

THE IMPACT OF TOURISM FACTOR FOR DEVELOPMENT OF THE SOUTH-EAST BALTIC COASTAL – BORDER REGIONS

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Abstract: *The Impact of Tourism Factor for Development of the South-East Baltic Coastal – Border Regions.* In this article tourism is being analyzed as a socioeconomic factor and delineating its impact for regional development. Presented arguments of basic previous theoretical researches of tourism in the context of the following attributes as border, coast and peripherality. The South-East Baltic coastal – border regions are being analyzed applying the methods of research of human geography, presented results of tourism structure, employment and cluster analysis. Tourism as a socioeconomic factor, it enables the processes of regional development from North to South, and from South to North, and tourism factor impact for development of coastal – border regions is positive relatively.

Key words: tourism, socioeconomic factor, coastal and border regions, impact, regional development.

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INTRODUCTION

Nowadays tourism as a socioeconomic process has a global territorial distribution and in many countries and their economies tourism is being perceived differently. The impacts of tourism as a socioeconomic factor for the regional development in theoretical and practical scientific researches are being determined and estimated differently too.

Analyzing the most important theoretical and applied researches of tourism it was still determined an insufficient asset of human geography to the system of tourism researches in Lithuania, Poland and Russia as well. The statistical data of second sources are still not sufficient to conduct an analysis of economic geographical conditions of tourism development in the regions, thus the complexity and interdisciplinary of tourism geography, they both enable to look for a wider scientific approach, adoption of systematical and structural methods for conduction of an analysis of tourism geographical impacts that are influencing the processes of regional development.

The topicality is outlined according to the following aspects:

- the territory of researches is selected due to its geographical and historical retrospectivity and retrogressive territorial division, which became geopolitically actual after the year of 1945, when historically former region of East Prussia was divided and adjoined to Poland and Russian Federation. In the beginning of 1990's Lithuania regained its independency together with Klaipėda region. Scilicet since the beginning of 1990's

began the processes of geopolitical and political fragmentation in the South – East Baltic regions. The newly changed situation augured socioeconomic disjuncture between Lithuania and Kaliningrad region for more than 10 years. Also, during that time began a new cultural, social and political dialogue between Poland and Kaliningrad region and this transboundary cooperation generated a plenty of obvious results, i. e. started the movement of inhabitants, goods and investments, generated the possibilities of small and medium sized entrepreneurship and transit, increased intensity of international tourism trends. Especially, since 2002 when the Kaliningrad region was proclaimed as a special economic zone (SEZ) that forced to start more intensive cross border cooperation between Lithuania and Kaliningrad region in the field of culture and entrepreneurship firstly. Lately, the federal law on SEZ was renewed in 2006;

- recently Lithuania is recognized as a strategic partner for Kaliningrad region's economic development, including the development of tourism system too. Overall, due to the consequences of historical events the new economic and social structures were formatted that are still remaining weakly interrelated regionally. The traditional socioeconomic and cultural interactions are extincted between North – South and South - North directions, and at the same time existing interactions between East – West and West – East are not confirming sufficient socioeconomic and cultural development within the South – East Baltic coastal - border regions in general.

- an attractive natural and cultural landscape, increasing number of visitors, developing tourism infrastructure and its services, they require more detailed and specialized economic geographical researches in the regions.

Overall objective – the differences of socioeconomic conditions within the South – East Baltic coastal - border regions.

The tasks:

- to research the tourism sector's structure and its impact for regional development;

- to research the indices of employment and their impact for regional development;

- to segregate the groups of territorial tourism and socioeconomic clusters determining their hierarchy and impact for regional development.

1. RESEARCH REVIEW

Analyzing various scientific researches of tourism explorers it was determined that economist were the first ones who paid an attention to tourism generated value added and it was expressed in quantitative meanings. It is already agreed on socioeconomic importance of tourism for regional development. Apparently, tourism is perceived as one of the key factors in the processes of regional development, wherein as a factor is being approached for many solutions related to development to coastal, border and peripheral areas as well.

It is being analyzed the generation of economic value added of tourism as an impact for regional development. The potential impact of tourism as an economic system is widely described and argued in many scientific researches. The thesis of Young (1973), E. De Kadt (1979 and 1992), A. Mathieson and G. Wall (1982), Dicke (1995), S. Britton (1996), A. M. Williams and G. Shaw (1998), these authors mention tourism value added and its impact for regional development. D. G. Pearce (1989) argued, that the role of tourism is perceived as constituent factor firstly. It also depends on factors of sociocultural and nature environment. Quite often tourism development is being chaotical structurally and territorially (E. Spiriajevas, 2004), and it is not adjusted according to conditions of economic, social, cultural and natural needs (Murphy, 1985; Cooper ir Wanhill, 1997).

