



RURAL TOURISM DEVELOPMENTAL FACILITIES OF THE PAJURIS (LITTORAL) REGIONAL PARK IN LITHUANIA



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Introduction

The maritime regional park is the territory that represents the Lithuanian Baltic maritime which is between one of the most popular resort in Lithuania – Palanga and the third largest industrial city Klaipeda. This park is the reserves protecting the natives of the continental maritime landscape and the values of culture heritage, biological variety of the Baltic sea and the sea hills. It is a unique Lithuanian recess that is peculiar with its landscape where each step of the nature and person was dented as the foot in the wet sand of the coast: moraine back, now called the “Dutch cap” (a hill bulging 24 meters above sea level, always destroyed by the wave beat and always forming the maritime scarp of 20-22 meters which is a guide for seamen and fishermen in the old times and at the present), formed even 10-15 years ago by the shifting glacier that was in the Lithuanian maritime; it is the glacial origin lakes – Kalote and Plaze (the latter one surges only two hundred meters from the sea coast); it is fragments of an old Litorina sea with naturally formed sand dunes. There are birds’ migration way in the park territory, hundreds of thousand water birds winter and hatch here. Besides it is a habitation of hinds, brown foxes, shrews and other animals and the shelter for beavers that we meet more and more seldom. Seals also like the sea cost of the park. Even 138 uncommon species of plants grow there in the sand dunes, fields and forests; most of them are enroled into the Lithuanian Red book.

It seems that all the Lithuanian history with its losts and strides also with all the beauty and forbiddness is put into the history of this regional territory. Its pains and sweets were weathered by the cost winds and swashed by the sea waves that came to each historical page we could feel the flamboyance of the ethnography of Lithuanian folk and detachment of faceless communism.

Everything that was stored by the Maritime regional park in hundreds of years at the present may be called the endless recreation resource. Using it properly and protecting the brittle ecosystem of maritime landscape you may feel indelible impressions resting.

The tourists flow is getting bigger and bigger in this region every year; more and more Lithuanian people find this unique recess where they expect the quality rest. It is nice that the “wild tourism” is getting to the past and people make more and more efforts in order the recreation in the nature would be concerted with its values’ reservation for the future. For this purpose the resorts, campings and not long ways for bikes and pedestrians are appointed.

Though the maritime zone always was the special region that receives much attention of scientists, projectors and users and the maritime territories having natural and cultural value are unique on the country scale, the natural tourism is only started here. In the near future it is reached to create the first natural – recreational areas and the country tourism homesteads.

There are 162 homesteads in the park: it is single steadings and not large countries. But against all the advantages for recreation supplied by Pajuris regional park, there are not any homesteads that would be registered and suitable for country tourism. Local people just accommodate tourists at their homes during the season and the private recreation and tourism companies provide only accommodation and nurture services but the quality of these services is often insufficient and the tourism informational system is very low.

Problem:

- Insufficient surrounding quality, low qualification and communication culture of country people stop the development of country tourism in this region very much.
- There are many laws, decisions and other juridical acts regulating the activity of Pajuris regional park and they are too confused for ordinary country people.
- Tourism infrastructure is developed very weak in the Pajuris regional park.

Purpose of the work:

As the natural and cultural resources of Pajuris regional park and the laws regulating the activity of this territory and other juridical acts was analyzed, there were prepared the study of country tourism development in this territory.

Tasks:

1. To describe the territory of Pajuris regional park.
2. To describe and evaluate cultural and natural resources of Pajuris regional park.
3. To overlook laws, decisions and other juridical acts regulating the activity of Pajuris regional park.
4. To describe and evaluate the present situation of Pajuris regional park.
5. To evaluate the opportunities of resident people to develop country tourism
6. To overlook the farming opportunities in the Pajuris regional park.

7. To describe the prospects of future country tourism in the Pajuris regional park.

So I have focus my analysis in the following question:

Are the natural, cultural resource and activity of regulate legislation and low acts in this territory advantageous development of rural tourism in Pajuris (Littoral) regional park?

Visual substance: map of Lithuania and Pajuris (Littoral) regional park



2. Reserves and reservations of Pajuris regional park

These reserves and reservations totally cover 2630 ha of Pajuris regional park territory:

Table No 6

No	Name of territory	Area	
		Ha	100%
1.	Botanic-zoological reserve of Kalote	465,0	7,9
2.	Botanical reserve of Karkle	73,0	1,2
3.	Ethnocultural resere of Karkle	126,0	2,1
4.	Thalasological reserve (marine) of Karkle	1017,0	17,3
5.	Reserve of Nemirseta landscape	205,0	3,5
6.	“Dutch cap” landscape reserve	123,0	2,1
7.	Natural reservation of Plocis	197,0	3,4
8.	Reserve of Sapiai landscape	424,0	7,2
	TOTALLY	2630	44%

Map of Pajuris regional park

2.1. Defence zone.

The defence zone of Pajuris regional park make the functions of landscape and waters defence. Its purpose is to save the surrounding of protected and geo-ecologically important natural and cultural landscape complexes and objects (values) and to isolate them from negative effect of the activity. It consists of:

1. Defence zone of Kalote;
2. Defence zone of reservation;
3. Defence zone of Sapiai;

2.2. Recreation zone.

Recreational priority zones are:

1. Recreational zone of Karkle;
2. Recreational zone of Nemirseta;

3. Recreational zone of Kalote;
4. Recreation zone of Darguziai.

The purpose of these territories is extensive and intensive recreational use, regulating the particular recreational structure and sprout formation, having the purpose to create and keep the suitable recreational surroundings and infrastructure for pursued activity, foreseeing the regulated mortgage of territory.

2.3. Residential zone.

This zone consists of:

1. Residential zone of Kalote;
2. Residential zone of Karkle;
3. Residential zone of gardens;

Regulated constructure and engineering infrastructures are equipped and the sprout is formed in Kalote and Zeigiai (garden association) residential zones.

Recreational, residential, protective, agricultural, sea water area and other zones of Pajuris regional park covers 3235 ha of the territory:

Other territories

Table No 7

No	Name of territory	Area
1.	Recreational zones	163
	Of them:	
1.1	Recreational zone of Darguziai	34
1.2	Recreational zone of Kalote	25
1.3	Recreational zone of Karkle	53
1.4	Recreational zone of Nemirseta	51
2.	Residential zones	54
	Of them:	
2.1	Residential zone of Kalote	19
2.2	Residential zone of Karkle	12
2.3	Residential zone of gardens	23
3.	Defence zones	366

	Of them:	
3.1	Defence zone of Kalote	20
3.2	Defence zone of reservation	42
3.3	Landscape zone of Sapiai	304
4.	Agricultural zone	529
5.	Forestry zone	0
6.	Sea water area	2123
	TOTALLY	3235

All the Pajūris regional park covers 5865 hs of the territory.

3. The survey of Pajūris regional park's physical – geographical situation

The State Council of Lithuania established Pajūris (Karklė) regional park on the 24th September in 1992. One of the main reasons was to save the wonderful seashore landscape, the natural and cultural values of the region, the biological diversity of the Baltic sea, to recreate the violated and damaged objects of nature. Moreover, this place gives favorable conditions to the development of Lithuanian tourism and recreation.

3.1 Geographical situation

The Pajūris (Karklė) regional park is located in the zones of the Baltic seashore and the area of Palanga Municipality, one of the major health resort towns in Lithuania. The area of the park takes 5865 ha in the land and 30 square km in water. The sandy seacoast stripe is not very long – only 3000 ha. The park is situated in the west of Lithuania. Coordinates: north - 55⁰ 53', south – 55⁰46' , west – 21⁰01', east – 21⁰08' (ref, no 1). The highest place is 37, 8 m (near Kalotė lake, southern part). There are two lakes in this region: Kalotė and Plazė lakes. Rivers: The Rikine, The Cypa, The Tydeka – Gaidalupe.

The forests take about 36 %, beaches and the seashore only 2,1 % of the whole territory. Pajūris regional park is surrounded by: Palanga town in the North, Kretinga – in the East, Klaipėda in the South and the Baltic sea in the West. (ref.table no 2)

3.2 The Relief

The relief of Pajūris regional park has unequal tendency to go high. The northern relief rises up to 10 meters and in the south it goes up to 30 meters. The highest place is near Kalotė Village. The relief formation was mainly influenced by the sea. It shows the parallel lines of the seashore relief). Going north – east 100 – 200 meters width of the beach is faced and deposited by sand. Going further there is 100 – 200 m area of sand dunes, the fundament of them is formed by deposited and drifted 4 – 6 m height embankment.

The landscape of the beach and sand dunes are extremely attractive resources, that can help to expand the country side tourism. On the other side of the shore dunes lies a terraced, littoral plain.

