

Theoretical considerations on understanding of the phenomenon of maritime tourism in Poland and the world

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Abstract

In the Polish literature there is noticeable the lack of terminology of maritime tourism and its classification. This issue has been treated rather occasionally till now, without any deeply analysis of the basic definitions and concepts. The maritime tourism is variously defined by different sectors in various countries, it means by: geographers, planners, experts of marine sector, tour-operators or ferry and cruising companies. In this light, it seems reasonable to try to sort out the basic terms and concepts. The main aim of this article is the analysis of the existing definitions and classification proposed in the literature of Polish and foreign languages. It is also made the critical analysis of these definitions and concepts. The value added of the article is the attempt to define maritime tourism by the author. Moreover, the author shows a list of criteria that could be implemented in the statistical researches of demand in the maritime tourism sector and possible forms of maritime tourism. The researches were realized using a method of desk research, a critical analysis of the available literature and comparative analysis.

Introduction

In the literature, maritime tourism is defined variously. Each expert from different sectors of economy: geographers, experts on spatial planning and environmental protection, specialists in marketing, maritime economy or tourism industry present other approach. Each author takes into account these aspects that are important for him on the field of his/her interest. Differences can also be detected, as far as understanding the phenomenon of tourism in different countries is concerned. This is due to the fact of the geographical location and degree of development of marine tourism market, and also awareness that the coastal location of the country plays in the economic development. It is also worth to emphasize, that the maritime tourism is defined for different purposes: legislative, statistical, scientific or descriptive.

The main aim of research is the analysis of existing definitions and classification proposed in the literature of Polish and foreign languages. *There were also indicated two other sub-goals: the first goal* – an attempt to organize the maritime tourism definitions and *the second goal* – defining criteria

of classification and the creation of a structure of maritime tourism forms. In addition, *it has also been indicated the following research issues: the first* – How maritime tourism is understood in the Polish and foreign literature? *and the second* – What are the criteria for the classification of maritime tourism and what are they determined by? The researches were conducted using a method of desk research, a critical analysis of the available literature and comparative analysis. Moreover, the actual law regulations, affecting the development of terminology and structure of maritime tourism, have also been investigated. In order to illustrate some phenomena, a few available scientific reports of marine travel market have been used.

Discussion on definition of maritime tourism

It seems necessary to create a new definition of maritime tourism, which describes this phenomenon the most relevant and which could be used for statistical, research and practice purposes. In foreign language literature, maritime tourism is defined in different ways. In English a term “cruising”

or “maritime tourism” is the most common, but in German – “nautische Tourismus”, but for example in Croatian language – “nautičkog turizma” and in Polish language – “turystyka morska”.

In the world, maritime tourism is associated with the term “cruising”, while J. Westlake points out that “cruising is more of a leisure product than a mode of sea transportation. In this case the sea voyage, the entertainment and leisure facilities offered within the ship and the excursions at the ports are more important trip elements than the places visited – the cruise ship is destination itself” [1]. Meanwhile, T. Luković says that “nautical tourism can be defined as multifunctional and multidisciplinary tourist activity with a distinct maritime component” [2]. According to M. Orams “marine tourism includes those recreational activities that involve travel away from one’s place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters are saline and tide affected)” [3]. In Addition, M. Lekakou i E. Tannatos consider that “maritime tourism refers to a particular form of tourism, and is the search of a more direct and more permanent contact of the tourist with the ocean” [4].

In each of the quoted definition of maritime tourism, we can find items for which there are no objections. The best concept of maritime tourism was presented by M. Orams because the author indicates one of the essential elements recommended by the World Tourism Organization, such as a place of tourist’s residence and also shows that tourist’s activity must be taken in the marine environment. An interesting point of view, as far as maritime tourism definition is concerned, it was also presented by T. Luković, nevertheless it is hard to agree with thesis that maritime tourism is also connected with sport and recreation on the sea, because recreation and sport are quite different phenomena. Sport is associated with competition and obtaining a sport result, but recreation reflects to residents but not tourists. In these definitions there is also a lack of factors distinguishing tourism from excursions in accordance with recommendations of the World Travel Organization, and also the boundary where maritime tourism ends and coastal tourism begins.

