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The Current Approaches to the Transborder Studies in the Sphere of Tourism

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ABSTRACT

The transborder relations have been intensively studied recently. The target of research depends on the specialization of the scientists involved in studying different aspects of transboundary ties. Depending on the aims, researchers elaborate on the notion of a transboundary region itself. The objective of our study is the consideration of approaches of different fields of study to the issues of transborder tourism; a search of innovative forms of transborder cooperation and identification of tools having a stimulating impact on the development of transborder tourism regions as a form of sustainable socio-economic development of transborder and border areas. Comparative analysis, recreational and marketing approaches applied in tourism and recreational projecting of a space, and a cluster approach. The study resulted in the identification of the main areas of transborder and border cooperation; sets of issues were determined connected with studying transborder regions; properties characteristic of transborder regions were specified; major innovative tools were identified influencing the establishment of new transborder regions and clustering of the existing ones; and common regularities of tourism development in border regions were determined.

Keywords: Transborder Tourism Region, Tourism Resources, Cross-Border Tourism, Spatial Planning in Tourism, Regional Development, Geographical Aspects of Tourism

JEL Classifications: F5, L8, Z3

1. INTRODUCTION

The globalization of society has an impact on its territorial organization: The formation of transnational regions is intensifying and transborder regions are increasingly establishing and developing. The actors of international cooperation determining the formation of transnational regions are the states (although in conditions of globalization a certain and an increasing role is also played by large corporations, and to a lesser extent - by international nongovernmental organizations). For the transborder regions, this role is played by administrative and territorial and municipal entities, economic entities, nongovernmental organizations, and also directly by the population of the border regions, interacting by virtue of personal contacts. In Europe, the

Cross-border cooperation Program of the European Instrument for Neighborhood and Partnership plays a key role aiming at enhancing the collaboration between the border regions and also including Russia.

The length of the Russian borders is 60,900 km. Such a great extension increases the role of international cooperation for Russia, especially the cooperation between the RF and border states. All this confirms the topicality of conducting research in the sphere of studying transborder and cross-border regions.

The transborder and cross-border regional relations have already been a separate subject of research for quite a long period of time. The target of research of the transborder factor in this case for

physical geographers and geoecologists is physical geographic and ecological characteristics, and transborder transfer of pollutants; while economic geographers focus on the issues of formation of territorial and economic regions, political scientists look into geopolitical peculiarities of transborder areas, and economists are interested in studying network collaboration and development of clusters of available economic sectors etc.

The main issues raised in the course of studies are connected with the definition of the concept “transborder region;” with justification of factors making a base of its formation; and with the description of characteristics and the identification of distinguishing features.

Transborder regions are established in the course of cooperation of administrative-territorial and municipal entities of the neighboring states or, in the event of the socio-cultural regions, they include cross-border regions of the neighboring countries similar in significant characteristics. Their formation is based on the relationships between territories of different countries (Fedorov and Korneevets, 2010).

In order to determine the frontiers of a transborder tourism region (TTR), the formulation by Baklanov and Ganzey (2008, p. 67) can be used that was proposed for the transborder region as a whole: “The external border of a perimeter zone is assumed as a frontier of an international transborder area. Such an approach allows to consider a transborder area as a complex natural-public-territorial system possessing a certain natural and territorial integrity.”

Tourism is among the pioneers in the formation transborder regions due to its peculiarities, such as tourism is the activity that connects destinations. Therefore, as long as the destinations are on the both sides of the border - it is very much likely to happen that they will be connected by tourist rout.

In our study, we will view a TTR as a special kind of territorial recreational systems (TRS) by which the following is understood: Densely located areas having common tourism resources, providing (or capable of providing) for functioning of territorial blends of economic entities, united by considerable (backbone) relations. The issue is given greater consideration in Kropinova (2005). A distinguishing feature of a TTR is that they are located in the territory of two or several states. Border regions, in their turn, are a variety of transborder regions whose main distinguishing feature is the presence of a common border.

