

Małgorzata Chojnacka, Ewelina Gutowska, Piotr Gutowski, Marta Mazurkiewicz, Agnieszka Wilczyńska-Strawa

The Jacob of Paradies University in Gorzów Wielkopolski, Faculty of Economics

The Jacob of Paradies University in Gorzów Wielkopolski, Faculty of Economics

University of Szczecin, Faculty of Economics, Finance and Management

University of Zielona Góra, Faculty of Economics and Management

War Studies University, Faculty of Management and Command

DETERMINANTS OF THE PROVISION OF MARITIME TRAVEL IN THE CONTEXT OF A SENSE OF SECURITY OF GENERATION Y REPRESENTATIVES

ABSTRACT

In order to ensure the highest level of maritime travel safety, standards and rules are applied aimed at eliminating potential risks. In view of changes in the environment – as a result of, among others, the Covid-19 pandemic and Russia's aggression against Ukraine – it has become necessary to verify expectations and preferences towards the provision of maritime transport services from the perspective of its users, representing generation Y. A key factor for evaluating cruise maritime service in the situation of current threats was identified to achieve the objective of this study. At the same time, groups of factors responsible for the emergence of threats to travelers were identified, and proposals for measures to increase confidence in maritime transportation were evaluated from the perspective of the surveyed participants.

Keywords:

Generation Y, quality of commercial maritime service, sense of security in passenger maritime transport

INTRODUCTION

The content of this paper presents the results of a pilot study on the sense of security of generation Y representatives in the provision of travel, especially maritime travel, in the face of modern threats. The research sample, conducted for the purpose of carrying out the established research procedure, was purposeful and resulted from the need to find out the opinions and views of young people, who are characterized by increased spatial mobility and live in the reality of VUCA. It was assumed that functioning in a turbulent environment, caused, among others, by the Covid-19 pandemic and Russia's aggression against Ukraine, provides an important impetus for conducting research to verify the expectations and preferences of people born between 1982 and 2002 in terms of a sense of security at the following stages: preparation, execution and finalization of maritime travel.

The following hypothesis was formulated in the conducted study:

H1: In the situation of current threats, the key factor in the provision of cruise maritime service from the perspective of generation Y representatives is its security.

In order to achieve the research goal, a literature search was conducted and a survey was planned and implemented. The thematic scope of survey concerned both air and maritime travel. In order to make the presentation of conclusions more transparent, it was proposed to interpret the obtained results in separate scientific papers.

DETERMINANTS OF PASSENGER SHIPPING

The evolution of transportation services in the context of individual and institutional customer demands has caused some of them to lose their priority in favor of other, more efficient ways of relocating people and goods. One example is passenger shipping, which, with the exception of ferry travel, can be equated with maritime tourism.

The literature distinguishes six main forms of passenger shipping. These include:

- cruises on passenger ships (known as cruisers),
- cruises on seagoing yachts,
- cruises on cargo vessels,
- cruises on merchant-passenger ships,
- ferry cruises,

- cruises on fishing boats¹.

A passenger ship is defined as any vessel that has the necessary conditions to carry more than twelve passengers, not including crew members, attendants and children under the age of one². The most important document clarifying the legal framework for passenger shipping is International Convention for the Safety of Life at Sea 1974 SOLAS³. In order to enable action in emergency situations, it includes several provisions that allow regulatory guidelines to be temporarily omitted. These provisions refer to “force majeure incidents” – Article IVb: “Persons who are on board of a ship due to force majeure or as a result of the performance by the captain of his duty to carry survivors or other persons shall not be taken into account in determining whether any provision of this Convention applies to the ship in question” and “the carriage of persons in an emergency” – Article Va: “In case of people evacuation to avoid the threat of danger to their lives, a Contracting Government may permit more people to be carried on its ships than are otherwise permitted by this Convention.”

Before any passenger ship is permitted to sail, it must meet the requirements of the Rules for the Classification and Construction of Sea-going Ships. Verification is carried out on the basis of checking compliance with the applicable legislation. Passing it successfully results in the issuance of a Passenger Ship Safety Certificate and a Maritime Class Certificate.