The relief situated in the triangle of Karklė – Kalotė – Grabiai has the absolutely different surface – it is more plain in comparison to the previous relief. That place views the sea near Karklė. It is the only area of a destructive seashore. Moreover, the landscape has been used for agricultural purposes for ages and the territory is rather civilized.

There are some lowlands in the territory, where some lagoon type lakes are located. The eastern part is covered with meadows and agricultural fields. However, the biggest area has trees and bushes that make the place attractive and alluring for the development of the local tourism.

3.3. Pajūris regional park landed properties summary

Table No. 1

The area of the park total:	5865 ha	% (of the total area)	% (of the land)
Of that account:			
In the land	2725	46,5	100,0
Forests	951	16,2	34,9

Water mines	61	1,0	2,2
Swamps	75	1,3	2,8
Natural meadows and pastures	414	7,1	15,2
Properties of agriculture	503	8,6	18,5
1 (sands and so on)	599	10,2	22
At sea	3140	53,5	-

3.4. Climate

Soft cyclonic climate, influenced by the Baltic sea is typical for Pajūris regional park. Winters are milder and summers are cooler in comparison to the east of Lithuania. The Baltic sea has accumulative features and this makes the weather mild, so the annual index of the temperature is 19,5 C. The greatest fluctuation of the temperature is in February and the smallest in July. The influence of the sea affects the seasons: the hottest month is August (in the rest of Lithuania – July), the average temperature of the month is 16,7 C and the coldest month – January – - 2,8 C. The seashore yearly temperature is +7 C. The average temperature in winter (January) reaches about -1 C, and the average weather temperature in summer is usually +17 C (in July).

In winter season The Baltic coast line freezes at –0,3 - -0,4 C temperature. But the wind is the main factor that doesn't allow it to get frost, so the sea usually freezes faster in fine nights rather than in cloudy nights, because in such weather conditions the radiation of the warmth into atmosphere is bigger. The ice on the sea shore is usually noticed in frosty, calm days. Then the surface of the sea is covered with 1-2km length ice.

This icy cover is suddenly destroyed by the waves, and the strips of the ice are thrown to the beaches, that cause the destruction of the sandy seashore.

Precipitation

Precipitation as well as the temperature has immense influence on hydraulic conditions, the flora and tourism. Pajūris regional park covers almost all the Baltic sea coastline of Lithuania, so the humid Atlantic ocean masses predominate. The territory is in the excess of humidity. The

annual amount of precipitation is 673 – 711 mm. The most rainy seasons are the end of summer and autumn. The main features of the Baltic sea are fogs and mists, that are very frequent in autumn and winter. The least amount of hazes is in August, and the greatest amount of precipitation is typical from February to May. Rain and haze make 80% of all the precipitation and dominate in this zone.

The windiness

The wind is another important climatic factor. The southeast (18%), the west (16%), the northwest (14%) and the southwest (13%) winds dominate in Pajūris regional park. The north, northeast and south winds are not so common. Southeastern winds (25%) are usual in winter, western winds (15 – 20%) are common in summer.

The Baltic sea is rather windy and the winds are much stronger than in the east of Lithuania. The speed of the wind can reach 2 -7 m/s, though it can blow at 5,6 m/s. The strongest winds blow from November to January.

In violent storms the wind can blow at the speed of 35 m/s and sometimes it can overturn to tornado.

3.5 The vegetation

Pajūris regional park has the greatest diversity of the verdure. The seashore zone with a stony bottom makes the best conditions for the growth of alga, the functioning of vitality and the spawning of sprat and trout.

Flora

Pajūris regional park has a unique flora, such as steppe type meadows, wet soil, wet and dry forests communities, low marshlands. In littoral sands the conditions are very poor, so the flora is rare. The heat, the lack of nutritious matters and the redundancy of salt can be survived only by the plants which had long evolution. Many plants that grow in this unique zone are written in “The National Lithuanian Red Book” (“Lietuvos raudonoji knyga”), as they are sparsely populated in the Baltic region. About 40 species of such plants give the best living conditions for various insect communities (20 species of the insects are included in the same book).

The variety of natural elements was very poorly explored because the littoral part of the region wasn't much damaged by wars and the park was created only in 1992.

Forests

The forests take 951 ha (16,2 %) of the whole park territory. (ref., table no 1). Almost a half of them is situated about 1 km off the seashore. The forests are aesthetically valuable in this park as the geographic position is perfect. However, they are very sensitive to anthropologic strain, because they grow in very sandy soils. The forests are not used for any farming purposes. The general woodiness of the park is 36 %, so it is ideal for the development of country side tourism.

The woods go along the Baltic seashore, growing in its terraces, and slopes of different height, escarpment and the exposition form a wonderful park. Most of them are planted and transformed. There are many introduced trees and bushes there. Middle – aged pine woods with a few beaches, black alders and bushes dominate there. The mature trees of other species are not found.

A few wood groups can be distinguished: they are Klaipėda, Giruliai, Melnragė, Nemirseta, Anaičiai forests' arrays. The main and greatest forest array is Kukuliškiai forest situated in the south of the park. Giruliai reserve is established in the territory of this park. There are about 35,6 % trees of cultural origins, of various age and promiscuity, however the biggest part of the zone belongs to pine-trees, where beaches and oaks are very seldom. Lichen – pine forests are common on the tops of the dunes. The glade of the forest has got some junipers, willows and ash berry trees. In the sub-shrubs grow sedges, bent grasses and other rare plants. There no swamps in the territory of the forest.

3.5 The fauna

Fish

For many people a good rest in the nature - is not only walking or swimming, but rowing and fishing as well. There are valuable fish spawning places on the Baltic seacoast. Some sea fish are allowed to be caught in Pajūris regional park – they are cods, pikes, sprats, plaices. In some inner waters (Kalotė lake) perches, pikes, roaches are fished. About 10 various species of fish are traced

in different water mines. (ref. table no 2).The license for amateur fishing costs only 2 Lt and it is issued by Klaipeda MŽD.

Reptiles

In Pajūris regional park's sandy dunes a fast lizard is found and observed. In almost the whole territory a yellow checked grass snake is met, and the cane toad spawn there. There are about 9 species of different reptiles' species in the same park. (ref. table 2). These toads live in five locations and their protection condition is spacious. Some of these reptile residences are European important, so it could be expedient to involve these places into pedestrian path routes as they could be interesting for the tourists who come to these places with nature – cognitive purposes.

Birds

More than 21 species of birds are written in “The National Red book of Lithuania” in the territory of the coast. In 1993 – 1994 the ornithological research was accomplished, during that time even 138 species of birds were found, 65 species hatch in this region. A lot of birds can be met during the period of migration.

The main attention is given to the birds that live in the continental part of the region. In the time of migration the lakes of the territory are visited by ducks, thousands of geese stay in the meadows, grey herons, whooping swans and other birds are met.

There are more water birds in the region of the Baltic sea, because this territory is the main way of migration. Here small flocks of big cormorants and other birds are observed.

Lithuania, as well as the other European countries, are responsible for the safety of the birds. It is strictly forbidden to scare the birds during the period of their brooding and migration, to destroy their nests. The most interesting places for the bird observation can be recommended by the staff of Pajūris regional park and the association of ornithology.

The variety of animals and plants in Pajūris regional park

(table no. 2)

	The number of species	LRK Species (mostly protected species*)	European important species**
Plants	257	13	1
Mushrooms	238 (73 species of moss)	1	-
Animals:			
Spineless	172	3	-
Fish	10 (continental waters)	1	-
amphibian and reptiles	9	1	-
Birds	61	9	13
Mammals	39	32	2
Total amount	282	16	15

- - commanding the law no.2 issued and signed in 2002 – 05 – 02 by the minister of environment.
- - ES bird species directive supplement no.I

The protected species' residential and security conditions

(table no. 3)

	The total amount of location places	in locations with right protection level	in locations with bad protection level	No data
Plants	5	1	4	-

Mushrooms	1	1	-	-
Animals:	13	9	1	3
Spineless	3	-	-	3
Amphibian and reptiles	5	5	-	-
Birds	2	1	1	-
Mammals	3	3	-	-
European meaningful residences*	8	3	5	-

*ES Natural residences' and wild flora and fauna defense directive's supplement no.2

3.7 The water mines

Pajūris regional park inner water mines take 61 ha of the park territory, it is 1 % of the whole regional park land, the water area – 3140 ha, it is 53,5 % of the whole regional park.

Rivers

Lithuania has about 30000 streamlets and bigger rivers longer than 250 m, their length seeks even 63 700 km. The number is impressive, however the rest of 13 000 km of rivers are not adjusted.

In the narrow stretch of the Baltic sea, autonomous rivers, that are not joint to branchy rivers of the Nemunas and the Dauguva flow to the sea. In between of the Šventoji and Minija rivers' basin the narrow wedge – shaped Akmena – Dane pools (580 square km), are separated from the sea by small, independent streamlets – Ošupis, Ražė, Rikinė and Cypa in the west.

