagement and telephone inquiries, visitors also require on-the-ground information validation, deeper trip planning guidance, booking assistance and local knowledge.

4.7. Potential difficulties in implementing the plan

Difficulties in the implementation of the destination development plan may result not only from the lack of interest of potential stakeholders in the development of tourist fishing resulting from the lack of knowledge about the possibility of achieving tangible benefits, but also from administrative restrictions, particularly in the field of environmental protection..

The total fishing ban for the destination for which the plan is being prepared was introduced in three areas (19, 20, 22). The bans also apply to the reeds area (T0101-T0106, T0201 and T1001), the area of fairways (K0101, K1001) and estuaries (I0401 - Płutnicy, I0501-I0502 - Redy and Gizdepki) and important habitats from the point of view of ichthyofauna (I0301). The ban was also imposed on some sub-subventions N1402 (lying in K1402) and K2401 (lying in area N2401) (see figure below). The total area of the areas subject to fishing prohibition is 5.51% of the PLH area. Fishing is allowed in 95% of the PLH area.

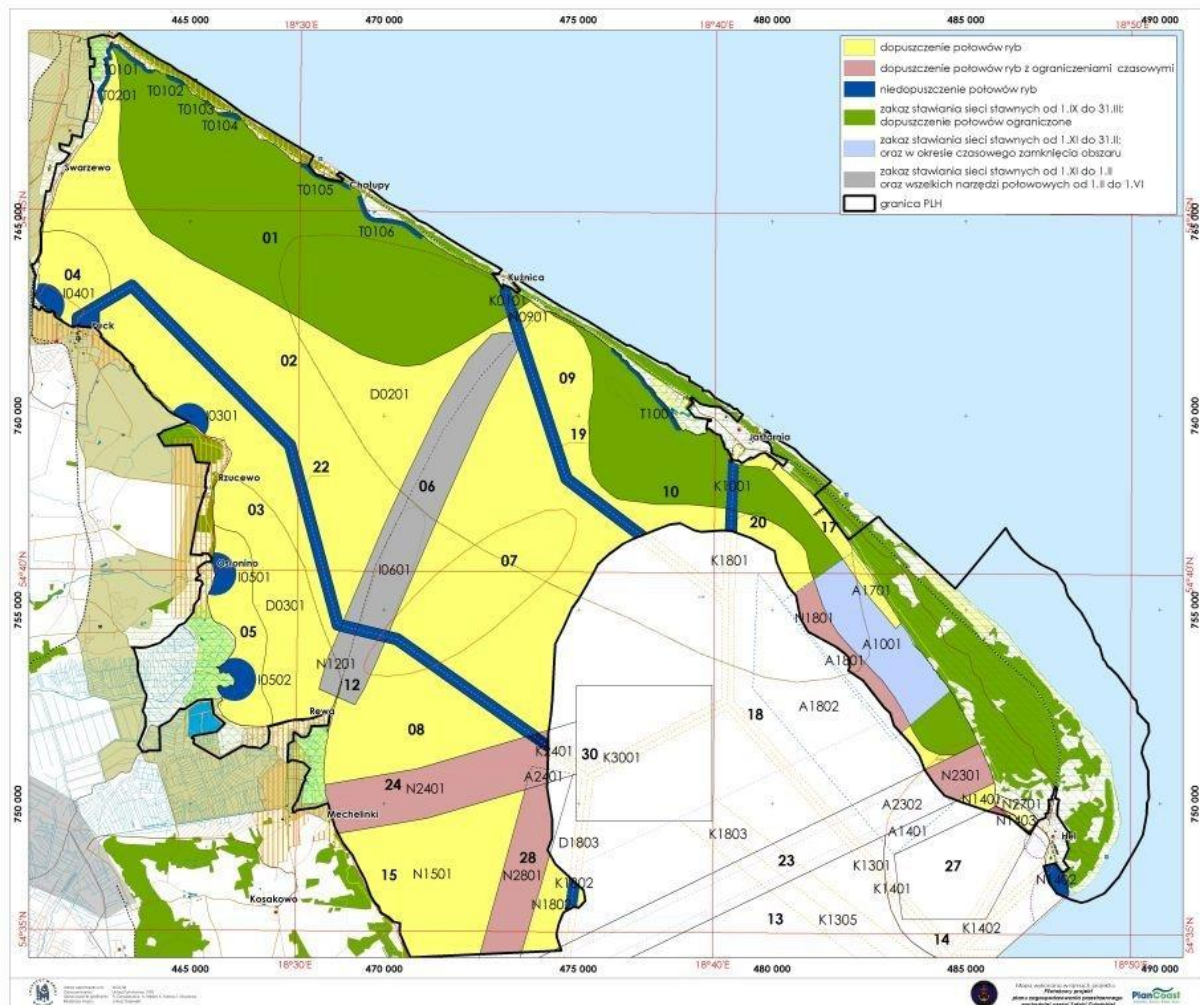


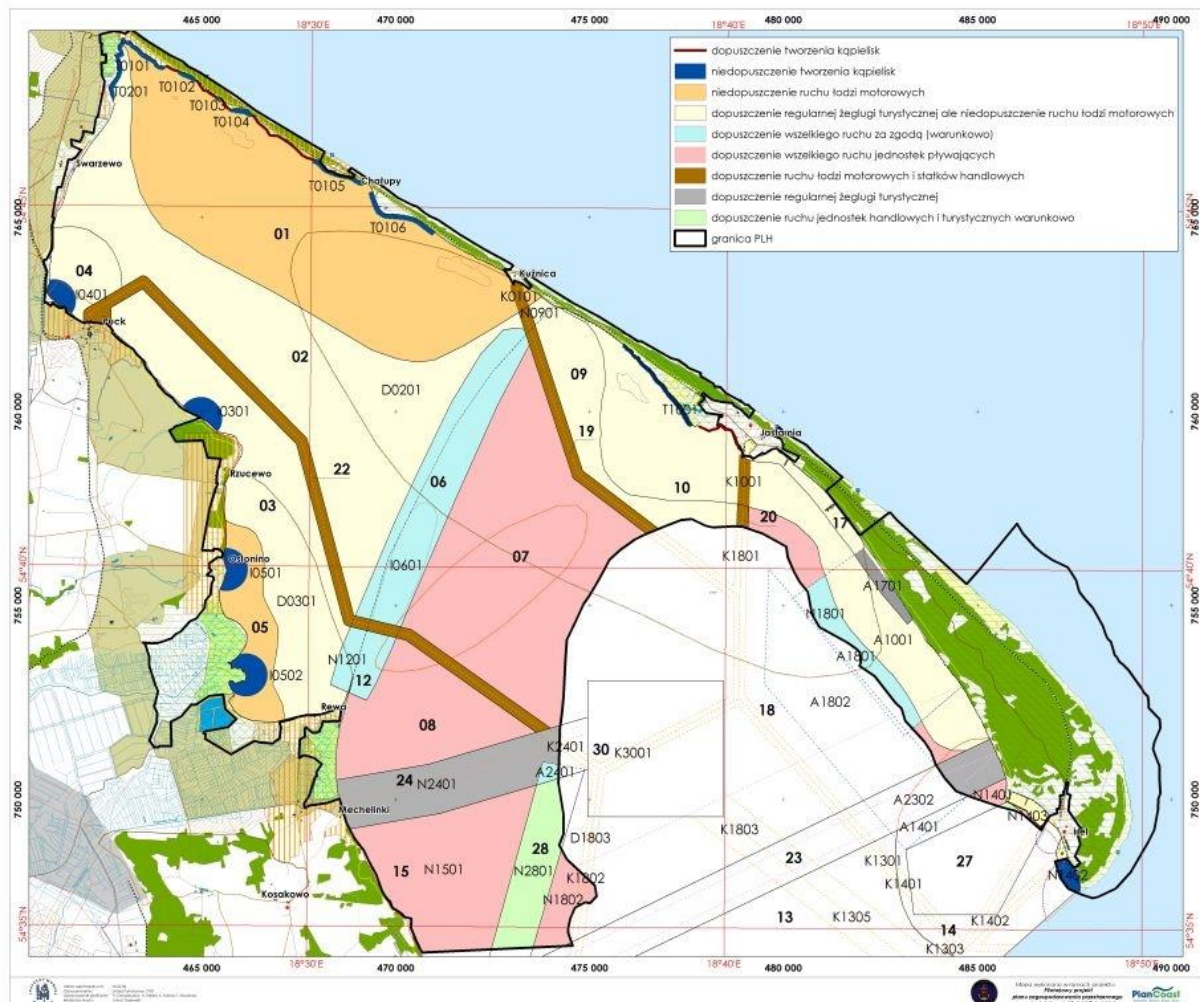
Figure 32. Division of water bodies due to indicated admissions and exceptions resulting from fisheries-related activities

Source: (Strategic Assessment ..., 2010)

It is also worth noting that in October 15, 2019 in Luxembourg, ministers of the European Union countries responsible for fisheries agreed almost a total ban on fishing for cod in the eastern Baltic Sea, which is important for the Polish economy. The total quota for eastern cod in 2020 will be reduced by 92%. Only the so-called by-catches limited throughout the year to 2 thous. tone.