One of the crucial issues in considering transborder relations is not only the identification of those links, but also their attribution to a particular geographical region. For example, Zykov (2008) singles out four areas of cross-border/transborder cooperation: European, Asian, Post-Soviet border areas and Northern. However, our study found that in, for example, European direction there are qualitative differences. The European and Asian areas of cooperation are sometimes overlapping. Accordingly, the boundaries of these areas may not coincide.

The discrepancies in defining the concept of a transborder region also cause further contradictions in identifying the characteristics, making the basis for such identification.

Researchers also tried to answer the question regarding what makes the basis for the development of transborder and cross-border tourism regions. In this case, the region-forming factors directly depend on the sphere of interests of a particular scholar. At the same time, the presence of this or that factor that was initially taken as a basis of a region, does not mean that this cannot call into existence the development of other region-forming processes. For instance, uniting with a view to solving problems of transnational contamination of a natural object (for example, Kaliningrad/Vistula lagoon) results in the idea of its joint sustainable use and brings about the development of transborder tourism routes.

The understanding of the fact that transborder and border cooperation is beneficial to all the stakeholders calls forth a necessity to elaborate innovative tools, designed to specially promote the establishment, development and enhancement of these relations.

2. OBJECTIVES AND RESEARCH DESIGN

The main objective of our research is the consideration of approaches of different fields of study to the matters of transborder tourism with a view to determining the main set of problems connected with the development of this service industry; studying the experience of their resolution; identification of the best practice of the use of innovations having a galvanizing effect on the development of TTR, and also their implementation for the sustainable socio-economic development of transborder territories. In order to attain the objective, the following tasks were completed: Sets of problems covered by the sphere of transborder research were identified and their classification was conducted; border regions of the north-west of Russia were classified according to the potential of formation of transborder regions of a tourism kind; the major resource potential was identified for the establishment of TTRs in the Baltic Sea space involving Russia; and types of innovation cooperation in the sphere of tourism were identified as well as their role in the formation of new TTR.

The methodology is based on the following: The theory of region formation; current approaches to the cluster analysis of an area; the recreational and marketing approaches used in tourism and recreational design of a space.

A significant contribution to the elaboration of the subject was made by the Russian economic geographers. Baklanov and Ganzey devoted a whole number of works (Baklanov, 2011; Baklanov and Ganzey, 2008) to studying the transborder regions in the Far East and formulated the fundamental principles of transboundary. Manakov (2005) through studying the socio-cultural and ecologic-economic systems at the Russian-Byelorussian border came to a conclusion about the significance of formation of transborder systems. The issues of Euroregional cooperation area covered in the works by Mezhevich (2009), Mikhaylov and Mikhaylova (2014; 2015). Fedorov and Korneevets, in the works devoted to studying the Baltic Sea region, determined the place of transborder regions within the hierarchical systems of regions (Fedorov and Korneevets, 2010; Fedorov et al., 2011; Korneevets, 2010). A geosystemic approach to investigating tourism and recreational

systems brought Mazhar and Kropinova to studying territorial forms of tourism organization (Mazhar, 2009; Kropinova, 2005; 2010; 2014). Among economists, of special interest are the works by Vardomsky (2008), who applied economic approaches to researching border cooperation with Russia's involvement. The issues of borders were considered in the studies of a political scientist Turovsky (2006).

Of great significance are the works of such foreign scholars as Kivikari (2001) who introduced the concept of a "growth triangle" relevant for the rapidly developing new economies. The dynamism of the Baltic Sea region development on the whole is considered in the works of Kivikari and Antola (2008). Firm views in the development of Finnish economic school are held by Liuhto who continues to study the relationships Russia-EU and their influence on the socio-economic and political processes taking place in the Baltic Sea region (Liuhto, 2015). The matters of border cooperation between Russia and Poland are tackled in quite a considerable number of works by Palmowski et al. (Anisiewicz and Palmowski, 2014; Palmowski, 2015). The analysis of processes emerging as a result of activities and interaction of people living at the borders is given a special attention in the works of a Swedish scholar Lunden (2004). Tourism, as a kind of activity uniting border regions, is considered in a number of works of such European researchers as Cudny (2009), Brym (2013), Gál (2009), Grama (2011).