In Poland, a lot of authors tried to define the phenomenon of maritime tourism as well. J. Zaleski, says that maritime tourism means “all manifestations of tourist mobility during sea trips on cruise ships, specially designed or linear, offering tours out of seasons, maritime yachting treated not as sport, but as a form of spending time and

using of coastal shipping vessels” [5]. According to J. Miotke-Dzięgiel “The contemporary maritime tourism market consists of a whole palette of voyages on various means of maritime transportation” [6]. In addition A. Walicki the phenomena of maritime tourism defines as: 1. sightseeing cruising, 2. ferry travels, 3. coastal shipping cruising, and 4. maritime yachting” [7]. Otherwise, T. Kowalewski considers “maritime tourism, as a sustainable socio-economic phenomenon, includes: travel and leisure of domestic and foreign tourists on cruisers, ferries and yachts, tourist transport by coastal vessels and maritime and coastal yachting of domestic tourists” [8]. At last, D. Tobolska-Lamenta defines “maritime tourism as organizing voyages on passenger ships of various tonnage and standard to the tourist destination of the world” [9].

The above definitions show, to some extent, the phenomenon of maritime tourism. However, it cannot be agreed with the claim that, for example, an hour cruise travel in the coastal zone is a form of marine tourism. There have been avoided some essential elements such as: duration and spatial criteria and nature of a travel that distinguish maritime tourism from seaside tourism. There is one more question about that: Should cruising on large marine ships be considered as the only kind of maritime tourism? Does it mean that a travel by ferry, while passengers can take advantage of entertainment services or leisure activities, accommodation and catering, may not be counted to a kind of maritime tourism? [10]. Numerous disputes also concern qualification of a ferry travel to a kind of maritime tourism. Some authors see it as a special kind of maritime tourism, while others point to its purely communication nature. It is known, however, that some ferry lines play at the same time, the role of communications and trips by changing its functions with the “floating bridge” to “floating beaches” [11]. Doubts also arise when we talk about tourist maritime yachting, it would be useful to consider whether a maritime cruise that lasts less than one day, should it be included to a kind of maritime tourism or seaside tourism? [10].

Presented research of the literature has shown that it is difficult to specify unambiguously the phenomenon of maritime tourism. Some authors include the maritime ferry travels to maritime tourism, while others do not perceive in this form of cruising any items of maritime tourism. Others, in return, consider that an excursion by a coastal shipping vessel is a form of maritime tourism, but in fact, it is only an element of some maritime tourist products. It means those tourist products that include staging of maritime vessels in ports of tourist

destinations. It is also difficult to observe, in the definitions presented above, the criteria indicating the tourist nature of maritime travel. The authors mainly adopt a type of means of transport, which the journey is made, as the differentiation criterion for forms of maritime tourism. After all, tourism is a very complex phenomenon, which should be seen in the many levels. According to the World Tourism Organization, tourism is: “Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” [12].

Having regard to the recommendations of the WTO and the findings, maritime tourism can be defined as: *staying at sea or ocean for the purposes of tourism or business, using maritime means of transport in the period not longer than 12 months. And in turn, maritime excursion is a tourist activity with using the means of water transport for the purposes of tourism or business that lasts no longer than 24 hours.* The proposed definitions of maritime tourism and maritime excursions include a few essential elements, i.e. the recommendations of the WTO and indicate the nature of a trip and most importantly – separate the maritime tourism from seaside tourism.

Generic structure of marine tourism

According to the classification standards used by the World Tourism Organization in accordance with the recommendations of the United Nations, in research of demand in tourism, the following criteria are applied: the purpose of the visit, the duration of stay or journey, means of transport, the place of departure and place of destination, and tourist accommodation. Unfortunately, none of the authors does not take into consideration the criteria distinguishing the tourism from other sectors of economy [10].

An interesting comparative analysis of forms of maritime tourism proposes A. Bull (Tab. 1) reporting on the important changes which have occurred in this market in the period from 1960 [13].

R. Buckley also presents the classification of maritime tourism and gives four types [14]:

1. Observation of various species of sea animals such as: whales, dolphins, sharks, manta rays, seals and sea birds;
2. Active participation in maritime travel requiring appropriate permissions, for example: sailing;
3. Admiring over or under water of the marine environment, for example: icebergs or coral reefs;

Table 1. Typical forms of marine tourism [13 p. 93]

Criterion of classification	Cruises before the 1960s	Modern cruises
Duration of travel	Long duration	7–14 nights duration
Length of a maritime travel route	Long distance	Short distance
Place of departure of a maritime travel	Departure from generating area ports	Departure from warm-water ports (often fly-cruises)
Duration at sea and in ports	Most of time at sea	Most day time in ports
Type of means of transport	Used ex-liner	Purpose-built vessels

4. Providing clients with strong experience at sea through their active participation.

While M.N. Diakomihalis claims that maritime tourism can be generally divided into five categories, which are determined by combination of offered products, the duration and the specialized tourist destination, i.e.: a traditional cruise (14–21 days), a cruise connected with a flight, a mini cruise (3–5 days), a cruise and stay on the coast and an educational cruise [15].