Difficulties may also occur in terms of movement of fishing vessels. Movement of fishing vessels was allowed in a significant part of the area covered by the development plan of the destination Puck Bay (96% of the area). The bans apply only to reeds (T0201, T1001), habitats important for ichthyofauna (I0501, I0502) and part of the N1402 basin.

Potential difficulties may also apply to limiting tourist activity in the studied area, including bathing areas. No bathing facilities were allowed in the estuaries of the following rivers: Płutnica, Reda and Gizdepki, as well as in water body 3 (I0301). In basins 01, 02 and 10, bathing facilities are not allowed at a distance of less than 2 m from the border of reed areas, while in waters of 14 and 27 at a distance of not less than 50 m from the border of I1402 and I270.



Source: (Strategic Assessment ..., 2010)

It is not expected that other bans and restrictions related to the implementation of the Multiannual Program for the Protection of the Sea Shores will have a significant impact on the implementation of the development plan of the destination Puck Bay. Also activities related to the construction and operation of line and point infrastructure, including:

- Submarine optotelecommunication cable on the Gdynia-Hel route,
- Construction of protective breakwaters in fishing ports should not hamper the development of this area.

4.8. SWOT analysis

SWOT analysis is an analytical tool used in the strategic planning process. It involves identifying strengths and weaknesses of the analyzed area and opposing them to possible future opportunities and threats. The analysis was based on the current state of the analyzed area and development assumptions regarding the creation of a new tourist package.

Strengths	Weaknesses
<ul style="list-style-type: none"> – Unique destination – compelling natural heritage resources including seacoast and beaches, forests, bird habitat, harbours – Local culture – Hospitable community – Bogata oferta wypoczynkowa – Silna pozycja na rynku turystycznym – Ścieżki rowerowe – Turystyka kulinarna – Unikalne miejsce dla turystyki wrakowej – Atrakcyjność inwestycyjna – Proximity to Gdańsk International Airport 	<ul style="list-style-type: none"> – Niezadowalający stan infrastruktury drogowej – Sezonowe utrudnienia komunikacyjne – Niedostateczne wyposażenie w elementy infrastruktury podnoszące atrakcyjność przestrzeni publicznej – Sezonowość ruchu turystycznego – Ograniczenia administracyjne z zakresu ochrony środowiska – Lack of packaged experiences
Opportunities	Threats
<ul style="list-style-type: none"> – Rosnąca ilość obiektów noclegowych o wyższym standardzie – Duża ilość wydarzeń cyklicznych (np. Militariada, Festiwal Ryby i Wina itp.) – Zainteresowanie turystów krajowych i zagranicznych 	<ul style="list-style-type: none"> – Low budget of target market – Zależność pakietu od stanu populacji ryb – Brak zainteresowania potencjalnych interesariuszy – Pogarszający się stan infrastruktury

<ul style="list-style-type: none"> – Wędkarstwo turystyczne jako nowa forma turystyki na obszarze Polski – Zmiana preferencji turystów (umacnianie pozycji wypoczynku aktywnego) – Możliwość stworzenia całorocznych atrakcji rekreacyjno-turystycznych – Wzmocnienie turystyki w zgodzie z zasadami rozwoju zrównoważonego 	<p>drogowej</p> <ul style="list-style-type: none"> – Postępująca degradacja środowiska naturalnego przez m.in. nieprawidłowo prowadzoną gospodarkę rolną
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5

Implementation of the tourist product

5.1. Organizacja zarządzająca miejscem docelowym (DMO)

During the RETROUT project, as part of the WP2 work package, a Destination Management Organization (DMO) will be established, whose role will be to integrate the activities of the partners. It will consist of SME representatives who have already signed letters of intent in this direction. This organization could take the form of a cluster.

Cluster - definition

Geographical cluster of interrelated companies, specialized suppliers, service providers, companies operating in related sectors and related institutions (e.g. universities, standardization units and industry associations), competing with each other but also cooperating.

Cluster - why?

The main reasons for running this type of activity are primarily the consequences of globalization, which create a situation that compels to compete not on a local scale, but at least on a regional or even global scale. These activities require a common environment in which individual partners can strive to develop the efficiency of their sales of products and services, as well as service to their economy sector.

Cluster participants

Clusters include, among others, clients, enterprises in subordinate sectors and related sectors, producers of complementary products, manufacturers and suppliers of machinery and equipment, subcontractors, financial institutions, business environment institutions, universities, research and development sector institutions, chambers of commerce, economic associations and certification and standardization institutions.

Cluster features

- The concept of a cluster refers to dynamically changing relationships over time, based on creating and applying knowledge and generating innovation.
- Clusters are characterized by high ability to create value, incomparably greater than other economic activities in a given territory, and a strong competitive advantage in a given field at least on a national scale, sometimes on a continental or global scale.

Cluster initiative – definition

Is a conscious, organized undertaking, aiming to influence the development potential of a given cluster in a more systematic way.

Key players of a given cluster are involved in the initiative - representatives of the economic, scientific and public sectors.

Cluster initiatives are financed by their participants, as well as from public funds as part of cluster development support programs.

Most of these initiatives are created in the form of a project and are transformed into more formal structures within 12 to 36 months.

In order to successfully develop such clusters, economic incentives related to increasing profits are necessary, such as for example:

- financial incentives under public programs,
- the possibility of achieving direct benefits associated with process optimization,
- improving productivity and efficiency,
- better market position,
- access to qualified employees,
- access to knowledge.

The basic document containing the concept of economic and social changes in the Pomeranian Voivodeship is the Pomeranian Voivodeship Development Strategy 2020. The Strategy emphasizes the importance of cluster initiatives and undertakings implemented by clusters for creating a modern economy of the province.

(Strategic Objective 1.: Modern Economy; Operational objective 1.1.: High efficiency of enterprises).

The Regional Strategic Program in the field of economic development - Pomeranian Port of Creativity - will be supported primarily specific projects resulting from cluster cooperation generating high added value.

The Regional Operational Program of the Pomeranian Voivodeship for the years 2014 - 2020 assumes preferences for projects resulting from cooperation under cluster initiatives in the following Actions and Sub-measures:

- 1.1.1. Expansion through innovation
- 1.2. Transfer of knowledge to the economy
- 2.2. Profiled investments
- 2.3. Export Activity
- 2.4.3. Support for business environment institutions
- 2.2. Profiled investments

Small and medium-sized enterprises will be supported, especially those with potential for expansion. Investment projects will be financed, including a change in the production

process or manner of providing services, the purchase of machinery and equipment or extension of facilities - enabling significant expansion of markets, expanding the range of products or services offered or significantly improving their quality.

The intervention will also be focused on projects aimed at improving the efficiency of enterprises through the use of information and communication technologies.

The key to successful tourism destination development is effectively leveraging private, non-profit and government tourism partners to achieve common, collective goals. All of these partners, communities and regions stand to benefit by collaborating with each other to attract more visitors overall and promote each other to increase spending.

