TOURISM DEVELOPMENT

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This research examines the tourism issues related to international borders. The discussion is framed around the example of countries with strained border relations, specifically Poland, Belarus and Ukraine. The challenges associated with border trade in tourism and the barriers associated with the collaboration between destinations are explored. However, the greatest attention is paid to the influence of the Cross-border Cooperation Programme Poland – Belarus – Ukraine 2007-2013 (“the Programme”) on the development of local tourism, on the generation of new business connections and tourist products.

Over the last two decades, the tourism hospitality industry has been a central component to the growth of many new economies. The tourism industry provides jobs in large and small communities and has been the catalyst for economic development in many regions. City tourism is becoming increasingly popular; it offers visitors a vibrant, exquisite, and cognitive...
environment that differs from the seaside or countryside. Many people travel to other cities to meet with friends or relatives, for business or to explore new places and enjoy their offers.

According to their fundamental principles, the programmes of good neighbourhood and cross-border cooperation were called for the economic development of peripheral regions, distant from the capital, for involvement of investments and infrastructure improvement. Due to these programmes, new work places were created, capital investments were made, the economy entered the reforming state and unknown tourist destinations were popularized. Namely, tourism in all its versatility is an important source of development of these very territories of the Programme. In view of the geographic location and the availability of natural resources, of the joint historical and territorial particularities of the Polesia, tourism may become the factor of development for depressive regions.

The project IPBU.01.02.00-18-203/10 “Geo-Carpathians – Creating a Polish-Ukrainian Tourist Route” aims at promotion of tourism in the Carpathians.
Analysis of the territory from the point of view of tourism

The Programme area consists of cooperation areas (which directly border each other) and adjacent cooperation areas, and it includes the following administrative units:

- **in Poland**: Krośnieńsko-przemyski sub-region, Białostocko-suwałski sub-region, Bielsko-podlaski and Chelmno-zamojski sub-regions, Ostrołęcko-siedlecki sub-region, and also as adjacent cooperation areas: Rzeszowsko-tarnobrzeski sub-region, Łomżyński sub-region, and Lubelski sub-region;
- **in Belarus**: Hrodna Oblast, Brest Oblast, seven western districts of Minsk Oblast Miadel, Vileika, Molodechno, Volozhin, Stolbtsy, Niesvizh, Kletsk and as adjacent cooperation areas: eastern part of the Minsk Oblast (15 districts and the city of Minsk) and Gomel Oblast;
- **in Ukraine**: Lvivska, Volynska, Zakarpatska Oblasts and as adjacent cooperation areas: Rivenska, Ternopilska and Ivano-Frankivska Oblasts.

The total area of territorial units eligible for the Programme amounts to 316.3 thousand sq. km, comprising:

- Polish part of the Programme area of 75.3 thousand sq. km (including 22.7 thousand sq. km of adjacent cooperation areas);
- Belarusian part of 138.5 thousand sq. km (including 68.9 thousand sq. km of adjacent cooperation areas);
- Ukrainian part of 102.5 thousand sq. km (including 47.8 thousand sq. km of adjacent cooperation areas).

Altogether, it includes 20.9 million people, of which 5.1 million are in the Polish part, 7.3 million in the Belarusian part and 8.5 million in the Ukrainian part.

The market volume of tourist services in Ukraine and Belarus comprises only 25% of the European value; the especially low and unsatisfactory indicators were observed in the entrance tourism and the development of means of accommodation. In addition, the European Football Championships in 2012 and the respective preparation have become a stimulating factor.

All these arguments and many others have caused tourism development to be a separate measure of the Programme. There are over three thousand outstanding historical and ar-
chitectural monuments of local, national and global importance located between them; each locality has its own identity, history and cultural connections to the past and to the future. The Historical centres of Lviv and Zamość city located near Lublin are included in the UNESCO register of World Heritage Sites.

The Programme Objective was to increase the annual visitor numbers to the Programme area by improving and fully using the tourist potential of the region. The programme area has potential for tourism development, including agrotourism, due to various natural environmental conditions and cultural heritage sites, but tourist infrastructure requires improvement. Therefore, support was focused on the development of tourist infrastructure and services, as well as on “soft” activities targeting, among others: regional promotion, tourism and agrotourism development and the protection of cultural heritage. (http://www.pl-by-ua.eu/en,3,3). These aspects are mentioned in the description of Programme Priority 1. Increasing competitiveness of the border area, Measure 1.2. Tourism development. The nationality structure (although quite homogenous within the national borders) and historical connections within the Programme area result in high cooperation potential.
The Polish-Belarusian-Ukrainian border zone has a rich tangible and intangible cultural heritage. Numerous monuments, including some of global significance, and many forms of intangible culture provide development advantages not only for tourism, but also for local communities living in the area.

Cultural infrastructure is abundant (theatres, operas, cinemas, libraries, local cultural centres), but requires money for essential upgrading.

The researched territory of the Programme attracts tourists with such types of tourism: hiking, bicycle, car, water, fishing, hunting, horse riding and climbing. A cognitive, environmental tourism (ecotourism), culturological tourism, religious, agrarian tourism is being developed in the region. One of the strategic components of tourism development is the use of information technologies. An important role in the involvement of tourists belongs to heraldic centres. In the given region there are objects such as: memorials of medieval monasticism of Prykarpattya, Lutsk castle, museum of the Volyn icon; historical and cultural museum “Lychakivsky cemetery”, Rivne regional museum of regional studies, the Amber road, the “White lake” reserve, the “Shatski lakes” reserve, the estate museum “Handicraft farmstead of Pluhaka”, State historical and cultural reserve of Dubno city.

