

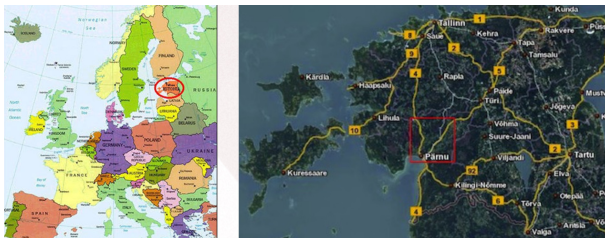
Current development of tourism and recreation on Baltic Sea coasts: new directions and perspectives

Presented at: 6th International Tourism Congress
'The Image and Sustainability of Tourist Destinations'
Instituto Politécnico de Leiria
School of Tourism and Maritime Technology
Peniche, Portugal

Polina Lemenkova

November 27-29, 2013

- 1 Summary
- 2 Study Area
 - Geographic Settings
 - Pärnu Bay
- 3 Tourism Development
 - Period 1920-90s
 - Cases
 - Period 1990s-2000
 - Modern Trends
- 4 Real Estate
 - Eco-houses
- 5 Recreation Zones
 - Forest Areas
 - Marine Areas
 - Tourists
- 6 Problems and Perspectives
 - Consequences
 - Examples
 - Perspectives
- 7 Conclusion
- 8 Acknowledgment
- 9 Bibliography



Estonia within the EU (left). District of Pärnu in Estonia (right) Research Questions:

- What are the major trends in the current recreation activities in Baltic Sea ?
- How the tourism in the post-USSR countries (Estonia) is developing after the 1990s ?
- Is there an environmental balance between the nature and human activities ?



The region of Pärnu is valuable environmental part and a unique recreational area of Estonia.

- Mild marine climate condition
- Precious coniferous forests

Landscapes: richness, biodiversity, variability and unique composition structure. Example of land cover types:

- mixed forests
- broadleaved forests,
- coniferous forests,
- agricultural landscapes,
- wooded meadows,
- heathland,
- bogs and moors,
- shrublands,
- grasslands,
- birch-dominating coastal areas

What is specific for Pärnu Bay as a tourism destination place ?



- photos above: author.
- environmental value of the region (e.g. pine forests)
- advantageous location on the Baltic coasts
- facilities for tourism and long-year tradition



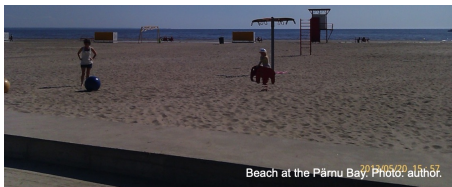
Old picture of Pärnu beach. 1920s. Source: www.theeuropeanlibrary.org
Historical development of the touristic system in Estonia in early XX. Quick overview:

- 1 Late XIX: the history of Estonian Baltic tourism begins;
- 2 1st World War 1914-18: resort development restricted;
- 3 1920s: quick re-development of tourism (Rannapark restored, new mud baths constructed).
- 4 Late 1920-30s: Estonian hotels & restaurants - popular destinations in Baltic Europe.
- 5 Active advertisements of Estonian resorts in the tourist literature of Europe.
- 6 1930s: Active development of tourism
- 7 Good railway communication with Germany, Latvia & Lithuania => facilitated easy access to the Baltic coasts in 1920s
- 8 Pärnu region widely visited by international guests: Scandinavia, Poland, Germany, UK.

Soviet Period (1920-90s)

Soviet period:

- 1 the tourism industry in Baltic Sea region has been diminished;
- 2 restrictions on foreign tourism in Pärnu region;
- 3 poor management in the Soviet planned economy bad service facilities & undeveloped hotelier tradition;
- 4 The business of private hotels and restaurants diminished drastically;
- 5 The existing touristic hotels were reconstructed and state-controlled;
- 6 environmental protection: the coasts and beaches in Pärnu region were protected as “public health zone” for recreation;
- 7 environmental protection: only selected activities were permitted and vehicles prohibited;
- 8 reconstruction and maintenance of the selected hotels;
- 9 The most precious areas of the Baltic Sea were protected as summer vacation places;



Case Example: Cosmonauts Hotel

The Cosmonauts Hotel, a former Soviet resort for workers of space industry (www.kosmonautika.ee): maintaining history and cosmos hotel design. Famous soviet cosmonaut Y. Gagarin was guest in this hotel. Photos: author.