The rights of passengers in maritime transport are regulated by Regulation (EU) No. 1177/2010 of the European Parliament and of the Council of November 24, 2010 on the rights of passengers traveling by sea and inland waterway and amending Regulation (EC) No. 2006/2004. It regulates the following:

- non-discrimination of passengers with regard to the conditions of carriage offered by carriers,
- non-discrimination against disabled persons and persons with reduced mobility, as well as assistance provided to such persons,
- rights of passengers in cases of cancellation or delay of service,
- minimum information made available to passengers,
- handling of complaints,

¹ J. Miotke-Dzięgiel, *Maritime Tourism*, University of Gdańsk Publishing House, Gdańsk 2002, p. 15.

² Rules for the Classification and Construction of Sea-going Ships, Part 1, Classification Rules, Gdańsk, July 2021, p. 9 and 11.

³ International convention for the safety of life at sea, 1974 SOLAS, unified text 2015, <http://orka.sejm.gov.pl/Druki7ka.nsf/0/BBE300FC4797CB7BC1257EAC00357024/%24File/3833-cz.%20II.pdf> [accessed 01.07.22].

- general rules on enforcement⁴.

The initiatives taken to mitigate the consequences of the COVID-19 pandemic outbreak resulted in the adoption of two important documents by the European Commission:

- Commission Notice, Interpretive guidance on EU passenger rights regulations in the context of Covid-19 developments,
- Commission Recommendation (EU) 2020/648 of May 13, 2020 on vouchers offered to passengers and travelers as an alternative to reimbursement for canceled travel events and transport services in the context of the COVID-19 pandemic.

The first is particularly important because it provides interpretive guidelines that include clarification of how to apply certain provisions of EU law that relate to passenger rights during the Covid-19 pandemic.

ENSURING THE SAFETY OF MARITIME TRANSPORT PASSENGERS

Maritime passenger safety is closely correlated with the multi-faceted concept of maritime security. The components of maritime security include life at sea, property safety and environmental safety (including the marine environment). Comprehensively, maritime security is “also the protection of shipping and seaports, referred to as *maritime security*, which is a set of preventive measures aimed at protecting a ship from unlawful acts (including maritime piracy, terrorism).”⁵

The basis for ensuring the safety of maritime transport passengers are legal regulations that impose obligations and a system of responsibility on all participants in maritime transport services. The legal aspect has a direct impact on the formation of other factors that determine the level of security guarantees in the area in question, and these include: human factor, technical condition of the means of transport in question, environment and including, for example, metrological conditions, terrorism, maritime piracy, epidemiological risks and others. The literature states that there is an assumption that compliance with the law provides assurance of security. In this reasoning, maritime security, including the safety of maritime transport passengers, will be guaranteed by: application

⁴ Regulation (EU) No. 1177/2010 of the European Parliament and of the Council of November 24, 2010 on the rights of passengers traveling by sea and inland waterway and amending Regulation (EC) No. 2006/2004, Chapter I, Article 1.

⁵ D. Pyć, *Security as a function of maritime public law*, Maritime Law, vol. XXXVI ISSN 0860-7338, p. 121.

of standards, procedures; implementation of recommended methods of conduct by the shipowner, the maritime vessel, all persons on board (crew, other persons employed on board, passengers), as well as cargo and the environment, which are (or will be) “free from danger.” This concept is in line with the principle that prevention is better than repairing damage. Over the course of 20 years, numerous amendments to EU legislation have been made to improve security, among others. Memorable tanker disasters: Erika (1999) and Prestige (2002); as well as the outbreak of the Covid-19 pandemic revised the validity of legal standards and forced the introduction of new ones. In addition, the international situation has changed dramatically as a result of Russia’s aggression against Ukraine in February 2022, which has had and continues to have a direct impact on increased threat levels in many areas, including reduced transportation traffic to the east of Europe. The pillar of measures to minimize threats to maritime transport services are standards covered by law, the sensitive document being the Treaty on the Functioning of the European Union (TFEU), namely Article 91(1)(c) and Article 100(2)⁶. “Maritime security is a central element of maritime transport policy aimed at ensuring the protection of passengers, crews and the marine environment and coastal regions. Due to the global dimension of maritime transportation, the International Maritime Organization (IMO) is developing uniform international standards. Among the basic international agreements are:

- International Convention for the Prevention of Pollution from Ships (MARPOL),
- International Convention for the Safety of Life at Sea (SOLAS),
- International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW).”⁷

Among the many important security standards set by the International Maritime Organization (IMO), the first to be mentioned is the ISM Code, i.e. the International Management Code for the Safe Operation of Ships and for Pollution Prevention.⁸ Another sensitive document is the Safety Management System (SMS), (introduced as a result of the implementation of the ISM Code), the idea behind its implementation was to improve the management processes for the safe operation of the ship by personnel employed in shipping. The International

⁶ Treaty on the Functioning of the European Union (TFEU) Journal of Laws EU of 2012, C 326/47.