The basis of the study is a systemic approach, involving consistent and comprehensive study of the theoretical and applied aspects of the formation of cross-border tourist regions. Stages of the study could be viewed in Table 1.

3. THE STAGES OF STUDY AND FINDINGS

1. The set of issues related to studying transborder regions could be put on the basis of the classification of the TTR. The current areas of research of transborder territories can be united into the following consolidated groups (Table 1): The transborder transfer of pollutants and nature conservation; the sustainability of socio-cultural and ecologo-economic systems; tourism clusters whose core is transboundary natural geographic objects; the interregional integration and cooperation in the tourism sphere; the cooperation in the field of transport; the cooperation in the area of education and

research and technology; and the economic cooperation.

2. Characteristics of transborder regions could be presented as follows:

The analysis of the works by the Russian scholars related to studying the TTR (Table 2) results in a number of conclusions. Firstly, all the works that were analyzed (Baklanov, 2011; Ganzey, 2005; Fedorov and Korneevets, 2010; Kropinova, 2010; Mitrofanova, 2011) emphasize the presence of a territorial unity as the main condition of formation of transborder regions (Table 3). Mirzekhanova (2013) gives the factor of the presence of sustainable economic relations as a basis for the formation of transborder regions. Secondly, all the researchers mark the availability of common aims which can focus on the promotion of economic and social development, on resolution of ecological conflicts, and the development of international cooperation etc. The necessity of common economic relations is mentioned by all the authors with the exception of Ganzey (2005). Thirdly, most of the scholars indicate the presence of historical and cultural integration, and Kropinova (2010) calls it one of the factors of TTR formation. Fourthly, the common infrastructure must either be already in place and perform certain functions, or it must be established in the course of cooperation for the further use.

3. The major areas of transborder and cross-border cooperation within the geographical approach are as follows:

- I. The European area - is implemented via the Baltic Sea region and the Barents Sea region. The European area of cooperation can be divided into two branches: West European and north European.

- I.1. For the west European area of utmost significance are the following border cooperation programs:

- The cross-border cooperation program "Lithuania - Poland - Russia" for 2007-2013 whose aim is strengthening the relations between Poland, Russia and Lithuania by virtue of the development of bilateral and trilateral links since the program envisages enhancing quality of living of the population of the whole of the region. The project "Crossroads 2.0" can be given as an example; it covers both land and water space of lagoons which are parts of the territories of Lithuania, Poland and Russia.
- The Cross-border Cooperation Programme "Estonia-Latvia-Russia" for 2007-2013 with

Table 1: The stages of the study of the transborder/cross-border tourism regions

No	Objective	Findings
I	To identify existing practice of the transborder/cross-border tourist region	The set of issues related to studying transborder regions could be put on the basis of the classification of the transborder tourism regions
II	To study of the formation of the prerequisites of the transborder/cross-border tourist region	The characteristics of transborder regions on the base of the research conducted by the Russian scientists and experts
III	To identify and to analyse the most stable areas of the transborder and cross-border cooperation	The major areas of transborder and cross-border cooperation within the geographical approach
IV	To study tourist routes as the main element of the formation of cross-border tourist region	The levels of tourism routes were related to the hierarchical levels of (integral) regions
V	To study the sustainability of the transborder/cross-border tourist regions	There could be identified the common regularities of the development of border regions, included in transborder tourism routes and thus forming transborder tourism regions The chief innovative tools were identified that influence the formation of new transborder regions and clustering of the existing ones

Table 2: Different approaches of scholars to the concept of a transborder tourism region

