

Prospects for the Cross-Border Cooperation Between Russia and Poland in the Field of Tourism

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ABSTRACT

The relevance of the research topic is driven by the increasing role of cross-border cooperation for economic development of regions of the neighbouring countries located in the immediate vicinity to the border, as well as for the tourism development. The purpose of scientific research, the results of which are presented in the article, was the justification of the prospects for cross-border cooperation between Russia and Poland in the field of tourism based on the analysis of the dynamics of the border movements and exchanges between inhabitants of the Kaliningrad region and Poland, the assessment of their structure by the purpose of visit and by the distance from the border to the target center visit. To obtain the author's conclusions, methods of expert estimations and statistical analysis, economic-statistical and factor analysis, economic and mathematical modeling were used. As a result of the research dynamics and nature of cross-border movements in the aforementioned regions were revealed, the author's assessment of the positive and negative effects of such movements and exchanges as a form of cross-border cooperation in the economic development of these regions, including tourism, was given.

KEYWORDS

Cross-border cooperation, diversification, regional development, economic cooperation, Russian Federation, tourism

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Introduction

Currently, all over the world the great attention is paid to the development of the domestic and incoming tourism, creation of necessary infrastructure of hospitality for extended stays. Together the regions bordering neighboring countries, often take a special category of tourists - residents of the territories in the immediate vicinity to the borders with the neighboring country, which make

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cross-border exchanges (European Outline Convention on Transfrontier Cooperation between Territorial Communities or Authorities, 1980).

So I.I. Dragileva (2006) explains that in the field of tourism cross border cooperation is developing not very intense, as the regions of neighbouring countries with similar tourism potential see each other not as partners but as competitors. At the same time, the Association of tourist potential of regions of South-Eastern Baltic could bring them significant benefits. As it is shown by studies of the authors, along with the benefits there can be negative consequences for one country and another, which is important to clearly understand and evaluate in the development of cross-border cooperation projects.

In the work of O.N. Bolychev, I.S. Gumenyuk & T.Y. Kuznetsova (2015) it is noted that cross-border cooperation starting with the local social and economic contacts, gradually evolves into a stable form of branched network, which, in turn, leads to the formation of cross-border forms of the spatial organization of the economy (for example, Euro regions, "growth triangles", the districts, industrial, cross-border clusters, etc.). It is impossible not to agree. However, it is impossible to fully agree with the conclusion of these scientists that the direct negative economic effect for some regional economic entities is not so great that it is the mechanism of MFP to see as the main threat to their effective functioning. In our opinion, the calculation of the negative economic impact for countries involved in cross-border cooperation should take into account not only direct but also indirect damage.

D.M. Davydov & T.N. Chekalina (2011) consider that the relationship and network are the Central components of the now emerging theory of cross-border cooperation. The main emphasis is on the development and the utilization of the updated concept of the brand, which can be used as a model for studying the mechanisms of cross-border cooperation and the working out of an effective development strategy on the level of individual border areas-partners and cross-border regions. A.A. Savosina (2014) pays a great attention to the application of regional marketing tools in cross-border cooperation. According to the authors of this article, marketing techniques, one of which is the branding of tourist areas, are of course important, however, they are only tools to the promotion of regional tourism product that exists in the area. Therefore, the greatest attention in the cross-border cooperation projects, including in tourism, should be given to the formation of a competitive tourist product of the border area and its use in cross-border cooperation projects (Larionova et al., 2015).

The events of recent years demonstrate that due to changes in foreign policy factors, influencing the development of cooperation between the Russian Federation and the countries of Europe, the nature of the relationship between the countries has also changed. Due to the high dynamics of these changes, the research does not have time to track the data transformation. That is why scientists of the Baltic Federal University of Immanuel Kant initiated a study of problems and prospects of the cross-border cooperation development with the aim of diversification of economic activities of the Russian Federation regions through the effective use of tourist-recreational potential of territories. The study was performed with financial support of Russian Foundation for basic research under the scientific project No. 16-06-00181.

