‘INTEGRATED PROMOTION OF TOURISM OPPORTUNITIES AND CULTURAL-HISTORIC HERITAGE OF LVIV REGION, PODKARPACKIE AND LUBLIN VOIVODESHIPS’

<table>
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<tr>
<th>Umbrella project lead partner (LPU)</th>
<th>Association ‘Lviv Tourist Board’/ UA</th>
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<tr>
<td>Partner of the LPU</td>
<td>Przemysl Regional Development Agency/ PL</td>
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<td>Micro-projects</td>
<td>10 UA-PL partnership projects</td>
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<td>Total budget</td>
<td>€547 329,52</td>
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<td>Programme contribution</td>
<td>€492 596,55</td>
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<td>Duration</td>
<td>24 months (from 01/01/2014)</td>
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<td>Project ref. number</td>
<td>IPBU.03.02.00-76-820/12</td>
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Overall, the objective of the project is to increase inbound and domestic tourism contribution into the economy of the Lviv Oblast, Podkarpackie and Lublin Voivodships, and the improvement of social security and the standard of living for the residents of the border region within 5 years following the realisation of the project. This objective is to be achieved through such specific objectives as increasing the annual average number of tourists in the Lviv Oblast, Podkarpackie and Lublin Voivodeships by approximately 3.55% during the 5 years following the realisation of the project; decreasing in the average unemployment rate in the region by approximately 1.30% during the 5 years following the realisation of the project; increasing in the number of entrepreneurs involved in tourism and related industries in the project area for about 30 entities during the 5 years following the realisation of the project.

The umbrella project involves the creation of a cooperation network between the small and large tourist cities of Ukraine and Poland, information campaigns, training and study tours, information tours for journalists, publications, films, research of the tourist potential, creation of the data bases, web-sites, establishing tourist-informational signs, development of geo-informational system, production of promotional materials etc.

The micro-project ‘Supporting the Development and Harmonisation of Cross-border Cooperation Among Ukrainian and Polish Organisations and Local Self-governments’ is aimed at establishing partnership relationships with local government official’s counterparts and getting to know Ukrainian and Polish experience in the field of tourism and culture and raise their awareness of EU social initiatives and standards in the tourism sector and municipal policies.

Within the framework of the micro-project, the new cross-border Visit-Center will be established and a common action plan with respect to promoting tourism opportunities in towns and cities – members of Lviv Regional Branch of the Association of Ukrainian Cities and Municipal Association ‘WISŁOK’ will be developed.

The micro-project ‘Formation of Innovative Cross-Border Tourist Products and Common Promotion of Lviv Oblast, Podkarpackie and Lublin Voivodships’ will focus on the promotion
of the historical and architectural heritage through the formation of innovative cross-border tourist products, such as: touristic film ‘Travelling, holidaying, living’, new tourist guide-book to promote the Lviv Region, Podkarpackie and Lublin Voivodship and information tour for journalists from the EU and CIS.

The next six micro-projects - dedicated mostly with the same topic - supporting the promotion of tourism, ethnic and cultural potential of Ukraine (the cities of Uhniv, Belz, Sambir, Zhovkva, Brody and Zhydachiv Rayon) and Poland (Gmina Werbkowice, Belżec, Jasło, Spiczyn, Poviat Strzyżów and Sanok) on the international tourism market through publications in the media, the creation of tourist information centres and promotion departments of local administrations. The projects include joint training programmes regarding obtaining and expanding knowledge of local folk traditions, crafts, cultural heritage and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. This promotion also will be supported by the installation of tourist information signs (city-lights) with the promotion of its own tourist potential and tourism opportunities of the partners, a joint tourism web page that would inform tourists and popularise the existing infrastructure and potential for recreation in the regions, and collapsible, portable, tourist and cultural information points which will serve as the promotion of progress achieved during the implementation of the project’s objectives.

The micro-project ‘Training of personnel to accompany tourists travelling on cross-border tourist routes and cities of Ukraine and Poland’ will include the preparation of training programmes for mixed groups of travel accompaniment professionals from Ukraine and Poland. Moreover, the six-day courses for guides from partner cities will be organised. Also, after the training, joint internships for guides of the tourist sites (objects) of the partner cities will be conducted. All of these will improve the skills and knowledge of tourist guide and help to prepare new staff for working within the tourist sphere. Furthermore, all guides will be equipped with a new uniform, which will be produced within the projects and informational tourist signs in the partner cities will be installed (with information on the possibility to order the guide in the city).

