

УДК 338.483.11

SIGNIFICANCE OF SELF-GOVERNMENT UNITS' COOPERATION IN CREATING CROSS-BORDER TOURISM PRODUCT (on the example of Zachodniopomorskie voivodeship and Mecklenburg Vorpommern)

Beata Meyer, Anna Gardzinska

*Unit of Tourist and Spa Economy
Department of Tourism Management, University of Szczecin,
8, Cukrowa Str., 71-004 Szczecin, Poland
e-mail: anna.gardzinska@wzcieu.pl*

Zachodniopomorskie voivodeship and Mecklenburg – Vorpommern are regions with very similar conditions for tourism development. These areas are predisposed to create the cross-border tourism product mainly due to similarity of tourist attractions. The creation of cross-border tourism product involves many entities, including local government. The survey conducted among Zachodniopomorskie voivodeship's municipalities that have a partner municipality in Mecklenburg – Vorpommern shows that only 10 out of 51 municipalities work with a partner municipality in the field of tourism (including joint projects in infrastructure, organization of cultural events, construction of bike paths). For the remaining 41 municipalities cooperation means working on soft projects that include residents' meetings, youth exchange, cooperation between different social groups, participation in local events.

Key words: cross-border tourism product, cross-border cooperation, partner cooperation of municipalities and cities.

Introduction

Zachodniopomorskie voivodeship is located in the north – western part of Poland. In the west it borders directly with the German regions of Brandenburg and Mecklenburg – Vorpommern. These areas have a lot of similarities, apart from a similar area (23 thousand km²) and population (1,7 million), these regions have very similar conditions for tourism. This is mainly due to the location next to the Baltic Sea, a rich and diverse water network, land topography, which is the result of glaciation in this part of Europe, and the occurrence of anthropogenic attractive qualities that allow participation in all forms of tourism. These conditions predispose both areas to develop cross-border tourism product. However, creation of such a product is only possible with the cooperation and involvement of many entities on both sides of the border, including local authorities.

This article aims to analyze and evaluate the cooperation of Zachodniopomorskie voivodeship with partner municipalities from the area of Mecklenburg – Vorpommern in creating cross-border tourism product. The basis for discussion were the results of a survey conducted among employees of municipal offices in Zachodniopomorskie voivodeship who are in charge of international cooperation in the municipality.

1. *Cross-border tourism product and its creators*

The concept of a tourism product has been analyzed in literature of the subject matter by many authors. This is due to the complexity and diversity of the tourism product, as well as a wide perspective on its nature. The tourism product can be considered from different perspectives that emphasize:

- service nature of the product, which is a collection of material objects and services;
- importance of tourist attractions which are a dominant destination;
- different perception of the product by tourists that causes satisfaction or dissatisfaction of its consumption;
- spatial nature due to the specific location of the product.

However, the issue of cross-border tourism product is not sufficiently described in publications and scientific texts. The starting point for the analysis of the product's essence is to define tourism product of the region. According to E. Dziedzic the tourism product of the region is the whole that consists of tangible and intangible elements that underpin perception and expectations that exist in a tourist's mind with respect to a stay in a given place [1]. However, J. Kaczmarek, A. Stasiak, B. Włodarczyk define tourism product of the region as an «internally complex set of elements distinguished by their specific location in space, characterized by tourist attractions» [6]. Thus, the cross-border tourism product can be defined as the tourism product of the cross-border region. According to this definition, it is considered that the cross-border tourism product is formed on the basis of the tourism product (or individual elements forming it), of at least two territorial units of neighboring countries.

Tourism products are in a simple form (thing, service) or a complex one (trail, party, region). In the case of cross-border tourism product it takes the complex form. Cross-border tourism product requires correlating many simple products present on the area of at least two countries.