The components of growth of the flow of tourists at the moment of starting the Programme were the following:

1. Increase of the population income, which provided the opportunity, apart from satisfying the primary needs, to spend its major part for satisfying recreational needs.

2. Urbanization and worsening of the ecological situation which stipulated the demand for recreation in the ecologically clean environment.

3. Increase of leisure, i.e. the time which a person can have at his disposal not under constraint, but freely. The tourism in economically developed countries is differentiated in the following way: the vacation period of time is used for foreign tourist trips, the weekend – for domestic excursions, and evening leisure time – for the rest in the city. The demand for internal tourism is developing.

4. The development of organisational means and infrastructure and transportation opportunities. The opportunities for the development of tourism in the region are defined, on the one hand, by demand, that is the level of tourist traffic, and on the other hand – by its tourist resources and tourist infrastructure, which is the starting point for the creation of tourism products (tourist offer).
Numerous facilities, including the ones listed in the UNESCO World Cultural Heritage Site, are significant advantages for the development of tourism. In addition, in the analysed cross-border area there are large, clean areas with a high landscape and nature. A significant determinant for the tourist attractiveness of the Polish-Ukrainian-Belarusian border area is also its multiculturalism formed during several centuries of different nationalities living together. The collision and interpenetration of different national and cultural groups bore fruit in the form of a rich and differentiated cultural heritage, reflected both in the architecture and in the customs of the local population.

Below I will try to describe briefly the main aspects of tourism development within the main cooperation areas. I am consciously limiting my research by the framework of this territory, because adjacent cooperation areas share the same characteristics as the main regions within the Programme.
The Programme territory on the Polish side has great potential for the development of different forms of tourism.

In Lublin, Krośnieńsko-przemyski sub-region (in Podkarpackie Voivodeship), Białostocko-suwałski sub-region (in Podlaskie Voivodeship) the tourism sector employs about 15% of workers of the whole country in this industry. Most of those employed in the tourism sector are in the Podkarpackie Voivodeship, the smallest number of them – in Podlaskie, although it belongs to one of the ecologically cleanest regions of Poland.

At the same time, the hotel base is less than 20% of the total amount of hotels throughout the country. The biggest part of it comprises about 5000 middle class hotels and private hotels, (this number includes also agrotourist facilities), including 3.5 thousand facilities that work all year round.

Podkarpackie Voivodeship is one of the least polluted regions in Poland and provides first-class purity water. Due to the large variety of mineral water coming from the region, Podkarpackie is famous for numerous health-resorts such as Iwonicz Zdrój, Rymanów Zdrój or Polańczyk. Lake Solina – the biggest artificial lake in Poland – is a perfect place for practising water sports and sailing. There are many tourist trails intended to encourage tourists to go hiking; the most attractive of them are to be found in Bieszczady. Bike paths of various lengths and different levels of difficulty also cover large areas of the region. Among essential architecture monuments, the following must be mentioned: Potocki Castle in Łańcut (one of best-preserved gentry residences in Poland) together with its park complex, Renaissance palaces in Baranów Sandomierski and Krasiczyn.

On the territory of the Podlaskie Voivodeship there is one of the most valuable natural territories in Europe – Białowieża Forest, and Augustów Forest, Kryszynska Forest, and the Biebrza and Narew swamps. The Podlaskie Voivodeship is a region, which has the greatest indicator value of national parks and the second biggest area of NATURA 2000 in relation to the general area of the voivodeship (the territory of the national parks in Podlaskie Voivodeship amounts to almost 30% of the whole area of the national parks of Poland).

Podlaskie Voivodeship has tourist potential, to which the natural complexes of dense forests, surface waters, clean natural environment, and the cultural values can be attributed. However, these sights (with rare exceptions) do not attract tourists greatly. The region holds the first place in Poland in terms of the length of pedestrian and bicycle tourist routes, and in terms of the number of facilities for collective lodging for the night, and in terms of the amount of beds in these lodgings it is 14th in Poland, herewith a low indicator of occupancy of these objects should be noted. On the website of the Regional tourist organisation, 45 regional tourist products are listed, but these are not the standard tourist products (here are, for example, the tourist routes, Białowieża offers three products, Augustów – four, among which are entertainment activities, here are also single museums and resorts). There is no coordinated concept of tourism development in the Podlaskie Voivodeship. Besides the natural values, the region also has cultural values, which are the consequence of a cultural, religious,
Training on the active tourism organised within the project IPBU.03.01.00-20-170/10 “Communication without limits – creating a cross-border network of tourist information”.
and ethnical distinction, but they are being propagated very weakly outside the region (the specific products are absent in the offers of tourist offices).

The biggest potential in the region belongs to the following tourism forms:
- tourist recreation in the valuable natural zones and at the lakes, including agrotourism. This is confirmed by a rating of the tourist attractiveness of separate territories in the voivodeship, where the highest score, apart from the three county cities, was obtained by the territories with a high natural attractiveness (Augustów County, Białystok County and Hajnowski County);
- active bicycle and kayak tourism;
- wellness, cultural and pilgrimage tourism.