⁷ <http://www.europarl.europa.eu/factsheets/pl/sheet/125/transport-morski-zasady-ruchu-i-bezpieczenstwa> [accessed 15.06.2022].

⁸ <http://www.imo.org> [accessed 15.06.2022].

Ship and Port Facility Security (ISPS Code) introduces requirements aimed at: passenger ships; cargo ships with a gross tonnage (GT) of at least 500 units; High Speed Craft (HSC) and Mobile Offshore Drilling Unit (MODU). The ISPS Code has made training, trial alarms and drills mandatory for familiarization with the requirements of security plans and procedures. One of the tools that guides the implementation of the aforementioned tasks is the Ship Security Plan. It was developed to ensure the application on the ship of measures provided for the protection of the people on board, cargo, means of transporting cargo, stores and the ship from the risk of unwanted events⁹. Regulations of Polish law in the field of ensuring the safety of maritime transport passengers can be found, among others, to a truncated extent in the Maritime Code¹⁰, e.g. Part II of this Act regulates the carriage of passengers. According to Article 174. § 2, "The passenger is obliged to observe the order in force on board the ship and to carry out all orders." The above section also provides information on passenger rights, e.g., according to Article 175. § 1. "A passenger may demand a refund of the carriage fare if he has notified the carrier at least seven days before the announced date of commencement of travel that he is withdrawing from the contract. The carrier may retain a portion of the fare not exceeding $\frac{1}{4}$ of its value if he has failed to sell the ticket to another passenger before the start of trip."¹¹ Issues not regulated by the Maritime Code concerning maritime security, including the safety of maritime transport passengers, are regulated, among others, by the Maritime security Act¹². This act systematized many areas of maritime security, including: construction of the ship, its fixed facilities and equipment, qualifications and composition of the crew, safe practice of maritime navigation and the saving of life at sea. The provisions of the above Act implement international legal acts (e.g., SOLAS) and EU (Maritime Package – ERIKA III) into Polish law¹³. The Act details many factors that have a direct impact on passenger safety one of which is, for example, the obligation to count and register persons making a sea voyage (Article 103). In order to enhance maritime security and the effectiveness of rescuing passengers and crew members, and to facilitate search and rescue operations, "the shipowner is obliged to:

⁹ D. Pyć, *Security as a function of maritime public law*, Maritime Law, vol. XXXVI ISSN 0860-7338, p. 123.

¹⁰ Maritime Code. Journal of Laws 2175 of 2018.

¹¹ Ibid.

¹² Law on Maritime Security. Journal of Laws 515 of 2022.

¹³ https://ec.europa.eu/transport/modes/maritime/safety/emsa_en [accessed 22.06.2022].

- count and register persons making a sea voyage on passenger ships making voyages in which the distance to be covered from the place of departure to the next port exceeds 20 nautical miles;
- count and register persons making a sea voyage on commercial yachts, with the exception of commercial yachts provided without a crew for a fee, making voyages in which the distance to be covered from the place of departure to the next port exceeds 20 nautical miles;
- count persons making a sea voyage on other passenger ships and commercial yachts, except for commercial yachts provided without a crew for a fee.”

The shipowner, is obliged to collect information about the persons on board, i.e. : surnames; first names; gender; nationality; date of birth; special requirements for care or emergency assistance – at the passenger’s request; emergency contact number – at the passenger’s request. The above registration shall be carried out in such a way that all persons on the passenger ship are counted before the ship sets sail. Prior to the departure of the ship for voyage, information on the number of persons on board shall be provided to the captain and to the single point of contact. The director of maritime office having jurisdiction over the ship’s port of call, taking into account the safety of navigation and passengers, may exempt the shipowner from the above obligations¹⁴.