Cross-border tourism product is primarily formed by attractions of the natural environment, as well as cultural and social attractions, tourist facilities and hotel, catering, transport and other services offered in at least two countries. The cross-border product should not be confused with tourist potential of the cross-border region as a distinctive feature of the product is to surrender the elements of a common concept, which aims to meet the specific needs of tourists. As noted by T. Studzieniecki, cross-border regions of tourist reception often have the potential, rarely the product [11].

Cross-border tourism product aimed at a tourist who wants to relax should be based primarily on the qualities of the natural environment (beach, sea, lake, etc.), tourist infrastructure to enable leisure and tourist attractions which tourists could optionally use to make their stay more attractive. Such a product may also include forms of adventure tourism, especially cycling, hiking, canoeing. It should then consist of walking or cycling routes running through the area of at least two countries, along with tourism infrastructure (accommodation facilities, catering) occurring along the route, with supporting infrastructure (bike rentals, repairing bike sites, bus shelters, bus stops, parking lots) and with additional attractions which tourists will be able to use while consuming this product (e. g. participation in cultural – entertainment event).

Cross-border product may be also based on a common cultural offer of the cross-

border region (theater performances, festivals, painting exhibitions) or it may concern services relating to the history of both regions. The components of this product should be easily identifiable and should refer to the architecture and culture of these regions. The components may include various taverns and restaurants decorated in a regional style, offering local, traditional food, promoting art of folk artists.

Cross-border tourism product is therefore a specific product of the region, which is characterized by the following assumptions:

- it is made by a part of the tourist potential of the cross-border region combined in one unit, subject to the common name, idea, promotion;
- management of the product is the responsibility of tour operators located on both sides of the border in the cross-border region;
- the product is consumed by tourists from both neighboring countries and other domestic and foreign tourists;
- the creation of cross-border tourism product stimulates the development of services related to its consumption;
- funds for the creation of such a product in the majority come from the EU assistance programmes, but the maintenance of the product's results should be ensured by entities forming it and by the local authorities.

Cross-border tourism product is always created in cooperation of tour operators with involvement of local self-government units of the neighboring countries. In its creation participate regional and local tourism organizations, tourism businesses, institutions interested in the development of tourism in the cross-border area. However, for the creation of cross-border tourism product local self-governments' cooperation is very important with the apparent approval of the local community.

2. *Partnership of local self-government units as form of cross-border cooperation*

The term «cross-border cooperation» means taking advantage by participating regions thanks to overcoming mutual animosity, cultural barriers, social and economic differences, and through efficient and effective solutions of common problems of a different nature. Regulations concerning the conduct of cross-border cooperation are included not only in domestic law (Article 172 of the Polish Constitution and section 6 of the Act on Regional Government) [9], but also in many EU documents ratified by Poland, i.e. the European Outline Convention on Transfrontier Co-operation between Territorial Communities or Authorities i.e. the Madrid Convention of the Council of Europe adopted on 21 May 1980 and the European Charter of Border and Cross-Border Regions for the first time adopted on 20 November 1981 and amended on 1 December 1995 [8].

The Madrid Convention defines cross-border cooperation as «any commonly taken action designed to reinforce and develop neighborly relations between territorial communities or authorities of two or more parties, as well as making agreements and approving arrangements necessary for the implementation of such plans» [3]. The main objectives of cross-border cooperation, mentioned by the European Charter of Border and Cross-Border Regions are [2]: a new quality of borders, harmonization of spatial planning in Europe, improving infrastructure, promoting attractiveness of the regions and common economic development, improving cross-border environmental and nature protection, supporting cross-border cultural cooperation, partnership and subsidiarity.

Among the direct determinants of cross-border cooperation at the regional and local level great significance belongs to the reform of public administration and to the introduction of an administrative – territorial division comparable to the structures observed in the EU countries. The establishment of local self-government at the municipal [15], powiat [13] and regional (voivodeship) [14] levels assimilated Polish solutions to the Western European model and provided the possibility for cooperation with local and regional communities from other countries (including formal cooperation with foreign partners and joining international associations of territorial units) [12].