- 1990s => great economical and sociopolitical reformation of Estonia.
- Estonia survived a difficult period of restructuring in economic and social system.
- Changes in the socio-economic structure, administrative regime, touristic cluster. ▶

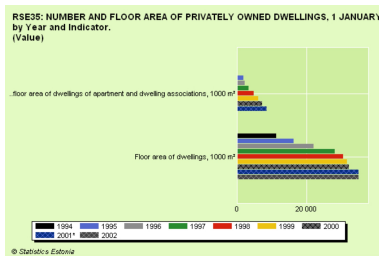
Rapid socio-economic development in Estonia after 1990s caused

- active formation of the middle-class society
- personal economic growth
- new style of life, increased well-being
- increased number of cars and private property
- intensive construction of private hotels, hostels, guesthouses, cottages for rent...

Consequences of globalization: Estonia – a part of world society

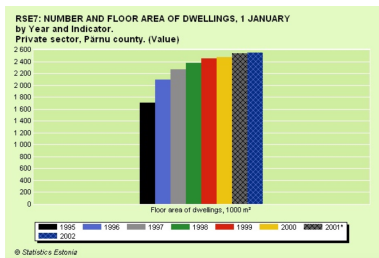
- tourist flows into various country destinations
- increasing world trade development
- internationalization of production of food, goods, etc
- improved hotel management system
- improved touristic services
- rapid exchange of information & computerization
- standardization of touristic guides

Increase in real estate in Estonia after the 1990s and statistics for Pärnu county (1995-2002):



Modern trends in tourism in Pärnu area

- Regaining the independency of Estonia has revolutionized Baltic tourism.
- New, revitalized era for tourism industry in Estonia
- Tourism is now based on privatization and foreign investments (from Finland or Germany).
- Modern, "western-looking" and quickly constructed hotels are now being created



Privatization and reconstruction – other trends in modern Estonia

- Since 1990s, land management system and urban development of Estonia changed reflecting socio-economic and political situation
- Currently, Estonia has intensive privatization process caused by changes in the state regulations on property and ownership.
- Naturally, it caused intensification of construction of the privately hold hotels and summer cottages, built both for personal (family based) needs for spending summer vacations, and for rent to incoming tourists, domestic and international.
- Nowadays, suburbanization and development of summer cottages become the major evident processes in current urban dynamics of modern Estonia.

Examples of the new trends in properties reconstruction: eco-houses built in the forest area:



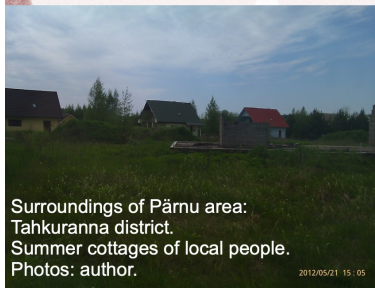
New eco-style houses, Reiu village, Pärnu County, Estonia. Photos: author.



Examples. Photos: author.

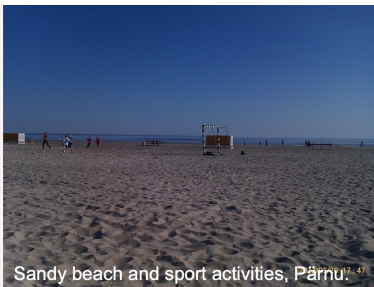
Rural environmental tourism: eco-style new cottages built since 1990s in Pärnu surroundings.
Photos: author.







Marine views in Pärnu Bay region.
Photos: author.



Who are the main frequent tourists and guests in Estonia ?