The micro-project ‘Promotion of opportunities for the development of youth tourism in the border areas of Ukraine and Poland’ will focus on collecting, studying and analyzing information about the proper infrastructure for tourist usage, historical and ecological attractiveness of the objects on highway Rzeszów-Brody. Within the project, for the promotion of more effective touristic opportunities a joint website will be created; moreover, collected materials, map-guide conception, and map research on region attractiveness will be used during touristic geo-informational system development. Also, the joint promotional Bicycle Race from Brody to Rzeszów with stops and promotional activities in Brody, Bus’k, Lviv, Gorodok, Mostyska, Przemyśl, Jarosław, Łańcut, and Rzeszów will be organised.

‘There’s nothing about us without you’ - this is the motto of the joint marketing activities for the project in general and for each of the micro-projects in particular. The project team is very optimistic about reaching the goals which have been set as both the ideas and methods of the project are innovative and in line with the trends of today’s tourism markets. Besides, for many organisations involved in the umbrella project, it will be a unique opportunity to use a new approach and best practices for local development. There is much anticipation in waiting for new and exciting tourist destinations!
Locations and roles of the partners in the project

- LPU - Umbrella project lead partner
- PLPU - Partner of the lead partner of the umbrella project
- Micro-project lead partner
- Micro-project partner
What opportunities can your project open up for small towns and local societies?

The tourism potential of cross-border areas is not used to its full potential, primarily because of insufficient place branding and narrow destination marketing. Our project is expected to create an efficient and effective cooperation network on the basis of small tourist towns of the cross-border region. It will unite 17 communities - the local self-governments of Ukraine and Poland. Each of these cities have played an individual, historic role in Ukraine or Poland. A great number of historic events have taken place in this area over the centuries and, without exaggeration, some of them have even influenced the development of European civilization. This is exactly why our history and cultural heritage is interesting to discover, and not only for our closest neighbours. Luckily, we live in countries where recreational and natural conditions complement historic and cultural heritage, and together this is a great recipe for developmental success. This is especially true for small cities, which were less exposed to anthropogenic influence in the past, during a highly industrial era. For many of those cities, inbound tourism can become a primary strategy for further development.

Does it mean that even smaller towns can take advantage of the new trends in tourism?

Yes - the optimistic assumptions are supported by the results of the latest European research, which states that theme tourism is one of the most promising trends in the tourism industry today. The researchers say that tourists are now more likely to become interested in meaningful and educational travel rather than accept a generic pre-formatted travel plan. A number of tourists who would like their travels to not only bring them joy but also provide learning or spiritual opportunities is steadily growing. Usually, theme
tours are up to one week long but they can solve the challenges posed by seasonality or unusual location; they can also be developed as a separate tourist product or complement another tour. Apart from this, neighbouring countries are able to provide a large number of ‘day-trippers’, for instance ‘transit visitors’.

**How can the neighbouring regions support each other in the area of tourism?**

Border towns and cities will become more competitive, when they unite the efforts and the resources of two countries - Ukraine and Poland. Unfortunately, only a small number of specialists are aware of the high value of historical cities, ancient cultural traditions, and historical and architectural landmarks. This huge potential of tourism is now used only partially and has never been positioned as a single cross-border tourist product by any professional organisation. For example, our information booths at tourist fairs will have the name and logo of the cross-border region. Print and electronic advertising media for the promotion of cross-border tourist products to be issued in Ukraine and Poland, will be developed by the same teams of editors and consultants and will contain the logo of the region.

**What uniqueness may be the core advantage of the borderland?**

The border region and small tourist-historic cities of Ukraine and Poland have very high potential in terms of becoming centres of tourism: pilgrimage and religious tourism centres, castle tourism centres, historical heritage centres, agro- and eco-tourism centres, health and recreation centres, ski tourism centres, attraction and cognitive-cultural tourism. Only a very small part of this potential is used today! In fact, this project will be the first to provide the opportunity that all decisions on strategic tourism development will be made in the light of cross-border cooperation.

## Focal points of the project:

- **Cross-border tourist information database**
- **Tourist information signs and new tracks**
- **Films and websites**
- **International conferences, Cross-border Forum**
- **Visit-center to promote tourism in small border cities**
- **Geo-information system**
- **Training programme for tourist guides**
- **Guides, brochures, leaflets**
- **Tourist information signs, guides and new tracks**
- **Press-conferences and info-tour for journalists**
- **Bicycle race**