One of the forms of cross-border cooperation is cooperation of municipalities and the so-called twin cities, i.e. twinning. In Europe there are over 17,000 partnerships, but the final number is difficult to estimate due to the fact that some local governments have more than one partner [16]. Partnership agreements are concluded between municipalities directly adjacent to each other or completely distant from each other and have a very different nature – from spontaneous cultural contacts to close cooperation in a manner that is organized and based on the expertise [5].

There are two types of partner cooperation of cities and municipalities [7]:

- traditional twinning – based on the opinion that mutual contacts are important, hence the areas of cooperation often revolve around sports, culture, student exchange. The most active participants of mutual meetings are young people, the least prejudiced, not being direct witnesses of nations' hostility, growing up during the construction of united Europe and around the idea of partnership,

- modern twinning – develops economic cooperation through giving tax preferences to encourage partners to invest in the partner's local market. Also important is the exchange of experience in local governance. During mutual visits partners watch architectural and municipal solutions and transfer them on their own ground. As a result of cooperation the other city's officials are frequently invited to the partner city for an internship or training.

Twinning of municipalities and cities can be carried out between the municipal offices. It is then based on mutual visits of local authorities' representatives, as well as on the exchange of administrative staff. The duty of local authorities is to maintain contact with the partner. Furthermore, the municipality should provide unrestricted access to information about the functioning of self-government in the friendly municipality, should organize training and study trips and provide information and assistance to public and private institutions that wish to make direct contact with their counterparts from abroad.

The way to the partnership agreement consists of several stages, which include but are not limited to [10]: personal and institutional contacts, expression of the will to work together, description of the partnership's scope, formal meetings, signing the agreement.

The subject of cross-border cooperation of partner municipalities is virtually all areas of socio - economic and political life, and the cooperation is carried out in the field of [4]:

- technical infrastructure, development of border crossings, of communication systems, of municipal infrastructure,

- regional and local economy, such as the association of foreign traders, the exchange of goods and raw materials, the provision of services, the creation of industrial – commercial chambers, business activity in the areas of information and consulting, training, promotion of the region and companies,

- social sphere including the development of local and regional democracy, cultural, sports, education, scientific and tourist exchange;
- environmental protection, cross-border protected areas;
- spatial and urban planning, creating uniform concepts of cross-border areas' spatial development.

Cross-border cooperation of cities and municipalities also provides a flow of experiences between regions from different countries, thereby supporting efforts to improve the quality of self-government institutions' functioning, facilitating development of tourism, ensuring coordination of infrastructure development on both sides of the border and being a tool for promotion.

3. Activities of local self-government that support development of cross-border tourism product in Zachodniopomorskie voivodeship and Mecklenburg-Vorpommern

In order to diagnose forms of cooperation between local self-governments and foreign partners in the development of cross-border tourism product, a survey was conducted in municipalities of Zachodniopomorskie voivodeship. Websites of all municipalities in this voivodeship have been analyzed (114 municipalities). On the basis of the information contained in the websites 51 municipalities have been selected that have a partner municipality in the area of Mecklenburg – Vorpommern. The structure of selected municipalities are made up of two cities with powiat's rights (Szczecin, Swinoujście) as well as 16 rural municipalities, 28 urban-rural municipalities and 5 urban municipalities. Cooperation with partner municipalities from Mecklenburg – Vorpommern is formalized and implemented on the basis of cooperation agreements or letters of intent.

In Zachodniopomorskie voivodeship's municipalities that have a partner from Mecklenburg – Vorpommern (51 municipalities) a telephone interview was conducted with an employee of the municipal office in charge of international cooperation in order to obtain information about the nature of cross-border cooperation in the field of tourism in 2007–2013.