Issues underlined in the research	Baklanov	Ganzev	Mirzekhanova	Fedorov and Korneevets	Kropinova, Dragileva
1. Number of participants	From two and more participants				
2. Territorial unity	+	+	The basis for the region formation is the presence of sustainable relations	+	+
3. Borders	The external border of the perimeter zone is assumed as frontiers		Can be located across states and have no common frontiers	While determining transborder regions, only international relations should be considered which, among other things, must be quite intensive	Has common borders
4. Common aims	Economic and social development	Resolution of ecological conflicts	Aspiration to develop international tourism, to create a common tourism product and to exchange tourists	To enhance the internal integrity of the countries The development of new manufacturing systems. The development of border and interregional cooperation	Joint economic activities, first of all important for tourism
5. Economic relations	Mandatory	Not mandatory	Have common economic interests	As a rule	Have common interests (for example, organization of joint tourism routes)
6. Historical and cultural integrity	Not necessary	Occasionally	For the joint marketing of the territory and the development of tourism routes	Occasionally	As one of the factors of a TTR development
7. Common infrastructure	Occasionally	For nature conservation	For regional marketing	Often	Is being established in the course of cooperation

Table 3: The set of issues related to studying transborder regions by various researchers

Set of issues related to studying transborder regions	Example of a transborder region	Scholars involved in studying the issues
Issues of transborder transfer of pollutants and nature conservation	1. The river Amur 2. Lake Baikal 3. The river Neman/Western Dvina	1. Baklanov and Ganzhev (2008), Ganzhev (2005) 2. Sevastianov (2010) 3. Pakhomov (2010) Manakov (2005)
Issues of sustainability of socio-cultural and ecologo-economic systems	Russian-Byelorussian borderlands	
Development of transborder tourism clusters whose core is transboundary natural geographic objects	1. Azov and Black Sea area; 2. Tunka National park (the RF) and Khuvsgul National park (Mongolia), the river Selenga	1. Shpilevoy (2013) 2. Sanzheev (2010, 2012)
Interregional integration in tourism sphere	Existing interregional clusters Golden Ring of Altai, Golden Ring of Russia, Golden Ring of Siberia and others	Kologiy et al. (2014)
Cooperation in tourism sphere in transborder regions	1. Altai and Sayans transborder mountain region; 2. Contiguous regions of Russia and Mongolia 3. Contiguous regions of Amur Oblast and China 4. "Lagoon Zone" - Curonian and Kaliningrad (Vistula) lagoons in the South-East Baltic 5. Cooperation between separated regions which once were parts of a single state 6. Cooperation between EU and Romania 7. Cooperation between EU and Ukraine	1. Dunets (Barnaul) (2011); 2. Evstropieva (2009; 2010), 3. Miroshnichenko and Tsarevskaya (2013) 4. Kropinova (2010; 2014) 5. Cudny (2009) 6. Grama (2011) 7. Brym (2013)
Transport symbiosis	Railway connection/ferry connection - "The Great Silk Route"	Monich (2008)
Economic cooperation	1. "The Economic Belt of the Silk Route" 2. Euroregion "Baltic" 3. Euroregions of the Danube (Danube, Lower Danube)	1. Drobotushenko (2014) 2. Fedorov and Korneevets (2010), Fedorov et al. (2014) 3. Gál (2009) Korneevets (2010)
Cooperation in the area of education and research and technology	"Eurofaculty" in Kaliningrad; project "Crossroads" (development of an educational course and a study guide for tour guides)	

the following priorities: Socio-economic development; common issues of cooperation; and the promotion of cooperation between people.