Methodological Framework

The methodological basis of this research consists of the works of scientists studying the essence of cross-border cooperation, especially the development of tourism in the border areas, as well as its influence on the diversification of the economies of neighbouring countries. In particular, the work of D.M. Davydov & T.N. Chekalina (2011), I.I. Dragileva (2006), N.M. Mezhevich (2002), A.A. Zykov (2008), N.F. Ogneva (2014) and others were analyzed. In addition, the authors used the results of the study of O.N. Bolychev, I.S. Gumenyuk, & T.Y. Kuznetsova, (2015) on the role of local border traffic in the development of retail trade in Kaliningrad region of the Russian Federation and the border regions of the Republic of Poland.

On the basis of the study of scientific and theoretical approaches to the definition of essence of the concept "cross-border cooperation" was used the approach proposed by K.V. Verkholtseva (2009), who suggested to understand under the cross-border cooperation common and constructive actions aimed at the development of relations between administrative-territorial units or authorities within the jurisdiction of two or more states, implying the conclusion of appropriate agreements between them. This definition corresponds to the approaches of determining the nature of cross-border cooperation, adopted in international practice.

For the analysis of the existing system of cross-border exchanges and their impact on economic diversification of regions cross-border cooperation, the authors of the article used the methods of expert estimations and statistical analysis, economic-statistical and factor analysis, economic and mathematical modeling. The application of these methods allowed to prove the structure of cross-border movements and exchanges, and to substantiate their impact on economic diversification of cross-border cooperation regions.

Through the use of theoretical and empirical methods of research the article substantiates the factors that have positive and negative effects of border exchanges on the development and diversification of the economy of cross-border cooperation regions.

Results

A study of the contribution of tourism in gross national product taking into account the multiplier effect.

Research data of the world Council for travel and tourism (WTTC) show that the contribution to the gross national product in Russia (figure 1) one percent of the direct contribution of tourism leads to a three per cent contribution of the related industries (in 2014, the share of tourism accounted for 1.5% of GDP and 6% of total contributions taking into account the multiplier effect).

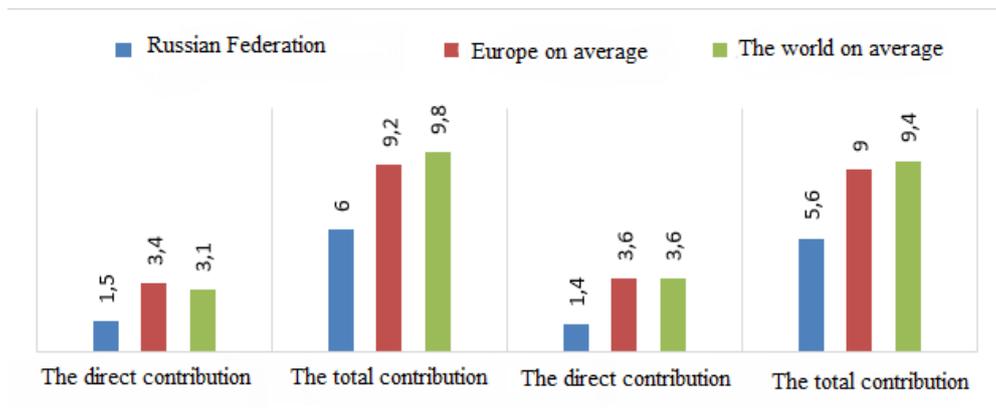


Figure 1. The share of tourism and its contribution taking into account the multiplier effect in 2014, %

Calculated by the authors based on data from WTTC Travel & Tourism. Economic impact. Russian Federation (2015)

The situation is similar with the number of persons employed in tourism: 1,4% - direct contribution of tourism and 5,6% - the total contribution taking into account the multiplier effect. In other words, every job in tourism creates three jobs in other related sectors of the economy (Bunakov et al, 2015). This ratio is much higher than the world average and the European average where the multiplier effect is less than two units. This indicates the transit nature of the development of tourism industry in Russia, when there is a huge shortage of infrastructure and diversification of economic activities towards the service of tourist needs.