During the interview it has been diagnosed that only 10 municipalities take any tourism actions together with a partner municipality from Mecklenburg – Vorpommern, which represents 20 % of the units surveyed. The remaining 41 municipalities, in cooperation with a partner, realize soft projects mainly in the following areas:

- youth exchanges (such as summer camps for school youth – Bobolice municipality and Demmin, student exchange – Przelevice municipality and Woldegk);
- cultural events (such as theater workshops – Stepnica municipality and Monkebude, European Music Days – Tychowo municipality and Burg Stargard, an exhibition presenting Pyrzyce municipality, knowledge contest about Bad Sulze – Pyrzyce municipality and Bad Sulze, Cross-border Market of Many Cultures – Sławno municipality and Ribnitz - Darmgarten);
- sporting events (e.g. Polish – German Football Tournament for Ex-footballers – Bobolice municipality and Demmin, International Football Tournament of partner municipalities from Germany, Czech Republic and Poland – Borne Sulinowo municipality and Anklam Land Office, fishing competition for the Mayor's Cup and International Bike Rally – Dobra Szczecinska municipality and Liepgarten and Blankensee municipalities, Euroregional Fishing Meetings – Kalisz Pomorski municipality and Torgelow);

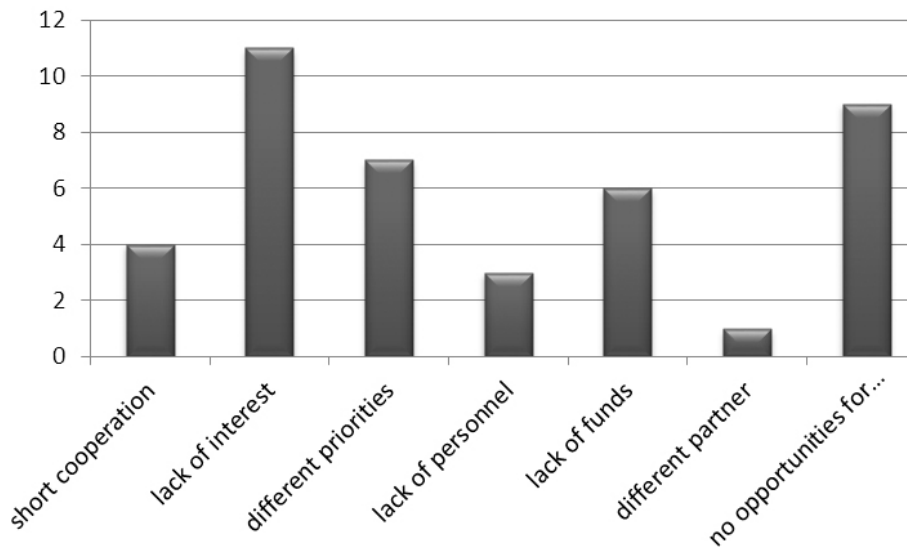
– harvest festivals and local holidays (participation of representatives from partner municipalities at local events such as Insko Days, Tychowo Days, Polanowo Days, Krzecin Days, Stargard Szczecinski Days, Gustrow Days, Harvest Festival in Gryfice, Insko Summer Film Festival, Walruses Meeting in Mielno, German Days of Mills in Woldegk, Przelewiec Farm Days);

– meetings of residents and local environmental groups (e.g. joint meetings of residents of Dobrzany municipality and Warrenzin, hunting club meetings and teacher club meetings – Borne Sulinowo municipality and Anklam Land Office, meetings that concern writing EU applications – Bialogard municipality and Rowa, meetings of Housewives from Krzecin municipality and Franzburg, collaboration of Seniors' clubs from Kolobrzeg and Ferdinandshof);

– cooperation of Volunteer Fire Brigade (for example, the organization of firefighter joint demonstrations on the Fireman's Day in Insko municipality and Hohenzieritz, multi-day training courses with participation of fire youth teams – Pyrzyce municipality and Bad Sülze);

– study tours of administrative staff.