I.2. The north European area - involves active cooperation with the neighbors in the arctic zone, for example via the Council of the Barents Euro-Arctic Region (CBER). The results of interaction within the Barents Sea cooperation are remarkable. Business and educational tourism is actively developing in the Euro-Arctic Region. The introduction of coast-dweller's visa for the citizens of Arkhangelsk and Murmansk Oblasts as well as the revocation of visa regulations for the border territories play a special role. In this region, in addition to the transborder cooperation programmes the following were developed:

- The cross-border Cooperation Program "Kolarctic" for 2007-2013;
- The cross-border Cooperation Program "Karelia" for 2007-2013;
- The cross-border Cooperation Program "South-east Finland – Russia" for 2007-2013.

II. The Asian area - the border collaboration of Siberian and Far East entities of the RF with the neighbouring Asian countries (chiefly with the PRC). At present, the transborder cooperation of Russia and China is running at a high level and the countries are striving to go further. This can be seen as exemplified by the international tourism projects that are being elaborated. The most outstanding of them are the "Great Tea Route" (the development of interregional and intermunicipal cooperation in the tourism sphere), a transborder tourism park "Eastern Gate of Russia" "Zabaikalsk- Manchuria" (a possibility of a short visit to the border territories of Russia), "Eastern Ring of Russia" (promotion of a package of regional tourism products, an increase in the volume of domestic and inbound tourism, and an enhancement of the contribution of the Far East and Baikal region to the economy of the RF due to the project's multiplier effect), and "Transborder Altai" (a car journey about the four countries). As one can see, the most active are Asian and Siberian, Asian and Far East, and Asian and Altai destinations. It is no mere chance that a great deal of research is devoted to studying them.

III. The Eurasian area of studies mainly covers the international cooperation of Russia with the Customs Union countries (formerly - CIS, more formerly - of the former post-Soviet space). This area is characterized by both border and transborder investigations. "The Great Silk Route" (Hodzhakulieva, 2013) and "the great amber route" (Kropinova, 2014) can be considered as typical examples of such cooperation.

4. The Levels of tourism routes were related to the hierarchical levels of (integral) regions.

Globalization leads to flattening differences between states, on the one hand, and regions that are developing within states and as parts of several states or their parts - on the other

hand. Globalization facilitates the formation of international regions which emerge as a result of interaction of various states, of their administrative-territorial and municipal entities. International regions differ in terms of their size and the characteristics of the entities taking part in cooperation, that is why it seems necessary to try to build their hierarchy based on the experience accumulated in the Russian economic geography and the related sciences (first of all, in political regional studies) where the following levels are identified: Local, micro-, meso- and macro-levels, also occasionally a mega-level, as well as global (Fedorov and Korneevets, 2010). Since states not always bordering each other cooperate at the macro-level, we propose to call the spatial combinations that are thus developing transnational regions rather than transborder. For the meso- and micro-levels, the notion of a transborder region seems more reasonable.

The above-said provides an opportunity to substantiate the following hierarchical system of administrative-political regions (Table 4). Within regions of different hierarchical levels, examples of existing tourism routes can be given (Table 4).

5. There could be identified the common regularities of the development of border regions, included in transborder tourism routes and thus forming transborder tourism regions as follows:

While studying the border regions included in the transborder tourism routes, some common regularities of their development can be distinguished:

- Quite close social ties (in the spheres of culture, sport, education, and science);
- Frequently - the presence of common or coordinated infrastructure (transport, tourism);
- Frequently - the presence of a generally accepted name of the tourism route (Forts of Europe, European Route of Brick Gothic, The trade route from the Varangians to the Greeks and others);
- Occasionally - ethnic similarity; and
- Occasionally - the presence of the common historical past.

Russian border regions belong to a special type of regions. By a formal attribute of one of the borders coinciding with the state border, 48 territorial entities of the Russian Federation can be identified as such. More than 70% of the border entities of the RF are regarded as depressed. Most of them rank considerably lower than the other Russian regions in the primary indices of the socio-economic development (regional gross product per capita, investment in fixed assets per capita, and a proportion of loss-making enterprises etc.). In addition to this, a "syndrome of a border-zone" is typical of the border regions themselves. As a rule, the further a region is from the regional center and closer to the border, the lower the economic activity and the living standards of the population can be, and the less efficiently the area is used.