The economic impact of tourism is efficient in the regions that have limited possibilities for economic development. The development of tourism is very important for strengthening of local entrepreneurship, because tourism related economic activities are formatting impacts for better living standards in the vicinities. Thus, it is determined that bigger intensity of tourism economic impact and its territorial distribution they are appropriate for rural and peripheral areas.

The interrelated economic interactions in border and peripheral areas were researched by House (1980) and it was determined that border regions are often appropriate for a double peripherality, because remote border areas geographically are being characterized by socioeconomic indicators mainly. For that reason it is rather difficult to determine and evaluate an economic impact of tourism in border and coastal areas as well.

All the researchers agreed on tourism that has an appropriate impact for diversification of economic activities in border regions. Many economic enterprises are satisfying the needs of locals and visitors in touristy vicinities, and for that reason the tourism sector might be divided into basic sector (servicing of tourists) and satellite sector (servicing of tourists and locals) (Spiriajevas, 2003).

Analyzing territorial distribution of recreational and tourism resources it was determined, that the biggest saturation of qualitative meaningful recreational and tourism resources are located in peripheral areas, i.e. in the areas that are situated nearby the borders. Some places of border areas are significant for bigger potential for tourism development in general. Relatively, it is very important not to overestimate the impact of tourism for the economies in peripheral and border areas (Swarbooke, 1992; Butler et al, 1998; Bryden and Bollman, 2000), but to find a proper place and sustainable pace for tourism in the processes of regional development (Spiriajevas, 2004).

In many border and coastal areas there are running the processes of diversification of economic activities, like ecological agriculture, implementation and running of business innovations. The border and peripheral regions are those territories that have a high attraction for tourism development, because the development itself is based on integration of social ties to the main structures of economy (Bachvarov, 1979), but at the same time the processes of tourism are facing with an insularity of market, insufficiently evaluated needs and suggestions, also a lack of proper and precise statistical data about processes in tourism market (Wanhill and Buhalis, 1999).

Recently the development of coastal tourism is changing touristy space in Europe. Such process is enabling to formate different approach about economic – geographical understanding of coastal regions. Most of it, the understanding depends on integrated processes that are running in coastal areas. At the end of XXth century it was started the development of strategy of coastal development in Europe. This strategy is also based on development of regional tourism, and the objectives are to attract the investments to tourism sector, to compose and maintain the economic specialization of coastal areas, to develop the system of public infrastructure, to improve an access to coastal-border areas.

2. METHODOLOGY

The South-East Baltic coastal-border regions are located in Lithuania, Kaliningrad region and Poland as well. The lines between the regions of the states are delineated according to the factors of geographical location as seashore, lagoon and boundary, and they are the territories that are being analyzed determining the impact of tourism for development of mentioned coastal-border regions.

The analysis of tourism sector's structure was conducted applying the methodological approach of tourism satellite account, the methods of structural and

comparative analysis as well. The method of locational quotients were applied for segregation of territorial disparities of tourism basic sector, employment in agriculture and service sector.

The coefficients of locational quotients (LQ) are calculated according to formula:

$$LQ = \frac{X_j/X}{Y_i/Y}$$

Where X_j is a number of certain entities in an area, X is a number of all entities in the area, Y_i is a number of certain entities in the region, and Y is a number of all entities in the region (Goodall, 1987; Johnston, 2001).

The analysis of formation of territorial groups of tourism and socioeconomic clusters were conducted applying the method of hierarchical analysis by clusterization using the programme SPSS. It was also calculated the Pearson's coefficients of territorial autocorrelation, the matrix of statistical distances of economic impacts in the context of hierarchy and territoriality. For the analysis there were used recalculated data of tourism sector's structures' per 1000 inhabitants of working age, also the data of comparative socioeconomic change according to 1996, 1997 and 2003, 2004 period.

Sources of research: the data were taken from the following official statistical sources: *Lietuvos turizmo ...*, 2003; *Turizmas Klaipėdos ...*, 2003; *Lietuvos apskritys ...*, 2003, 2004; *Калининградская область в цифрах ...*, 1996, 1997, 2003, 2004; *Итоги развития экономики ...*, 2004; *Деятельность туристических фирм Калининградской ...*, 2003, *Основные показатели ...*, 2003, 2004; *Powiaty w Polsce ...*, 2003, 2004; *Ważniejsze dane o powiatach i gminach ...*, 2003, 2004. Also, there were collected data from the national systems of registers about the types of economic activities of enterprises in each territory on the base of methodological approach of tourism satellite account.