The main reason for the lack of cooperation in tourism between the municipalities of Zachodniopomorskie voivodeship and Mecklenburg - Vorpommern is German lack of interest in cooperation (11 responses) and no opportunities for such cooperation (9 responses, figure 1). Employees of municipal offices emphasized that the German partner on one hand would take cooperation, on the other hand does not want to engage with regard to time and money.



Source: own study

Respondents drew attention to the problem of different priorities and vision of partners' development on both sides of the border. This mostly applies to partnership of municipalities that has different utility nature. An example of this can be partnership between rural municipality of Darlowo with Karlsburg municipality. Cooperation in tourism

(and cooperation in other areas) is inactive because of the diverse landscape of partners' development. Darlowo municipality is a seaside municipality, aimed at the development of tourism and Karlsburg municipality is a typically agricultural municipality and it is difficult to find common tourism ties. Noteworthy is also the problem of lack of funds. Implementation of a joint tourism project requires financial commitment of both partners and the budgets of small municipalities are not big and do not take into consideration this

Table 1

Cross-border tourism projects

City/Partner Municipality	Tourist initiative	Description
1	2	3
Czaplinek/ Grimmen	Promotion of Czaplinek Municipality and City Development	Initiative funded by the Norwegian Financial Mechanism involving the implementation of measures to promote the municipality, which was also attended by a partner municipality from Germany (e.g. Midsummer Night, Knight Tournament, Water and Fish Festival – 2009 and 2010), organization of seminars (e.g. «Options to finance cross-border cooperation activities in the field of local development»).
Kamien Pomorski/ Torgelow	«Experience the past – Middle Ages upon the Uecker river and the Lagoon»	21.06.2013 an agreement was signed in Torgelow on implementing a joint project that involves the development of a medieval museum <i>Castrum Turglowe</i> in Torgelow and the creation of a medieval settlement <i>Grod Historyczny Kamien</i> (Historic Castle Kamien) in Kamien Pomorski. This task will be achieved by the Association of Slavs and Vikings Center based in Wolin. The whole project is expected to be realized within four years. In 2014, an application will be filed for EU funding.
Karlino/ Dargun/ Wolgast	«XI International Canoeing Event PARSETA 2012 – Polish – German ecology meetings»	Cyclic International Canoeing on the Radew and Parseta rivers, with around 160 participants from Poland and partner municipalities from Germany.
Kolobrzeg/ Barth	Building a bicycle path Ustronie Morskie – Kolobrzeg – Dzwirzyno and Barth City as part of international seaside cycling route no. 10	The project was realized in years 2010–2012 and its purpose was to build sections of the International Cycling Route No. 10, which pass through partners' administrative areas. The total length of the proposed bicycle paths within the project was 15 km.
Pelczyce/ Grammendorf	Marinas along with the associated infrastructure on waterways in the region of Recknitz-Triebeltal and in Pelczyce municipality, as well as the development of a youth hostel in Grammendorf municipality in Nehringen.	The project aims to develop water tourism through building places to relax for tourists and places to sleep in Grammendorf Municipality and development of the northern shore of Duzy Pelcz (Big Pelcz) Lake and construction of a driveway in Pelczyce. Furthermore, the project aims to combine tourism offers in the region and the development of tourism products. The project is planned for years 2012-2014.