The visitor journey in Pucki region has many touchpoints that require collaborative effort from different tourism partners. Visitors require a range of things to do and places to go, dine, and sleep. While individual operators may be travel demand generators, it is the collective appeal of the province, region, and communities that will attract visitors and entice them to extend their stay and experience more.

There is a need to enhance the collaborative and partnership efforts for holistic visitor experiences. Tourism stakeholders must agree on a collective approach to priorities and opportunities based on an understanding of the visitor journey and experience development best practices, which will be achieved through actions to address the gaps and opportunities in services and attractions throughout the regions.

Through collaborative efforts, all partners have to understand who visitors are, how they travel and what they like to experience. While there is extensive existing customer profile and market intelligence available to guide tourism development, there is also a need to prioritize research by forming partnership initiatives aimed at gaining this important information.

A relationship where local partners engage and learn about each other's products, services and mandates is needed. Collaboratively, they explore, develop and innovate ways for travellers to experience their region's rich culture, art, nature and cuisine offerings. Retail, service and government sectors establish positive relationships to offer visitor experiences that are packaged and marketed adding new business opportunities and new revenues to the community.

As part of the RETROUT project, knowledge and development plan will be developed, and steps will be identified that should be taken to effectively use the potential of the Puck Bay and Gdańsk Bay regions and to implement and develop the planned tourist package. However, in order to achieve the best possible results and successfully commercialize the product, you need to establish cooperation with an entity that is currently involved in the

sale of tourist products in Poland or in the region studied. This will allow him to use his network of contacts and experience in distribution and promotion.

One way to commercialize results and to further manage your destination efficiently after the RETROUT project is complete is **to create a new enterprise in the form of a start-up**. Commercialization is a complex process because, from the legal side, we have to move around in many, often distant, areas of law such as higher education, intellectual property law, public procurement and public aid law, tax or the code commercial companies¹¹.

For the development and survival of start-up companies in the conditions of global competition, broadly understood innovations are necessary in relation to not only products and technologies, but also strategies and business models. The innovation of the business model is often considered to be the main factor in the growth of comparative advantage. This Plan and its assumptions can be successfully considered innovative.

Motorem rozwoju innowacyjnej gospodarki są spółki start-up definiowane jako młode, ryzykowne przedsięwzięcia, związane z innowacjami i/lub rozwojem technologicznym, do czasu uzyskania przez nie zakładanych zysków. Pojęciem start-up określa się również fazę rozwoju w cyklu życia firmy od momentu jej zainicjowania (etap załążkowy, *ang. seed stage*) do momentu pewnego wzrostu związanego z pojawieniem się sprzedaży (etap wczesnego rozwoju, *ang. early stage*)¹².

The fact that start-ups are characterized by innovation can be evidenced by the fact that 72.1% of the surveyed companies under European Startup Monitor 2015 (the first report commissioned by the Commission for Digital Economy and Digital Society of the European Union) operates in industries classified as high technology industries, such as programming services (16.4%), IT systems and software development (9.1%), mobile and internet applications (7.6%), e-commerce (7.5%), Internet exchanges (6.5%), media and creative industries (6.5%), industrial technologies, production, hardware (5.8%), green technologies (4.4%), bio-, nano- and medical technologies (4.2%), portals and internet services (4.0%). The remaining 27.9% were consulting companies operating in industries such as education, finance, food, trade, etc. In addition, only 13.5% of surveyed start-ups asked about the innovation of their products and services said that the offer is not new. As many as 48% of companies claim to be innovative on a global scale, 14.2% on an EU scale, 15.6% on their national scale, and 13.5% on a regional scale¹³.

¹¹ Malujda R. (2016). *Komercjalizacja przez uczelnie wyższe, instytuty oraz spółki celowe – wyzwania prawne*. [w:] *Efektywna komercjalizacja innowacyjnych rozwiązań technologicznych*. Stowarzyszenie Organizatorów Ośrodków Innowacji i Przedsiębiorczości w Polsce, Warszawa.

¹² Ibidem.

¹³ Kubiński, P., Ropuszyńska-Surma, E. (2017). *Rola instytucji otoczenia biznesu w kreowaniu sieci współpracy i rozwoju przedsiębiorstw typu start-up*. Zeszyty Naukowe. Organizacja i Zarządzanie/Politechnika Śląska.

The start-up form seems to be the most rational solution aimed at commercializing the project and the possibility of further development of the destination and tourist product. The creation of a new enterprise will also help in tightening cooperation within the cluster and intensifying activities aimed at obtaining a joint economic profit. Project innovation and support of scientific units translate into very optimistic development perspectives.

5.2. Brand building - product logotype, DMO logotype, promotional slogan

A strictly defined visual identity has been developed for the RETROUT project, which is presented below. It consists of colors, shapes and a fish motif.



Figure 34. Baltic Sea Fishing logo concept

Source: <https://www.behance.net/gallery/78187877/BALTIC-SEA-FISHING-logo-concept>, access from 04/12/2019



Figure 35. Baltic Sea Fishing Guide Alliance – logo concept

Source: <https://www.behance.net/gallery/78187877/BALTIC-SEA-FISHING-logo-concept>, access from 04.12.2019

The visual identity of individual destinations should be common to all of the Baltic Sea Region. Each destination should have its own logo based on the same colors and characteristics.

In connection with the above, a logotype has been designed and presented below for the Puck Bay, which will both be identifiable with the developed identity and based on the individual features of this region.

The following logotype was created based on the characteristic location and shape of the shoreline, which will be easily identified with the Bay of Puck and the Hel Spit.



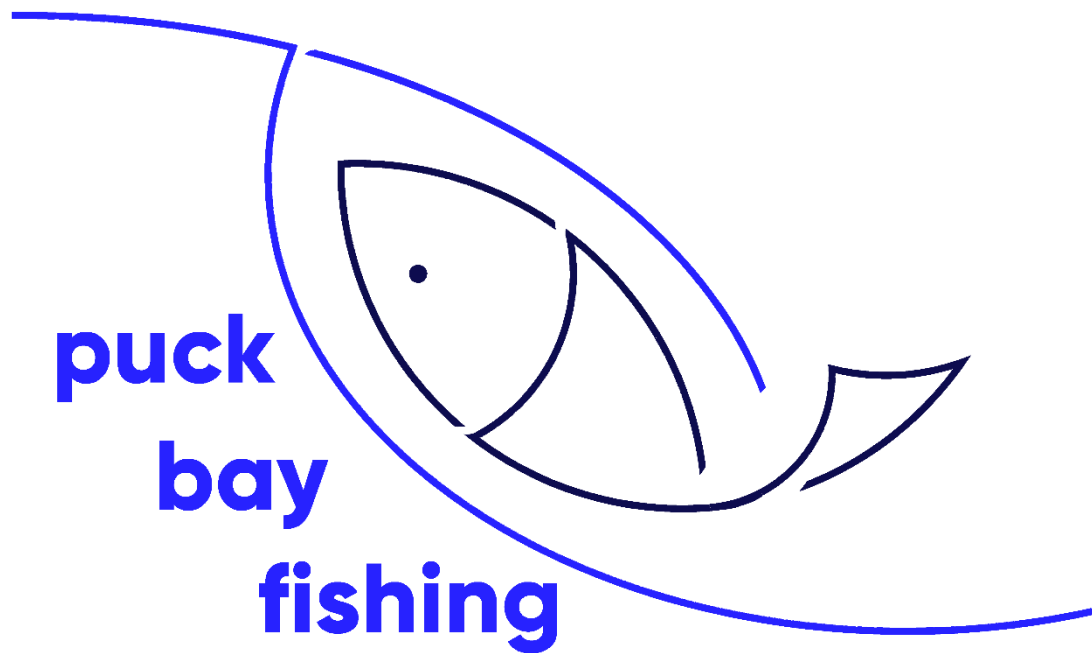


Figure 36. Logo design of the Bay of Puck destination - long
Source: Own elaboration