On the Polish territory covered by the Programme, about 40 tourist clusters function. The majority – 21 clusters – is located in Lublin Voivodeship. The most famous tourist clusters include: the so called “Land of forest gorges”, uniting the municipalities of Janowiec, Kazimierz Dolny, Opole Lubelskie, Poniatowa, Natęczów, Wojciechów, Wąwolnica, Puławy-Miasto (Lublin Voivodeship); the North-East innovation tourist cluster “Crystal of Europe” in Suwałki; Bieszczady -
dy cross-border tourist cluster in Ustrzyki Dolne (Podkarpackie Voivodeship); agrotourist association “Galician guest households – Bieszczady” in Lesko.

However, the analysis of foreign tourists’ interests, in particular voivodeships, points at some lagging between the regions of Poland. For example, Podlaskie Voivodeship holds only the 9th place among the 16 Polish voivodeships, while Lublin and Podkarpackie – 11th and 15th respectfully.

According to the National Institute of heritage, in the territory of the Lublin region there are 3531 immovable objects listed in the Register of cultural monuments. From this point of view, the Lublin area is ranked ninth among the provinces of Poland. The most valuable object located in the territory of the province is an urban complex of the Old City of Zamość, which is included on the list of UNESCO World Heritage Sites, including the Town Hall, which is one of the most beautiful buildings in Poland in late Renaissance style, Collegiate church, Zamoyski Palace, numerous stone houses with vaulted galleries, as well as fortifications. In the so-called President’s list of cultural monuments, historical monuments recognised by the Polish state – besides those already named – the urban complex Zamość-Kazimierz Dolny is listed together with the adjacent terrain park and palace complex of the Zamoyski family in the village Kozłówka, as well as architectural and historical urban complex of Lublin. In addition, three of the objects located in Lublin (church of St. Stanislaus with a Dominican convent, the chapel of the Holy Trinity and the monument to the Union of Lublin) are listed on the list of European heritage as the symbol of European ideas of association, non-national heritage of democracy and tolerance, as well as a dialogue between the cultures of the East and West. Moreover, in Lublin there is a number of castles (including the ruins of castles), palaces and estates (including Janowiec, Kazimierz Dolny, Puławy-Miasto, Nałęczów, Kock, Rejowiec, Kryłów, Krupa, Lubartowe, Radzyń Podlaski), sacred objects (Roman Catholic, Orthodox and Protestant), as well as unique small-town urban complexes. On the territory of the Lublin region there are also two resorts (Nałęczów and Krasnobród) and numerous areas, ideal for leisure and tourism, located mainly in the Roztocze and Łęczyńsko-Włodawskie Lake District.

In Lublin Province there were 18.2 thousand accommodations (27.8% of the total) in 2011, almost 2.1 million nights were provided.

If to talk about Ukrainian Programme territories, the Lviv region has the biggest tourist potential, which has a wide range of historical, cultural, therapeutic, recreational and climatic resources, creating good conditions for the development of different types of tourism, leisure and recreation in almost all seasons.

The area is the largest in Ukraine in terms of quantity, diversity and degree of preserved architectural and city-building heritage. It is represented by all types of buildings from a broad historical period – from the Middle Ages to mid-20th century. In the region, 3659 monuments of architecture and city structures were recorded, of which 794 are of national importance. 55 settlements in Lviv region are included in the list of historic cities and towns. Based on historical and architecture complexes and city-building heritage there were 5 reserves created in the area. For recreational activities of particular interest are certain categories of a nature
reserve fund (excluding territories under strict protection) that have a recreational resource of high quality and can be successfully used for recreation and tourism. The nature reserve fund as of 01.01.2013 comprises 347 projects with a total area of 148 573 hectares. According to the available natural resources and recreational traditions of spa treatment and recreation in the region there were some health resort and recreation centres: Truskaviec resort of state and international importance, which can simultaneously accommodate up to 15 000 people, and during the year the city is visited by 200 thousand recreationists; Morshyn, along with mineral water deposits Morshinske peat mud, mineral wax is used; Nemiroff – one of the oldest spa resorts, which operates as Ukraine’s largest deposit of sulphide waters, etc.

In the Lviv region there are four ski resorts: Slavske (Slavske) with surrounding localities, Tisovets (Skolivsky district), Rozluch, Turka (Turkivsky district).

In 2012, the services of travel agencies were used by 124 thousand people, including 63.7 thousand Ukrainian citizens, who travelled abroad (51.4%), 19.0 thousand foreigners (15.3%) and 41.3 thousand people covered by domestic tourism (33.3%). The number of tourists in 2012 was 33 508 people (17 974 people – in 2011).

In 2012, Lviv travel company provided services to foreign tourists from 44 countries. Among the foreigners who visited the Lviv region, the citizens of the Russian Federation, Belarus, Poland, Germany, Azerbaijan, Latvia, and Lithuania dominated. However, monitoring data, which is performed annually in the city during the summer tourist season, shows that there are about 3000 foreign tourists in the city daily, and on weekends up to 5-6 thousand, of which 60% – tourists from Poland, 20% – tourists from ex-USSR countries and others. This shows the great popularity of unorganised tourism among the citizens of neighbouring countries.