End table 1

1	2	3
Police/Pasewalk	Construction of bicycle paths in Pomerania Euroregion on the stretch between Pilchowo and Tanowo to Bartoszewo and in Pasewalk under the concept of development and connection of cross-border bicycle paths' network	The project is the realization of a common cross-border concept of development and connection of cycling networks and support of cycling tourism in Police District and Uecker-Randow District. The project includes the construction of a bicycle path in the section of Pilchowo-Tanowo-Bartoszewo in the municipality of Police, as well as the construction of a section of the long-distance cycle route Berlin-Usedom along the Uecker river and the construction of a bridge over the river in Pasewalk. Bike paths on both sides of the border and the bridge in Pasewalk were opened on 28 December 2012 by a joint Polish-German rally «Einspurig ohne Grenzen – single-track without borders.» The project is implemented in 2010–2013.
	Wasserwanderweg Intermunicipal Working Group	Police Municipality is a partner in Wasserwanderweg Intermunicipal Working Group involved in the preparation of cross-border tourism offer of waterway Ueckerseen–Uecker–Szczecin Lagoon–Police. The group, in addition to Police, consists of Prenzlau, Torgelow, Pasewalk, Eggesin and Ueckermunde. Partners meet regularly drawing up a strategy for the promotion of a 150-km-long waterway.
Szczecin/ Rostock/ Greifswald	Culture tourism	Exhibitions of works of painters from Rostock in one of Szczecin galleries.
	«Chopin under the sails»	The project was aimed at popularizing Polish culture among neighbors and at the integration of residents of both cities. The main event of the project was a concert of Chopin's music with the participation of young artists from Greifswald and Szczecin as well as other pianists.
Szczecinek// Neustrelitz	Polish-German Balloon Festival of Kurt Hummel's Memorial	The event has been organized since 2009, aimed at integrating Polish – German balloonists' communities and cultural exchange.
Swinoujscie/ Heringsdorf	Cross-border promenade between Swinoujscie and Heringsdorf Municipality	The project was realized in years 2010–2012. Municipalities of Heringsdorf and Swinoujscie connected their promenades that run along the beach and in such a way the longest promenade in Europe was created, with a length of over 12 km – «Europe Promenade».
Wolin/Usedom	Culture tourism	Polish–German theatrical meetings in Troszyn, Polish–German Open Air Art Festival in Wolin, Polish–German celebration of «Hubertus» in Wolin, the Conference «Peenemunde from the perspective of the victims», Polish–German talks and lectures on history.

Source: own study.

type of expenditure. In the case of four municipalities formalized cooperation is too short and therefore does not yet concern the area of tourism. Three respondents also indicated that in the municipal office there is no employee who would be competent to deal with cross-border cooperation with a partner municipality and to monitor it. Kolbaskowo municipality does not cooperate at all with the unit from Mecklenburg since it is focused mainly on cooperation with partners from neighboring Brandenburg.

Out of 41 municipalities from Zachodniopomorskie voivodeship that do not work with partner municipalities in the field of tourism as many as 33 municipalities express interest in cooperation in the field of tourism and the creation of cross-border tourism product. Some municipalities provide the scope of such cooperation by themselves, e.g. Darlowo municipality would commit itself to the creation of cross-border cultural tourism product, Insko municipality is interested in waterfront redevelopment project in Insko and Miltzow.

Among the 10 municipalities that indicated in a telephone interview cooperation in the field of tourism were municipalities namely: Czaplinek, Kamien Pomorski, Karlino, Kolobrzeg, Pelczyce, Police, Szczecinek, Wolin and Szczecin and Swinoujscie. Employees working in municipal offices of the abovementioned municipalities were interviewed in-depth to identify the scope and nature of cooperation with the partner municipality in the field of tourism. The interview's results are presented in Table 1.

Cooperation realized by the municipalities mentioned has a very different nature – from taking small initiatives (activities to promote tourism attractiveness of the partner municipalities) to implementing large-scale projects that concern tourism infrastructure. The most active in this area is Police municipality, which is focused on expanding the offer of active tourism (in particular water and bicycle) in collaboration with the municipality of Pasewalk. It is worth noting Swinoujscie, which in addition to the construction of cross-border promenade with a partner municipality of Heringsdorf takes the initiative with German neighboring municipalities with regard to the communication link between two border tourism areas. In 2008, a part of the Uznam Spa Railway (UBB) to Swinoujscie was extended, and in 2012 a cross-border connection Swinoujscie – Kamminke was built. Pedestrian and bicycle routes were created on both sides of the border, as well as the bridge over the peat canal (which is the natural border between Poland and Germany), a shelter for bikers, children's playground, parking for cars and coaches. These projects play an important role in the creation and accessibility of tourism product of the cross-border area.