In Poland, due to J. Miotke-Dzięgiel “On the cruise tourism market, from the point of view of its organization, there are several varieties of cruises [6]:

- Regular cruises in specific and usually attractive areas;
- Cruises from the ocean to the ocean most often in search of the sun;
- Specialist cruises associated with excursions to little-known, however interesting, areas or sea ports.”

Different position regarding maritime tourism presents T. Kowalewski, who says, that “maritime tourism, as a sustainable socio-economic phenomenon, includes: leisure and travel of domestic and foreign tourists made by using of maritime ships, yachts or ferries, tourist cruises offered by coastal shipping vessels, maritime and coastal yachting of domestic tourists” [8]. The author draws particular attention to the very important element, which is a socio-economic nature of the phenomena related to tourism. However, this begs the question of whether sailing grown by foreigners is not classified as maritime tourism?

D. Tobolska-Lamenta lists the following “forms of spending time at sea [9]: 1–2 day cruises, weekly, monthly tours – holiday with sightseeing sea ports, cruises around the world, combined sea-air travel systems with holidays on the mainland, yachting organized on the American market.” The author does not indicate the criterion of classifica-

tion, but as a result of the analysis, we can indicate that the author adopted criteria as: duration, the length of the voyage and form of organization and means of transport. However, it is interesting that, in the author's opinion, yachting is only characteristic for the American market, what is, of course, not correct.

W. Gaworecki also tries to classify basic forms of maritime tourism and shows the kinds as follows [11]:

- Medical cruises: a relatively new type of cruise, with significant growth opportunities as a form connecting two tourist destinations: the holiday and medical treatment at sea;
- School cruises: combination of education system with an interesting form of marine tours;
- Short-time cruises from one sea port to another one: two or four-day marine tours;
- Combined cruises: combination of maritime transport with other modes of transport (air, road and rail);
- Inclusive cruise: frequent cruises of the liner passenger ships;
- Ferry travels: marine tours by ferry.

The author of the above classification indicates the forms of maritime tourism taking into consideration the nature of travels and the means of marine transport used for that. Lots of authors have tried to classify the forms of maritime tourism in the literature. However, the previous proposals, to organize the forms of maritime tourism, seem to be accidental and incomplete. The key is to fix the criteria according to which, the analysis of generic structure of maritime tourism shall be possible (Tab. 2).

Table 2. Criteria for classification of maritime tourism [own study]

The name of classification criterion of maritime tourism			
1	purpose and motivations of maritime travels	7	the country of origin of tourists
2	standard of maritime travels	8	place of departure of maritime travel
3	kinds of tourist' activity	9	period of planning of maritime travel
4	the organisation of maritime travel	10	the duration of the maritime travel
5	the range of services provided during maritime voyage	11	type of means of transport for maritime travel
6	the number of participants in maritime travel	12	coverage of the maritime travel

Originally, tourists travelled by the purposes of leisure or religion, but now tourist became more

demanding and expect diversity from the organizers of the maritime tourism in order to satisfy their needs. In some regions of the world, special forms of maritime tourism have developed, due to the cultural, geographical, economic or social separation of these areas. The excellent example it is "aboriginal marine tourism" in Australia, "Aboriginal marine and coastal tourism focuses on fishing, traditional use of marine resources and viewing of marine life" [16]. In turn, for example in Western Canada there are organized maritime excursions "focus on viewing marine wildlife (whales, seals, eagles, bears) and coastal scenery, along with a traditional salmon barbeque. Other marine activities include pulling up prawn and shrimp traps, collecting clams, catch-and-release fishing or salmon fishing charters. Old villages sites, petroglyphs and First Nation culture are also attractions" [16].