3. RESEARCH RESULTS

The structure of tourism sector itself has quantitative and qualitative differences in each county or within the regions (figure 1).

The efficient development of tourism sector and its impact for regional development both depend on tourism sector's structure, when the proportions of tourism basic sector and tourism satellite sector are justified to 1/3:2/3, that is named as delimitation between quantitative and qualitative development. Thus, the structural line between tourism basic and satellite sectors it notes the level of sustained structural development of tourism (figure 1.), i.e. that the most touring areas are the municipalities of Neringa and Svetlogorsk, wherein tourism basic sector is developed mostly, but the satellite tourism sector is economically weak, what is appropriate for touring areas in general. The sustained structure of tourism sector, that is close to the structural line of sustained structural development, it is appropriate for Polesk and Zelenogradsk. The improvement of quality of tourism services is more essential for these municipalities too.

According to the results of structural and comparative researches, the quantitative development of tourism sector it is appropriate for Klaipėda city, Klaipėda and Šilutė districts, also for the districts of Slavsk and Polesk, Guryevsk and Zelenogradsk. In these areas the formatting tourism's impact is not efficient enough for regional development structurally and economically yet.

The qualitative development of tourism sector is appropriate for Svetlogorsk, and quantitative development for Pionersk and Jantarny. Therefore, the processes of tourism development of Svetlogorsk, they are impacting the regional development partly. The quantitative development of tourism sector is under the process in the Vistula lagoon coastal-border region, wherein the impact itself is more related to structural economic

impact. Relatively, the small part of tourism basic sector and bigger part of tourism satellite sector they note potentially rather high level of tourism impact for regional developmen.