The subject of maritime shipping security is handled by maritime administration authorities in accordance with Article 42 of the Act on Maritime Areas of the Republic of Poland and Maritime Administration¹⁵. Matters related to the security of sea vessels and port facilities are regulated in the Act on the Protection of Shipping and Sea Ports¹⁶. Poland, as a member of the EU, is a co-author of EU regulations in the area of maritime security, including the safety of the maritime transport passenger, which are aimed at introducing international standards¹⁷.

¹⁴ Law on Maritime Security. Journal of Laws 515 of 2022.

¹⁵ Law on maritime areas of the Republic of Poland and maritime administration. Journal of Laws 457 of 2022.

¹⁶ Law on the protection of shipping and seaports. Journal of Laws 692 of 2019.

¹⁷ An EU law portal has been established at <https://eur-lex.europa.eu>, which officially provides the widest updated access to EU legal documents. As of 1.07.2022, there are more than 30 applicable documents established by the EU Council since 1994, related to the safety of passenger craft and ship inspections. There are also acts established to minimize the effects and counter the COVID-19 pandemic in the maritime sector.

Ensuring the passengers' safety during the provision of maritime transport services concerns a number of spheres, including the aforementioned safety of passenger vessels and ship inspections; in turn: safety on ships and in port facilities; ship equipment; information systems; training and qualification of seafarers, crew of passenger vessels and ships. Each of these thematic spheres, has been regulated by law. There is no denying the fact that all these areas are the responsibility of a person, who, first of all, is obliged to implement the above regulations, observe and maintain due diligence, professionalism. Personal predisposition, the characteristic features of the employees of passenger carriers are among the sensitive elements that, in combination with other determinants, co-create the mandatory components of the security system. All these factors are also related to the state of health of those responsible for the various tasks that are necessary for the provision of passenger maritime transport services. In addition, there is a well-known analogy that overwork, lack of rest affects the deterioration of health, and poor health does not guarantee efficient and effective work.

An important aspect in ensuring the safety of maritime transport passengers is the observance of safety rules by the passenger. Even the fulfillment of all standards by the shipowner and all units guaranteeing a given service will be of no use if the passenger does not follow the accepted rules on a given means of transport, facility. A key role is played by the contract content, the service provided. It is on its basis that both parties to the contract can assert their rights.

SEA CRUISE MARKET CHANGES TRIGGERED BY COVID-19 PANDEMIC

The cruise ship market continues to grow. Large "mass all-inclusive tourism" ships lead the way, but they can only call at large ports with the necessary parameters and infrastructure. It is interesting to note that the largest revenues for the carrier are generated not by ticket prices, but result from the wide range of complementary amenities and entertainment services available on board¹⁸.

"In the past two years, the world has faced two huge negative shocks that have threatened the realization of people's basic needs and disrupted business conditions. The Covid-19 pandemic impacted health, and the Russian invasion of Ukraine undermined security foundations in Europe and the world that had been

¹⁸ M. Tomczyk, E. Gutowska, *Small cruise ships in the Baltic Sea Region: Conditions of functioning with particular regard to Szczecin Port* in: *Journal of Management and Financial Sciences*, (34), 2019 p. 103.

established for decades¹⁹.” Despite these unprecedented tragedies, passenger shipping has entered a cycle of slow recovery and growth. Declines in all indices and indicators reached their peak in 2020. However, they returned to the path of progress in 2021 and maintained it in 2022.

After relatively small but regular declines between 2008 and 2014, which were more than likely due to the global financial crisis, a steady growth and year-on-year increase in passenger numbers began. The peak at EU ports was recorded in 2019, with 418 million travelers (which is + 2.2% more than the previous record set in 2008). The introduction of stringent precautions as a countermeasure against the expansion of the COVID-19 pandemic resulted in nearly halving travel traffic in 2020 (decreasing by 45% from the previous year – Figure 1). Only 230.1 million passengers were handled. Declines appeared in all quarters: -14.0% in the first quarter compared to the same quarter of 2019, -69.3% in the second quarter, -35.7% in the third quarter and -47.2% in the fourth quarter²⁰.