The current multiplier effect in tourism is important for the development of border regions, taking into consideration the fact that in most cases border regions are peripheral, and the number of municipalities border of regions can be attributed to the "double" periphery, which feel the serious problems in the socio-economic development. According to some authors (Studzieniecki, Palmowski & Korneevets, 2016; Oding & Fedorov, 2009) the level of socio-economic development of peripheral areas in the national space is always below the national average, and these regions need the constant support from the regional center. In this situation, tourism can be one of the main mechanisms of early development of cross-border cooperation with the subsequent transformation into diversified economic center.

The influence of the regime of local border traffic on the development of cross-border cooperation (on the example of Poland and Russia)

The study carried out by the authors showed that for the Kaliningrad region the development of various forms of cross-border cooperation is a key factor in overcoming the disadvantages of the peripheral position on the one hand and epy exclavity, on the other hand. Participation of Kaliningrad region in the cross-border cooperation at the regional and local level is carried out in a variety of formats, including participation in international network organizations and programs, in the Program of EU — Russia cooperation.

In 2012 on the Polish-Russian border was introduced a regime of local border traffic (WFP) as a tool for cooperation between EU countries and adjacent

states. WFP regime is seen as a measure to mitigate the barrier function of the external border of the European Union, as evidenced by the increase in the number of crossings of the Russian-Polish border compared to a sharp decline in the number of people crossing the border after Poland's accession to the Schengen area, which strengthened the barrier function of the border. Starting in 2012, there has been a sharp increase in the number of crossings of the Russian-Polish border. However, due to the deterioration of political relations between Poland and Russia in 2013, the growth rate has slowed, but not decreased, as it can be seen in table 1.

Table 1. Dynamics of movement of citizens of the Russian Federation to Poland and Polish citizens to the Russian Federation for 2010 - 2015 years

	2010	2011	2012	2013	2014	2015
The entry of citizens of the Russian Federation on the territory of Poland, million	0,9	1,4	2,0	3,3	3,3	2,8
The growth rate compared to the previous year	-	155,6	142,9	165,0	100,0	84,8
The arrival of Polish citizens on the territory of the Russian Federation, million	0,5	1,0	2,1	2,9	3,2	3,3
The growth rate compared to the previous year	-	200,0	210,0	138,1	110,3	103,1

Compiled by the authors according to Ruch graniczny na granicy polsko-rosyjskiej w, 2015 r.

Table 1 shows that the number of border crossings by the Russian and Polish citizens roughly corresponds to each other, but there may be seen some changes related to the exchange rates: after the strong depreciation of the ruble, the number of Russians decreased by 15% compared to 2014, while Polish citizens increased by 3%. However, to assess the impact of cross-border exchanges between the Kaliningrad region of the Russian Federation and Poland, it is important to understand the structure of the visits according to the goals and other features of these movements.

Importance of Technology Integration into Teaching

It may be said that the participation of the Kaliningrad region in the Programme of cooperation between the EU and Russia leads to a transition from coexistent border regions to interdependent border regions, which suggest, as it was given in the typology of border regions, full cooperation in economic, social and cultural spheres, as far as it is possible in the conditions of still existing border.

To assess the positive and negative impact of growth in the number of border crossings for economic development, a number of indicators characterizing not only the purpose of the visits, but also the structure and size of expenses, the remoteness of the ultimate goals of the border should be examined. For the first time the results of these studies were presented in Ruch

graniczny oraz przepływ towarów i usług na zewnętrznej granicy Unii Europejskiej na terenie Polski w, (2013).