In the area, an extensive network of collective means of accommodation has been created. In 2012, there were 328 units with a capacity of 31 579 beds, including 250 hotels and similar arrangement of accommodation for 15 389 and 78 specialized institutions for 16 190 beds.

In recent years, the activity of collective accommodation means has significantly intensified: in 2012 they accommodated 680 744 people, which is 10.0% more than in 2011 and 16.3% – compared to 2010; however, the growth of these indicators was exclusively by hotels and similar means of accommodation. The hotel establishments in 2012 accounted for almost 70% of all people and for the same index in 2011, there was an increase of 18.8%, and for the rate in 2010 – 33.3%. For specialised means of accommodation a decrease in activity is recorded, both in absolute and in relative terms.

However, there is an uneven development of hotel facilities within the region. The tourist areas, which have the most developed network of hotel facilities, include Truskavets, Lviv, Morshin, Skolivsky and Pustomytivsky. Most of the remaining areas do not meet modern requirements, although they have separate facilities of hotel infrastructure.

Zakarpatska oblast is almost equal in its tourist potential to Lviv. Almost all types of tourism are developed in this region: hiking – total length of Zakarpattya tourist paths is up to 380 km,
Khotyn Fortress - one of the landmarks within Jan III Sobieski Trail, developed within the project IPBU.01.02.00-06-477/11 “There is only one King! Jan III Sobieski Trail as a transnational tourist product”.

and the total number of routes exceeds 100; boating – Zakarpatska oblast has the biggest network of rivers (1.7 km per sq. km) with the highest average annual flow (more than 15 billion cub. m), in addition there are 32 lakes. In Zakarpattya region several kinds of water tourism are available: rafting (Tisa, Oh, Latoritsa, Borzhava, Shopurka), canoeing (Shopurka); ski tourism – areas of Dragobrat, Krasiya and Pylypec, Novoselytsia, Velyatino, Vojvodina, Zhdeniyovo, Dolyna, Ust-Chorna, Osly, Mizhirnya, Kobyletska Dolyna; bicycle tourism (cycling) – the total number of cycling routes is about thirty, the most famous being “green rover” in Velykobereznianskyi area; agro- and gastronomic tourism is well developed in Rakhivsky, Hust, and Beregove and Vynogradovo areas; apitourism (honey tourism, bee tourism) – it first appeared in Zakarpattya in Ukraine in the honey tasting room in Mukachevo and the honey tourist route functions in Uzhgorod, Mukachevo, Hust-Vuchkove; archaeological tourism – the small area of Kopanya, Chepa, Uzhgorod; astronomical sciences – in Uzhhorod, Uzhhorod
National University Observatory is a unique place for observing Europe’s largest meteorite, meteorite zone near the village of Kvas. Also, the military, wine, ecological, extreme, ethnic tourism, air and underwater tourism, historical tourism, wedding, mushroom and berry, business tourism, and demonological cinema tourism, hunting tourism, museums and religious tourism, recreational tourism, fishing tourism, speleological sports and tourism are available. Theme or event tourism is represented by national festivals and holidays, the total number of more than 300 during the year, consisting of theatrical shows, music festivals, film and theatre and gastronomic festivals – June Wine Bolyrvershen, Transcarpathian Beaujolais Hut-sul turnips, Milk River.

For the 2007-2012 period, the number of tourist and recreational facilities in the Zakarpattya region increased by 30.7% (from 273 as of 01.01.2007 to 01.01.2013 to 357). The onset of the financial crisis in late 2008 had a significant negative impact on the number of tourist and recreational facilities, but rather the number of schools showing an upward trend.
The health recreation of the region consists of 32 items, representing 9% of the total number of objects of the tourist industry of the region. The most developed networks of this type are in Svalyava, Mukachevo, Hust and Tyachevo areas (24 sites), which provide 50% of hospital beds area. Recreational facilities comprise 103 field sites, representing 29% of the total number of objects of the region’s tourist industry. The most developed network of this type is in Tyachevo, Mzhginya, Savyolovsky and Perechyn areas (69 sites), which provide 34% of the region’s tourist industry. Another significant network of this type is in Rakhivsky, Svaljava region and the city of Uzhgorod (105 objects), which provide 43% of hospital beds in the area.

In the region there are 15 tourist information centres, particularly in Uzhgorod, Pyjterfolvo in Vynohradivskyi District, Dilove village in Rakhivsky District, Huklyvyi in Volovetsky district and village Yanoshi of Beregovsky district. Winter tourism is dynamically developing. Today the region has 77 ski lifts.

During the period of 2010-2012, a steady trend of increase of tourists was observed – about 325 thousand during the year, or about 1.385 million tourist days. An important condition for the operation and further development of the area is the profitability of the latter. Thus, the years 2007-2012 have marked the presence of profit, which size ranged from 12 to 13 million hryvnias. With the increase of the national trend, the reducing deterioration in financial and economic indicators in the sectors of the economy is a good thing.

Despite the fact that the number of people served and the number of tourist days remained unchanged over the last five years, the average revenue per resting in 2008-2012 increased by an average of 433.45 US dollars (growth rate 42.9%), and the average number of tourist days is 4.23 days. At the same time, given the growing middle-income business tourism and recreation industry, accelerated growth rate of costs, particularly energy costs, led to a decrease in the profitability of industry sales from 4.9% in 2008 to 3.8% in 2012.