Another example of specific forms of maritime tourism it is "arctic tourism" which "includes any and all tourism activity that occurs in the region defined as the Arctic. A wide variety of tourism activities take place across this broad region. Though some cultural attractions include numerous bird species, ungulates and charismatic megafauna (e.g. whales, polar bears), landscape attractions include glaciers, icebergs, fjords, mountains, coasts, islands and sea ice (...). Arctic tourism opportunities can be divided into two categories [16]:

- The first being consumptive activities such as trophy hunting and fishing outings;
- The second are non-consumptive activities such as expedition-style and destination cruising, photographic safaris, wildlife viewing, Northern Lights tourism."

Adopting the purposes of tourists' travels, as a criterion for classification of forms of maritime tourism, it can make a division as follows:

- Cultural tourism cruises, i.e.: sightseeing of the coastal towns, national parks, fishing villages, the underwater reserves, places of religious;
- Adventure cruises, i.e.: fishing cruises, diving cruises (scuba diving, cave diving, floors diving or in cabins diving);
- Themed cruises, i.e.: Valentine cruises, Christmas cruises, golf-related cruises, amateurs gambling cruises and cruises for seniors, photographic, women, singles and others;
- Educational cruises, i.e.: culinary cruises, dance cruises, learning foreign languages cruise etc.;
- Business cruises, i.e.: inclusive cruises, incentive cruises and business meetings, seminars, conferences, symposiums, congresses;
- Entertainment cruises, i.e.: dancing party at sea;

- Health cruising, i.e.: cruises with a package of SPA & Wellness, cruises surgery, fitness cruises;
- Ecotourism cruises, i.e.: cruises to pristine areas.

The division of forms of maritime tourism, proposed above, has not been completed. The diversity of tourists' needs show directions for tour-operators how to create new tourist products to gain a competitive advantage in the market.

Maritime tourism market is among the luxury vacation. Maritime tourist expedition, luxury yachting cruising, or antique tall-ships cruising, as a rule, are expensive and unavailable for a wide range of clients. Standard of maritime travel is an important factor, which determines selection of a specific form of maritime tourism by a potential tourist. Taking into the consideration the quality of a maritime travel as a criterion of classification, we can distinguish the following forms:

- All inclusive luxury cruises;
- Luxury yachting cruises;
- Premium cruises;
- Standard cruises.

Wealthy tourists, for example, charter luxury marine yachts or they go for exclusive maritime tours to the pristine areas, to observe wild animals, to fish or to collect trophies. On the other hand, there is a segment of customers who are less wealthy and they usually choose cheaper form of maritime tourism such as: sightseeing cruising or flight & cruise.

Classification of maritime tourism can also be made due to the forms of tourists' activities, while staying at sea, i.e. passive maritime tourism and active maritime tourism. Meanwhile, the first is associated with satisfying of human's needs in physical effort while travelling, but the second – refers to passive way of leisure time. This raises a dilemma, how can we estimate activity of a tourist staying at sea? Should it be activity related to use only the values of the sea from the point of view of maritime tourism? Does it have to be activity very broadly defined, for example, the use of sports-recreational facilities offered on a ship: golf, tennis, swimming in the pool? This is admittedly an active holiday, but there is no connection with advantages of sea, because tourists can also take advantage of tennis courts, an indoor swimming pool on land. Therefore, the classification of forms of maritime tourism, due to degree of tourists' activity, is narrowly defined to evaluate tourists' involvement in taking advantages of active holiday, closely linked with marine environment. Starting from this premise, the marine active tourism includes:

- Cruises on yachts and sailing ships without a crew;
- Cruises combined with fishing;
- Cruises combined with diving: deep diving, wreck diving, cave diving;
- Cruises combined with swimming with dolphins or seals.

And in turn, marine passive tourism:

- Leisure cruises on cruise ships, passenger ferries and other;
- Cruises on yachts and sailing ships with crew;
- Health cruises;
- Eco-cruises and the others.

The way of organization of a maritime travel is another criterion for division of marine tourism. The more extensive a tourist package is, the higher price of a maritime travel is. Packages including flights and cruise are very interesting for tourists. Lots of tourists from Europe, mostly from Germany, England, Italy and Spain choose packages so called flight & cruise, and take flights from the place of residence to one of the base sea ports for example in the Caribbean (Miami, Georgetown, San Juan, St. Maarten or Dominica) where they begin their adventure at sea. In turn, tourists from China, Japan or the United States reserve travel packages combining air flights to the ports of the Mediterranean (mainly: Barcelona, Savona, Genoa or Venice) where flow in cruises from wrapping to the most attractive ports of the region, such as: Dubrovnik, Split, Bari, Corfu, Mykonos, Santorin and Rhodes.