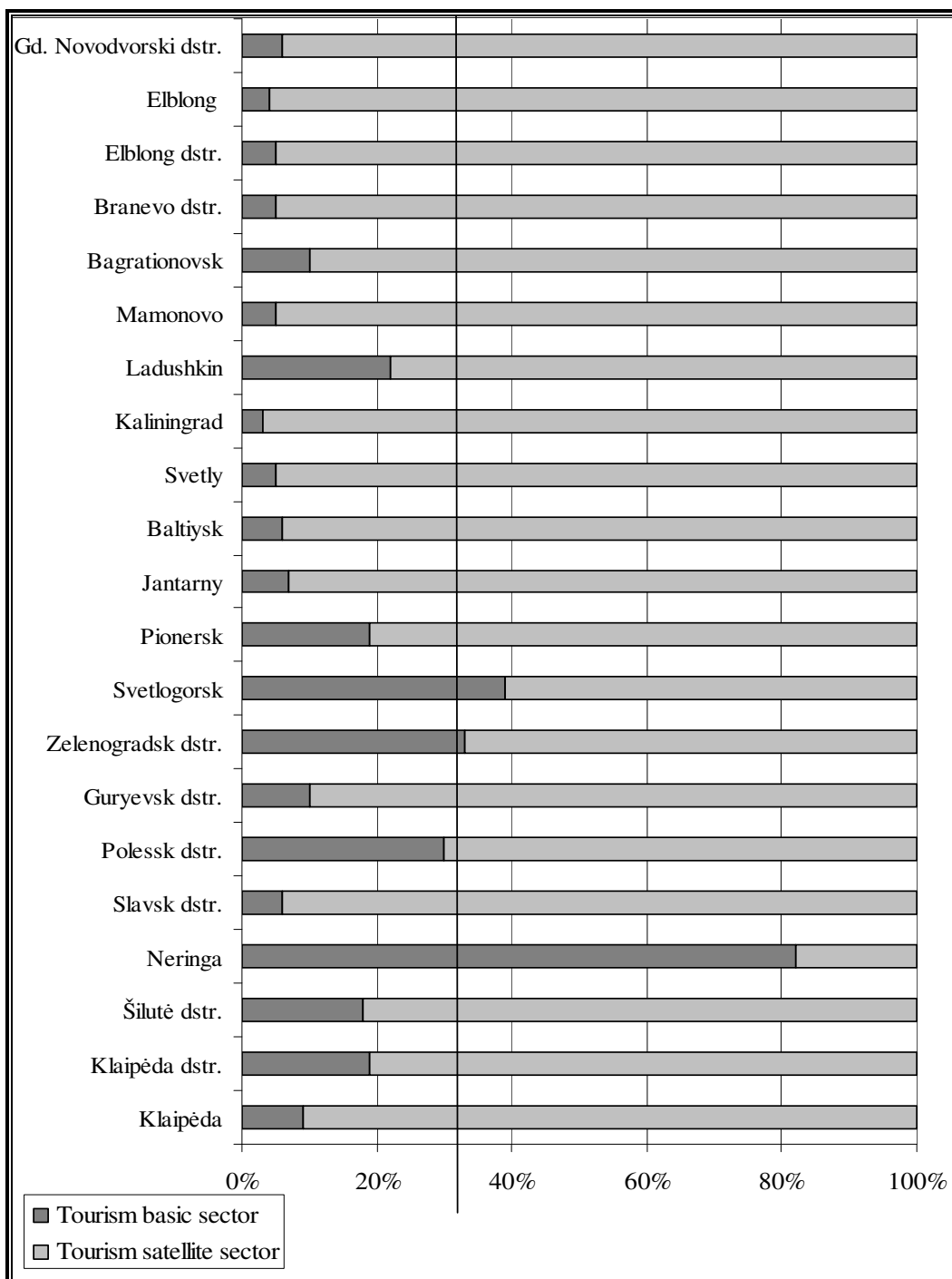


Figure 1. The territorial disparities of relations between tourism basic and satellite sectors in the regions
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In comparison to the LQs' meanings of territorial disparities of tourism basic sector (fig. 2), the bigger impacts for regional development are significant for the territories in Kaliningrad region, especially the areas that are located along the coast of the Curonian lagoon and the boundary.

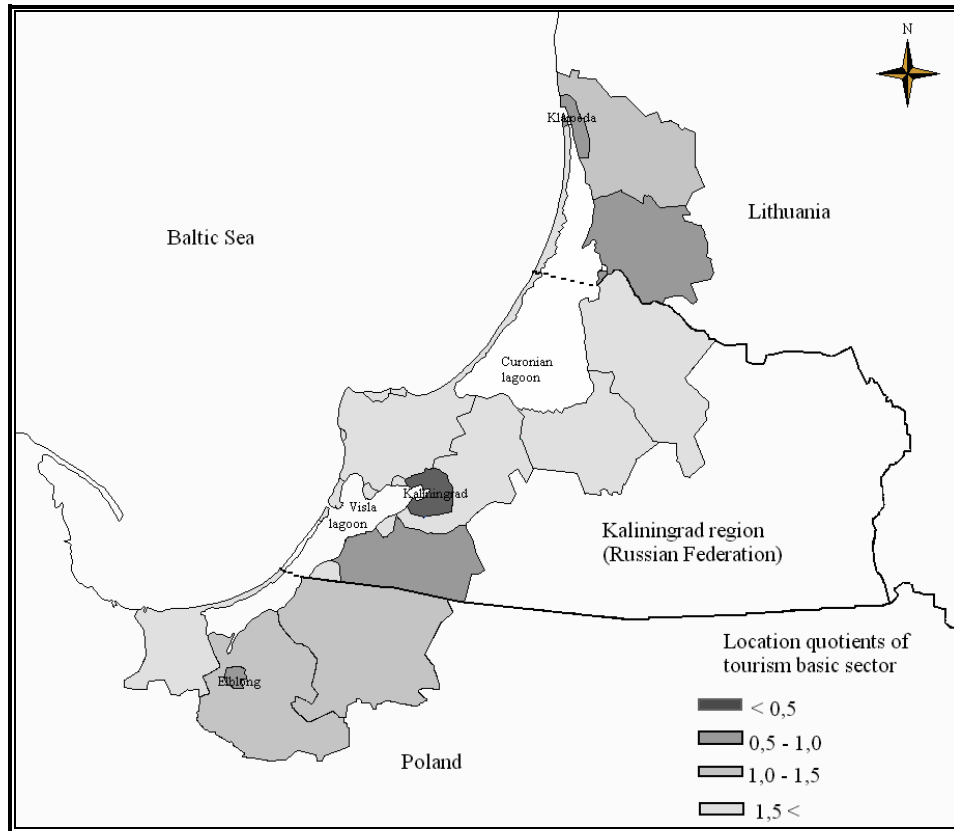


Figure 2. The territorial disparities of locational quotients of tourism basic sector in the regions

Rather similar situation is also appropriate for Lithuania's and Poland's regions, wherein the biggest impacts of tourism are generating in Neringa and Gdansk Novodvorski municipalities. Therefore, those territories are populated rarely, low territorial saturation of economic activities, the geographical factor of border location is essential too.