All the brooks found in the region of the park are not used for recreational activities.

The most valuable and least affected are:

- Natural and undrained part of Rykinė streamlet;
- Cypa natural jaw;
- Gaigalupe – Tydeka;

Lakes

Lakes are the most attractive ornaments of Lithuanian landscape. Then the glaciers departed, the melting waters filled the beds made by ice clods. Plazė lake is one of the lakes formed in such a way. It is a very rare natural element in the plains of the landscape. It is not deep, but quite big (5 ha), but the shore is very silted, and the terraced banks are waterlogged, and pullulated by shrubs. At the moment the lake belongs to Plazmė regional reserve, where any anthropological activities are strictly forbidden. So this lake can not be used for developing the countryside tourism.

Kalotė lake, situated in the Pajūris regional park emerged when the residues of glacier melted. This lake is a lagoon type, its territory seeks 56 ha, and its length is 900 meters. The deepest place seeks only 2.5 meters. The northern and eastern banks are high and steep, southwestern and western are low and marshy. The lake strands are also silted and waterlogged. Although, the northern coastline could be used for the tourism. Removing the litter from the shore line, some beaches and playing – grounds could be established.

Another water mine situated in Pajūris regional park is Šaipiai swamp, its area is 35 ha. It is affected comparatively very little, and it is a typical element of a terraced plain. It is bust with sparse plants, the birds brood there very seldom, so it is very valuable for developing cognitive village tourism.

The water area of the Baltic sea

Indisputably the Baltic sea has the major recreational value. The water area strives 30 square km in the region of Pajūris park, the sea coast line is not very long in Lithuania – 3000 ha, it makes only 90,6 km in land. The Lithuanian sea coast stripe is low, and the littoral part is shallow, the sandy beaches are spread in almost all the region, except for the only sea stretch near “Olandas kepurė” (“The Holland’s cap”) and Karklė village, where the beach is made of pebble and grid. The seashore zone is surrounded by the beach and dunes.

The beaches in Pajūris regional park territory are the main places for relaxation. The beaches near “Žuvėdra” camp, Karklė and Nemirseta villages are the best places for recreation.

The Baltic water area is rich in other natural supplies: only this part and the precipice near Kalotė has got unpolished boulders, there are plenty of fish spawning places, the abodes of

wintering birds, seals, ducks, loons, razorbills, seagulls and terns. It gives inexhaustible attraction of natural – cognitive tourism, that could be offered for the countryside tourism users.

3.8 The most meaningful natural values

1. A unique lake and its waterlogged coasts.
2. The landscape of Pajūris lowland – the dunes and its vegetation.
3. Scarce meadow plants.
4. Kukuliškiai forest's and Kalotė lake's strand plants.
5. The bat, the otter, the badger, the yellow - cheeked grass – snake.
6. The water birds.
7. „Olandas kepurė“ („The holland cap“) – (20- 22 meters height from the sea level), a steep slope, the sea shores exposure touched by erosion and open water shells.
8. The sea line plain that consists of several strips: sandy seashore (100 m width), dunes (6 – 15 m width, 2 – 3 stages sea terraced plain.
9. The territory is 10 meters above the sea level and in the hallway of it flows The Rikine streamlet with its affluent, and fish spawning places.
10. The Baltic sea water area.

The society with fast life pace needs to have good living conditions in the contact with the nature in order to develop harmonious personalities. Each object in Lithuanian landscape is unique, and the extinction of it would be an immeasurable loss and unrenewable emasculation of the nature. Each country must save its nature, the values of it and give them to the future generations. So it is advisable to make the heritage of the nature function in the social fields of life and integrate it into the policy of nowadays.

Natural recreational tourism introduces the natural inheritance to the society, and it can have some positive influence on the preservation of it, if only all the finances were given to the maintenance and security of the nature.

The country side tourism development mostly depends on natural resources and the diversity of the landscape. It attracts the holiday makers with its inimitable peculiarity. The attendance of these places also depends on their conditions. Many people a good rest estimate as a chance to stay

in the fresh open air, a possibility to swim and row. The seaside attracts the citizens of Lithuania as well as the people from other countries. They enjoy walking, watching birds' migration places, admiring the harmony created by sand and wind. Some dunes are alive, and they move all the time, though others are vulnerable and are protected by herb communities and forests. A modern tourist must understand, that he can have a good rest only if he starts taking care of the nature and put all his effort on the protection of it.

4. The historic review of Pajūris regional park

The first inhabitants settled down on this seacoast in the times of the New Stones Age. They belonged to Narva culture, and earned their living by fishing, hunting, picking berries and mushrooms. In VIII – XIII century two tribes settled in the lands of Miguva, with the oldest settlements of Nemirseta and Pilsotas. The dwellers of this land were curonians, whose main trade was fishing, though the people living in other parts lived on agriculture and cattle-breeding. During the permanent wars between Lithuania and Ordin, the life in this territory died, many settlements disappeared. Kalotė, Mutenė and Eketė – are the oldest territories and they were mentioned in the documents of Ordin in 1253.

After the Žalgiris battlement (1410) and the Meln peace treaty the life in the land settled down, the frontiers were completely ascertained between the Ordin and Lithuania. The Ordin got concerned with the establishment of new settlements. In the historic sources of that century the inns of Nemirseta and Kalotė are mentioned. These places gave shelter not only to the passengers and their horses, but also became shopping centers, where the citizens of the country-wide districts gathered, to hear and announce the laws and orders issued by the local government.

According to the data from 1540 the seashore to the North from Klaipėda was intensively inhabitant. At that time the biggest village was Karklininkai, where lived about 330 people or about 50 – 60 families, and in the borderland with Lithuania Nemirseta and Kalotė were mentioned.

Various disasters and wars were the major reasons why the settlements couldn't grow faster. During the plague of 1709 – 1710, the occupation of Russian military, the landscape and settlements of the seashore were greatly damaged; the forests were massively cut down.

The reforms in XIX century gave better conditions to create new settlements. At the end of the century 14 villages were established with the greatest settlement of Karklė. The people of this region earned their living from different trades. The local men and women went fishing, kept animals and picked the amber to avoid starvation. In 1778 the first primary school was opened. In the XX century there were three schools and in the centre of the village the lifeboat station was built. At that time the first pedestrian and bicycle paths were built. They were popular among the local people. The wooden church was replaced by the bricked one. In 1930 Karklė village got the rights of the health resort and the holiday makers who came there could live at the houses of local people.

During the years of World War 2 and postwar exile, many farmsteads were destroyed or put on fire; many local residents were deported to the distant regions of USSR. The people from other Lithuanian and Latvian regions were brought. With the extinction of local people, traditional trades and lifestyles also disappeared.

However, Karklė kept its ethnographic distinctive culture and harmony with the sea nature. It became ethnographic reserve, where old fishermen settlements, the ancient graveyard and unique street structure were protected. Karklė village is about 12 km away from Klaipėda city. There are 36 settlements there; even 24 of them have got typical old architecture.

Although Nemirseta (that was in the district of Palanga in VIII – XIII century and in XVIII century it had a post office, primary school and wind mill) was famous as a health resort much earlier than Karklė. In this territory the resort was established in the third decade of XIX century: on the seashore some summer houses were built, 14 hotel-inns worked, there was the frontier station, the seashore stripe was planted with pine trees that protected the village from the sea elements, and some bathing places were built. In the first decade of 20th century near the main road was a hotel called the Kurhauzas.

The village was linear type. Though in the next half of the same century at the centre of Nemirseta military department was established, the summer house was pulled down, the Kurhauzas was reconstructed, a new complex of military and dwelling houses were built.

In Giruliai, at the times of Prussia government bathing places were built, some plot was rented for summer houses. Latter, wooden Switzerland type villas, hotels were built. The rest houses, healthiness and healing centers, 3 restaurants and 3 summer – cottages were built.

Pajūris region has got a different land-tenure priority, recreational purpose that must agree with natural conditions.

5. The cultural heritage of Pajūris regional park

Culture heritage is a witness of the society development, culture and science evolution. Each country must take care of this heritage and give it to future generations. The aim of cultural heritage defense and popularization is the development of personality. Cultural memorial – it's not only the values of museum. It could be used for specific needs, cultural, spiritual and aesthetic education.

Tourism is one of the ways to introduce the society to the cultural heritage. It attracts each tourist with ancient phenomena, expression and peculiarities of the region. Cultural tourism has got one of the aims to reveal the monuments and settlements.

According to the Law on Immovable Properties of the Republic of Lithuania, the cultural heritage is divided into archeological, historic, archeological – urban and art heritage. They can be of local and republic meaning, movable and immovable. The latter are cultural and social buildings, their complexes and settings.