- Dominating nations Russians and Finnish (for the whole country);
- Finnish tourists traditionally visit western Estonia (Baltic Sea coasts);
- Russians preferably concentrate near Russian border, in eastern Estonia, on the Finnish Gulf;
- These two nations are notably the most representing tourists, while others visit Estonia significantly lesser;

Who are the main frequent tourists and guests in Estonia ?

- a bit of statistics on touristic portrait in Pärnu:
- About 90,000 foreign tourists/year visit Pärnu.
- of which about 50,000 are Finns,
- followed by 7,200 Swedes,
- 4,500 Russians,
- 2,700 Americans,
- and ca. 17,100 of other nationalities.

Difficulties in development tourism in Estonia

- Main problem in the touristic cluster in Estonia consists in its specific location on the Baltic Sea with cold climate in summer period.
- It causes low popularity among tourists, comparing to Mediterranean.
- low investments into tourism (comparing to other European countries) due to the ongoing development of the country.



Why does Estonia as a touristic place has lack of popularity, comparing to other countries? Lack of popularity of Estonia among other nations, (comparing to touristic giants, like France or Italy) can be explained by various factors:

- Not enough amount of world-level hotels, possibilities for recreation and spa-centers (e.g. not as many as in Finland);
- Weather and specific climatic conditions: cool waters in Baltic Sea (even in summer); windy and cold winters;
- Lack of world-known heritage places;
- Under-developed touristic cluster, e.g. bad service facilities, caused by historical reasons (now in process of growth and development).

As a result:

- Touristic cluster now rapidly develops in new directions: Soviet touristic areas are either abandoned or re-constructed;
- New hotels are being actively created, Intensive privatization of summer houses is ongoing;
- New eco-style and modern design is dominating in the touristic hotels;

Examples of the today's tourism in Häädemeeste.

Private new Estonian spa hotel (Lepanina Hotell) created on the Baltic Sea coast.



A successful combination of the following factors:

- modern European hotel design;
- location on the seaside with maritime landscapes;
- coniferous forests in the near - make it a valuable health resort area.

Perspectives for the tourism development in Estonia include following points:

- Redirection towards the eco-style sustainable tourism;
- Family business, family-run hotels / hostels, which often implies direct host-guest interactions.
- Active development of modern world-class hotels
- Intensive reconstruction and modernization of the old, Soviet-style hotels
- Organized group sportive activities (e.g., biking)
- Seaside recreation activities and small business
- Developing of camping and low-cost recreation
- Construction of summer cottages for rent
- Local-scale tourism, a special benefit for Estonia
- Organized tours to the Natural Parks.

What are the main trends in the Estonian tourism nowadays ?

- Expanding touristic dimensions is highly profitable for the country (evident income of financial flows);
- Now tourism in Estonia becomes eco-oriented, often family-run small business;
- Actively developed cottages for rent, restructured and renovated old hotels;

This presentation highlighted following issues:

- current socio-economic development of Estonia
- post-socialistic heritage of Estonia as ex-USSR country 3) today's development of tourism in Pärnu region
- cultural and environmental changes in the country

Methods included:

- Literature review
- Analysis of the statistical data
- Fieldwork

Thank you for attention !

- Current work has been during author's 2-month short research visit at the University of Tartu.
- This included fieldwork, excursions in Pärnu area, research work with GIS and statistical data in the Faculty of Geography.
- The financial support of this research and these activities research has been kindly provided by the DoRa Scholarship Committee of the European Social Fund (ESF).
- I cordially thank the assistance of colleagues and my supervisor with fieldwork:
 - Mrs. Irja Pede, employee at Häädemeeste municipality,
 - Mrs. Merle Loring, a lecturer of the University of Tartu, Pärnu College, Department of Ecosystem Management,
 - Prof. Dr. J. Roosaare, a lecturer of the University of Tartu.