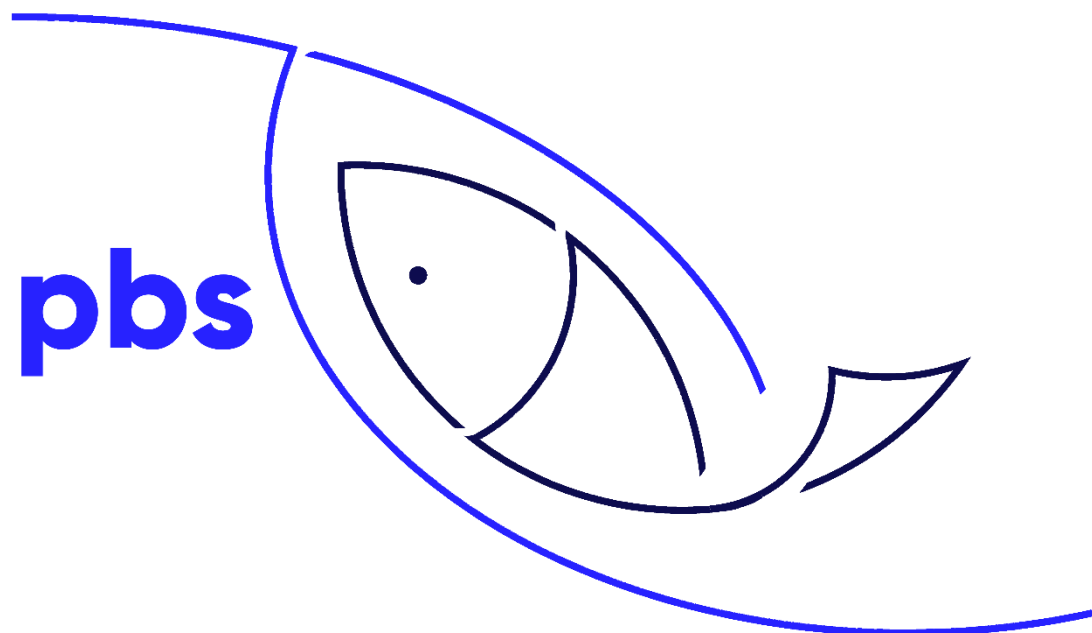


Figure 37. Logo design of the Bay of Puck destination - short
Source: Own elaboration

Developed tourist products should also be promoted using the appropriate promotional slogan. Accordingly, the following are proposed:

Welcome to *The Puck Bay, Poland*

Come on an unforgettable adventure!

The following are also additional elements of the promotion, such as: a short description of the destination, a short description of the product and offer together with the main tourist attractions, a list of hotels and restaurants that are noteworthy for the target customer, directions and directions.

Short description of the destination

This western subsection of the Bay of Puck, positioned on the Southern coast of the Baltic Sea, is one of the most unique and tourist-attracting areas of the Baltic Sea Region. A vital reason for that is its seclusion from the open sea by the picturesque Hel Peninsula – a 34km-long, crescent-shaped sandbank, arcing out into the Baltic.

Enjoy the stunning views, wild and monumental nature of Northern Kashubia, visit the coastal towns of Hel, Władysławowo, Puck, Jurata, or Jastarnia to experience the local culture and its appetizing cuisine. The easily accessible Puck Bay offers you amazing fishing tour opportunities and wide range of water sports – from sailing to windsurfing and kitesurfing.

Fishing Locations and Offers

Every year the Puck Bay is attracting more and more visitors from the most remote places in the world, who come here to experience unforgettable connection with wild nature and relax, often by means of fishing tours to the deep sea waters. **Salmon** trolling has increased greatly over the past years, and based on this experience we can safely say, that a successful big fish catch and a memorable time is guaranteed!

Fishing varies depending on the season and locality. **Salmon** and **sea trout** fishing is performed almost all your round – though autumn and winter seasons are recommended only for extreme fishing enthusiasts! More and more popular **garfish** can be caught here from mid-May to mid-June.

During one day trips, the organizers provide real adventure and give their best to assure your fishing is successful. All tours are organized by licensed **English-speaking fishing guides** on well-equipped and modern vessels, departing from the major ports of the **Puck Bay**, such as **Hel**, **Jastarnia**, **Ustka** and **Władysławowo**. Depending on the weather conditions and appetite, each of the customers of the "big fish" trip has an opportunity to prepare a meal with trophies they've caught, in the company of a professional cook. Nearby hotels with parking space and catering options are at the disposal of guests at any time.

The daily cost of renting a boat with complete fishing equipment, insurance, and the company of a guide, ranges from approx. 180 EUR (sea trout) to 400 EUR (10 hrs salmon fishing tours for groups of four).

We believe in ethical, sustainable fishing and giving back to the nature. By choosing our BSF services, you support restoration of the local fish stock!

(example of fishing tour – icons to add)

Other Activities

The Puck Bay is a perfect place for bike tours and walking. There is a popular bicycle trail stretching from Puck to the Hel Peninsula, as well as various pedestrian trails. Reserve "Beka" is a valuable ornithological park at the mouth of the river Reda. In addition to rare, protected bird species, you can see here marshy salt meadows rich with unique species of halophytic (salt-tolerant) plants. Beautiful beaches, museums and local restaurants, bars and SPA centres will make your time unforgettable. Annual events in towns of the Puck Bay region include traditional Kashubian and organ music festivals, the Garfish festival "Belonada", the Herring walk across the Bay and many other open-air summer attractions.

Lively towns of the Puck Bay area will stay in your memories forever. Visit **Hel** – the unusual town at the tip of Poland, with beaches, a seal sanctuary, Hel Lighthouse, and 14th century Gothic church – a home to the National Fishing Museum. Take a walk at **Jurata's** pier, relax in **Władysławowo**, or **Jastarnia** – popular seaside resorts full of hotels, SPA centres, bars and clubs, restaurants and seasonal attractions. **Puck** town invites you to experience its centuries-old market square and old town, historic churches, 8th-10th century flooded port, located some 500 m from the shore, glass blowing business, as well as cultural and food festivals. And if you have more time, the **Tricity area** is just around the corner, so you can easily experience the beautiful Old Town of Gdańsk, neighbouring with SPA resorts and beaches in Sopot, along with the modernistic Gdynia – famous for its sea-songs and contemporary music festivals.

For sightseeing options see this list: https://pomorskie.travel/en_GB/discover-regions-kashubia-northern-kashubia

Sport activities: https://pomorskie.travel/en_GB/sports-recreation

Water adventures: https://pomorskie.travel/en_GB/water-adventures

Bicycle rental: <https://ottobike.pl/> <http://www.wypożyczalniarowerowwladyslawowo.pl/>

Recommended restaurants

There are plenty of dining out options with restaurants serving local fish dishes. Our tips:

- Restaurant Kuter, Hel <http://kutter.pl/>
- Maszoperia, Hel <http://www.maszoperia.net/>
- Bistro Burta, https://hotel-jurata.com.pl/bistro-burta/?utm_source=tripadvisor&utm_medium=referral
- Klipper, Władysławowo <http://ugolli.pl/>

Recommended hotels

The Puck Bay offers various range of fisher-friendly hotels, from budget to more upscale accommodation. Many hotels also provide SPA services and host widely appraised restaurants.

Here's a list of hotels that offer the BSF packages (fishing tours, accommodation and catering) in the Puck Bay region (in alphabetical order):

- Best Western Hotel Jurata *** <https://hotel-jurata.com.pl/>
- Dom Zdrojowy SPA Hotel **** Hel <https://zdrojowy.com.pl/en/>
- Hel **** <https://hotelhel.com/>
- Hotel Jastarnia *** <https://www.hoteljastarnia.com.pl/>

Here, you can also find other hotels at the destination:

https://pomorskie.travel/en_GB/plan-your-trip-accommodation.