The cognitive and attendance interests are usually provided by:

- a) individual cultural objects
- b) cultural landscape territories
- c) cultural institutions and arrangements
- d) the development of social – cultural medium

According to the type, location, and organization, it's meaningful to distribute three levels of tourism exposure:

1. The display of territory
2. The display of local area
3. Individual objects

5.1. The display of territory

Pajūris regional park's landscape is various, it has historically colorful experience. Attractive display of territory is rich with cultural supplies that give best conditions to develop culture – cognitive country side tourism. The landscape of this territory was formed not only by natural process, but also anthropologic activities.

5.2. The display of local area

The ancient villages in Pajūris regional park, except for Southern Karklė part, are almost destroyed. There are only a few houses left in Šaipiai and Nemirseta. These buildings make fundament for the reserve with the old street structure cemetery. There are 36 cottages, and 24 of them have unique exposure: they are one-floor buildings with garrets, two sloping roofs that were tiled previously. The houses are usually colored blue – green or red, most of the yards have geometrical structure, though some are scattered planned. In order to keep the ethnographic ensemble, it's forbidden to start any new buildings and older houses can only be reconstructed. In the villages of Karklė and Kalotė the extensive, native and cognitive tourism is stimulated.

5.3. Individual objects

Kalotė still has got an ancient inn, reconstructed church, old school, some dwellings. In the South-West from the village, lies the graveyard in the forest, where some cemeteries were found with stone wreaths (they were widespread in the 1st thousand-year A.D.). Karklė village has also got authentic gravestone monuments. In the first decade of XX century they were called “Liepa” graveyards. Now they are fenced-in and closed.

Šaipiai village has got two dwellings that were built in the beginning of XX century. Now they are grown with trees and gardens surround them.

In Nemirseta, the Kurhauzas building is left, that has been standing here from XV century. Lifeboat station, built at the beginning of the XX century, stand here.

Cultural tourism isn't separated from negative destructive, predatory influence that is caused by great uncontrolled usage of monuments and locations. In order to ensure the values of

cultural heritage it's vital to regulate recreational activities, to strengthen the infrastructure. It's advisable to create cultural museum - scansen and "dzotas" war exposure. Some provision ways to ensure the safety of cultural heritage are foreseen: conservation, restoration, regeneration, renovation and reconstruction that should be chosen and adjusted to the cultural heritage relative value, real financial possibilities and territorial distribution.

6. The legitimate regulation of activities in the territory of Pajūris regional park

Lithuanian regional parks were established sustaining natural, cultural and recreational attitude towards the most valuable integral ecosystems that represent the regional landscapes of Lithuania, rare species of the fauna and flora, their communities, to save the cultural values, and to regulate the recreational and economic usage of them.

Lithuania has got only 90, 6 km stripe of the Baltic seacoast, however the unique seashores made by sand, wind and the hands of people are found there. This unique part of the country has got some plants that are typical to very dry places and meadows. This region is also important for the residences of the migrating birds. It is also the attraction for the local people as well for the foreign guests, whose flow gets bigger each year. So the ecological problems become more and more actual. Some dunes are „moving“, so the communities of some plants and trees are easily exposed to any anthropological activities.

The scientist and designers have always payed much attention to this region.

Seeking to protect this unique corner of Lithuania and to provide people with the chance to explore the place, on the 24th of September in 1992 The State Council of Lithuania Republic, established Pajūris regional park. There you can see the picturesque seashore of the Baltic sea, its scarps, clayey exposure (the highest place is 24 meters above the sea, and it is called „Olandas kepturė“), deteriorating trees, the unique landscape covered with polished stones, scarce animals and plants.

In 1996 the Lithuanian Government issued the regulations of the park. This regulations justified the general rules for the usage, preservation, the management of the region, defined the economic rights, responsibilities and obligations of natural and juridical people. The regulations

were justified and signed by the Prime Minister and the Minister of Environment Control. During the decade of 90s some correctional resolutions were issued. However, referring to all the decrees, Pajūris Regional park was divided into conservation, ecological, recreational, economic and residential zones.

The park started functioning in 1992, although the department with professional team responsible for the security and the right management of the place was established in 1997 February.

On 4 of December 2001 the Government of Lithuania issued a new proclamation with some changes that ascertained social relations, related with the system of the regional defence. There were formed new concepts and aims of protected areas, the system was divided into categories and the rights proclaiming that the secured territories are given the status of the European importance. This decree was certified by the Lithuanian President Valdas Adamkus. In the summer of 2002 the Pajūris defence decree („Pajūrio įstatymas“) was signed by the same president. This decree determined the protection of the landscape, the water area, the defence of the flora and fauna that are on the verge of extinction. In the same year the Pajūris defense regulation was certified. It fixed the special protection of the territory and its zones, the requirements for buildings, the features of developing and managing the territory.

The premeditated management of the region has to be foreseen, that the reconciled aims with the land owners and tourists were acquired. In 2003 The State Organization of Land Exploitation (the institute of local land and territory planning department), made the scheme of Pajūris regional park plan. There the main park zones, the territory management aims and problems, the ecology, culture heritage and recreation development directions, the regulations of settlements, the zones of landscape management were regulated. The main ordering means of the plan realization are provided:

1. The system of the park protection values is oriented to the safety of ecosystems, population and recreation of extinct zones.
2. Using organizational, technical and economic protection of the Baltic sea water (to establish the centre of biological and ecological researches, to prepare investment programs and funds for the security of major natural and culture objects).

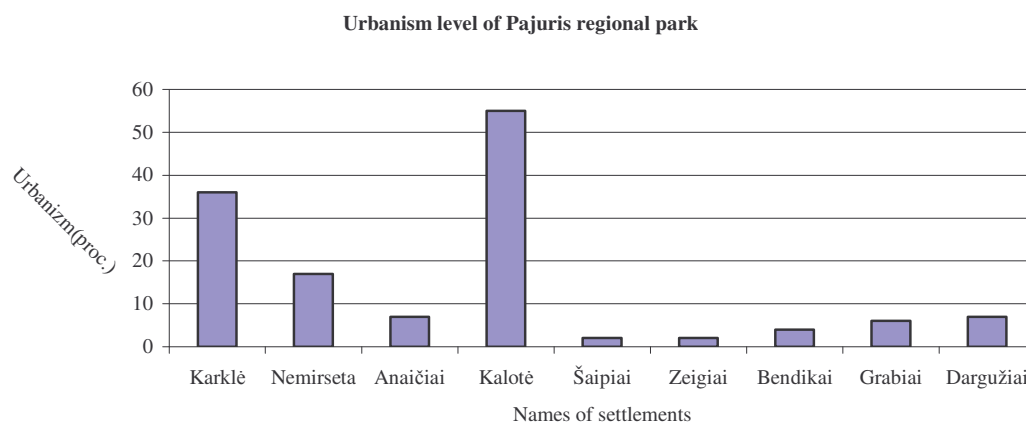
3. To disclose and localize all the values of cultural heritage and ascertain them.
4. To establish and put into practice all the needful coastal managing jobs.
5. To restrict the control for house-building and reconstructing.
6. To develop the necessary infrastructure and stimulate family weekend recreation.
7. To renew the damaged territories in the previous firing ground in Nemirseta.
8. To multiply the biological variety of woods, to limit fishing in the places of migration and hibernation by artificial and ecologic means, hindering the natural overgrown places.
9. To organize and fulfill the public education and propagate ecological ideas.
10. Using organizational and economic ways, to induce petty business in the fields of fishing, agriculture and recreation.

7. The urbanism of Pajūris regional park

Nemirseta, Šaipiai, Kukuliškiai, Anaičiai, Dragūžiai, Bendikai, Grabiai, and Žeigiai villages are situated in the Pajūris regional park's territory. Some of them consist only of separate farmsteads.

Kalotė is the biggest village in the territory of Pajūris regional park, it has got 55 smaller holdings. There are 36 farmsteads in Karklė. Nemirseta linear type village has 17, Kukuliskiai village – 8, Grabiai – 6, Anaiciai and Draguziai 7, Bendikai – 4, Saipiai and Zeigiai – 2 farmsteads. Altogether, there are 162 farmsteads in Pajūris regionl park.

The urbanism level of Pajūris regional park



The most urbanised is Kalotė settlement, though there are the least urbanised places in this territory, they are Šaipiai and Kalotė villages that have got only two inhabitant settlements. Such villages could be the best places for country side tourism development, as they have got a unique nature and they are least touched by the hands of man.

Developing the country side tourism the priority is given to the building of new farmsteads in the places of the old ones. Though new constructions can only start if the traditional planning is not violated and the scenery isn't changed. In Kalotė and Žeigiai villages the new buildings, engineering and emergency equipments, new plants are allowed under the conditions, that the unique landscape will not be changed. The tourism resort places must correspond with the provided regional standards of civilization and constructions.