Buying services in the package ensures synchronization of services and allows saving time, money and provides the convenience of travel. Tourists traveling by sea are mainly wealthy persons, aged above 45 years of age [17], who appreciate the convenience, comfort and safety of a travel.

Organizers of maritime tourism i.e. travel agencies, air carriers, the owners of marine units and the others, prepare a variety of configurations of services in the tourist packages in order to meet the tourists' needs. To reach this aim, cooperation agreements, between carriers, airlines, travel agencies and tourist organizations in the tourist destinations and other companies organizing leisure for tourists, are made. As a result of this cooperation, there are travel packages, such as e.g.:

- Sightseeing cruises is a form of a combined trip, where the ship wraps to the ports for the period from 4 to 12 hours and in cooperation with local travel agencies, a variety of activities for tourists are organized.

- Flight & cruise is a flight from the country of a tourist's residence to a base port, where a cruise travel begins, and after the end of a maritime travel, a tourist has also got a return flight guaranteed.
- Cruise & stay on the island is an offer for a tourist who combines a travel by sea with vacations on the island.
- Ferry boat & stay on the ship means transferring of tourists from the mainland on a cruise ship, moored on the coral reef, where tourists can take advantage of available amenities and marine activities.

The list of combinations of services, offered to customers who travel by sea, is flexible and depends on clients' expectations. In principle, maritime tourism is mainly associated with the stay on marine luxuriously furnished and equipped ships. The offer, prepared for tourists during the voyages by various means of marine transport, is very diverse. And so, on the traditional marine ship, a wide range of services is prepared for tourists:

- Catering services offering cuisines from all over the world;
- Accommodation with cabins of different standards – from standard to luxury class
- Entertainment services: night clubs, discos, casinos, drink bars;
- Sports and leisure activities: tennis courts, swimming pools, golf games simulators, climbing walls, basketball courts, volleyball, bowling, table tennis, fitness clubs;
- Cultural activities: theatres, cinemas, opera, music concerts;
- Spa & Wellness, beauty salons and hairdressing, saunas;
- Medical services, dental surgery, psychological services.

Ferry carriers also offer attractive tourist products and services for tourists. For many years, there is a dispute about tourist nature of the ferry services. Ferry lines increasingly resemble maritime tours, as an answer for growing demand for attractive offers of spending time while travelling.

Maritime tourism is most often associated with the stay on passenger ships and with mass tourism. On average, passenger ships can accommodate from 2500 to 3000 passengers. This means, that if 10 such units will wrap to the same port in tourist destination area at the same time, and if at least 70% of the passengers come ashore, it is easy to enumerate how heavily these areas are penetrated by tourists.

The tourist ports in the Mediterranean Sea Region, such as: Venice, Barcelona and Dubrovnik are faced with such problems in high season. But the perception of maritime tourism solely as a mass phenomenon is obviously wrong, because travelling in smaller groups: 12 passenger cargo passenger ships or yachts and sailing ships also represent a significant segment. In addition, sailing tourism also plays the significant market share of the maritime tourism and it is included to the form of individual tourism. Maritime tourism, due to the number of participants, can be divided into [18]:

- Individual cruises (1–9 passengers), which are organized on the smallest crafts;
- Group cruises (10–500 passengers), cruises on small ships;
- Mass cruises (501–2000 passengers), cruises on medium size vessels;
- Large resort ship cruising, (2001–4000 passengers), cruises on the largest marine ships.

Moreover, an important criterion for division of marine tourism, from the point of view of tourism export, is the fact of tourists' origin. The research [19] shows that tourists from North America, Italy and Spain take the largest percentage of marine travel market. In recent years, the share of tourists from East Asia also increases significantly. The criterion of the country of tourists' origin and the criterion of a place of beginning of a maritime tour allow dividing maritime tourism on:

- Domestic cruises, i.e.: cruises within the borders of the territorial sea of the State, where tourists have their places of residence;
- International cruises, i.e.: cruises on the seas and oceans without restrictions.

Segmentation of demand for maritime travels, due to the country of origin of tourists, causes that organizers of maritime tourism may better prepare the offers to the tourists' preferences.

Therefore, lots of tourist packages consisting of flights, cruise and stays in ports have appeared on the tourist market, and everything in order to respond effectively to customers' needs.