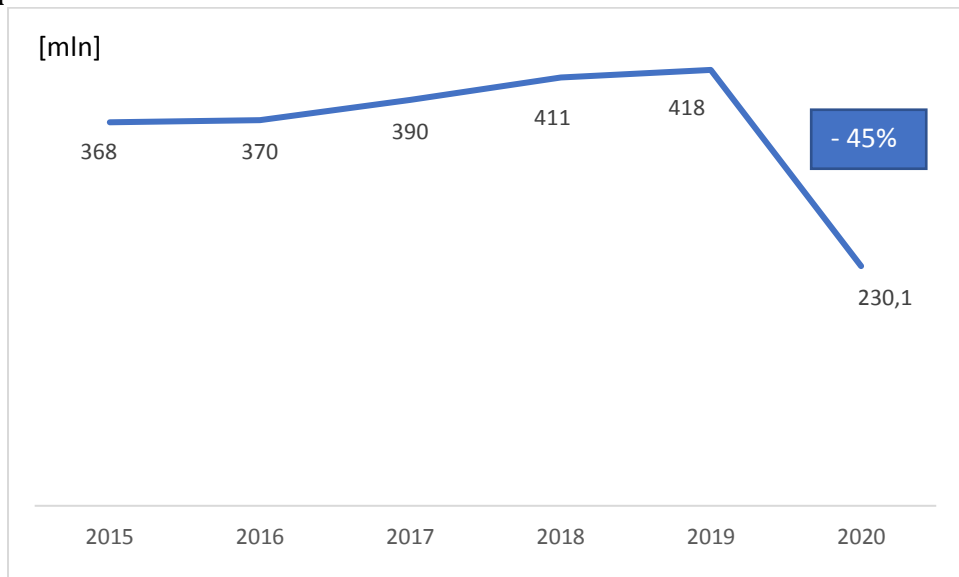


Figure 1. Number of sea cruise passengers embarked or disembarked at EU ports [mln]

Source: own elaboration based on Eurostat: Maritime passenger statistics, https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Maritime_passenger_statistics

¹⁹ Poland in Global Supply Chains in Pandemic and War, ING and EEC Report, p. 3, <https://media.ing.pl/informacje-prasowe/926/pr/739744/raport-polska-w-globalnych-lancuchach-dostaw-w-czasie-pandemii-i-wojny> [accessed 06/07/2022].

²⁰ Maritime passenger statistics, https://ec.europa.eu/eurostat/statisticsexplained/index.php?title=Maritime_passenger_statistics [accessed 01.07.2022].

In Poland, the turn of 2019 and 2020 also proved to be the most difficult year for the industry. According to the data collected, in 2020 both Tri-City ports handled more than 95% fewer cruise ship customers than in the previous year. However, a slight positive fluctuation was observed in the port of Szczecin-Świnoujście, where the number of calls increased to 95, while the number of travelers fell by nearly a quarter (Table 1). This paradox was due to the fact that small vessels sailing on the river were included in the compilation. This leads to the conundrum that the river cruise ship market segment turned out to be more resilient than the marine cruise ship segment.

Table 1. Cruise traffic in Polish ports in 2019 and 2020

| Port | Tourists | | | Calls | | |
|-------------------------------|----------|-------|----------------------|-------|------|----------------------|
| | 2019 | 2020 | Difference 2019/2020 | 2019 | 2020 | Difference 2019/2020 |
| Port of Gdańsk | 22 411 | 616 | -97,25% | 60 | 6 | -90,00% |
| Port of Gdynia | 235 780 | 72 | -99,97% | 54 | 1 | -98,15% |
| Port of Szczecin-Świnoujście* | 7 420 | 5 650 | -23,85% | 78 | 95 | 21,79% |
| TOTAL | 265611 | 6 338 | -97,61% | 192 | 102 | -46,88% |

Source: E. Ziajka, M. Rozmarynowska-Mrozek, *Report Polish seaports in 2020. Summary and Outlook for 2021*, Port Monitor, Actia Forum sp. z o.o., p. 7, <https://www.actiaforum.pl/assets/files/Portypolskie2020.pdf> [accessed 06.07.2022]

* along with river traffic.

Ferry transportation in 2020 handled 1,473.1 thousand passengers, i.e. 445.2 thousand less than in 2019, which translated into a year-on-year decline of -23.2%. The largest customer outflow was observed at the Port of Gdynia, with a loss of nearly 300 thousand passengers – a decrease of 42.2% year-on-year (Table 2). It should be added that the statistical indications are not an exception in Europe and the world, as shown, for example, by Helsinki or Tallinn, where declines were even more than 50%.