In the territory of Kalotė there are many houses that have got monumental statues. So seeking to use them as the resort places only the outside frontages can be changed. Moreover, these houses must have recreational value. New farmsteads can be built in the same places where stood the previous ones and their style and construction must be similar to the old households. Minor elements (fences, advertisement and small engineering equipments) can be constructed in the way, that historical and traditional items wouldn't hide the recreational zones.

Referring to all the regional documents, the farmsteads that belong to the park's reserves can develop the tourism, if there are any guarantees to provide the tourists with good service, the best possibilities to get acquainted with the landscape and its cultural heritage.

Pajūris regional park hasn't got any free land for commercial purposes, so the big hotels or other objects can not be constructed. The urbanisation is very limited, according to the existing time – limits. It is supposed, that all the households in this area can not be bigger than 500 square kilometers, and they can have 1-2 floors. Theoretically, some guest houses are allowed to be built with the condition, that these houses have only 5 rooms. According to the experts, and taking into account the economic situation, such constructions are too expensive to maintain and they wouldn't buy out fast. The only way to solve the problem is to build new houses in the existing domains.

8. The facilities of Pajūris regional park

The communications, regional roads, drives and other structures are constructed avoiding any changes to the landscape and the environmental pollution. It is important that the recreational supplies and the authentic landscape's potential wouldn't get worse. New facilities are administered according to the detailed schemes, special requirements determined for the residence in the farming zones.

8.1. Communications and transport

There are 205 state roads in the region of Klaipėda city, they take about 2160 km. Smaller roads make 81% all the country's roads. Klaipėda – Palanga is one of the important roads and it goes through the buffer defence zone of Pajūris regional park. Some less important roads: Klaipėda – Melnragė- Giruliai – Karklė – Kalotė go through the same territory. The zone has also got the regional connection by rail. The railway goes mainly through the southern outskirts, and the conditions of this transport are poor.

The public transport is organised by the state Klaipėda, Kretinga, Skuodas and Šilutė bus parks as well as private drivers. The region is connected to the greatest part of Lithuania and the furthest place can be reached by the private or public transport.

Unfortunately, the inside connection between the villages isn't well developed. There are 9 settlements in Pajūris regional park. According to the data of Kretingalė municipality there live about 750 residents so the lack of the local transport is a negative factor limiting the flow of

tourists. This place usually interests the people who live on average income. The whole park's territory is surrounded by vehicular transport, cycling, pedestrian and riding roads. They are not long, but the conditions are quite good to go to any places of interest. All the roads have been formed and managed by the departments responsible for proper roads' covering and their route conditions. Using the roads any tourists can go to any direction they like, though the holiday makers can not interfere with the natural landscape and they can not do any activities that would violate the territory.

Travelling on foot and cycling are very popular in Europe. They are quite popular in Lithuania as well, though recently it becomes more popular as the joining of EU forces to structure new pedestrian and cycling paths. These paths become more popular in the recreational zones, as they can be best explored by travelling on foot or bike.

Western part of Lithuania is acknowledged as the best place for widening the cycling tracks.

Analysing documents and are make projects the experts from Phare projects decided that the Euro Veldo Cycling track could go along the Baltic coastline. The realisation of this route has already been started by Neringa and Palanga municipalities, it has been supported by Klaipeda municipality.

„Pajūrio pietinės dalies dviračių ir pėsčiųjų takų projektas' is responsible for building all the bicycle and walking tracks. According to this project that track should be spread along the „Olandas kepturė“, the reserves of Karklė and Kalotė, Plazė natural reservuar, Karklė regional and farming zones, the Kalotė gardening communities, and „Ežeras“ residential areas. Giruliai – Karklė paving with the paths for cycling and walking are also discussed. 200 – 500 thousand visitors come here during the summer season (according to the ssurveys held in 1998).

The cycling and walking paths are especially important in this territory as the public transport connection isn't much developed.

Auto tourism

The state roads and the roads going through forests and lakes are used for travelling by cars. These roads are ideal for cognitive purposes as people can stop wherever they want. The observation lays are also constructed in the way the natural environment wasn't violated. There are 10 parking places and all of them are divided into separate smaller parts by planting different bushes and trees between them. It helps to keep the area cleaner and fresh.

The water tourism is under the discussion. It is planned to do special educational sightseeing tours by ships in Kalotė lake, Nemirseta reservuar regions and the Baltic sea waters. Small quays are going to be built near Nemirseta and Karklė. It is also discussed to construct the observation service platform for helicopters.

Good communication and perfect development of inner roads have got a huge impact on the country side tourism development in the territory of Pajūris regional park. It is essential, that any person who decides to visit this place could easily reach any place, and could have chance to know the territory and its objects in the best way. So the widening and improvement of roads and public transport are the most important questions to be tackled as fast as possible.

8.2. The infrustructure of the information and advertisement

The aim of the advertisements and information centres is to direct the visiors to the resort places and to give them information about the natural and cultural herritages.

They are composed from:

- 1) Commercial stands – information stands;
- 2) References – that are constructed near the cycling and walking paths, that direct the tourists to the sightseeing places and give information about the territory;
- 3) Sign posts- built near the roads.

9. Pajuris regional park recreacional area and their development opportunities

Without regional

Year-by-year increasing stream of the visitors make Pajuris Regional Park more and more urgent from the recreational point of view. Due to its location on the Baltic seaside and in the areas of influence of important resort Palanga as well as industrial centre Klaipeda, it is an especially valuable recreational object. Lithuanian mainland seaside strip is rather short, but it is rich with wonderful places, where the people, braking loose from their everyday life in the cities, like to have rest and spend leisure pithily. Therefore one of the basic targets of the Pajuris Regional Park is to create conditions for recreation, to create recreational and cognitive tourism infrastructure as well as to regulate employment of recreational resources.

However, the permanently increasing stream of the visitors towards the Lithuanian seaside as well as intensifying transport, more and more active economic performance and changing the traditional land adversely impact the fragile natural complex of the Lithuanian seaside:

- 1) List of wild animals becomes noticeably shorter and shorter;
- 2) Rare species of the birds can be seen rarely, some of the species are endangered.

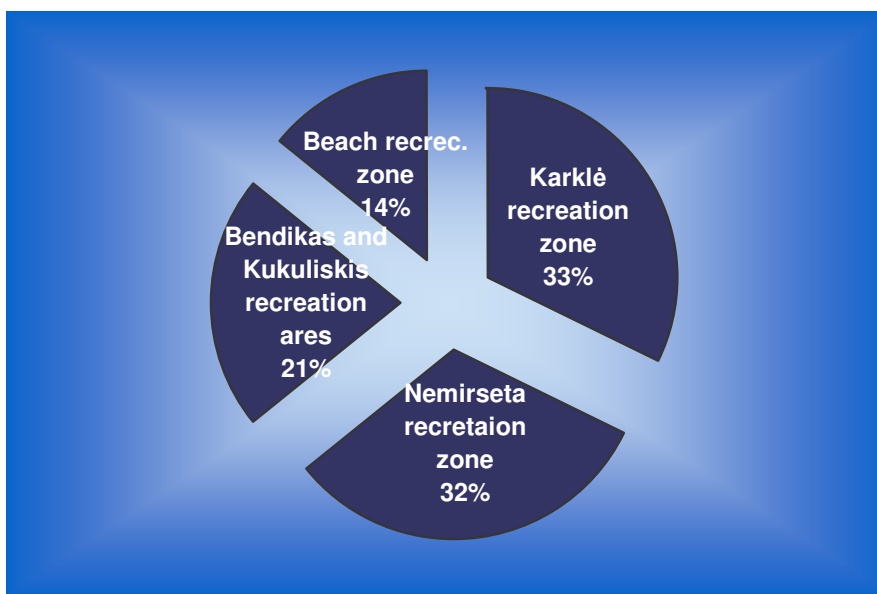
Therefore in the Pajuris Regional Park it is prohibited:

- a) To violate natural reservation and preserve regimens;
- b) To fell or make harm to trees as well as to grass covering of the park;
- c) To collect rubbles;
- d) To dig earth (soil);
- e) To install camps, to make bonfires, to pitch tents in unspecified places;
- f) To enter forest, seaside, reservation territory, preserved meadows and forests by auto and mototransport;
- g) To go down steep slopes in unspecified places, to damage them otherwise;
- h) To walk and to set free dogs and cats, to pasture cattle in the forest,
- i) To visit reservation territory without a prior permission of the Pajuris Regional Park Service;
- j) To scare birds away at hatching or migration time, to destroy nests;
- k) To change hydrological regimen of the lakes.

In order to localize recreational load, to protect the territories, most valuable from the environmental and cultural point of view, from adverse recreational impact as well as to create the visitors-friendly conditions for relaxation and tourism, the recreational priority areas have been separated in the Pajuris Regional Park:

1. Recreational area of Karkle territory;

2. Recreational area of Nemirseta territory;
3. Recreational territories of Bendikai and Kukuliskiai;
4. Recreational areas of Karkle and Nemirseta beaches.