Driving directions

The Puck Bay is easily accessible from the Tricity (Gdańsk, Sopot, Gdynia) by plane, train, boat, car and ferry:

- By plane via Gdansk (50 km) <https://www.airport.gdansk.pl/>,

- By ferry connections from Karlskrona-Gdynia (Stena Line) and Nynashamn-Gdansk (Polferries),
- By boat from Gdansk/Gdynia to Hel (a low carbon solution) <https://www.zegluga.pl/rejsy>,
- By train from Gdynia <https://rozklad-pkp.pl/en>,
- By car from Gdansk/ Gdynia.

5.3. Distribution of the tourist package - product communication and promotion channels

The number of internet users in Poland in September 2019 totaled 28.2 million, of which on personal computers and laptops - 22.9 million, and on mobile devices 24.2 million. This is a powerful group that should be one of your primary marketing goals. The main language of the website of the package will be English. There will be a film promoting the project's goals. In addition, you will find here useful guides for anglers, information on the species of fish living in the area or the goals of sustainable fishing. On the site you will also find all local fishing guides. In addition, there will be a map to choose locations and practical information for visitors from categories such as Eat & Drink, things to do, how to get there. The portal will cover all destinations developed under the project, thanks to which it will reach a wider audience.



Figure 38. Sustainable fishing destinations selected for a joint destination development programme.

Source: <https://www.behance.net/gallery/78187877/BALTIC-SEA-FISHING-logo-concept>, access from 04.12.209

There are also plans to significantly increase the functionality of the portal, including through integration with services such as booking.com, enabling transport reservations and ticket purchase, booking and rental of equipment, and even its sale (e-commerce). The portal will be updated as the project develops. His project has already been entrusted to an IT company with an established position on the market, employing highly qualified engineers and scientists.

The Internet will be the main distribution channel and promotion of the tourist product. Pucki Powiat is fortunate to have a number of websites providing information about what to see, what to do, where to go, where to stay and where to eat in the individual localities. Some are operated by public entities (municipalities) and some by private commercial interests. It is possible to work with the owners of these pages to place banners advertising the product and links to the booking portal.

You should not underestimate the role of social media in creating the image and promotion of products or services. With the start of the project, a Facebook profile was created (facebook.com/RetroutBaltic), where work progress is published on an ongoing basis. It is also planned to create similar profiles for the destination, also on other social networks, including Instagram or Twitter. The presence of the brand in social media allows not only to reach a wider audience, but also to establish new contacts with other entities of the tourism industry. All links to these profiles will be on the main website.

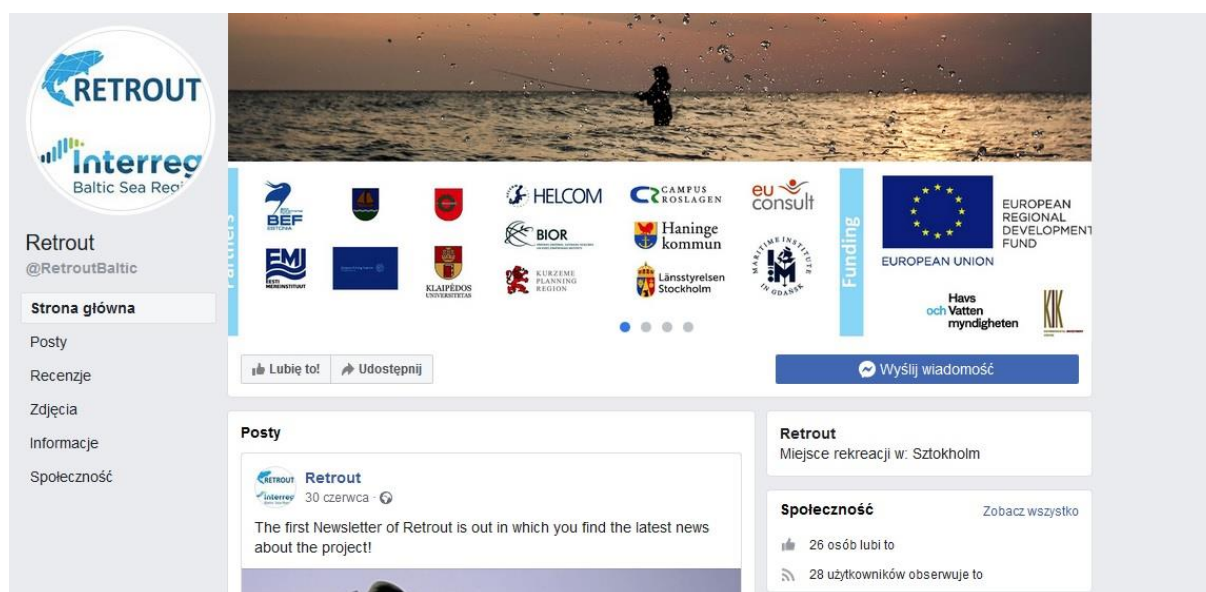


Figure 39. RETROUT project profile on Facebook.

Source: The website facebook.com/RetroutBaltic, access October 22, 2019

It is also worth taking care of the product's presence on such websites as tripadvisor.pl, airbnb.pl or the previously mentioned booking.com. Users can share their thoughts, experiences, memories and favorite places here. These portals also have the ability to evaluate individual places and services, thanks to which they are gaining popularity. As they are used by a very large number of users, this is another way to attract new customers.

However, local governments can participate in national and international fairs. They are a unique promotional tool because they allow you to observe market behavior. This property is particularly intensive in the case of tourist fairs and the market in this industry. The fair is a specific collection of knowledge about the tourism industry, whose source is potential tourists. You should not forget about the benefits that exhibitors themselves derive from the fair - the fair allows you to observe the competition, as well as recognize the previously mentioned market trends.

It is also very important to study and evaluate the effects of the promotion. The easiest and most popular method is to study the size of your current interest and compare it with interest before promotion. The restoration method is also popular, which allows you to assess the degree of remembering a given promotion measure. Each of these methods uses different research techniques, such as interviews, surveys or observations. The last part of the promotional program is establishing organizational structures, people and institutions that will be responsible for promotional activities¹⁴.

With on-line marketing, DMOs have an opportunity for behavioural tracking of individual customers. Because of this, there are a myriad of measures that can be undertaken to determine the effectiveness of the website. The ease of measurement for on-line marketing activities makes it an ideal tactical priority for DMOs who may not be able to engage in the market research necessary to calculate measurements for other types of marketing tactics. The difficulty becomes the practical one of managing and making sense of the huge volumes of data available through Web analytics¹⁵.

For Web-based package conversions, two ratios are offered. The design of the DMO's package Web pages will dictate the use of one over the other¹⁶:

¹⁴ Kręowska, U. (2012). Promocja produktu turystycznego na przykładzie miasta Gdańska. Zarządzanie i Finanse, 2(2), 73-89.

¹⁵ Mitchell, E. (2005). A Guide to Using Market Research and Marketing Measurement for Successful Tourism Destination Marketing. FedNor.

¹⁶ Ibidem.

$$\frac{\text{number of DMO packages purchased}}{\text{number of page views of initial package Web page}}$$

or

$$\frac{\text{number of DMO packages purchased}}{\text{number of page views of package pricing/availability Web page}}$$

Page views can be provided by the Internet Service Provider (ISP). The number of DMO packages produced can be obtained through a survey of those who visited your website. The survey is most easily administered via e-mail, either by sending a questionnaire as an attachment or, as a preferred practice, sending an invitation to complete an on-line survey in return for an incentive, such as a chance to win a discount for weekend package.

In order to determine the desired content, shape and form of information provided on the internet portal, social networks, media, fairs, face-to-face meetings and others, many issues were analyzed by asking a significant number of questions to stakeholders from the Bay of Puck region. As a result, a communication matrix was created, which is the basis for further steps in the entire process of information promotion and dissemination.