Table 2. Regular passenger traffic in major Polish ports from 2015 to 2020

| Port | 2018 | 2019 | 2020 |
|------|------|------|------|
|------|------|------|------|

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| | | | |
|----------------------------------|-----------|-----------|-----------|
| Port of Gdańsk | 117 939 | 166 475 | 147 909 |
| Port of Gdynia | 687 545 | 682 590 | 394 608 |
| Port of Szczecin- Świnoujście | 1 072 679 | 1 069 318 | 930 625 |
| TOTAL | 1 878 163 | 1 918 383 | 1 473 142 |

Source: E. Ziajka, M. Rozmarynowska-Mrozek, Report Polish seaports in 2020. Summary and Outlook for 2021, Port Monitor, Actia Forum sp. z o.o., p. 7, <https://www.actiaforum.pl/assets/files/Portypolskie2020.pdf> [accessed 06.07.2022]

DESCRIPTION OF THE RESEARCH PROCEDURE AND RESPONDENTS' PROFILE

The study was designed to initially identify phenomena and it was an exploratory, pilot study. In the near future, the authors plan to continue the initiative undertaken and increase the scope of both the research sample, as well as refine and expand the methodology. Purposive sampling was used, which in the future will be replaced by multicriteria quota sampling. The main tool for data collection was a survey questionnaire containing 26 questions. They focused on finding out opinions on the feeling of safety during passenger travel, with particular emphasis on those carried out by sea vessel.

The survey was a quantitative study, although qualitative characteristics were studied. Open-ended questions were not used. Questions were single- and multiple-choice and in the form of multi-level single-choice matrices based on a five-point Likert scale. The questionnaires were provided in electronic form and the content was collected in Google Forms, indicating that the CAWI (Computer-Assisted Web Interview) method was used. The analytical process and statistical work was carried out in MS Excel. The survey lasted three weeks: from mid-March to mid-April 2022. In addition to standard methods of analyzing the results, more sophisticated correlation detection tools were used. However, it was not possible to identify substantive relationships of significant strength.

The participants of the study were students, the vast majority of whom belong to generation Y. Referring to Donna Pendergrast's position, representatives of this generation are those born between 1982 and 2002 (in this general group, three further subgroups can be distinguished: why generation, Millennials generation, and I-generation). Individuals belonging to this population express a tendency toward intensified spatial mobility, which makes them ideal candidates to fit the profile of the planned research.

A total of 223 correctly filled out questionnaires were collected. However, fourteen of them were ultimately rejected because the individuals were not representatives of generation Y.

The respondents were students in several majors directly related to the research topic. These majors were national security, economics, management, aviation, logistics and others. Logistics majors were the largest group, accounting for 30.6% of the total.

The most common place of residence was a village or small town of less than 20,000 residents (36.8%), and the least common was a large metropolis of more than 400,000 residents (15.3%). Respondents were mainly young women (58.9%) born between 1999 and 2002 (64.6%).

SELECTED RESEARCH RESULTS

The year 2022 turned out to be a very significant date in the history of modern world, as it represented the finale of a victorious battle against the greatest biological threat of the 20th and 21st centuries. However, this victory was achieved at a considerable cost, also reflected in the economic sphere. The result has been a global economic slowdown, the collapse of supply chains and a significant increase in the price of goods and services. All these negative phenomena were further reinforced by the outbreak of war in Ukraine. Nevertheless, as evidenced by the research results, passenger transport can be considered a precedent in this case. Figures 2 a and b clearly show a strong recovery of the entire passenger transport sector, including passenger shipping.