The population is an important economic element in the entire tourism system. Therefore, the impacts of tourism for the changes of population and its structure they are being estimated approaching to specific social and demographic situation in the regions.

The structural changes of population that are caused of tourism development, they are impacting the development of geographically smaller areas, wherein the processes of socioeconomic impact are under the running. Due to the impacts of tourism, either they are generating positive or negative impacts for change, structure and employment of population. The territories that are located in border and coastal regions that have an economic specialization in tourism, they are appropriate for mobile and geographic variable labour market. Such reasons are forcing the processes of migration, changes in employment, in level of urbanization as well.

The structure of inhabitants employed in agriculture sector it is one of the most essential geographical factor that is a cause of lower living standards in the coastal border - regions (an

exception is the regional centers), and employment in agriculture sector is still remaining an important source of incomes in Lithuania's and Poland's coastal regions. In comparison to neighbouring regions, the employment in agriculture sector is also structurally significant an economic activity in Kaliningrad region too, but the agriculture itself it is not very productive and therefore, it generates less incomes. The involvement of labour market of agriculture and implementation of labour force to the services of tourism sector, it composes only qualitative development of separate tourism services in rural areas of the regions.

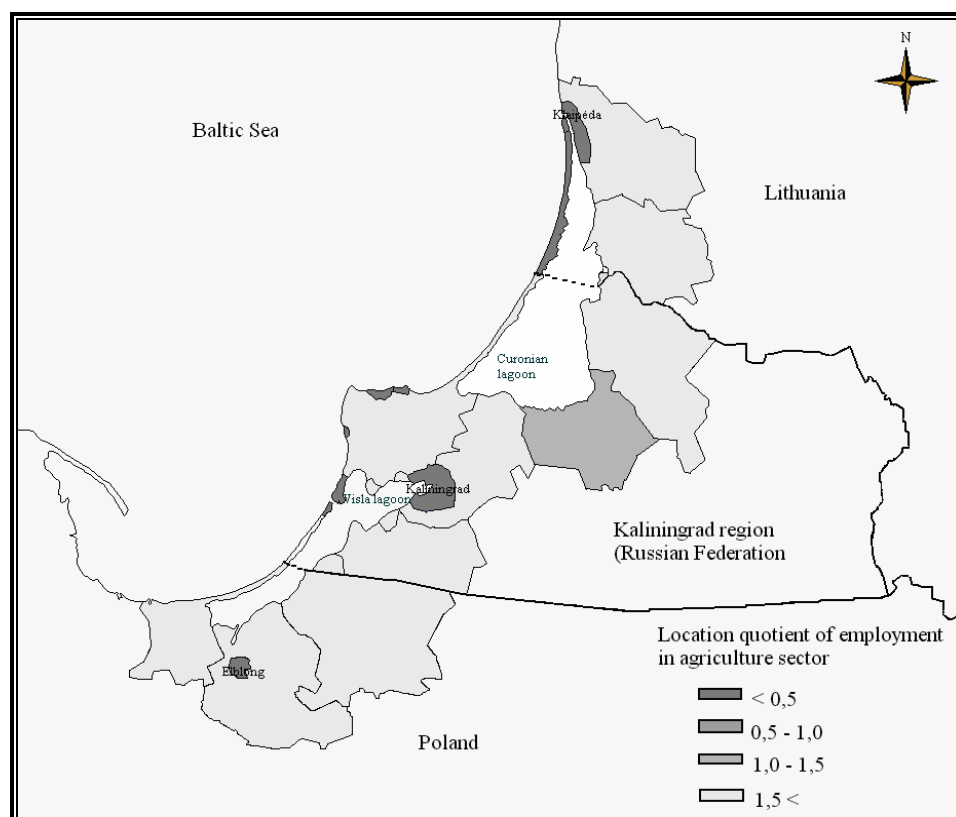


Figure 3. The territorial disparities of location quotients of employment in agriculture sector

The coefficients of LQ's of employment in agriculture sector (fig. 3), they mean a rather high level of employment in Klaipėda and Šilutė districts, Slavsk and Guryevsk, Elblong and Gdansk Novodvorski districts, in the municipalities of Svetly, Ladushkin and Mamonovo. Therefore, the level of tourism impact is rather low for regional development in these territories. Besides, all these municipalities have still unused potential for tourism development, but due to a high economic dependency of labour force on agriculture, the generated value added of tourism is also low economically.