It is worth to underline, that period of time during a year for planning of a maritime travel is also an important criterion for division of marine tourism. For example, in Northern Europe the tourist season on marine travels takes about four months, from June to September. In turn, the tourist season in the Mediterranean Sea Region is much longer and starts in April and ends in November. Excellent climatic conditions attract crowds of tourists from all over the world. Seasonality is a great problem

for the tourism industry and local communities in visited cities on maritime tourism routes.

In tourist season, there are no vacant places on passenger ships, prices of yachts charter and sailing ships and also fees in the ports and harbors grow up drastically. In addition, the tourist destination areas are crowded and polluted and the prices of goods and services grow drastically, and all these have negative effect on comfort of travel. The greatest severity of the tourist demand, in the scale of the year calendar, is observed in the summer months of a year. To extend the tourist season, the organizers of the holiday at sea prepare lots of tourist packages for other seasons of the year, for example:

- Carnival cruise organized from January to February;
- Valentine cruise organized in February;
- Sightseeing cruising organized from April to November;
- Business cruise organized from September to November;
- Halloween cruise organized at the end of November;
- Christmas cruise organized in December;
- The New Year cruise organized in late December and January.

The offering by the organizers of maritime tourism various thematic offers spreading across the different periods of the year, allows to minimize the negative economic impact of seasonality and affects positively on profitability of enterprises.

In scientific researches of the tourist market, various classifications of durations of the tourist events are applied. The lack of standardization of maritime tourism classifications, as far as duration is concerned, causes difficulties in realization of the statistical analysis and comparative research. However, the recommendations recorded in the methodology of the European Union in the field of tourism statistics are used the most commonly [20 p. 17]. This is the most readable partition of the duration of a travel, which is adapted to the phenomena and trends observed on the market from years. The duration of a tourist travel is measured by the number of nights, it means number of stays involving one night during the whole journey. In addition, the classification used by the *United Nation World Travel Organization* concerning statistics in the Standard International Classification of Tourism Activities (SICTA) can also be a reference point. There are distinguished two categories of travellers: “visitors” and “other travelers.” According to the WTO, the term “visitors” is any person travelling to the city out of her/his permanent place of residence,

for a period not more than 12 months, if the primary purpose of a travel is not employment in the visited city” [21 p. 7]. All other travelers who do not comply with the above three criteria of classification may not be considered as “visitors”. For statistical purposes the term “a day visitors” means a person who does not use public or private accommodation in the visited town or country. For example, participants of the cruises, i.e. persons who come to the country by ship and stay on board of the ship, even if the ship stays in port for a few days, for statistical purposes they are considered as one-day international visitors. Owners of yachts and passengers on the ships are also included to this group. Whereas the criterion, which is duration of maritime voyage and applying of the international recommendations [20] in the field of tourism statistics, the maritime tourism can be divided into:

- Long term cruises, which are the greatest attraction for tourists around the world and we can divide them as follows:
 - A weekend cruise – cruises lasting from 1 to 3 days, which are the most popular, especially;
 - One-week-cruise – cruises lasting from 4 to 7 days;
- Long term cruises, addressed mainly to wealthy tourists, first of all pensioners, most of them do not have family and any business commitments and it is divided into:
 - One-month-cruise – cruises that last from 8 to 28 days;
 - Three-month-cruise – cruises that last from 29 to 91 days;
 - A year-cruise – cruises that last from 92 to 365 days.

In the light of these assumptions, it can formulate a conclusion, that a person who participates in a trip lasting for example 18 days, who checks in on board, from the statistical point of view for the visited city, it is considered as a one-day visitor. “If, however, she/he stays at least for one night in the hotel in the city, she/he will be included into the group of tourists” [10]. A problem with the statistics of tourists travelling by sea appears. There are not available any statistical data, that would indicate the number of passengers, who only use the accommodation on the board of ships and the number of tourists who leave the ships in visited places and take advantage of accommodation infrastructure in the tourist resorts on land. A variety of means of marine transport is the main factor, which distinguishes maritime tourism from the other forms of tourism. Tourists, depending on their

preferences and needs, have a wide range to choose in this regard i.e.:

- Maritime cruises;
- Blue water cruises “it is a form of an oceanic voyage by tall-ship, where the aim is to travel from one port to another one, or a journey through the ocean” [16];
- Maritime yachting with/without the crew;
- Ferry travel;
- High speed ship travel;
- Submarine expedition;
- Cruises on the fishing vessel;
- Cruises on the passenger-cargo ships;
- Cruises on the cargo ships.