Table 2. Communication matrix

COMMUNICATION MATRIX		
DM Platform	Questions	Answers
Process	<p>Do you have a brand strategy?</p> <ul style="list-style-type: none"> • How does this relate to the community vision? • How does this relate to other regional or state brands (both tourism and other related products such as food and wine)? • What process do you have to ensure your brand message is communicated and delivered upon in the visitor experience? • What processes are in place to assess this? <p>How will you coordinate and fund</p>	<p>The development of the destination is part of the development policy at both the local and regional level. This is due to the construction of new tourist products that do not adversely affect the natural environment. The creation of such a comprehensive service in this area may increase the number of tourists and have a positive impact on other branches of tourism. This product will also be a tool for promoting the region, its history and culture.</p> <p>As part of the RETROUT project, a Destination Management Organization will be established. The funds needed to create</p>

COMMUNICATION MATRIX		
DM Platform	Questions	Answers
	<p>the implementation?</p> <ul style="list-style-type: none"> • What resources are required and who will contribute? <p>Do you have a strategy or system to monitor and evaluate the effectiveness of your marketing and communication?</p> <p>Consider the following critical success factors:</p> <ul style="list-style-type: none"> • Saturation in key markets • Response to call to action • Conversion to sales • Total sales outcome • Yield • Return on investment 	<p>a tourist product will come from the project budget. After its completion, however, financing will be possible thanks to the contributions of individual members and the sale of the service.</p> <p>The basic tool for monitoring the effects of implementing the strategy will be the analysis of selected indicators defined at the level of two strategic goals: tourism development and increase of tourist fishing as well as optimal use of the destination potential in tourist fishing service. Indicators should be measured once a year, which will allow systematic evaluation of the implementation process.</p>
Place	<p>Does your branding and marketing reflect the physical and industry offering of your destination?</p> <ul style="list-style-type: none"> • Is it linking to or leveraging other industries or sectors? 	<p>The tourist product offered will be the first project of this type in the country. The resulting website will promote both tourist packages developed, as well as promote the region and its values, and act as an educational platform. Marketing will therefore cover the promotion of various branches directly and indirectly related to tourism in this area. Tourist fishing can also become one of the factors extending the tourist season.</p>
People	<p>Does your branding and marketing reflect the values and vision of the community and industry?</p>	<p>The package brand and its promotion are part of the Puck Region Development Strategy, among others in terms of improving the competitiveness of the Puck</p>

COMMUNICATION MATRIX		
DM Platform	Questions	Answers
		<p>region. The strategy was prepared as a result of cooperation of partners representing 3 sectors: public, social and economic, so it reflects the visions of both the local community and business entities operating in this area. Currently, despite the rich tradition and history, it is not used in economic development and in the area itself. According to the Strategy, the promotion should be based on building a joint brand of the Puck poviat and the Bay of Puck, taking into account local, also traditional products as well as the traditions and history of the Puck Region. A competitive and innovative economy of the area should be built on the basis of own resources and local entrepreneurship as well as attracting external investments. The strategic goal "creating conditions for improving the economic use of the Puck Bay with particular regard to port potential" also includes the sub-objective "maintaining a linear increase in the popularity of sea fishing". It is to be achieved, among others through the creation of an integrated fishing center with exhibition and shopping facilities, and joint promotion of fishing expedition implementers in the Puck Bay. A certified sustainable fishing brand can become one of the main options for achieving these goals.</p>
	Is the industry engaged and active in destination marketing?	Despite the convenient location, rich tradition and culture as well as favorable conditions for the development of tourist

COMMUNICATION MATRIX		
DM Platform	Questions	Answers
	<ul style="list-style-type: none"> • Are they delivering on the brand message? • Is the product currently on offer reflected accurately in the marketing and branding? 	<p>industry services and not only, the sector of micro, small and medium-sized enterprises is underdeveloped, because it is largely based on seasonality and is associated with the provision of basic tourist services, i.e. accommodation, small gastronomy. The sales network of local fisheries and agriculture products, whose development could be very beneficial for the area, is also very poorly developed. Therefore, interest in the tourist product in question and its promotion from local entrepreneurs is considerable.</p> <p>All parties invited under the project took an active part in workshops during which ways of promoting the tourist package were worked out. A meeting was also held with the IT company designing the website. Many valuable comments and new ideas were submitted. Thanks to this, the marketing plan is based on the most important and unique assets of the offer.</p>
	<p>Who is responsible for Destination Marketing? (What organisation and individual?)</p> <ul style="list-style-type: none"> • Is their role acknowledged? • Do they have the skills, resources and networks to achieve this? 	<p>The Northern Kaszuby Association Local Tourist Organization may be responsible for the further development of Destination Marketing. This organization has extensive knowledge about the region and its promotion. The website of the package will be designed in such a way that its updates or simple modifications are possible without the participation of IT support. At this stage of the package's existence, the funds for promotion will come from the RETROUT project budget.</p>

COMMUNICATION MATRIX		
DM Platform	Questions	Answers
	Who are the Key Partners in Destination Marketing?	One of the most important partners in Destination Marketing will be the IT company responsible for creating the project portal. There are many possibilities for its development, and with each extension of functionality and adding new options for the user IT support will be necessary. Substantive support for the educational platform will be offered by the Maritime Institute of the Maritime University in Gdynia.
Product	<p>Is the suite of marketing products and collateral in line with the communication methods and media used by the key target markets?</p> <ul style="list-style-type: none"> • Is investment required to improve the use of technology to enable effective communication with potential and engaged visitors? • Is industry skilled in using technology to communicate with visitors before, during and after their visit? • Is sufficient data being collected from the use of technology? 	<p>The assessment of marketing steps taken is very difficult at this stage due to the lack of other such comprehensive tourist packages in this area. That is why it will be so important to monitor the effects of marketing activities and to be able to adapt to market requirements as effectively as possible.</p> <p>For the smooth operation of the website and mobile application, it will be necessary to support an IT company. Thanks to this, it will be possible to avoid technical errors or defects that may negatively affect the sales process of the package or communication with customers. Ongoing communication with clients, both before, during and after their visit, will be possible without the need for IT support. However, the role of the IT company will be to collect and transfer data on website activity and mobile applications. This information will be necessary in the process of monitoring marketing activities.</p>

Source: Own elaboration based on: The guide to best practice Destination Management, Tourism 2020 – Knowledge Transfer Services Pty Ltd for the Australian Regional Tourism Network, Australia 2012.

5.4. Eco-labeling

Today's consumers are increasingly aware of environmental and social issues and are looking for responsible products that are more durable, fairer and produced from recycled materials. We often talk about "socially and environmentally responsible consumption", defined as a consumption pattern which takes into account the needs of current generations without compromising those of future generations. It encourages consumers to consider social and environmental criteria when purchasing, using and then disposing off used products. The "responsible" attribute helps consumers in decision-making.

Eco-labeling is the marking of products / services with signs informing the consumer about the impact of this product / service on the environment. Eco-labeling ("daisy") is awarded by the European Commission. Ecolabel focuses primarily on the processing of raw materials and the production of goods in terms of minimizing negative impact on the environment.



The basis for awarding labels at EU level is Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel for specific product groups.

This eco-labeling covers over 30 categories of products and services, such as: cosmetics, paints, fertilizers, cleaning products, paper, gardening supplies (substrates), textiles, clothing, footwear, furniture, mattresses, computers, electronics / household appliances, covers floor and hotel services. In order for a product or service to be able to obtain an ecological certificate (a document certifying that a product / service meets the criteria constituting the basis for awarding the pro-ecological label), it must meet a number of requirements:

- the production process is environmentally friendly,
- a limited amount of raw materials is used in the production process,
- the raw materials used are not toxic,
- ingredients and final product have not been tested on animals,
- raw materials from recycling are used,
- it is possible to use the ingredients of the product as secondary raw materials,
- a product or part recovery system is in operation after use,
- secondary raw materials were used to make the packaging,
- it is possible to recycle the packaging,



- the new type of product should displace the old in such a way that it does not artificially devalue its usefulness.

The official Polish trademark for guarantee products that meet higher environmental standards is the eco-label EKO-ZNAK, registered for the Polish Center for Testing and Certification S.A. in the Patent Office of the Republic of Poland. The criteria required to receive this certificate are similar to those of the EU. The basis for "ECO" certification are the decisions of the EU Commission establishing ecological criteria under the Ecolabel European Ecolabel award program. As a result, applicants can be given the right to mark a product with both marks depending on their needs.