In Polesk district the LQ of employment in agriculture (1,0 – 1,5) notes an average labour force's dependency on agriculture, what is a cause of formation of medium level of impact for regional development. The territorial disparities of LQs' of employment in agriculture sector they mean a rather high economic dependency of labour force on traditional agricultural activities too, especially in Lithuania's and Poland's regions. Therefore, the potential of tourism for regional development is still unused properly.

The biggest territorial saturation of employed in services it is appropriate for Lithuania's and Poland's regions (fig. 4), also for the Vistula lagoon coastal-border region in the region of Kaliningrad. The lowest territorial saturation of employed in services it is appropriate for Slavsk and Polesk districts and therefore, the development of tourism will determine the establishment of new working places in service sector potentially.

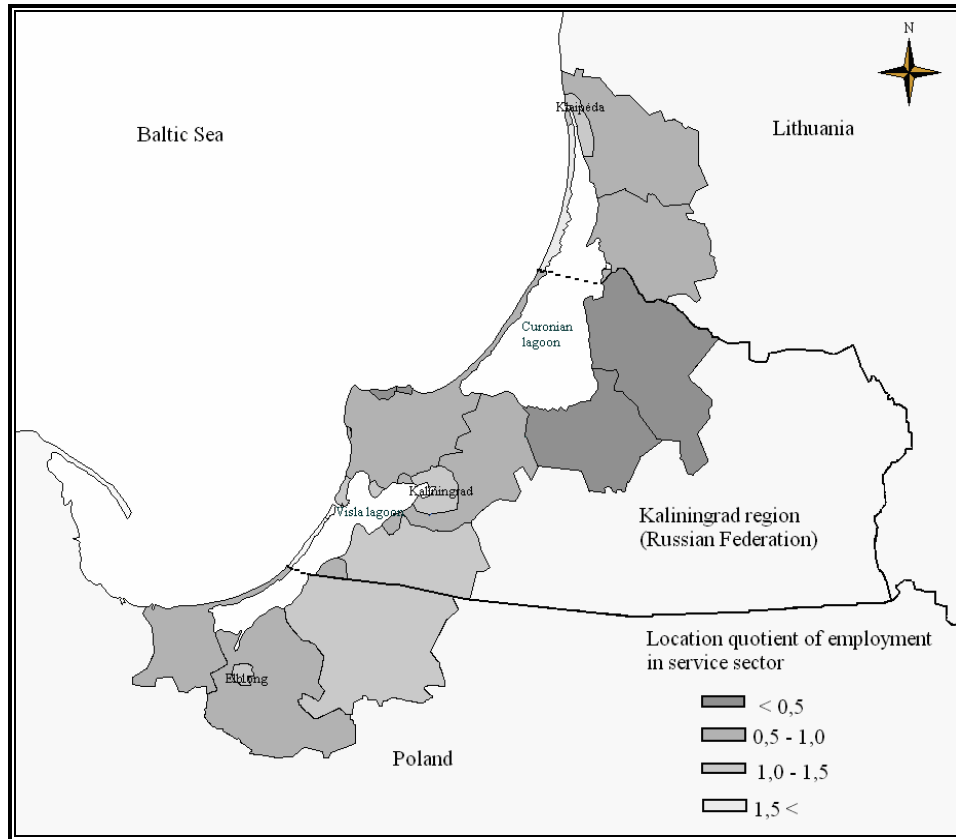


Figure 4. The territorial disparities of location quotients of employment in service sector

The biggest meanings of LQ of employment in service sector they are appropriate for Klaipėda city, Neringa municipality, Kaliningrad city and Svetly, Baltysk, Elblong and Bagrationovsk district that note the biggest territorial concentration of labour force in service sector.

Although, Svetlogorsk is recognized as a resort of federal status, but the meaning of LQ ($0,5 >$) of employment in service sector it is the lowest one in the entire South-East Baltic coastal region. The daily shuttle migrations of labour force they are the main reason for a low meaning of mentioned LQ. Also, the lower meanings of LQs are appropriate for Slavsk and Polesk districts, and it notes a rather low impact of tourism as a set of services for regional development.

The different groups of territorial tourism clusters (fig. 5) are composing different types of impacts in the processes of regional development.