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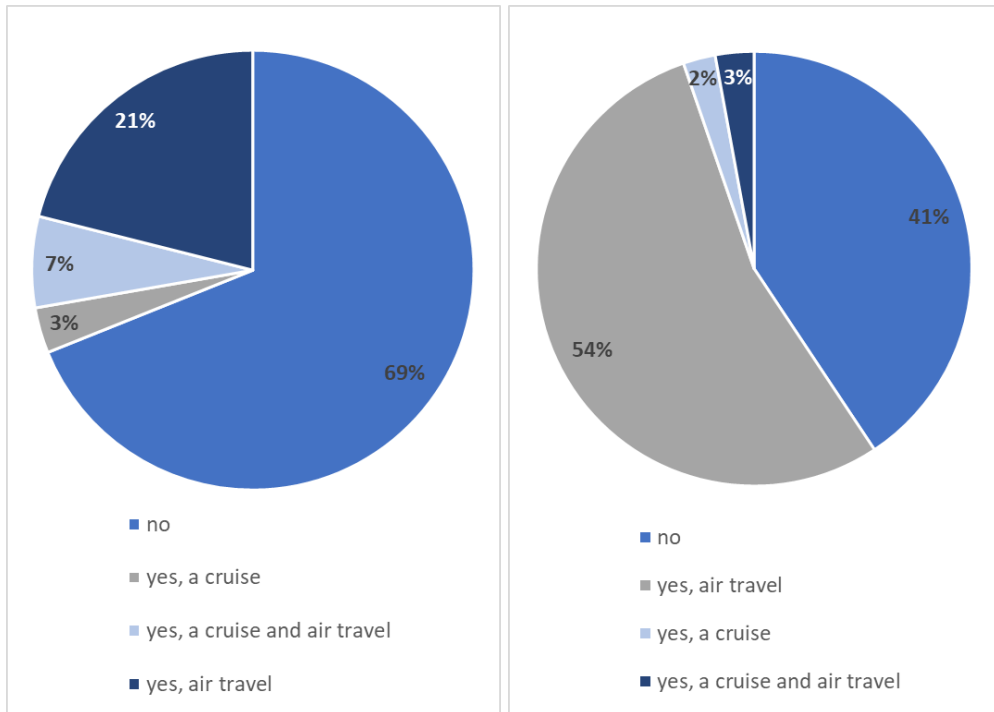


Figure 2. Air and/or maritime travel:
 (a) held between March 2020 and March 2022 b) planned in the near future

Source: own elaboration based on the survey.

In maritime travel, the feeling of safety is the clear leader, with 92.3% of responses. Passengers also pay a lot of attention to the price – 83.3%, and to the punctuality of a cruise – 82.7%. The reputation, brand and country of origin of the shipowner are considered to be the relatively least important aspects (Figure 3).

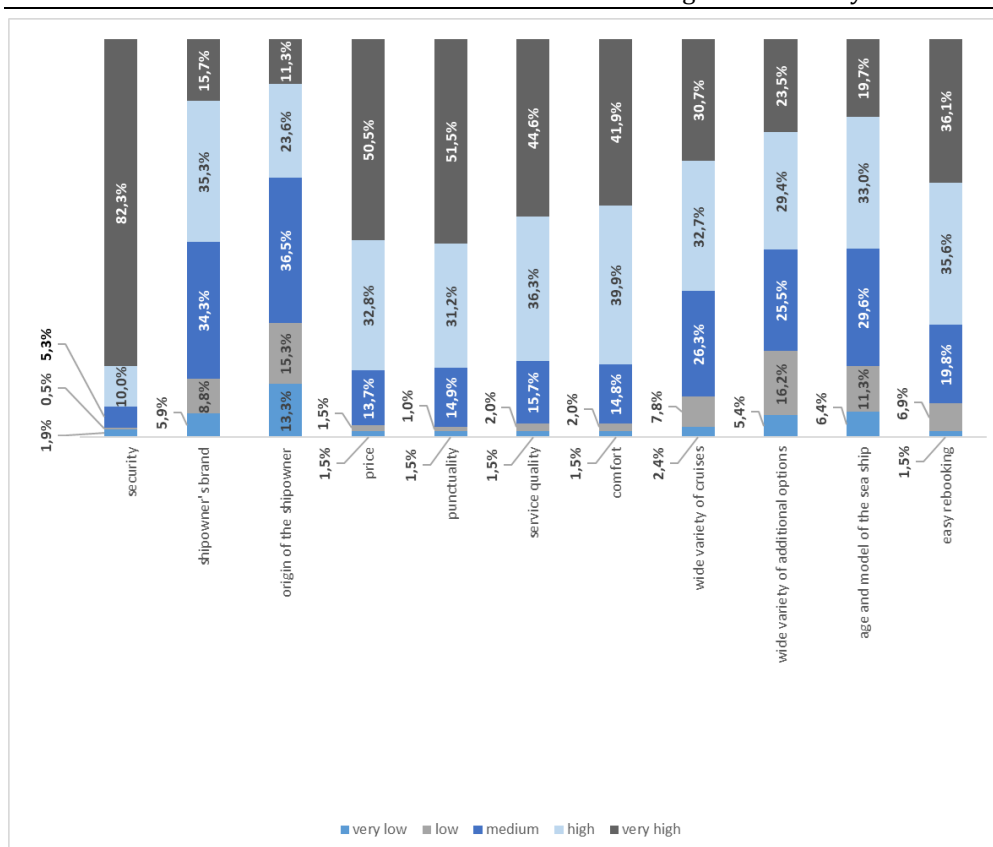


Figure 3. Assessment of the importance of selected factors in the context of passenger maritime transport (1 – very low importance; 5 very high importance).