Volyn region has the basic preconditions for the development of tourism and recreation, such as natural (topography, landscape, climate, forests, lakes, rivers, ground water, mud) and cultural and historical (archaeological sites, historical monuments, museums, art galleries, plaques, obelisks, memorials and ethnographic diversity represented by arts and crafts, folklore, folk clothing, tales). With time, the wellness, resort and spa, cognitive (excursion), sports, business, green and rural tourism, religious tourism and amateur services are developed.

In 2012, there were actually 42 tourist enterprises of different ownership and subordination in Volyn region. They covered 69 362 sq. m of tourist areas.

The main problems hindering the development of an appropriate level of tourism in Volyn region: the region’s population is insufficiently prepared for tourist enterprises, the lack of stability mechanisms of regulating economic relations, economic instruments and incentives for the development of the recreational sphere are only being formed, engineering and social infrastructure of general purpose (roads, transport links, communications, water supply, sewerage, food) have a low level of development, etc.
ANALYSIS

Hrodna oblast is the region with huge tourist possibilities. Being located on the junction of Baltic and Slavic lands, the region has a unique historical and cultural legacy that attracts thousands of tourists. There are not only unique natural resources, but also a rich cultural and historical legacy. Historical and cultural memorials of Hrodna oblast occupy an important place in the cultural treasury of Belarus. The most interesting and famous of them are the castles in Krevo, Novogrudka, Hrodna and Lida, monumental catholic convents and Roman Catholic churches, palace and park ensembles. Zhirovichi friary is a complex where the miraculous icon of Zhirovichi Mother of God is located. It is one of the most important pilgrimage and tourism objects of the orthodox faith, not only in the oblast, but also in the republic. The famous Mir castle is included in the UNESCO World Heritage List. Other unique architectural structures claim the same honourable place: Augustów channel, where today an interesting water route passes; Borisoglebskaya (Kalozhskaya) church in Hrodna; the memorials of defence architecture “Temples fortresses” in Synkovichi and Murovanka villages. In Hrodna oblast there is the Krasnoe Selo archaeological complex – a unique collection of the memorials of material culture from the Mesolithic age to the late Middle Ages.

The oblast has a ramified river network. Almost all the rivers of the region relate to the Neman basin. Neman, which flows through the territory of oblast, is the third largest river in Belarus. Its general length is 937 km, and within the Hrodna oblast – 360 km.

There are a few lakes in the region. The largest of them are: Beloe (557 hectares), located to the north-east from Hrodna, Rybnitsa (248 hectares) – in Hrodna district, Svityaz (224 hectares) – south of Navahrudak.

On the territory of Hrodna oblast, there are natural and anthropic objects that have a global status, certified by UNESCO diplomas. Those is “Belovezhskaya pushcha” National park and the Struve Arc. Moreover, on the territory of the oblast a part of Nalibokski hunting reserve is located, and also the “Dikoe” hydrological reserve. “Svityazyanka”, “Kotra”, “Sorochanskiye Ozyora”, “Lipichanskaya pushcha” landscape reserves, Gozhevski, Porechski, Sapotskinski, Slonimski botanical reserves operate. Some of these regions are the habitat of rare animal and bird species.

Hrodna region of the Republic of Belarus is characterised by a sufficient level of tourism development, particularly international. By the end of 2013 the export of tourism services of Hrodna region totalled 11.9 million US dollars. Share of sanatorium services, permits, tours – more than 83%, 15% – hotel services.

According to the Department of sport and tourism, for 11 months of 2013 the region was visited by 293.8 thousand tourists, and 71.6 thousand of them were foreigners.

For the tourism potential of the region, it is necessary to continue the comprehensive work, marketing, advertising, information, developing the tourist infrastructure. In 2013, the region installed 35 road signs, information boards and signs for tourist attractions. More than 70 billion was spent on construction, repair and reconstruction of 29 objects of tourist infrastructure, yet 41 billion more for 16 objects are included in the state programme of tourism development.
Exposition in the State Gudevichi Museum of Literature and Local History improved in the scope of the project IPBU.01.02.00-59-089/10 “Improvement of cross-border region attractiveness through the introduction of ethno-cultural resources into tourist activities (a trip to the ethnic fairytale)”. 

PHOTOGRAPH: JTS
The tourism sector should intensify its activities, and the objects themselves (through the development of services, animation programmes, promotional activities), as well as health and leisure establishments in the region. Recently, there has been an outflow (approximately 20% for 2013).

For a more vibrant tourism development the region should be equipped with information boards and signs for all of the objects of historical and cultural heritage, to equip tourist information centres with promotional materials in Polish and English, to provide similar products at roadside services and hotels.

Brest oblast over the past few years shows a steady trend of growth of the main economic indicators of tourism development. Compared with 2007, in 2012 exports of tourism services (reception of foreign tourists) increased by 5.3 times – from nearly 3.5 million US dollars to 18.4 million US dollars.

The number of arrivals of foreign visitors to Brest increased by 3 times – from 55.9 thousand people to 167.1 thousand people. The number of foreign visitors at major tourist sites shows an increase by 2.6 times, from 23 thousand people up to 60 thousand people.

To date, 151 tourist routes have been developed in the Brest region, and services in the tourism sector include 70 hotels, 262 restaurants and cafes, 193 catering facilities (roadside service), 32 museums and crafts home, 59 sanatorium and health institutions, 27 hunter houses, 25 agro-complexes and 24 recreation centres.