Bibliography

Author's publications on Geography, Environment, GIS and Landscape Studies:

- 1** S. Gauger, G. Kuhn, K. Gohl, T. Feigl, P. Lemenkova, and C. Hillenbrand, "Swath-bathymetric mapping", *The expedition ANTARKTIS-XXIII/4 of the Res. Vessel 'Polarstern' in 2006. Berichte zur Polar- und Meeresforschung // Rep. on Polar and Marine Res.* **557**, edited by K. Gohl, 38–45, ISSN: 1618-3193 (2007), <https://www.coldregions.org/vufind/Record/288392>, In English Ant. Acc. No.: 85104. CRREL Acc. No.: 63000887; illus., incl. sketch maps.
- 2** K. Gohl, G. Eagles, G. B. Udintsev, R. D. Larter, G. Uenzelmann-Neben, H. W. Schenke, P. Lemenkova, J. Grobys, N. Parsiegla, P. Schlueter, T. Deen, G. Kuhn, and C. D. Hillenbrand, "Tectonic and Sedimentary Processes of the West Antarctic Margin of the Amundsen Sea Embayment and Pine Island Bay", in *2nd Open Science Conference 29th SCAR on 'Antarctica in the Earth System'* (2006), <https://www.scar.org/events/>, Info.
- 3** K. Gohl, G. Uenzelmann-Neben, G. Eagles, A. Fahl, T. Feigl, J. Grobys, J. Just, V. Leinweber, N. Lensch, C. Mayr, N. Parsiegla, N. Rackebandt, P. Schlöter, S. Suckro, K. Zimmermann, S. Gauger, H. Bohlmann, G. L. Netzeband, and P. Lemenkova, *Crustal and Sedimentary Structures and Geodynamic Evolution of the West Antarctic Continental Margin and Pine Island Bay*, (Bremerhaven, Germany, 2006), https://epic.Alfred%20Wegener%20Institute.de/29852/1/PE_75.pdf.
- 4** M. Klaučo, B. Gregorová, U. Stankov, V. Marković, and P. Lemenkova, "Determination of ecological significance based on geostatistical assessment: a case study from the Slovak Natura 2000 protected area", *Central European Journal of Geosciences* **5**, 28–42, ISSN: 1896-1517 (2013), <https://www.degruyter.com/view/j/geo.2013.5.issue-1/s13533-012-0120-0/s13533-012-0120-0.xml?format=INT>.
- 5** G. Kuhn, C. Hass, M. Kober, M. Petitat, T. Feigl, C. D. Hillenbrand, S. Kruger, M. Forwick, S. Gauger, and P. Lemenkova, *The response of quaternary climatic cycles in the South-East Pacific: development of the opal belt and dynamics behavior of the West Antarctic ice sheet*, (Bremerhaven, Germany, 2006), https://epic.Alfred%20Wegener%20Institute.de/29852/1/PE_75.pdf.
- 6** P. Lemenkova, "Current Development of Tourism and Recreation on Baltic Sea Coasts: New Directions and Perspectives", in *The Image and Sustainability of Tourist Destinations, Proceedings of the 6th International Tourism Congress*, edited by P. Almeida, J. P. Jorge, J. Costa, and F. Dias (2013), pp. 126–132, ISBN: 978-989-97395-1-2, <http://itc.ipleiria.pt/previous-editions/itc13/itc13-proceedings/>.
- 7** P. Lemenkova, "Effects of Socio-Economic Changes in the Post-Soviet Estonia on the Landscapes Diversification and Tourism Development", in *Contemporary trends in tourism and hospitality, Abstract Book*, edited by N. Mimica-Dukić (University of Novi Sad, Department of Geography, Tourism and Hotel Management, 2013), p. 73, <http://www.dgt.uns.ac.rs/ctth2013/>.
- 8** P. Lemenkova, "Monitoring changes in agricultural landscapes of Central Europe, Hungary: application of ILWIS GIS for image processing", in *Geoinformatics: theoretical and applied aspects, Proceedings of 12th International Conference (2013)*. 