Source: own elaboration based on the survey.

There are three main sets of factors responsible for creating risks for travelers. These are social, natural and technical risks. Managers of point or line infrastructure and the transportation have very different means to respond and anticipate the occurrence of negative events. To the greatest extent they can minimize those that are directly related to their close proximity, i.e. the risk of technical faults. In turn, there is little they can do in terms of the emergence of violent events of natural origin. However, which of these do passengers interpret as the most dangerous? Participants in maritime travel considered nature to be the greatest threat. They were followed by technology and dangerous social phenomena (Figure 4).

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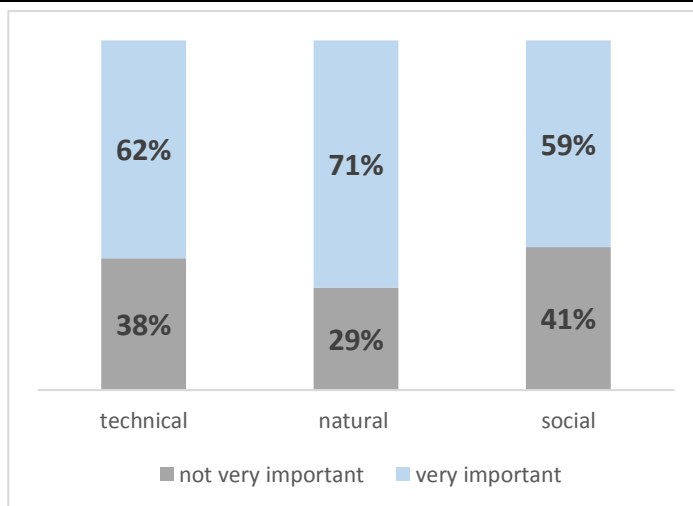


Figure 4. Risk assessment in passenger maritime transport
Source: own elaboration based on the survey.

The authors prepared a proposal for seven measures that have the potential to improve the level of confidence in the use of bulk shipping. The greatest support was given to the postulate stating that the customer’s financial service should be improved in the form of certainty regarding the reimbursement of all expenses incurred in case of irregularities. It was supported by as many as 165 respondents. Slightly less important were measures including: increasing the level of flexibility in booking management (133 votes), increasing the transparency of Covid-19 rules and regulations (127 votes) and access to current cruise-related information. The results are presented in Table 3.

Table 3. Seven suggestions for improving travel quality

| Proposal to optimize the travel aspect | Number of votes |
|--|-----------------|
| transparent and coordinated policy on travel rules and applicable restrictions | 127 |
| real-time air and maritime travel information system | 125 |
| possibility of choosing an air and sea cruise with lower passenger occupancy, with an additional fee | 61 |
| certainty of reimbursement of all travel expenses incurred in case of irregularities | 165 |
| full rebooking flexibility | 133 |
| certainty of taking appropriate hygiene and safety precautions by travel organizers | 67 |

Source: own elaboration based on the survey.

CONCLUSIONS

The need to carry out research in the area of changes in the expectations and preferences of generation Y regarding the preparation, execution and finalization of air and maritime travel arose from the broader reflections of a team of researchers from several research centers on the ongoing redefinition of the safety of transportation modes in the surrounding reality.

The authors adopted the main research hypothesis H1, which reads: in the situation of current threats, the key factor in the provision of cruise sea service from the perspective of generation Y representatives is its safety. It is included in the Introduction. Based on the literature study and the research results as well as, in particular, the data illustrated in Figure 3 of this paper, it was possible to prove the truth of H1 (verify it positively).

An important element of the conducted study, in addition to learning the respondents' opinions and views, was the opportunity to test the research tool. Identification at the implementation stage of the pilot study of minor flaws in its functioning – will allow to exclude them in the future, in case of larger-scale studies.

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