The tourist fishing service can also benefit from eco-labeling. Marine Stewardship Council (MSC) is an independent international non-governmental organization, the world leader in the certification program for sustainable fisheries. MSC together with scientists, fishermen and ecological organizations have developed environmental standards for sustainable fishing in wild fisheries. The MSC Sustainable Fisheries Standard is used to assess fisheries in terms of their impact on wild fish populations, impact on the marine ecosystem and management. All fisheries that fish wild (including freshwater) fish and seafood can be assessed. The standards therefore cover most species of fish and crustaceans. The MSC Sustainable Fisheries Standard is based on three main principles that must be met by the acceding fisheries:



- catches must remain at a level that ensures the continuity of the population of the species concerned,
- fishing must be conducted in such a way that their impact on other species and marine habitats within the ecosystem is minimized and they remain in good condition,
- fishermen must comply with relevant regulations and adapt to changing environmental conditions, e.g. changes in fish numbers of a given species.

Certification bodies assess fisheries using 28 performance indicators under the three basic principles of the MSC Sustainable Fisheries Standard.

Obtaining the MSC certificate can bring many benefits, both for the environment and society as well as for the sector and fishermen:

- building a positive image,
- drawing the attention of consumers to the product,

- the opportunity to improve dialogue with stakeholders,
- a chance to improve fisheries,
- securing the livelihood of persons employed directly and indirectly in the fishing industry,
- access to new outlets,
- retaining existing customers,
- opportunity of promotion and marketing.

Globally, eco-labelling is increasingly being used as a responsible policy tool. The International Organisation for Standardisation (ISO) identifies three categories of voluntary labelling: I, II and III. Type I labels (ISO 14024 standard) called “official eco-labels” are attributed and organised by an independent third party and take a multitude of criteria into account. Type II labels (ISO 14021 standard), commonly known as self-declarations, correspond to the environmental claims delivered by producers or distributors; they generally relate to a single environmental characteristic or a single stage of the product lifecycle. Finally, type III labels (14025 standard), or “eco-profiles”, are designed to inform professionals and the general public by providing them with quantitative data on the environmental impact of a product. This type of label is established by industrial companies in accordance with the life-cycle analysis methodology¹⁷.

The environmental management system based on ISO 14024 aims to:

- preserve, protect and improve the quality of the environment,
- contribute to the protection of human health,
- ensure prudent and rational use of natural resources.

The procedure for creating an environmental standard for the tourist product in question would consist of several stages. The whole process should be preceded by consultations, in which all interested parties should participate. Thanks to the consultation it will be possible to identify the product accurately. They should answer the question what the market expects and what can be offered to meet these needs. It is also important to determine the product's environmental impact. It will also be possible to define environmental criteria; the product should improve the state of the environment through conscious fishing tourism. These criteria must be expressed in terms of impact on the environment and natural resources, be based on science and be different from other products. In addition, each criterion should have measurable values and be subject to test or verification methods. Only after publishing the developed criteria it is possible to submit the standard to the entity

¹⁷ Dekhili S., Achabou M. A. *Eco-labelling brand strategy. Independent certification versus self-declaration*. European Business Review, 26(4), 305-329.

responsible for the license. After paying the appropriate fee, the training process and courses of ethical fishing codes follow, as well as verification of standards through visits or documented questionnaires. Only then is the certificate published together with all documentation.

After publication of the standard, a number of actions should also be taken to maintain it. It is necessary to periodically review existing criteria and, if necessary, introduce new ones. The licensee should inform the certification organization of any changes or necessary corrections. It is also necessary to document corrective action procedures or dispute resolution.

Granting a certificate to the tourist offer in question would show customers that the service meets strict ecological criteria, which leads to its selection, and that it is controlled by external entities, and the awarded eco-label is recognized in all EU countries. It all adds up to a positive brand image.

5.5. Financing projects related to product implementation

Financing the angling tourism product in the Gulf of Puck and Gdańsk should be based mainly on the financial contribution of commercial entities obtaining direct revenues from the services offered and customers using this product. The method of organization of financing will be determined by the legal form that will be taken by the entity responsible for product development under DMO, the Gulf of Puck and Gdańsk.

Due to the fact that the DMO development plan being developed concerns a relatively young tourist fishing service, it is recommended to use financing based on tools offered for **Start-ups** and **Venture Capital Funds** (VC) in the initial development phase).

Start-up support will be a particularly useful support instrument in the organization of the entity directly responsible for the development of DMO in the field of fishing tourism. Such an instrument would be mainly targeted at the emerging entity that is not able to obtain a loan or guarantee, because it will be based mainly on the results generated as part of the RETROUT project. As part of support for the emerging entity / organization, institutional support provided by business incubators should be used.

The STARTER Business Incubator is located in the area of Zatoka Puca and Gdańsk. Established in 2006, the institution offers professional services supporting the functioning of micro and small businesses in the tourism sector and supports new initiatives aimed at local and regional development. DMO recommends using this potential in both organizational and financial terms.

The support should have a multidimensional character: from providing access to infrastructure, through consultancy and mentoring in creating and running a tourist enterprise in the field of tourist fishing (including the use of available support instruments, in particular financial ones), to financial support from the seed fund or other services necessary for this new initiative.

Financial instruments offered by supporting institutions can also be directly addressed to specific companies / service providers operating under DMO and intended for specific purposes, e.g. refining the idea, creating innovative services or own tourism products.

Venture Capital (VC) funds should be another source of financing. These types of funds are necessary for the development of new innovative entities in their seed stage. They can be an instrument supporting organizations located not only in industrial or technology parks, but also apply to tourist entities offering e.g. e-services or applications for innovative tourist products and services. The created tool dedicated to the development of DMO BSF portal perfectly fits these assumptions. It is a tool offering e-services and is innovative.

Venture Capital (VC) funds will complement grant forms by supporting innovative ventures for the emerging organization in the tourism industry.

Obtaining non-returnable support as part of international projects of both EU framework programs, programs financed from the **European Regional Development Fund (ERDF)** and development programs, e.g. **Horizon 2020**, should be considered. Acquiring such a source of financing will be conducive to networking activities and creating clusters as well as creating new innovative solutions.

An important source of funding for DMO should be national resources at the disposal of the **Ministry of Sport and Tourism** and the **Polish Tourist Organization**. The funds allocated by the Ministry of Sport and Tourism and the Polish Tourist Organization for the development of tourism within the budget of Part 40 "Tourism" amount to around PLN 50 million per year. The amount of funds depends on the limit granted annually by the Minister of Finance when designing the budget for a given year. According to estimates, in 2015-2020 the amount allocated for the development of tourism did not exceed PLN 300 million.

As part of the financial perspective now ending, the Polish Tourist Organization has planned over PLN 10 million for the implementation of tasks under Measure 6.3 Promotion of tourist assets of the Polish Operational Program Innovative Economy (OP IE) and PLN 2.5 million for the implementation of Technical Assistance Measure 6.4 The Innovative Economy Operational Program (OP IE) of the following projects: "Management support", Action 9.1, "Institution Equipment", Action 9.2 and "Information and Promotion", Action 9.3. , as well as for the implementation of Technical Assistance as a support instrument for "Creation and

development of network tourist products of supra-regional importance" in the Operational Program Eastern Poland in 2015-2020.

It is assumed that in 2021-2026, as in the previous programming period, regions recognize tourism as an important element of development, which will be reflected in the budgets of all **Regional Operational Programs (RPO)**.

In the sphere of DMO development, the financial solutions presented above should function as a system of complementary and complementary instruments to support the implementation of the angling tourism product in the Gulf of Puck and Gdańsk. Such a system should include various support instruments from various operational programs and various sources, and should be focused on the goals of improving competitiveness and developing ventures related to the implementation of the tourist fishing product in the Gulf of Puck and Gdańsk.