The mentioned territories are assigned for extensive and intensive recreational use, regulating some particular recreational infrastructure and greenery formation in order to create and maintain recreational environment and infrastructure in line with the recreational activities performed, providing regulated site development.

Tourism development in the recreational areas is performed in line with the following principles:

1. Recreational infrastructure and relaxation sites are created in the existing urbanistic infrastructure locations of the ones provided for in the planning scheme, protecting the natural landscape and seeking for the guest home and tourist lodging places were concentrated in line with landscape improvement and development extent;
2. Bicycle and pedestrian tourism and water tourism recreational systems are formed and improved;

3. Ethno culture and traditional rural lifestyle is fostered, local residents are stimulated to engage in recreational business, e.g. renting premises for the regional park visitors by establishing rural tourism homesteads;
4. Formation of tourist track system made of different size round and transit routes to Giruliai, Karkle and Nemirseta - the most important recreational centres of the regional park in order it was convenient to reach every important object to be visited in the park.

Besides the Regional Park Directorate, tourism information centres are also engaged in tourism development inducement and tourist information provision. However there are no tourism information centres in the Pajuris Regional Park in spite of permanently growing number of the visitors. Closest to the Park are Salantai and Mosedis tourism information centres.

10. Most often visited territories and their development opportunities of the Pajuris regional park

Most often visited territories of the Maritime Regional Park are located:

1. In Kukuliskiai recreational priority area;
2. Along Kalote lake shore;
3. In Karkle recreational priority area, outpouring to Karkle ethnographic preserve and "Olandu kepure" (Dutchman's Cap) landscape preserve territory;
4. In the Nemirseta recreational priority area and landscape preserve.

Holidaymakers like to walk along "Olandu kepure" and Nemirseta landscape preserve pedestrian paths as well as seaside track, going from Klaipeda to Palanga. Bicycle track is also popular, but its pavement is damaged here and there, however this is outweighed by interesting sightseeing including "Olando kepure" mountain slope, Nemirseta scenic viewpoint and ethnographic village Karkle. These ecological cognitive routes aren't long; a number of ecosystems can be seen during a single trip. There are more than ten car parkings for the car drivers, so close to the most wonderful places of the park to be reached by feet. Beaches at "Zuvedra" (Seagull) rest camp as well as in Karkle and Nemirseta are best fit for swimming and sun tanning. A couple of camps are installed near lake Kalote, a special bird observation house is found at the lake Plaze.

Deer stalls aren't adapted for visitors well, so one can observe deers only upon a prior agreement with the Pajuris Regional Park Directorate.

In spite of the growing number of the visitors in the region, the private tourism and recreation companies are working during summer season only, providing board and lodging only, services are often inadequate, hotels and cheap lodging homes are lacking, there are no registered rural tourism homesteads in the region. Local residents receive the guests into their own houses often failing to meet the least requirements in provision of accommodation services. The tourism information system is rather poor.

Beaches of the Pajuris Regional Park, being one of the basic recreation places for Klaipeda City and Region residents, are neglected and messed: overdune paths are neglected, there are no information stands, no dressing boxes. Lack of WCs is the most important problem.

From the documents I can describe the recreational activities are especially obstructed by:

1. Insufficient quality of living environment;
2. Lack of tourism infrastructure;
3. Low communication culture of the local residents;
4. Inadequate criminogenic state;
5. Intricate activity restrictions in the protected territories;
6. High level of unemployment among the region's residents with labour market featuring mostly seasonal character and 14 per cent of the residents working in agriculture. Qualification of the residents fails to meet the demands of today's labour market; local residents have no chances to obtain it here;
7. Low level of children education, limited opportunities of extra education for youth and adults in the village.

In my opinion currently it is sought:

1. To create investment-favourable setting;
2. To create as favourable conditions as possible for SME development;
3. To stimulate tourism infrastructure development, to create conditions for as diverse tourism as possible in order the coming visitors could select the services meeting their needs;

4. While protecting nature in the Pajuris Regional Park, to make a network of recreational settlements and tourism service centres, to develop leisure and tourism infrastructure as well as entertainment and leisure services.

It is expedient to develop small, short-term service infrastructure in the rural tourism homesteads (inventory and equipment rent, nutrition, guided tours, expansion and improvement of existing cognitive paths), also to develop water and recreational fishing using the network of small ports as well as bicycle tourism. To extend tourism infrastructure in the territories, most often visited by people:

1. To install a scenic viewpoint, parking, at least one public catering spot and a couple of accommodation spots in Kukuliskiai recreational priority area;
2. To install one more camping, parking and information stand on the lake Kalote shore;
3. To install 6 ascending steps, 10 parkings, 4 scenic viewpoints, 2 campings, 4 public catering spots and at least 3 hotels of rural tourism homesteads in Karkle recreational area territory (including a part of Karkle ethnographic preserve and territory of "Olandu kepture" landscape preserve);
4. To install 1 ascending step and 1 scenic viewpoint, 2 campings, 3 parkings, at least 2 information stands and 1 public catering spot in Nemirseta recreational priority area territory.

Also it is sought to improve deer territory enclosures, to install parkings next to them, to put in order information stand near the bird observation house at the lake Plaze. To take care of waste containers in the places most visited by the people.

In order to develop recreational infrastructure in the Pajuris Regional Park, the buildings that have lost their former purpose but still fit for leisure arrangement in the rural settlements are used, existing recreational subjects are handled according to specified projects of detailed plans of such settlements. This is aimed to create an opportunity for the all the visitors to have summer rest independently from their income.

Baltic Sea water route is provided to use for water tourism offering paid trips in the Baltic Sea and Kalote Lake.

Natural tourism in the region is just breaking fresh ground. It is a very difficult task if done without methodical support. Local residents are to be educated in order they could provide best services, also to be advised on how to present their services better and how to make business without damaging the fragile landscape of the Pajuris Regional Park.

11. Rural homestead creation opportunities in the Pajuris regional park

Rural tourism is a purposeful recreational activity of the guests in the rural locations and temporary stay in a rural farmstead performing recreational activities there. Rural tourism service is first of all accommodation service when the host for some fee or free of charge accommodates the holidaymakers in especially installed individual living premises. For the local residents it is an extra form of economic activities.

The host for some fee or free of charge accommodating the holidaymakers, has to grant them active leisure chance as well: rural landscape is one of the basic recreational resources.

Each homestead has to have car parking installed.

In total there are 162 homesteads in the park, covering 6862 ha territory (including the buffer protection zone of the park). Villages of the Pajuris Regional Park have retained traditional social structure and values. Most of the homesteads are individual and authentic, being attractive for the holidaymakers who live and work in the cities (in heavily urbanized territories) due to hanging peace and open spaces. Therefore the local residents are induced to engage in recreational business, e.g. to rent premises for visitors of the Regional Park, to establish rural tourism farmsteads fostering local ethno culture and traditional rural way of life. Rural tourism is especially induced in Karkle ethnographic village. There are the old ethnographic fishers' homesteads protected, retaining the original structure of village streets. Hosts of the homesteads are not allowed to change external facades protected by status of cultural monuments nor the traditional elements located in the Park territory.

The settlement is located close to the Baltic Sea and just 12km from the industrial Klaipeda City. There are 36 homesteads in the village: 24 of them have retained their former ethnography - they are single-floored, with mezzanines and double-sloped roofs earlier covered with tiles,

replaced mostly by slate. Most of the homesteads (15) are wooden of greenish or reddish colour, the rest (9) are brick, usually light-plastered and with boarded mezzanines. Yards of Karkle homesteads are usually geometrically structured, but scattered ones also can be found.

Rural tourism homesteads can also be established in Kalote village, being the largest in the Pajuris Regional Park: there are 55 homesteads, Nemirseta – line-type village has 17 homesteads, Kukuliskiai (8 homesteads), Grabiai (6 homesteads), Anaiciai and Draguziai villages (7 homesteads), Bendikai (4 homesteads), Saipiai and Zeigiai (2 homesteads in each). Some of the mentioned homesteads are made of individual houses. In total there are 162 homesteads in the park. The territories most beloved and visited by the tourists feature the most favourable conditions for this kind of tourism: Kukuliskiai village homesteads and surrounding recreational priority areas, Karkle, Kalote and Nemirseta villages and their surroundings. Auto, bicycle and pedestrian path infrastructure is developed best of all in these territories, offering an opportunity to get to the most interesting natural and cultural elements, scenic viewpoints and beaches of the Pajuris Regional Park.

