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The system of cross-border tourism in the Polish-Russian borderland

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Abstract

The main aim of the paper is to analyse the system of cross-border tourism between Poland and Russia. In order to study the system, interviews and surveys were conducted; statistical data, legal documents and other sources were analysed and interpreted. A model of cross-border tourism was used in this article. The key stakeholders of tourism organisational system were specified and links among them were discussed. In relation to the development of cross-border tourism, five types of cross-border areas were distinguished (frontier zone, cross-border administrative area, Euroregions, eligible area of the European Neighbourhood Instrument, local border traffic). This article presents the functioning of the border, an analysis of border traffic in the years 2002-2014 was performed and the causes of fluctuations in such traffic were given. Also the relation between border formalities and the volume of border traffic was discussed. Cross-border cooperation and the introduction of "small border traffic" were proven to increase significantly the volume of cross-border tourism.

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1. Introduction

The development of tourism in the borderland of the two countries is significantly related to cross-border cooperation. The idea of cross-border cooperation was established in Western Europe in the 1950s, it stepped up

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when INTERREG, a community initiative, was launched in 1990 (Wassenberg & Reitel, 2015), becoming a tool for developing "Europe without borders", with particular focus on the EU external border (Herrschel, 2011), (Bellini & Hilpert, 2013). Being in the process of integration, cross-border cooperation in Europe is a particular kind of international cooperation (Solarz, 2009) whose frames are specified in terms of territory, subject and object. The effects of cross-border cooperation depend on the efficiency of its organisational system.

2. The concept and semantic delimitation of cross-border cooperation

In territorial terms, cross-border cooperation is developed in a cross-border area, i.e. an area that is separated by political borders, and consists of geographic territory of several countries (Palmowski 2007). The substantive scope of cooperation mainly results from international and domestic regulations. The Madrid Convention (1980) lists 16 cooperation areas related to the most important spheres of social life (such as education, culture, tourism). The entities of cross-border cooperation are "subnational participants of international relations" (Szmigiel, 2009), i.e. mostly regional and local authorities.

Cross-border cooperation that does not end at the border of a country, but is "specifically aimed at getting things done and achieving goals together with the organizations on the other side of the border" (Molen & Ietswaart). Cross-border cooperation is an example of a zero-sum game that is beneficial for each of the participants (Korneevets, 2010). Mutual cooperation results in a better economic situation increasing the competitiveness of regions and reduces regional disparities negative towards other regions (Gajdova & Tuleja, 2015).

In relation to EU cohesion policy, cross-border cooperation has become, apart from transnational and interregional cooperation, one of the three pillars of territorial cooperation.

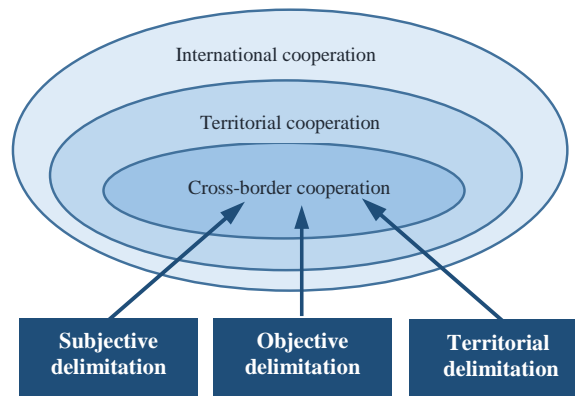


Fig. 1 Semantic delimitation of cross-border cooperation

In a systemic perspective, the cross-border cooperation of every borderland depends on two determinants: general and detailed (DoLzbLasz & Raczyk, 2015). In this context the general determinants cover all the aspects connected with the programming and implementation of cross-border cooperation programs: the support area, allocation of funds, priorities, institutional structures. Particular determinants, concern the other crucial factors: political, environmental, social or economic conditions.

3. Organisational model of tourism in the cross-border area

The organisational model of cross-border tourism envisages a direct cooperation between NTA (national tourism administration) and NTO units (national tourism organisation). It covers three levels: national, regional, and local (fig. 1). A particular role is given to the local government administration at regional and local level. The organisational system of tourism in Poland covers the Ministry of Sport and Tourism, the Polish Tourist

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