Therefore, there are formatting territorial and structural differentiation of socioeconomic value added generated by tourism. Some groups of territorial clusters are eliminated as the regional centers that have the biggest potential for socioeconomic development, and these centers are encompassed by a high level of tourism impact. Other

municipalities are attributed to the groups of clusters that have lower socioeconomic potential, what is an issue for a lower level of impacts for regional development. The groups of distinguished territorial tourism clusters they note territorial hierarchy of tourism impacts in the regions (fig. 5). In Lithuania's region there are two groups of clusters, in Kaliningrad's region there are distinguished six groups of clusters, where Zelenogradsk district, Kaliningrad and Mamonovo are attributed to separate group of clusters, wherein the tourism sector is developing more absolutely. In Poland's region there are distinguished two groups of clusters as well. The territorial distribution of tourism clusters they have a shape of territorial symmetry. Those territories are located according to the criteria of geographical location as lagoon coast, marine coast, border and transport corridor in general.

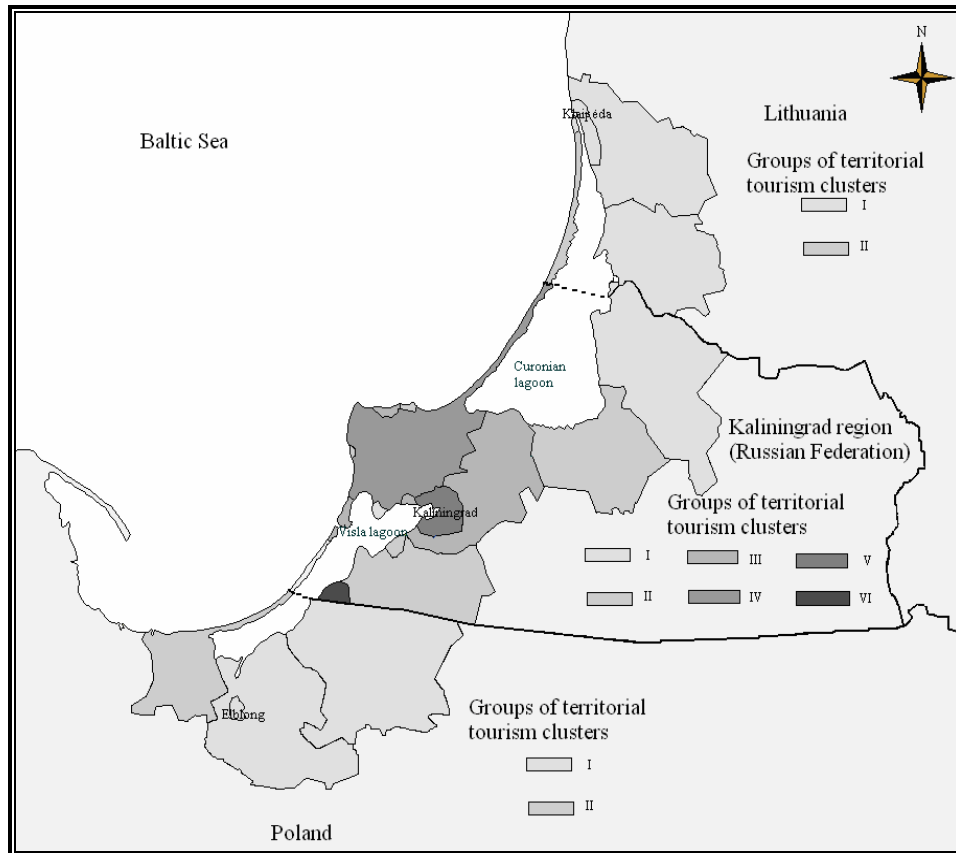


Figure 5. The territorial groups of tourism clusters.

According to the mapped results of research, the biggest differentiation of clusters is appropriate for Kaliningrad region, and that is a cause of formation of different levels of tourism impacts for regional development. Rather homogeneous situation is in Lithuania's and Poland's regions, where separate group of clusters is in touring areas of Neringa and Gdansk Novodvorski municipalities.

In comparison to the groups of socioeconomic territorial clusters (fig. 6), there are distinguished two groups in Lithuania's and Poland's regions, and six groups in Kaliningrad regions as well. Such differentiation notes an uneven territorial distribution of tourism impacts in the South-East Baltic coastal-border regions. The biggest

differentiation of socioeconomic impacts is appropriate for the Vistula lagoon coast in Kaliningrad region. Therefore, the generated economic value added by tourism is unevenly distributed too, but the less territorial unevenness of impacts it is appropriate for Lithuania's and Poland's regions mostly.