LIST OF REFERENCES

1. *Dziedzic E.*, Obszar recepcji turystycznej jako przedmiot zarządzania strategicznego, Monografie i opracowania Szkoły Głównej Handlowej nr 442, Warszawa 1998, s. 23.
2. Europejska Karta Regionów Granicznych i Transgranicznych, Gronau 2004, s. 8-11.
3. Europejska Konwencja Ramowa o Współpracy Transgranicznej Między Wspólnotami i Władzami Terytorialnymi sporządzona w Madrycie dnia 21 maja 1980 r., Dz. U.1993, nr 61, poz. 287.
4. *Gospodarka regionalna i lokalna*, red. Z. Strzelecki, PWN, Warszawa 2008, s. 296–297.
5. *Halas K., A. Porawski*, Miasta i gminy bliźniacze, Urząd Komitetu Integracji

Europejskiej, Warszawa 2003, s. 18.

6. *Kaczmarek J., A. Stasiak, B.* Włodarczyk, Produkt turystyczny, pomysł, organizacja, zarządzanie, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005, s.76.

7. *Kalitta E.*, Rola miast partnerskich w budowaniu przyjaźni między narodami. Przykład Chojnic, Samorząd Terytorialny nr 12/2008, s. 54.

8. *Kołodziejcki M., K.* Szmigiel, Międzynarodowa współpraca transgraniczna i międzyregionalna w kontekście polityki regionalnej państwa na lata 2007-2013, Centrum Rozwoju Lokalnego, Warszawa 2004, s. 8.

9. Konstytucja Rzeczypospolitej Polskiej z dnia 2 kwietnia 1997 r., Dz. U. 1997, nr 78, poz. 483 oraz Ustawa o samorządzie województwa z dnia 5 czerwca 1998 r., Dz. U. Nr 91, poz. 576

10. *Piotrowska-Marczak K.*, Uwarunkowania współpracy międzynarodowej jednostek samorządu terytorialnego w: Znaczenie samorządu terytorialnego dla rozwoju regionalnego w Polsce, Niemczech i na Ukrainie, red. S. Flejterski, A. Szewczuk, M. Kogut-Jaworska, Zeszyty Naukowe nr 620, Ekonomiczne problemy usług nr 61, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin 2010, s. 302.

11. *Studzieniecki T.*, Turystyka transgraniczna – próba definicji i interpretacji [w:] Unia Europejska a przyszłość polskiej turystyki, SGH, Warszawa 2003, s. 323.

12. Ustawa z dnia 15 września 2000 r. o zasadach przystępowania jednostek samorządu terytorialnego do międzynarodowych zrzeszeń społeczności lokalnych i regionalnych, Dz. U. z 2000 r. Nr 91, poz. 1009 z późn. zm.

13. Ustawa z dnia 5 czerwca 1998 r. o samorządzie powiatowym, Dz. U. z 2001 r. Nr 142, poz. 1592 z późn. zm.

14. Ustawa z dnia 5 czerwca 1998 r. o samorządzie województwa, Dz. U. z 2001 r. Nr 142, poz. 1590 z późn. zm.

15. Ustawa z dnia 8 marca 1990 r. o samorządzie gminnym, Dz. U. z 2001 r. Nr 142, poz. 1591 z późn. zm.

16. <http://www.twinning.org/pl/1> lipca 2013 r.

