THE POSSIBILITIES FOR CO-OPERATION TO UP-GRADE TOURISM AND REGIONAL PRODUCTS IN LITHUANIA

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The possibilities for co-operation to up-grade tourism and regional products is oriented to development of low unproductive activities in rural areas according to rural development policy, and is assigned to implement diversification strategies of rural businesses. Marketing concept becomes the tool to produce relevant marketing strategy and to identify the strategic options for each District of Telsiai County. Research paper presents the analysis of the possibilities for co-operation to up-grade tourism and regional products and the development of services for tourism in Telsiai County (Western part of Lithuania), stipulates the consequences about the diversification strategies of business in rural areas.

Key words: tourism, regional products, marketing strategy, SWOT and SOR analysis, co-operation.

Introduction

The assessment results in SOR analysis is closely depending on regional marketing strategy building conception (chain of strategic actions) foundation under implementation the cooperation to up-grade tourism and regional products in the region, which could be characterized as developing it’s infrastructure or not attractive for tourism at the moment.

The target goal of research – to identify the possibilities for co-operation to up-grade tourism and regional products in Lithuania (Telsiai County).

The objectives of research:
1) to define the impact of environmental factors for development tourism in Telsiai County;
2) to identify the possibilities to ground the strategic trends for development tourism and regional products;
3) to define the opportunities for cooperation/partnership in Telsiai County.

The object of research – economical and social infrastructure in Telsiai County (Lithuania).

Results

For the purpose of investigation influence of economical and social infrastructure factors on cooperation level in developing tourism and the regional marketing concept of regional products, the strategic orientation round (SOR) analysis becomes main tool to form the system of strategies, which implementation under strategic decisions expertise and assessment could release the gain of strategic results.

For preparation process to improve internal economical and social environment to attractive environment for tourism and other businesses (Rutkauskaitė,
appears the necessity for investment and active co-operation among entrepreneurs and authority institutions.

Coordination of such co-operation according the structure of resources by the help of current criteria – physical, human, financial resources and investment, experience and skills, administrative structure and institutions of local authority, the structure of industrial cohesion, market and marketing devices, local identity and culture (originality) devices.

The system of PEST factors, as environmental changes, helps to identify the current influence to internal and external system, and to evaluate the rapidity of environmental changes in short terms. Necessity appears to notice the changes to business environment according the implementation of hi-tech products to business and infrastructure elements. Knowledge and skills of local residents become very important factor under competitive market requirements (Mironczuk, 1999). The investigation of respondents’ assessment about environmental impact factors to cooperation and regional development became the basement for SWOT analysis.

SOR analysis helps to make foundation for generic strategic marketing concept. Under SOR methodology appears the possibility to identify the most important factors after SWOT analysis, and transform them to objectives, strategies and tactical decisions for their implementation. SMART technology lets to evaluate the reality to reach business objectives by it formation system and helps to hired managers, who serve for regional producers, to find operational targets for activity and their efficiency. The management of regional marketing concept is connected with the creation of added value for consumers - tourists, regional residents and state quests.

SOR analysis presents the cohesion between current criteria after evaluation in score system, which were made by the respondents, experts and participants of local authority. SOR analysis results as strategic options for Telsiai County are build according 4 strategic options matrix 2 table: 1) maxi-maxi strategy; 2) maxi-mini strategies, 3) mini-maxi strategies, 4) mini-mini strategy.

Strategic marketing concept for Telsiai County could be a shift for improving market and regional products positioning, sales stimulation and new the interests of different market segments. Strategic marketing plan concentrates the ideas about consumers understanding, needs, mode, optimistic view to regional development and other social positive shifts.

Conclusions

The main strategic means, influencing co-operation to up-grade tourism and regional products, are the regional rural development programmes for social and economical infrastructure. Regional tourism development strategy becomes part of strategic marketing concept.

Natural and clean environment, cultural resources, requirement for tourism services serve for creation rival tourism region in Western part of Lithuania (Telsiai County). “Tour Guide” positively is impacting as marketing mean for regional advertising.
Undeveloped tourism sector services, lack of human resources, as a base-
ment for improving the situation in Telsiai County, can change the situation in near
future by stimulating producers of regional products and administration of national
cultural institutions.

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KOOPERACIJOS GALIMYBĖS PLĖTOJANT
TURIZMĄ IR REGIONINIUS PRODUKTUS LIETuvoje

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 Straipsnyje pateikiami kooperacijos galimybų studijos rezultatai Lietuvoje įgyvendinant
INTERREG IIIC programos nuostatas plėtojant turizmą ir regioninius produktus COTOUR pro-
jecko šalių-partnerių regionuose.

Menkai našiose ar menkus išteklius turinčiose kaimo vietovėse Telšių apskrityje turizmo
ir regioninių produktų kūrimas leidžia aktyviai plėtoti smulkiojančius verslų ir regioninių produk-
tų gamybą. Tam būtina regioninė rinkodaros koncepcija, kuri leistų įvertinus vietovės išteklių
panaudojimo galimybes, plėtoti tradicinius kaimo amatus ir verslų, kurių produkcija tenkintų tu-
rizmo reikmes.

Raktiniai žodžiai: turizmas, regioniniai produktai, rinkodaros strategija, SSGG ir SOR
analizė, kooperacija.