For the border regions, besides the internal for them socio-economic and political ties, four types of external ties are typical (Figure 1).

Usually, it is a lower intensity of ties of types C and D compared with the similar ties between the internal regions of

Table 4: The correlation of the levels of tourism routes with the hierarchical levels of (integrated) regions

A hierarchical level of the region	Examples of (integrated) regions	Examples of tourism routes (and associations) within the limits of regions of different levels	A hierarchical level of a tourism route
Interstate regions Global level	World political system	Interstate routes Tourism routes “The Great Silk Route,” “Eastern and Oriental Express” and others	Global level
Megaregions	EU, CIS, OAS, African Union, the League of Arab States and others	European cultural routes (26): The Santiago De Compostela Pilgrim Routes (1987), “The Vikings’ Route” (1993), “Iron Curtain Trail,” EuroVelo etc.	Mega-routes
International macroregions	Union state of Russia and Belarus, the Baltic Sea region, the Benelux, the Baltic countries and others	“European Route of Brick Gothic” (Denmark, Germany, Poland), “Baltic Amber Route,” “Baltic Forts”	International macro- routes
Transborder mesoregions	Euroregions	“Bialowieza Forest” (Poland-Belarus), “Tirol - Trentino” (Italy-Austria), “Baltic” and others, “Area of Lagoons: Curonian and Kaliningrad/Vistula Lagoons”	Transborder meso-routes
Transborder microregions	Areas of two collaborating municipalities	“European Baikal” (Nesterov district of Kaliningrad Oblast and Vilkaviškis District of Marijampolė County of Lithuania (prospective tourism route)	Transborder micro-routes
Intrastate regions Macroregions	Federal districts	Intrastate routes “The River Volga - the main water way of Russia” Transborder national project “Eastern Ring of Russia” Participants of “The Great Silk Route” located on the territory of the RF	National macrolevel
Mesoregions	Administrative-territorial entities	“Golden Ring,” “Silver Ring,” “Eastern Ring of Russia”: Republic of Sakha (Yakutia), Republic of Buryatia, Zabaykalsky Krai, Kamchatka Krai, Primorski Krai, Khabarovsk Territory, Amur Region, Irkutsk Region, Magadan Region, Sakhalin Oblast, Jewish Autonomous region and Chukotka Autonomous region	National meso-level
Microregions II (high) level	Municipalities Municipal districts and urban districts	National microroutes “In the Footsteps of Immanuel Kant,” “From Spit to Spit,” “Natangia - the Land of Ancient Prussians” and others	II (high) level
I (low) level Local level	Urban and rural settlements Settlements	Forts of Kaliningrad -Koenigsberg and others. Guided tours about settlements, event tourism etc.	I (low) level Local level

Source: Based on (Korneevets and Kropinova, 2014)

the country that predetermines a frequent depressive character of the border regions.

At the same time, border regions due to their geographic position are a “zone of contact” of Russia with the external world. And the use of this contact potential, the development of border cooperation with regions of the neighboring countries, including that in the tourism sphere, can and should become the reference for the Russian border regions overcoming the current depressive state.

- The chief innovative tools were identified that influence the formation of new transborder regions and clustering of the existing ones.

The development of tourism in border territories has a special accelerated effect in the innovative development of tourism in geographic and sectoral respect. The sectoral economic development is possible owing to the multiplier effect of tourism covering many economic sectors. The geographic aspect of innovations distribution by means of tourism is implemented as a result of geographic peculiarities of this activity which, in fact, has no borders.