Farm tourism has developed rapidly in the Brest region. Clean air, unique nature, tolerance of the Belarusian people, reasonable prices – all parts of the demand for this direction. Over the past five years, the number of farmsteads in the region increased by 7 times. In 2007 there have been just 30. Today, in the Brest region, there are more than 200 tourism stakeholders involved in rural tourism already registered, and for 2012, they served 20.3 thousand tourists, of which 4.2 thousand people – foreigners, on the basis of agricultural enterprises and farms established on 25 agro-complexes. In the development of ecological tourism, the republican reserves play an important role – on the territory of the region there are 8 sanctuaries, 43 tour routes and nature trails designed, 7 sanctuaries created by the Centre for environmental education, 6 have their own year-round base to receive tourists. In addition, in the region there are 36 hunting farms, 84 water bodies, where tourism is being developed, 139 campsites and recreation areas, including 82 in the reservoirs, 7 passenger ships, 23 berths, 4 angler houses, 75 ecological tourist routes properly marked for walking tourism.

Brest region has the attractions for water tourism: the Dnieper-Bug and Oginski canals, numerous lakes and rivers. In the area of the mentioned canals, the combined travel routes were developed and coastal infrastructure was formed. In addition, directly along the Dnieper-Bug waterway there are 12 rural estates that provide services for rural tourism, including organised excursions along the rivers and fishing. Pleasure boats are specialised in Brest (“Hrodna”), Pinsk (“Vitebsk”) and Ivatsevichy area (“Polonaise”).
Creation of Tourism Information and Tourist Equipment Rent centers and marking ecotourism routes in Volyn Oblast, Brest Region and in Lublin Voivodeship are main activities of the project IPBU.01.02.00-78-540/11 “Establishment of informational complex in the sphere of cross-border eco-tourism in the Euroregion Bug”.

In the north-west of the region a natural monument stretches – the “Belovezhskaya Pushcha” National Park. In the park a tourist complex has been built, which includes four hotels and two guest houses, a restaurant and a coffee shop, the Museum of nature, cages with animals, eco-educational centre, eco-tourism sites. Since 2003, the residence of Belarusian Santa is open.

Considering all of these factors, in this Programme, considerable attention was paid to the development of tourism as one of the major economic sectors. During the first call for proposals 74 projects were submitted to Measure 1.2 with the total amount of funding – 41.5 m EUR. In the second call for proposals 129 projects under this measure were submitted with the total amount of funding – 192 m EUR. The total number of projects analysed within this category is 29.
Description of projects that are implemented in the Programme by the directions

To understand more deeply the general influence of the tourism projects, which are implemented within the Cross-border Cooperation Programme “Poland-Belarus-Ukraine 2007-2013”, we have classified all projects into 5 main thematic directions:

1. Innovative tourism projects – these projects create or implement innovative mechanisms, which were not used in the project territory so far.
2. Qualitative projects are aimed to improve the quality of tourism services, including infrastructure elements in the area of implementation.
3. Informational projects – aimed to increase the number of informed persons and to create a positive image of the regions and tourism products.
4. Cultural, religious and historical tourism projects are aimed to popularise the objects, events or historical persons important for this region.
5. Umbrella Projects and its microprojects (promotional, cultural, military and historical tourism microprojects).


Restitution of the hucul breed horses is one of the objectives of the project IPBU.03.01.00-18-751/11 “Creation of Polish-Ukrainian Centre of Breeding and Promotion of the Hucul Horse”.

PHOTOGRAPH: JTS
I. INNOVATIVE PROJECTS

IPBU.01.02.00-76-243/10 ‘Underground city: development and popularisation of cross-border tourism by creating a cross-border tourist route in the underground routes of Lviv, Rzeszów, Lublin’. The main goal of the project is to increase competitiveness of the cities of Lviv, Rzeszów, and Lublin in the field of tourism. The project has introduced the best practices of using the underground rooms for increasing tourist attractiveness – and that is why its ideas can be transformed on the territory of all old cities of the Programme as well. It is a good example of innovative new tourist offer combination and improving tourism facilities (museums).

IPBU.01.02.00-18-203/10 ‘Geo-Carpathians – Creating a Polish-Ukrainian Tourist Route’. The project aims at increasing tourist potential utilisation in the Carpathian region and improvement of conditions for entrepreneurial development through creating a new Polish-Ukrainian tourist product – geotourist route. The route will comprise 28 geotourist objects chosen within the Polish-Ukrainian borderland (12 in Poland and 16 in Ukraine) constituting 700 kilometres of tourist paths. The creation of the geotourist route will increase the available tourist offer of the region and can be a positive factor for the development of all around tourist services on the Polish-Ukrainian borderland of Carpathian Mountains.