- 9 P. Lemenkova, "Geospatial Technology for Land Cover Analysis", *Middle East and Africa (MEA) Geospatial Digest* (2013), <https://www.geospatialworld.net/article/geospatial-technology-for-land-cover-analysis/>, e-magazine (periodical).
- 10 P. Lemenkova, "Impacts of Climate Change on Landscapes in Central Europe, Hungary", in *Current Problems of Ecology, Ecological monitoring and management of natural protection, Proceedings of 8th International Conference, Vol. 2* (2012), pp. 134–136, <https://elib.grsu.by/katalog/173327-393652.pdf>.
- 11 P. Lemenkova, "Water Supply and Usage in Central Asia, Tian Shan Basin", in *Civil eng., architecture & environmental protection, Phidac-2012, Proceedings of the 4th International Symposium for Doctoral studies in the Fields of Civil Engineering, Architecture & Environmental Protection*, edited by Z. Grdic and G. Toplicic-Curcic (Sept. 2012), pp. 331–338, ISBN: 978-86-88601-05-4.
- 12 P. Lemenkova, "Seagrass Mapping and Monitoring Along the Coasts of Crete, Greece", M.Sc. Thesis (University of Twente, Faculty of Earth Observation and Geoinformation (ITC), Enschede, Netherlands, Mar. 8, 2011), 158 pp., <https://thesiscommons.org/p4h9v>.
- 13 P. Lemenkova, "Using ArcGIS in Teaching Geosciences", Russian, B.Sc. Thesis (Lomonosov Moscow State University, Faculty of Educational Studies, Moscow, Russia, June 5, 2007), 58 pp., <https://thesiscommons.org/nmjgz>.
- 14 P. Lemenkova, "Geocological Mapping of the Barents and Pechora Seas", Russian, B.Sc. Thesis (Lomonosov Moscow State University, Faculty of Geography, Department of Cartography and Geoinformatics, Moscow, Russia, May 18, 2004), 78 pp., <https://thesiscommons.org/bvwcr>.
- 15 P. Lemenkova, *Ecological and Geographical Mapping of the Baltic Sea Region in the Gulf of Finland*, Russian, Moscow, Russia: Lomonosov Moscow State University, Mar. 30, 2002, <https://zenodo.org/record/2574447>, Term Paper.
- 16 P. Lemenkova and I. Elek, "Clustering Algorithm in ILWIS GIS for Classification of Landsat TM Scenes: a Case Study of Mecsek Hills Region, Hungary", in *Geosciences and environment, Near-surface geophysics, Proceedings 3rd International Conference*, edited by S. Komatina-Petrovic (2012).
- 17 P. Lemenkova, B. Forbes, and T. Kumpula, "Mapping Land Cover Changes Using Landsat TM: A Case Study of Yamal Ecosystems, Arctic Russia", in *Geoinformatics: theoretical and applied aspects, Proceedings of the 11th International Conference* (2012), <https://elibrary.ru/item.asp?id=24527736>.
- 18 P. Lemenkova, B. Forbes, and T. Kumpula, "ILWIS GIS for Monitoring Landscapes in Tundra Ecosystems: Yamal Peninsula, Russia", in *3rd international geosciences students conference 'remote sensing & global surveillance'* (May 30, 2012).
- 19 H. W. Schenke and P. Lemenkova, "Zur Frage der Meeresboden-Kartographie: Die Nutzung von AutoTrace Digitizer für die Vektorisierung der Bathymetrischen Daten in der Petschora-See", *German, Hydrographische Nachrichten* **25**, 16–21, ISSN: 0934-7747 (2008).

- ²⁰I. Suetova, L. Ushakova, and P. Lemenkova, "Geoecological Mapping of the Barents Sea Using GIS", in *Digital cartography & gis for sustainable development of territories*, Proceedings of the International Cartographic Conference (2005), <https://icaci.org/icc2005/>.
- ²¹I. Suetova, L. Ushakova, and P. Lemenkova, "Geoinformation mapping of the Barents and Pechora Seas", *Geography and Natural Resources* 4, edited by V. A. Snytko, 138–142, ISSN: 1875-3728 (2005), http://www.izdatgeo.ru/journal.php?action=output&id=3&lang_num=2&id_dop=68.