The analysis carried out by the authors showed that the values of these parameters are completely different for Polish and Russian citizens. The purpose of the visit of the Polish and Russian citizens is dominated by the purpose of purchasing, but for the Poles this goal is dominant and is 95.4% (table 2), and for the Russians is much lower at 68.7%.

Table 2. The structure of border crossings by Poles and Russians in objectives of visit, 2015 (Compiled by the authors according to Ruch graniczny na granicy polsko-rosyjskiej w, 2015 r.)

The goal of border crossings	Citizens of Poland	Citizens of the Russian Federation
Tourism	0,3	14,0
Visiting relatives and friends	2,9	3,2
Purchasing	95,4	68,7
Transit	1,2	7,3
Business trip	0,2	4,2
Other	0,0	2,6
TOTAL	100,0	100,0

The tourism sector accounts for 0.3% of Poles' trips, 14% of Russians. At this low share of tourism in the purpose of the visit of Polish citizens corresponds to the Russian level: 1823 thousand Poles entered Russia and with the purpose of tourism entered only 17.9 thousand or less than 1%. For residents of the Kaliningrad region the purpose of crossing the border is a transit (7.3 per cent) for departure from the airport in Gdansk or Warsaw, or transit through the territory of Poland, primarily in the direction of Germany. This is partly due to the redistribution of the tourist flow from Kaliningrad region, reduction of the cost of tourism and the transition to a close and short routes. The average expenditure per trip made in 2015 costed for Russians about 7,500 rubles, and for the Poles – about 3900 rubles or 1.9 times lower.

Another estimated in this study indicator is the average distance from border to the destination of the visit (table 3).

Table 3. The structure of border crossings by distance from the border to the target center visit 2015 (Compiled by the authors according to Ruch graniczny na granicy polsko-rosyjskiej w, 2015 r.)

Distance from the border	Citizens of Poland	Citizens of the Russian Federation
0 - 30 km	94,5	33,5
31 - 50 km	4,1	19,8
51 - 100 km	0,7	24,5
More than 100 km	0,7	22,2
TOTAL	100,0	100,0

As it may be seen from the table 3, the differences between Poland and Russia are more significant than when comparing the objectives of the visits. If the majority of the poles move to a distance of not more than 30 km from the border (94,5%), the movement of Russians has a broader geography: 33,5% move up to 30 km from the border, and 22,2% remove from the boundary at a distance of over 100 km. On the basis of the table 3, it can be noted that the city of Kaliningrad as a regional center is not involved in the reception of the main part of Polish citizens, while on the Polish side the acceptance of Russian citizens actively participate in the city's largest centres such as Elblag, Olsztyn and Gdansk-Sopot-Gdynia.

Thus, the significant differences in the nature of cross-border exchanges between Poland and the Kaliningrad region of the Russian Federation, and, consequently, their impact on the economic diversification of regions cross-border cooperation are apparent.

The assessment of problems and prospects of cross-border cooperation between Russia and Poland in the field of tourism.

As it is previously stated in other publications of the authors of this article (Korneevets, Kropinova & Dragileva, 2015; Semenova & Korneevets, 2015; Zaitseva, 2016a; Zaitseva, 2016b) on both sides of the border there are both positive and negative effects from growth in the number of border movements and exchanges. According to the authors of the article to the positive economic impact on the economic diversification of cross-border cooperation regions (on the example of Poland and Kaliningrad region of the Russian Federation) the growth in cross-border trade of goods and services taking into account the multiplier effect impact on the growth of production of some sectors of national industry and related services can be primarily attributed (figure 2.).