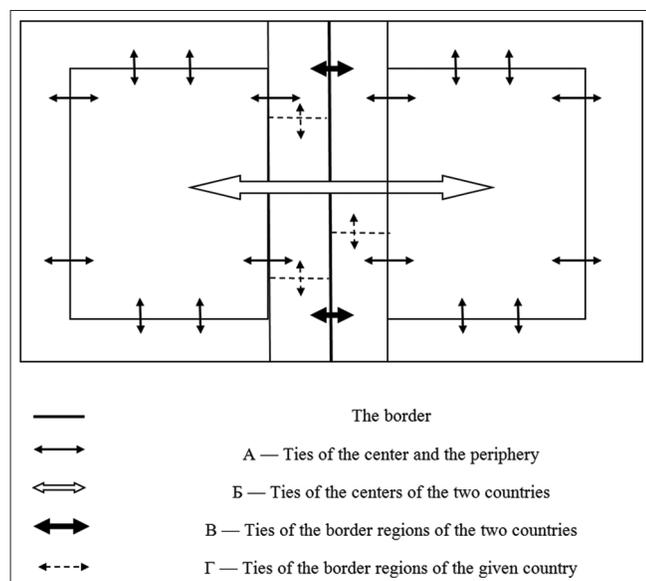
For the border regions, which are mainly peripheral in terms of innovation distribution (due to their remoteness from capitals and

other large cities - centers of concentration of new ideas), tourism is a “machine” of innovation production and distribution. At the same time, innovations also penetrate the other, directly conjugate (or indirectly connected) economic sectors.

It is no mere chance that the programs of cooperation of Russia-EU give a considerable attention to the innovative development of tourism. The main reason of this phenomenon is the uniqueness of tourism as a separate sector of services, on the one hand, which is most receptive to innovations, on the other hand, being a “conductor” of innovative development of territories.

The programs of border cooperation are a tool of socio-economic development of border territories, also due to the innovative character of the projects implemented within them. Among the projects focusing on tourism, which were accepted for financing within the programs, the following innovative areas can be mentioned: Innovative tourist products; innovative ideas of upgrading the available tourist products; innovative magnets of tourism; innovations in accommodation and transportation facilities; innovations in tourism infrastructure; innovations in the promotion of tourist products; revival of traditions and culture of territories by virtue of innovative approaches to

Figure 1: A pattern of external ties of transborder regions (Dragileva, 2006). (A) Between them and the central regions (as a rule, more intensive for the border regions, but lower in intensity as compared with the ties between the central regions); (B) between the border regions themselves (almost always quite weak); (C) transit ties - running via border regions ties between central regions of different countries; (D) transborder relations of the border regions themselves



visualization and presentation; innovative projects in the sphere of ethnographic/ethnic tourism; innovative technologies in tourism; innovations in the sphere of state regulation and stimulation, aimed at the development and support of tourism.

4. DISCUSSION

The main points of discussion are as follows: (1) Is the presence of a common natural or cultural-historical resource an indispensable condition of sustainable functioning of transborder and border regions, and isn't the fact of the presence of a common object a deterrent in the formation of TTR owing to the competition; (2) can the relations within transborder (border) regions, which have been developed with the use of innovative tools, be long-term and sustainable.

The neighboring tourist regions of different countries frequently compete with each other at the international market of tourist services since, on account of their geographical closeness, they have similar natural conditions, and often - alike historical and cultural tourist attractions such as uniform castles, buildings of civil architecture etc. Nevertheless, objects of natural and, especially, of cultural heritage cannot be entirely similar, and in many neighboring regions there are unique objects connected, for example, with important historical and cultural events. Occasionally, they possess common objects (lagoons, lakes, rivers, islands and peninsulas), with can be jointly used with the maximum benefit. Thus, joint tourist routes can be arranged there (including sea and river cruises, bicycle routes). In other words, using collaboratively objects of natural and cultural heritage, each of the neighboring border regions becomes more attractive to tourists.

The issues of studying the impact of borders on the development of tourism are considered in a number of works. For example, Gelbman and Timothy (2010) in the work "From hostile boundaries to tourist attractions" along with the generally accepted definition of a national border as a line restricting the national sovereignty by means of delineation of the place where the state practices its legal authority (filtering the flows of goods and people), emphasize that borders also mark special differences in political and ideological systems, administrative systems, economic and social structures, and can considerably influence tourist experience.