5.6. Product implementation monitoring

Assessment of the implementation process of the Puck Bay Development Plan presented in this document requires the indication of basic indicators being the starting point for formulating reliable conclusions regarding the degree of its implementation. The basic tool in this case are selected indicators defined at the level of two strategic goals. Indicators should be measured once a year, which will allow systematic evaluation of the implementation process. The conclusions drawn from such analyzes will allow verification of its assumptions and introduction of modifications in the event that the effectiveness of activities will be unsatisfactory. Table 5 presents the set of indicators.

Table 3. Indicators of achievement / degree of implementation of strategic goals of the Destination Development Plan of the Puck Bay

Strategic objective	Indicator of achievement / degree of goal achievement
Tourism development and tourist fishing increase	<ul style="list-style-type: none"> - turnover of tourist service providers in PLN per year - number of tourists (fishermen) served in people per year - relative change in the volume of turnover of tourist service providers and tourist traffic - number of fishing boats calling at ports during the year - number of fishing guides - average stay of an angler's tourist
Optimal use of the destination potential in tourist fishing services	<ul style="list-style-type: none"> - average use of tourism potential in% - the size of the territory used for tourist fishing and sport fishing - number of new tourist initiatives Zatrudnienia employment in tourism activities

Source: Own elaboration

The basic source of information necessary to verify the level of individual indicators will be statistics of tourist organizations and port data obtained from the port management, local and regional administration. In addition, information published by the Central Statistical Office, in particular regarding microeconomic values, will be an important source.

6

Conclusions and recommendation

The Puck Bay destination recognises tourism as a major economic driver of change within the region. Puck Bay region is ideally placed to capture the opportunities presented by a range of global trends such as families market, nature based tourism and eco-tourism or cultural and heritage tourism. Pucki Powiat has an array of assets that can appeal to an equally diverse range of market segments and special interest groups.

Many new investments are also being undertaken. New bicycle routes, kayak route infrastructure, construction and development of ports, marinas and mooring bridges - all of this will be created thanks to projects which, by the decision of the Pomeranian Voivodeship Board, have received funding from the Regional Operational Program of the Pomeranian Voivodeship. All these activities are aimed at making the region more attractive, improving the quality of services offered, as well as expanding their range. This will increase the Gulf's potential, which is inextricably linked to the increase in tourism, which in some areas has a negative impact on the natural environment. This can create conflicts between different interests. The reconciliation of environmental protection with the increase in tourism is one of the most important challenges for the region.

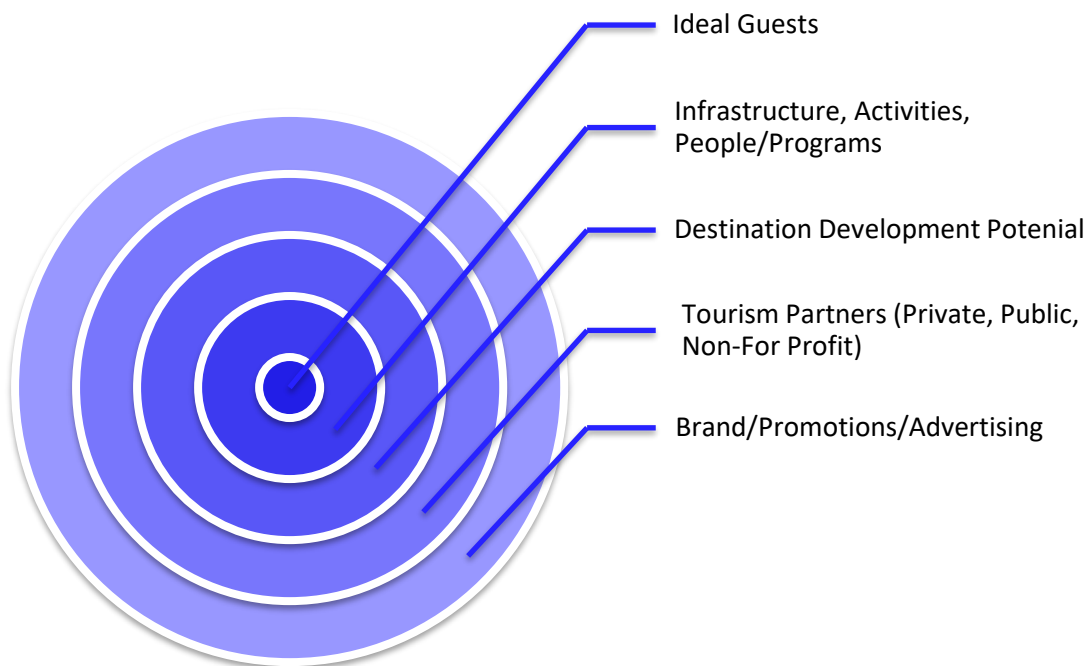
Currently, the number of tourists visiting the Puck Bay area is still growing. They are mainly tourists from Poland. Along with the general increase in the standard of living of the inhabitants, their needs and expectations also grow. In order to respond to this challenge we must create a common sense of purpose and strategic direction amongst private and public sector tourism interests in the Puck Bay region with the intention of:

- Encouraging stakeholders to work together for the overall benefit of the visitor economy,
- Increasing job opportunities for local residents,
- Developing facilities, infrastructure, services and events for visitors and residents to enjoy.

The mission of the destination development plan is primarily to create a unique tourist offer. It is to consist of creating a cluster offering comprehensive services based on tourist fishing.

Angling tourism is a complex industry. Therefore, in addition to fishing services, income could also be expected from shops, restaurants and accommodation. Above the income generated through fishing and supplementary services, social and financial benefits can also be expected from conservation and management of fish and their habitat, and maintenance of biodiversity. That is why a wide-ranging cooperation of entrepreneurs operating in sectors directly and indirectly connected with tourism and local government units is needed..

The jointly developed tourist product will be based on sustainable salmon, sea trout or cod fisheries. Promoting such activity is part of the principles of sustainable development. Consumers are also becoming more aware in the selection of goods and services, which is why it is beneficial for the brand to obtain an international ecological certificate confirming compliance with strict environmental criteria in the field of sustainable fishing in wild fisheries.



The portal offering the sale of comprehensive tourist-based tourism packages is also to act as an educational platform. It will be a set of information on the fauna of the Baltic Sea and a guide to the coastal region and its tourist values. Most importantly, the portal will present the ethical code of fish behavior developed in the process of creating the Plan and a code common to the Baltic countries, which is a set of procedures, recommendations and obligations for all people using tourist fishing.

The target cluster is to be created from tourism sector enterprises in the Puck Bay region with the support of local government units and scientific centers. Stakeholders participating in workshops conducted as part of the RETROUT project have already signed letters of intent in this direction. The list of stakeholders is not closed, however, as the project develops, further expansion of the cluster is planned. The task of this structure will be to organize the development of the destination and acquire new customers. A wide range of SMEs will allow you to create a comprehensive service and create a brand unique in the country.

The success of the design and development of the destination is also largely dependent on the marketing plan. This document presents specific ways of promoting the package and the possibilities of monitoring their effectiveness. To achieve the best results, close cooperation of all cluster members is necessary.

The strategy also aims to identify opportunities to continue the development of the destination and further cooperation after the RETROUT project. It is advisable to create a company in the form of a start-up to commercialize the project results. Creating a unit in this form gives great opportunities to raise funds for tasks related to the initial stage of the platform.

One of the main tasks facing the destination management organization for the success of the project are:

- Advertising and development of local tourist values,
- Improving the condition of infrastructure in the region,
- Creating a tourist offer unique in the country,
- An efficient marketing plan, product promotion at national and international fairs,
- Close cooperation of SMEs from the tourism sector, local government units and research centers,
- Obtaining an international ecological certificate,
- Conducting training on sustainable fishing and an ethical code for anglers,
- Targeting the offer to domestic and foreign tourists,
- Commercialization of solutions with the completion of the RETROUT project.

The Destination Management Plan is a living document. It is envisaged that the scope will broaden in future years as stakeholders continue to be engaged in the process of destination management.

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