Article received by the editorial board 01.08.2013

Accepted for printing 25.08.2013

ЗНАЧЕННЯ СПІВРОБІТНИЦТВА ОДИНИЦЬ САМОВРЯДУВАННЯ У СТВОРЕННІ ТРАНСКОРДОННОГО ТУРИСТИЧНОГО ПРОДУКТУ (НА ПРИКЛАДІ ЗАХІДНОПОМОРСЬКОГО ВОЄВОДСТВА І МЕКЛЕНБУРГ ПЕРЕДНЯ ПОМЕРАНІЯ)

Беата Мейєр, Анна Гарджінська

*Департамент управління туризму, Університет Щецин, Польща
e-mail: anna.gardzinska@wzieu.pl*

Партнерські відносини з Західнопоморським воєводством і муніципалітетом Мекленбург–Передньої Померанії мають важливе значення для створення транскордонного туристичного продукту. Проте тільки 10 з 51-го муніципалітету, мають муніципального партнера в Мекленбурзі–Передня Померанія, прийняли ініціативи туризму. В інших випадках співпраця в основному базується на взаємних візитах і зустрічах громадян, щоб

зрозуміти сусіда краще, і на співпраці громад у таких напрямках, як культура, спорт, освіта. Причини цієї ситуації здебільшого полягають у відсутності кореляції муніципалітетів з аналогічними органами. Прибережні муніципалітети повинні сформувати партнерські відносини з прибережними муніципалітетами Мекленбурга (як це працює у випадку Свіноуйсьце); муніципалітети, що розташовані на березі озер, повинні співпрацювати з муніципалітетами, розташованими в районі мекленбурзьких озер. Тільки такі відносини зроблять можливим діалог зі спільних питань в обох муніципалітетах. Окрім того, співпраця часто є випадковою за своєю природою. Прикладом цього є партнерство між муніципалітетом Чошно і муніципалітетом міста Берген в Ругія, де підготовано спільний проект ЄС, який, однак, не отримав жодного фінансування. Подальші спроби співпраці не були зроблені, отож це партнерство діє формально, проте непрактично.

Ключові слова: транскордонний туристичний продукт, туризм, самоврядування.

ЗНАЧЕНИЕ СОТРУДНИЧЕСТВА ЕДИНИЦ САМОУПРАВЛЕНИЯ В СОЗДАНИИ ТРАНСГРАНИЧНОГО ТУРИСТИЧЕСКОГО ПРОДУКТА (НА ПРИМЕРЕ ПОМОРСКОГО ВОЕВОДСТВА И МЕКЛЕНБУРГ – ПЕРЕДНЯЯ ПОМЕРАНИЯ)

Беата Мейер, Анна Гарджинская

Департамент управления туризма, Университет Щецин, Польша,

e-mail: anna.gardzinska@wzieu.pl

Партнерские отношения с Западнопоморским воеводством и муниципалитетом Мекленбург – Передней Померании имеют важное значение для создания трансграничного туристического продукта. Однако только 10 из 51-го муниципалитета, которые имеют муниципального партнера в Мекленбурге–Передней Померании, приняли инициативы туризма. В других случаях сотрудничество в основном базируется на взаимных визитах и встречах граждан, чтобы понять соседа лучше, и на сотрудничестве общин в таких направлениях, как культура, спорт, образование. Причины этой ситуации в основном заключаются в отсутствии корреляции муниципалитетов с аналогичными органами. Прибрежные муниципалитеты должны сформировать партнерские отношения с прибрежными муниципалитетами Мекленбурга (как это работает в случае Свиноуйсьце; муниципалитеты, расположенные на берегу озер, должны сотрудничать с муниципалитетами, расположенными в районе Мекленбургских озер. Только такие отношения делают возможным диалог по общим вопросам в обоих муниципалитетах. Кроме того, сотрудничество часто является случайным по своей природе. Примером является партнерство между муниципалитетом Чошно и муниципалитетом города Берген в Ругия, где подготовлен совместный проект ЕС, который, однако, не получил никакого финансирования. Дальнейшие попытки сотрудничества не были сделаны, и на данный момент это партнерство действует формально, однако непрактично.

Ключевые слова: трансграничный туристический продукт, туризм, самоуправление.