Homestead owners, willing to develop rural tourism in their economies, are suggested to retain the existing building up and traditional rural setting; homesteads are allowed to restructure to the best fit for the holidaymakers, fostering ethno culture and traditional rural way of life. The homesteads are to be planted at a maximum extent forming small massifs or strip protective greeneries, traditionally using large leaf-bearing trees, mixing with large coniferous.

In the acts are written that the following kinds of rural tourism are possible in the Pajuris Regional Park:

1. Relaxation rural tourism. Territory of the park is little urbanized, far away from the highways, surrounded by natural nature, seashore dunes and beaches; all this offer excellent conditions for the people, tired with city tempo to have a rest and to restore strength.
2. Cognitive tourism. Recreational development priority in the Pajuris Regional Park is fit for development of the cognitive, natural and cultural tourism. With this aim pedestrian bicycle paths, scenic viewpoints and other recreational accessories have been installed.

3. Curative rural tourism. Most often it is related with folk medicine or treatment methods, however this territory is best suitable for prophylactic treatment method, because forests, mostly pineries with shrub, birch and alder inclusions take almost one fourth of the park territory. They are especially valuable due to aesthetic indices and geographical location, however especially noteworthy is Nemirseta landscape preserve forest, conditionally untouched, with minimum pollution, besides that it is located in the least urbanized territory.
4. Professional - business tourism. Park territory hasn't been investigated from the natural point of view yet, visiting of some preservation areas (reservations, preserves) is available for scientific and investigation aims only. This is an urgent piece of nature for many naturalists, who could select the park territory as a subject for their investigations, becoming potential customers for the rural tourism accommodation services.
5. Religious rural tourism. Religious rituals or feasts can be arranged in the homesteads, including visits to natural or cultural heritage sites of the Pajuris Regional Park.
6. Agro tourism. 14 per cent of local residents are occupied in agriculture; therefore this branch of tourism could make a part of farm turnover as an extra economic activity.

Village tourism homesteads must correspond to minimal requirements of tourist housing and providing village tourism services, confirmed by Lithuanian National Tourism Department's order No. 30 on the 20th of July in 1998. According to this order, farmer or owner of individual home, must have a license to provide these services, which must be kept in a place, clearly seen by the guest (see No.7 addition).

Village tourism business expansion would induce cherishing of ethno culture, traditional village manner of life and traditional festivals, arranged in Seaside Regional Park (such as "Park's Days",

Fishermen's Regatta", "Night of Ancient Fire"), also excursions and other arrangements would attract holidaymakers to village tourism homesteads.

In the territory of Regional Park 4 international projects, dedicated to tourism development expansion, are being pursued, "Tourism System's Expansion in Seaside Regional Park" (Phare SPF), "Arrangement and Expansion of Western Lithuania's Tourist Highway "Kursiu kelias" Tourism Infrastructure" (Phare 2000 ESS), "Defense of Seaside Ecosystems, Inducing Balanced Community's Development" (JEF programme of United Nations). They include foreseen means to induce village tourism as an alternative to intensive farming, this would reduce negative human impact on the environment and local residents would get financial income. Even now positive influence of these projects is observed on village tourism expansion in Pajuris Regional Park. 14 farms had registered already, that are willing to pursue village tourism, to create village homesteads or auxiliary farms.

However it cannot be stated that village tourism in this territory is a new branch of business. On the contrary, village tourism has old traditions here, but there are no officially registered village tourism homesteads. The reasons are:

1. Holidaymakers visit this territory a lot and local residents inhabit visitors in their homesteads, but they do it illegally. According to the research data, provided by students of Klaipeda University (year 1998), was ascertained that almost one third of local residents accept holidaymakers illegally. They are not interested in legalization of this business, because they do not believe in government's promises, try to avoid various taxes and there is no necessity in additional advertising yet. Because of this reason the quality of provided services cannot be influenced or they cannot be influenced in some other way, besides, in such situation it is not possible to run any statistic material about visitors. That blocks a way to ascertain tourist needs.
2. In previous 2-3 years investments' growth in recreation section is observed: from year 1998 two feeding establishments are settled ("Ziogelis", "Zvejo sodyba") also 2 projects are confirmed and 2 projects are established for two more feeding establishments. What concerns housing offices, 2 campsites near "Ziogelis" and "Zvejo sodyba" were established but because of owners' disagreement about the land, offering campsites' services was temporarily stopped.
3. Small services section is especially developing recently – outside trade; paid car parks, small market places.

Setbacks for village tourism:

- a. Land lot property's documents are not accomplished, people have not set their documents in order, cannot start building or other activity.
- b. Land reform being going on and giving back land, people's aim was not construction building, but its resale to the richer people: "nude" field in ethno cultural reservation can cost 50 000-70 000 euros at the moment (with permission to build), but the price of land, which is in protection zone, went down even up to 2-5 thousand Lt. (depending on infrastructure and other phenomena). Now is such a period when new homesteads are not being appointed, but just resale is being performed.
- c. Passive point of view of local government – infrastructure planning scheme and other documents, important for village tourism expansion in the region, are not confirmed yet. This negligent point of view stopped any investments at least for a year or two.
- d. Bad communication by public transport and in park's territory there is no public transport at all.
- e. Local government does not regard this tourism branch as a priority branch, there are very little investments from government institutions: beaches, pedestrian paths, ways down to the sea are not put in order, surplus cleaning system is not effective.

12. Agro tourism expansion possibilities in the Pajuris regional park

It would be naïve to wait for big compensations from the state, using Pajurios Region's territories extensively, seeking to save seaside landscape, so it is recommended for the people, living in this territory, to develop agro tourism, using traditional, ecologically clean agriculture (especially it would be praiseful in Karkle ethno cultural reservation), to pasture horned animals of various kinds, horse herds, to develop sheep-breeding. These farming forms may become one of holidaymakers' kinds of occupation. Besides, help from various foreign funds can be expected, especially when obtaining thoroughbred animals, preparing methodologies of their breeding. Those, who decided to engage in economical activity, i.e. to create farmer's economy, should not only

evaluate their possibilities, natural soil conditions, but it is especially important to clarify what usage restrictions are applied to possessed land area, concretely in Pajuris Regional Park, because this will have decisive significance, planning economical activity in a created farm.

There are Karkle-Darguziu-Kalotes, Grabiu-Saiptu-Bruzdeilyno agricultural territories.

Owners, occupied with ecological and agro tourism, should choose not specialized, one production direction high efficiency commercial breeds, but local, universal animal breeds. Farmers, breeding local animals of vanishing breeds, would contribute to saving of breed and seaside bio-variety, also to popularizing it among society. Forming cultural landscape, it is necessary not to harm natural framework's green areas that are protecting landscape's structure. As Lithuania is planning to join European Union, balanced agricultural expansion ways are popularized more and more – such as preserving and ecological farming, Lithuania must apply environment defense system as efficiently as possible.

Ecological farming manner is mostly induced in Lithuania's protected territory areas, including Seaside Regional Park. Ecological growth of herbivorous must be based on maximal using of pastures, i.e. during pastoral period, grass must make the main part of roughage ration. That is why ecological cattle breeding can be developed only when owning land, having controlled properties right or on the basis of rent. All animals must be bred according to ecological production rules' requirements, with roughage, grown in industrial production farms (if there is a shortage, it is allowed to buy additionally from regular industrial farm, but maximal bought roughage's amount pr day for ruminant animals cannot exceed 10%, for the others – 20%, counting in dry materials). Economical activity journal is being filled regularly; farmers must prepare farm realization activity plans. Ecological farm must be certified; its production is marked with marking of ecological products (Ecoagros mark in Lithuania).

It is necessary to keep to agricultural rules' requirements strictly. When it is farmed according to these rules, farmers are provided with support from Village Support Fund, and main document to get this support is Ecological Industrial Farm's Certificate. Support is provided from immediate years of certification. Besides, to develop intensive industrial farming in the territory would be rather difficult and non-profitable, because any human economical farming in this territory is strictly fine-tuned in the park. Land's cultivation is necessary for intensive farming and any other activity is non-compatible with nature defense, landscape regulations, applied to the territory, as with regulations for building and equipping farm buildings, arranging any other

infrastructure, which would be necessary for an industrial farm. Also the soil of this park is non-fertile, sand makes its upper layer. That is why it is recommended to use meadows of Regional Park for cattle pasture and recreation.

13. The analysis of external environmental influence on the country side tourism development in Pajūris regional park

The external country side tourism's development depends on:

- 13.1. Lithuania economic situation;
- 13.2. General social – cultural environment;
- 13.3. The country's policy and legislation;
- 13.4. Scientific – technologic environment
- 13.5. Pajūris regional park's physical environment.

The external indicators give the best prognoses on the country side tourism's business development and its future in Lithuania. Thorough analyses can reduce the risky business. The farmers can not control this environment, though it is vital to follow and predict any changes, that influence the tourism enterprise, the usage and purchasing of the product. The person who is going to start country side tourism's trade must pay attention and take into account any environmental factors, in order to evaluate the situation, the opportunities and dangers of the business.