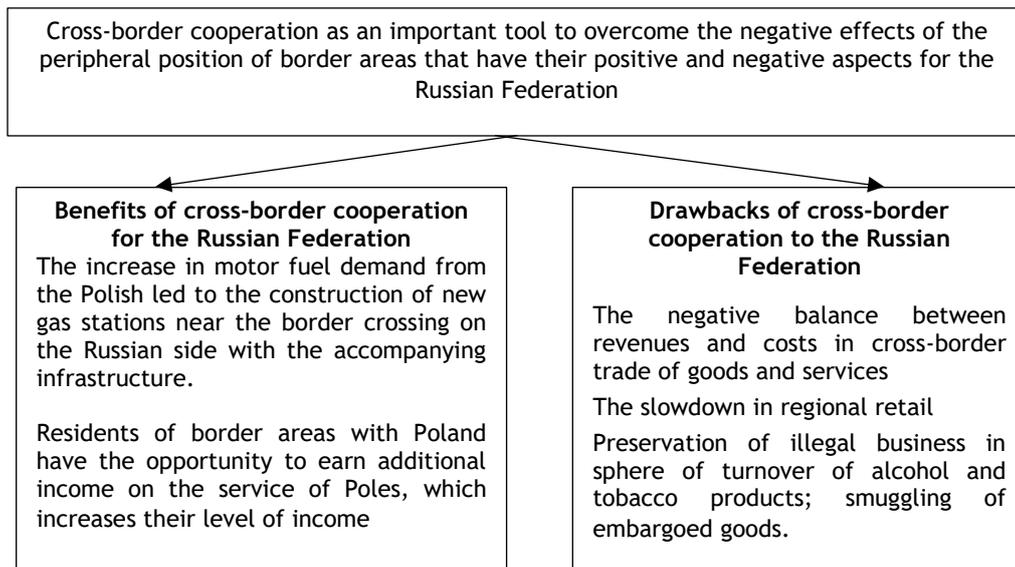


Figure 2. The benefits and drawbacks of cross-border cooperation to the Russian Federation (on the example of Kaliningrad region)

Therefore, the opinion of some researchers (Anisovich, Palmowski & Dragileva, 2013) that the development of cross-border linkages and participation in various forms of cross-border cooperation (including trade and tourism) is an important tool to overcome the negative effects of the peripheral position of border areas should be supported. Currently, cross-border municipalities that do not have unique tourist complexes are the transit for tourist flows. The study of the experience of cross-border relations development will promote the development of regional and municipal programs of development taking into account the possible directions of the diversification of the economy associated with servicing the target groups in the framework of cross-border exchanges.

Discussion

Approach proposed by the authors to the definition of the concept of "cross-border cooperation" and understanding of the prospects of such cooperation in tourism on the example of Poland and the Kaliningrad region of Russia is a development of the previously described approaches, based on the consideration of the peculiarities of the Kaliningrad region, as well as assessing the contribution of tourism to the continuation of such cooperation.

Today, scientific discussion on the evaluation of prospects for cross-border cooperation between Russia and Poland in the field of tourism, the authors of which are D.M. Davydov & T.N. Chekalina (2011), I.I. Dragileva (2006), A.A. Zykov (2008), N.F. Ogneva (2014), N.Y. Oding & G.M. Fedorov (2009) and others, is ambiguous and covers a very wide range of issues. However, the approach proposed by the authors of this article differs from the existing ones that made the emphasis on the role of tourism in the cross-border cooperation projects and the dynamics of the border movements, that defined not only the prospects of such cooperation but also identified negative consequences that must be considered when working out the strategy for the development of

relations between administrative-territorial units or authorities within the jurisdiction of two or more states, including in the field of tourism.

Conclusion

Despite the presence of certain negative consequences for the economies of the border area, according to the results of the conducted research it can be concluded that in general the development and strengthening of positive dynamics of the border movements and exchanges on economic diversification of cross-border cooperation regions in the long term will have a big positive impact on the socio-economic development of the economy of border regions, including the development of tourism and related industries (trade, catering industry, entertainment, hospitality and other).

The utilization of the materials in this article by the authorities in bilateral and multilateral international cooperation at the intergovernmental level will enhance the rationality and reasonableness of decisions to reduce the negative impact of cross-border movements and the development of regional tourism.

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Disclosure statement

No potential conflict of interest was reported by the authors.

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