Particularly good opportunities for the development of border and interregional cooperation with foreign countries open up for the border regions which are characterized by the so-called European type of cooperation (Vardomsky, 2002). The involvement with the EU, even with its peripheral part, creates good opportunities for the use of principles, approaches and techniques of the border cooperation developed by this integrated group. The matter in particular concerns such New Spatial Forms of International Economic Integration as working communities, Euroregions, "large-scale regions," and "growth triangles." At the same time, the development of these and other forms of cooperation new for our country is seemingly hindered also as a result of an insufficient theoretical conceptualization of the integration processes which, in its turn, makes it difficult to establish a favorable environment for their activation and management at both federal and regional levels.

The experience of Kaliningrad Oblast has shown that the program of border cooperation is aimed at promoting the interaction between people residing on both sides of the frontier. This evidently results in the transfer of knowledge and skills. For example, the experience of establishing open-air museums of the Vikings period in the territories of Poland, which was initially borrowed from Scandinavian states, was developed in the project of the Border cooperation program "Crossroads 2.0." - "Lagoons as a crossroads for tourism and the interaction of the people of the South-East Baltic: From the history to present." As a result of the project, the first in Russia open-air museum was established, representing the everyday life and traditions of people who used to reside in the territory of the present day Kaliningrad Oblast in the Viking period.

5. CONCLUSION

Summing up what has been said, the issues considered within transborder and border studies can be banded in the following main groups interconnected by a common research target, namely: Issues of transborder transfer of pollutants and nature conservation; matters of sustainability of socio-cultural and ecologo-economic systems; the formation of transborder tourism clusters whose core is natural geographical objects; interregional integration in the tourism sphere; cooperation in the field of tourism in transborder regions; transport symbiosis; economic cooperation; and cooperation in the sphere of education and research and technology.

Concerning the proposed definition, we have confirmed the feasibility of the definition of a TTR as a particular variety of

TRS by which densely located territories are understood, which possess a common tourism resource ensuring (or that is capable of ensuring) functioning of territorial combinations of economic entities, united by considerable (backbone) ties.

The conducted research identified that within the European area of cooperation involving Russia, of utmost significance is the near-border cooperation represented in the sphere of tourism by the cross-border tourism routes and the transborder ways that are just beginning to develop. In the Eurasian area of interaction, the transboundary cooperation predominates, where the most significant role is played by the transborder tourism routes.

The aim of collaboration within the transborder and cross-border regions is most frequently gaining mutual benefits (resolving ecological or economic problems). It is the tourism ties that are best suited for solving the two problems. Since it is tourism which, on the one hand, is the most environmentally friendly (on condition of observance of the principles of sustainable development) and at the same time, its development is capable to enhance the socio-economic wellbeing of the entities involved.

The cumulative action can be traced by the example of the introduction of the local border traffic (LBT) between Russia and Poland with the center in Kaliningrad Oblast of the RF. Thus, Polish scholars carried out an analysis of the LBT development which clearly shows a shift in priorities from sheer “shop-tourism,” predominate at the initial stages of the introduction of a facilitated system of traffic, to the other kinds of leisure activities. For instance, according to the Chief Department of Statistics (Ruch graniczny ... 2014), for approximately 60% of the Oblast’s citizens the main reason for a trip to the neighboring country is shopping; however, there is a considerable group (16%) of those who state tourism or transit (14%) as the purpose of their going to Poland. Of lower importance are the journeys connected with work or running business (6%), visiting friends or relatives (2.6%) and other reasons (1.5%) (Anisevich and Palmovsky, 2015).

This allows for the conclusion that it is the TTR which are inherently the most consistent both in terms of a possibility to make use of different resources, and in terms of a long-term economic sustainability.

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