Table No.8

The Environment	The opportunities	The dangers
13.1. The economic situation	1.1 The Lithuanian economy is in the recovery stage: The owners of country side tourism can get credits for the business development.	People do not trust the governmental decisions, so small farmers avoid taking the bank credits, as they are frightened with the tax increase
	1.2 In the villages of Lithuania prices are lower in	The low purchasing prices do not stimulate the country

	<p>comparison to foreign countries. The service is affordable for any person with average income. Foreign tourists are very interested in Lithuanian country side.</p>	<p>side development</p>
	<p>1.3 ES SAPART support developing ecological, agro tourism, prompts the rivalry in the European market, the cultivation of rare local species and it requires the better farmer's education.</p>	<p>Low farmers' education, incompetence to use all the governmental dotations, the EU support.</p>
<p>13.2. Social – cultural environment</p>	<p>2.1 The birth rates are low, the society gets older, the elderly people are not used to travelling, they choose calm rest in the country sides of Lithuania.</p> <p>2.2 The increase in educational level encourages the city dwellers to be more interested in travelling.</p> <p>2.3 The holidays in the country side becomes more fashionable in the society.</p>	<p>The old people get low income, the purchasing power is small, they invest very little money to their holiday amount and they are not interested into the attractions in the outskirts.</p> <p>2.2. Requires the better service, more comfortable living conditions in the hotels .</p> <p>2.3 The service can be used by the people who are not interested in this kind of holidays, the negative attitude towards</p>

		the service is possible.
13.3. Political – legitimate environment	<p>3.1 The reform of the state land: the private territories that belong to the park can be returned by their owners – lithuanian citizen, and they can freely use them.</p> <p>3.2 The land’s usage is strictly declared by the laws, the landscape is protected, ecologic farming is being encouraged in the Pajūris regional park</p>	<p>3.1 the running compensational questions. The land in this territory is sold only for the well – off</p> <p>The major Farming and other activities are limited</p>
	3.3 The influence of local governmental institutions	The burning regional questions are solved very passively and it limits the investments.
13.4. Scientific – technological environment	4.4 The implementation of new technologies helps to make booking, payment, the spreading of information and conection with the farmsteads much easier.	Vast movements of vehicles,the flow of tourists are dangerous to natural ecosystem.
13.5. Physical environment	<p>5.1 Natural resourses:</p> <p>5.1.1 Geographical situation is the main recreational supply with a close</p>	Huge amounts of holiday makers may have a negative impact on the park’s landscape

	<p>industrial centre – Klaipėda and the summer resort town – Palanga.</p> <p>5.1.2 Mild sea climate, small fluctuation of average temperatures.</p> <p>5.1.3 the abundance of flora and fauna, good conditions to develop cognitive - natural tourism. The territory is interesting for scientific researches.</p> <p>5.1.4 The soil, the relief with unique dunes and sand are very suitable for the rest in the nature or by the sea.</p> <p>5.1.5 The affluence of cultural reserves stimulates cognitive tourism and defence of natural objects.</p>	<p>5.1.2 Great amount of rainfall and stronger winds.</p> <p>5.1.3 Large depot of security regulations diminish the opportunities of recreational activities.</p> <p>There is a danger for some species to survive</p> <p>The limitation of territory usage. Very small fertility</p> <p>Uncontrolled and abundant visiting of the objects cause the destruction. The municipalities do not allocate enough finances.</p>
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14. The analysis of Pajūris regional park's inner environmental impact on the development of the country side tourism

The inside environmental influence proceeds directly. The farmer is responsible for it and he can control it, regulate and to make part changes. The factors of this environment can best describe the service and conditions of the farmstead. The country side tourism's business mostly depends on many regulations, values and standards, that usually are not seen. Pajūris regional park's development is mostly influenced by these inner factors:

14.1. The environment of the trade;

14.2. The users;

14.3. The suppliers;

14.4. The negotiators;

14.5. The competitors;

14.6. The contact audience;

Table no.9

The environment	The advantages	The shortage
14.1. The environment of the trade	<p>1. 1 Urbanization: the landscape is very little touched by urbanization, the greatest part of the farmsteads consists of separate households.</p> <p>1.2 infrastrucuter: the inner roads system is well developed, the recreational development is forseen. The territory is paved with Euro veldo and western tracks for cycling</p>	<p>1.1 Strict farmsteads' managing reulations, the limmited area for constructions, and the buildings' height.</p> <p>1.2 There is no local public transport. There are no paid parking places, that were responsible for vehicles' security. The shortage of commercial stands and lack of referencies.</p>
14.2. The users	2.1 It is expected that	

	<p>families from middle and eastern Lithuania with average income, 1-3 children, elderly couples, and people with high education visit these places. Very few people with working purposes can come here, as well as elderly foreigners.</p>	
14.3. The suppliers	<p>3.1 The service is provided by farmers, or the land owners and their family members.</p> <p>3.2 Pajūris regional park has abundant supplies of culture and recreation.</p> <p>3.3 Pajūris regional park's managers organise seminars, cultural events, based on educational projects.</p>	<p>3.1 The low educational level, communicational culture, and poor knowledge of foreign languages.</p> <p>3.2 The limitation of landscape's usage, regulated by laws and defence of cultural values.</p> <p>1.3 The lack of mass events</p>
14.4. The negotiators	<p>4.1 Pajūris regional park's management closely cooperates with local people, performs educational functions, consult the residents on the</p>	

	<p>main cultural values</p> <p>concern, organise schemes based on territory management. Stimulate rational usage of nature supplies, cognitive tourism, looks after the park.</p> <p>4.2 The tourism information centers</p>	
14.5. The competitors	<p>5.1 There are 2 public catering places („Žiogelis“, „Žvejo sodyba“).</p>	<p>5.1. The lack of catering facilities. So some facilities that are near the mentioned places can be renewed.</p>
14.6. The Contact audience	<p>6.1 The local people have been giving shelter to holiday makers for many years</p> <p>6.2 Pajūris regional park's direction seeks to control the flow of tourists in mostly visited places.</p>	<p>6.1 The tourists usually rent rooms illegally, as the local residents avoid legislation of their trade, they are afraid of taxes and do not trust the government. Under such circumstances the residential service and its quality are uncontrolled, there is no data about the tourists.</p> <p>6.2 Now the tourism is uncontrolled, it's complicated to diagnose the tourism's intensity, to clarify the tourists' needs</p>

	<p>6.3 In association with local municipality, the coastline management plans, infrastructure projects are organised, seeking to make the tourists holiday time better.</p>	<p>6.3 Positive outlook and the retardation of schemes affirmation are the main factors that influenced the development of recreational activities.</p>
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Conclusion

1. Pajūris regional park's position between industrial city of Klaipeda and resort town Palanga makes the park easily accessible.
2. The state government denies this tourism as the priority trade branch. The local municipality very passively reacts to the actual park's problems, the management and development of it. So the flow of investments is limited. Any farming activities are strictly regulated, the laws seem very complicated.
3. The unique landscape with its abundant flora and fauna are very attractive recreational supplies.
4. The recreational development is oriented towards the culture – cognitive tourism. The roads system is developed enough, it is supposed to widen the recreational infrastructure.
5. The lack of local transport diminishes the amounts of tourists.
6. The water tourism isn't developed.
7. The development of country side tourism could help to save the cultural and natural heritage.
8. The regional park gives the best conditions for ecological farming combined with agro cultural tourism, protecting the local nature and the vanishing breeds of local animals.
9. The territory's landscape isn't much urbanised, so the farmsteads have its ethnological originality. The building of new farmsteads must keep to distinctive time – limits. The country side farmsteads establishment is especially stimulated in Karklė ethnographic village.
10. The territory has got old tourism traditions, though the illegally registered farmsteads, where usually live tourists are not allowed. So the tourists are provided with illegal service. The local people are not interested in the legalisation of their trade as they do not trust the government, they also avoid any taxes and they do not estimate them as necessity. The advertisements are not popular as the place is bust with holiday makers during the season.
11. It is impossible to control the provided service, to find out the tourists' needs.
12. The low local people's education, the lack of communication culture and the poor knowledge of foreign languages.
13. Negative region's criminal situation.

Suggestions

1. To prepare training programmes for local people.
2. To motivate the local people to establish legal tourism farmsteads.
3. To develop ecologic farming and agricultural tourism.
4. To require greater governmental attention to Pajuris regional park's development.
5. To institute private parking places, that would diminish the amount of cars' thievery.
6. To advocate cognitive – cultural tourism, oriented to preservation of cultural heritage, the nurture of the region's ethnoculture.
7. According to the recently validated schemes the development of recreational infrastructure is foreseen.
8. To assemble the beach territories, the deer paddocks, and accomodate them to the usage of the tourists'.

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