IPBU.03.01.00-751/11 ‘Creation of Polish-Ukrainian Centre of Breeding and Promotion of the Hucul Horse’. This project is not exclusively about tourism, however, it provides a great opportunity to improve and develop such regional facilities as horse tourism. It provides an innovation product – hucul horses which are bred in the hucul mountains by hucul highlanders. Preparation of hucul trails in Rudawka Rymanowska and in Odrzechowa for training and performance tests of the horses and elaboration of “Polish-Ukrainian strategy of restitution of the hucul horse in its natural habitat” provide a good chance for investment and tourist attraction.
II. QUALITATIVE (OR AIMED TO IMPROVE THE QUALITY OF TOURISM SERVICES, INCLUDING INFRASTRUCTURE ELEMENTS)

**IPBU.01.02.00-90-574/11 ‘Eastern European pearls: development and promotion of transboundary city cultural tourism products’**. The project aims to increase the annual number of visitors to the six selected cities – Lviv, Ivano-Frankivsk, Kolomiya (Ukraine) and Lublin, Zamość and Przeworsk (Poland). The selected cities will constitute a network of cultural and tourist centres of Western Ukraine and Eastern Poland.

The activities focus on tourism products quality improvement and on the professional promotional campaigns to take full advantage of the cultural and historical heritage of the target cities. The project stimulates the quality improvement and information exchange between the partner regions, introduces a new breeze in the development of urban tourism and makes it more available both for local and for international consumers.

**IPBU.01.02.00-18-054/10 ‘Lubaczów – Yavoriv two potentials, joint opportunity’**. The main goal of the project is the improvement and more efficient use of tourist potential of the cross-border region. It will be achieved by creating tourist information systems for partner cities, renovation of market squares and other infrastructure in Yavoriv and Lubaczów, conducting trainings on providing tourist information and tourist traffic service, promotional events. This project is a good example of combining all necessary elements of the sustainable regional tourism development which include almost the entire tourist cycle: from facilities modernisation to information support and tourist potential promotion. Moreover, effective realisation of this project could be a useful example of local administration cooperation in the sphere of common planning and promotion.

**IPBU.01.02.00-76-044/10 ‘Stimulation of tourism development in the Carpathian region by tourist’s service and security improvement’**. The main goal of the project is to support the development of tourism in the Polish – Ukrainian cross-border part of the Carpathian Mountains (Lviv oblast and Podkarpackie Voivodeship), focusing on safety of travelers in mountains on territories of Lviv oblast and Podkarpackie. The project fosters cooperation between guides, rescuers, local authorities and businesses on both sides of the border, as well as unites efforts and solves the safety problems comprehensively. The project is a good example of initiative aiming at providing the safety of tourists, involvement of the best equipment for rescue in emergency situations. It will be very useful, if in poten-
Future projects within this direction the Belarusian partners in such extremely important activities as tourists’ safety will be involved.

**IPBU.01.02.00-06-709/11 'Polish – Ukrainian cooperation for the development of tourism in the border area'.** The main priority of the project is improving the attractiveness and supporting the process of full exploitation of the tourist potential of partners’ regions by extension, equipment and improvement of tourism infrastructure facilities – recreational area located on the common border area. The Project also assumes to properly coordinate tourism promotion and marketing of both regions, training in tourism and the popularisation and dissemination of information on drop-down cross-border cooperation among the inhabitants of Lublin province and Volyn oblast.

The project presents the involvement of the best practices for promotion and development of tourist infrastructure for a border region. It is worth emphasising the dissemination of information among other European countries for involving tourists from far abroad as well.

**IPBU.01.02.00-18-353/11 'The development of spa towns Horyńca-Zdrój and Morshyn chance to activation of the Polish-Ukrainian border'.** The overall objective of the project is: using to the full extent the spa, historical and tourism potential of partner border towns Horyńc-Zdrój and Morshyn to increase tourism. The activities within the project cover many measures: the reconstruction of the park «Resort Park of Town Morshyn».
renovation of tennis courts, elaboration routes for Nordic walking in Horyniec-Zdroj and Morshyn, trainings on the development of spa tourism and a lot of other different port and cultural events.

This project provides a good example of how local communities can cooperate in the development of health tourism in the region. All elaborated documents and gained experience are necessary for further development in this sphere and are efficient for the whole cross-border region.

IPBU.01.02.00-78-484/11 ‘Development of cooperation in the field of the spa and health resort tourism in the Polish-Ukrainian borderland’. The specific objectives of the project are:

- Formation of conditions for health resort tourism development in Biszcza municipality and Hremyache village;
- Formation of the cross-border tourist offer based on advantageous bioclimatic conditions of Biszcza municipality and Hremyache village.

Supporting health resort tourism development in Poland and Ukraine is one of the objectives of the project IPBU.01.02.00-78-484/11 “Development of cooperation in the field of the spa and health resort tourism in the Polish-Ukrainian borderland”.

PHOTOGRAPH: JTS
The following products are assumed:

- Purchase of tourist equipment and development of tourist facilities at the information and tourist centre in the health resort in Hremyache village in Ukraine;
- Construction of a modern spa in Hremyache village in Ukraine.

The project is aimed at development of health tourism in small and previously unknown localities, which will lead to the growth of local economy. The best practices of this project can be used for other unknown tourist destinations in all three countries of the Programme.

**IPBU.01.02.00-06-252/10 ‘Bicycle route – following the Nabuzańskie region mysteries’**

The overall aim of increasing exploitation of tourist potential in order to increase social and economic effects of cross-border area defines concrete activities that will be implemented during the project. The project envisions the marking of 400 km-long tracks in Poland and 200 km in Belarus, creating 78 various-size information boards located on a cross-border bicycle track, as well as creating car parks, publishing a multilingual tourist guidebook and a map. The area is planned to be turned into a place of active leisure, which will attract tourists and contribute to the increase of investment in the region. The project envisions the marking of 400 km-long tracks in Poland and 200 km in Belarus, creating 78 various-size information boards located on a cross-border bicycle track, as well as creating car parks, publishing a multilingual tourist guidebook and a map. For improving the bicycle tourism in the region it will be worth involving the Ukrainian partners too, however along with the bicycle infrastructure it is also worth remembering about safety on the roads.