In every region of maritime tourism concentration in the world, (i.e.: in the Caribbean Sea, in Australia and Oceania, or for example, in the Mediterranean Sea Region and the Baltic Sea Region) tourist offers of all above forms can be found. Next to the traditional cruises by cruise ships or ferries, for tourists with special interests, or less wealthy, who want to relive adventure at sea, some maritime transport companies offer special cruises by fishing vessels or cargo vessels, when a traveler has ability to participate in fishing on the seas or to operate the vessel. Of course, the quality of the services, offered during these forms of a qualified maritime tourism, differs from the standard of services on typical tourist ships. However, a tourist, who chooses such a form of a maritime travel, is prepared for inconveniences in advance. There is one more form of maritime tourism, which requires structuring or consideration, because lots of maritime tourism carriers have not taken a suitable consideration to that [10]. In addition, in base ports on islands and ships at berth on coral reefs, there are offered a plenty of complementary coastal means of transport for tourists and day trippers, such as: coastal shipping vessels, sailboats and motor boats, rowing boats, kayaks, inflatables, water scooter, windsurfing and kite surfing. A wide range of means of transport creates favorable conditions for a wide variety of activities at sea and in coastal cities which are the targets for stopping of cruise ships.

The distance of maritime travel is another essential criterion for division of marine tourism. In the literature, the distance of a travel was differently defined. For example, the proposed allocation of areas on: short distance cruise or long distance cruise [22 p. 48] where the first means marine travels within the basin to which a country has a direct access, but the second – traveling on the seas and oceans not directly bordering the country. In some countries, as for example in Poland, there are some

law regulations [23, 24], which indicate the distance of maritime travels. In Poland, there is a breakdown of the Baltic cruises, coastal cruises, domestic cruises and inland cruises, port cruises, inland and international cruises. However, the law regulations regarding definition of the Baltic cruises,¹ coastal cruises² and domestic³ and international⁴ cruises have the greatest importance for development of maritime tourism. Depending on a country, definitions regarding the distance of maritime cruises, differ one from the another, what is determined by lots of factors such as: the length of the coastline, the width of the territorial sea of the country resulting from geographic location and distance from other neighboring countries from the sea, destination of the coast (for example for military purposes, nature protection, or economic purposes).

To summarize the above considerations, maritime tourism, due to the distance of a maritime travel, can be divided into:

- Tourist cruises in the coastal zone, for example in Poland, up to 12 Mm;
- Tourist cruises in the territorial sea of a country, for example in Poland to 20 Mm;
- Tourist cruises within the borders of marine basin, for example in the Mediterranean Sea;
- Tourist cruises at sea and oceans without any limits, for example at the Atlantic Ocean.

Introduction of law restrictions, regarding maritime travels, has a great importance for the safety of shipping, but also for protection of the marine environment. Most of the marine cruise ships have the rights to travel without any restrictions, only their technical parameters (i.e.: depth of the immersion, length of the unit, its width and height, gross tonnage and deadweight), may constitute the barriers to get to some tourist cities in the coast. Not all marine strait have sufficient breadth and depth of the water tracks to take ships of a large submerged and gross tonnage. In addition, seaports sometimes

¹ Baltic cruises – means the shipping at the Baltic Sea and other closed seas with similar shipping conditions, and shipping at open seas up to 50 Mm from a place of refuge, with a permissible distance between two places of refuge to 100 miles by sea [24].

² Coastal cruises – means shipping in not more than 20 nautical miles from the shores of the Baltic Sea region or another closed sea with similar shipping conditions [24].

³ Domestic cruises – means shipping in not more than 12 nautical miles from the shores of the sea of Poland [24].

⁴ International cruises – means shipping at other seas and oceans that mentioned in the regulations [24].

do not have adequate logistical and technical facilities to handle the largest floating units.

Conclusions

The classifications and definition of forms of tourism and leisure, that are presented above, point out to the interdisciplinary nature of tourism. Plenty of items influence upon the quality and diversity of tourist activities, resulting not only from tourists' preferences who travel at sea, but also depended on the external factors, among which we should mention: geographical and climatic conditions, status of development of the technical and tourist infrastructure and also policy of local and central authorities. Sorting out the terminology and classification of forms of maritime tourism is useful especially in terms of research and scientific analysis of the maritime and coastal tourism market. Moreover, it allows defining a profile of a tourist who travels at sea, segmentation of a tourist demand and supply.

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