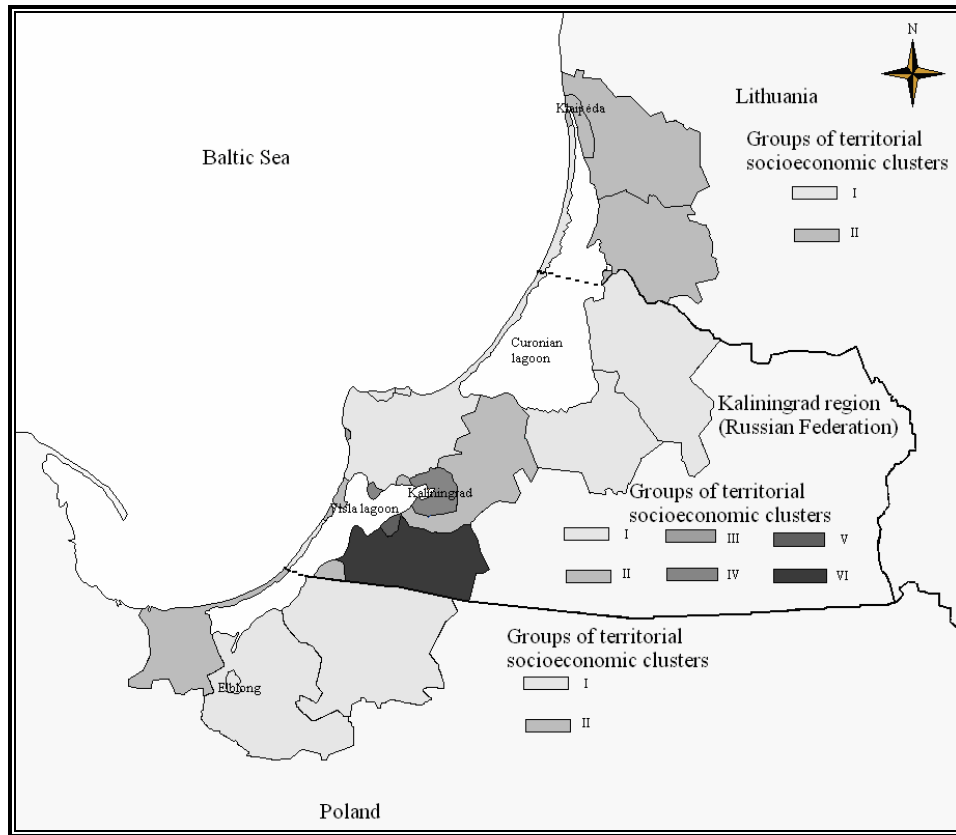


Figure 6. The territorial groups of socioeconomic clusters.

CONCLUSIONS

1. The tourism sector of Klaipėda city, the districts of Polesk and Zelenogradsk, the towns of Svetlogorsk, Pionersk, Ladushkin and Kaliningrad city they are situated closer to the spatial limit of „ideal“ tourism sector's structure and in the future in these areas will be saturating the main trend of regions' tourism impact, which will be affecting the quantitative and qualitative aspects of tourism development in the South-East Baltic coastal-border regions.

2. In Lithuania's region the amount of population is decreasing, while in Kaliningrad region the population is decreasing in border areas, and the increase is appropriate for Kaliningrad city. In Poland's region the amount of population is remaining less changeable. These different interregional tendencies of population change they are not confirming an efficient impact for development of tourism in the region, because on the all sides of the borders there are also different structures of employment and human resources.

3. The differentiation of territorial tourism clusters are formatting different hierarchy of impact of tourism for development of coastal-border regions. The similar hierarchy of clusterized groups is appropriate for the regions of Lithuania and Poland as

well. In Kaliningrad region determined six groups of territorial tourism clusters that are affecting formation of six hierarchical levels of tourism impacts. These impacts are not distributed gradually and tourism as a socioeconomic factor loses its territorial entity in the processes of development of coastal-border regions.

4. In Lithuania's region distinguished two groups of territorial socioeconomic clusters, wherein Klaipėda city belongs to separate group only, what is a cause of formation of socioeconomic impact for development of coastal-border region. In Kaliningrad region distinguished six groups of territorial socioeconomic clusters and their biggest differentiation determined in the Vistula lagoon region, and in the territories that are facing to the Baltic sea, what is a cause of formatting different hierarchy of impact for development of coastal-border regions.

5. In Poland's region the socioeconomic impact is being formatted in touristy Novodvorski municipality, and its development directly depends on generating socioeconomic value added by tourism.

6. Territorial distribution of impacts induces the development of the South-East coast of the Baltic sea and their interterritorial integration from North to South – from South to North, and the impact of tourism as a socioeconomic factor for development of border regions, it is positive relatively.

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