**IPBU.01.02.00-06-690/11 ‘Modernisation of Zoological Gardens in Zamość and Lutsk and Development of a Concept of Establishing a Recreation Zone in Rzeszów in Order to Develop Cross-border Qualified Nature Tourism’**

The partners want to increase competitiveness of the local tourism sectors by developing a new nature tourism offer for the visitors based on the modern zoological garden concept in Zamość and Lutsk and new recreational zone in Rzeszów. The zoological gardens in Zamość and Lutsk will be renovated and equipped in new infrastructure. The partners will jointly promote their new attractions for tourists to attract more visitors both to the gardens and the participating cities. The projects improve the infrastructure of recreational zones of zoos and provide the opportunity to create comfortable conditions for the holiday-makers.

**IPBU.03.01.00-58-602/11 ‘Planet of ideas – cross-border transfer of knowledge in the area of attracting investments for development of border tourism’**

The tourism sphere is one of the most attractive spheres for investment in the Programme cross-border area. Therefore, projects in this sector are essential for staff preparation and the creation of conditions for SMEs’ further development in tourism.

The main aim of this project is to improve skills of non-governmental organisations, local government bodies, employees, tourist information centres within the borderland of Poland, Belarus and Ukraine in the implementation of joint cross-border projects in the field of tourism. Until today, 90 specialists have been prepared, and 5 organisations established new cross-border contacts in the field of tourism business.
INTRODUCTION

Tourist sites

Equipment for Public Rescue Points
Modernization of museums
Creation of an ethnographic object
Creation of sport centres
Creation of bicycle tourism centre

Tourist information points

Construction of amphitheatres
Development of tourist infrastructure around water tanks
Creation of „House of Meetings”
Center for Breeding and Promotion of Hucul Horse

Modernization of health resort

Tourist sites

Equipment for Public Rescue Points
Modernization of museums
Creation of an ethnographic object
Creation of sport centres
Creation of bicycle tourism centre

Tourist information points

Construction of amphitheatres
Development of tourist infrastructure around water tanks
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Modernization of health resort

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Tourist information points

Construction of amphitheatres
Development of tourist infrastructure around water tanks
Creation of „House of Meetings”
Center for Breeding and Promotion of Hucul Horse

Modernization of health resort
The intensity of contacts

The map shows the intensity of contacts between different regions. The intensity is indicated by the color of the regions, with darker shades representing higher intensity.

The intensity of contacts (number of projects)

- 7
- 6
- 5
- 4
- 3
- 2
- 1
III. INFORMATIONAL PROJECTS

IPBU.01.02.00-78-540/11 ‘Establishment of informational complex in the sphere of cross-border eco-tourism in the Euroregion Bug’. The overall objective of the project is the improvement of Polesia’s attractiveness for tourists in the Lublin Voivodeship, Brest and Volyn Regions. Specific objectives are:

1. Improvement of quality and quantity of tourist services, tourist information about tourist objects, tourist safety and availability of the unique natural landscapes of Polesia.
2. Creation of a positive tourist image of the Polesia territory on the international tourist market through the promotion of the international ecotourism brand name “Polissya”.

Renovated square in Łaszczów (Poland) is one of the results of the project IPBU.01.02.00-06-395/11 “The development of cross-border tourism in partnership”.
IPBU.01.02.00-18-354/11 'Jarosław – Uzhorod: common initiative for improving the
touristic attractiveness of historical partner cities'. Insufficient investment negatively affects the quality of services, promotion and overall tourism potential of the border regions of Jarosław and Uzhorod. The main goal of the project is to improve the competitiveness of cities’ regions by using the existing cultural and touristic potential. The project especially aims at the expansion of tourist and investment attractiveness of partner cities, as well as improving the inhabitants’ quality of life. Implementation of project will emerge in conservational works in 4 historic places, making promotion materials, gadgets, movie, website and concert to promote whole project. It will also enlarge tourist offer by opening museums of wine, beer and new gallery of art.

IPBU.03.01.00-20-170/10 ‘Communication without limits – creating a cross-border network of tourist information’. The aim of the project is to create a cross-border network of 13 Tourist Information Centres (TIC) in the Poland-Belarus borderland by modernising 5 existing TICs and establishing 8 new ones – including water TI point on the Lake Wigry / Czarna Hańcza river. The project envisages sharing of experience and exchange of best practices among the people working in the tourism sector in Suwałki and Hrodna.

IPBU.01.02.00-20-728/11 'An integrated project of support for the tourism sector of Polish-Belarusian borderland'. The project focuses an improving the competitiveness of local tourist products. The plan includes the development of tourist product strategy and issuing a tourist guide-book. New ecological paths and bicycle and water trails will be made available and marked within the project. The town park in Hajnówka and historical gate and park in Vysokaje will be renovated. In addition “Cultural heritage as a factor of development of sustainable cross-border tourism” seminar will be organised to focus on cultural heritage as the tourism stimulator. Development of the joint, cross-border offer for tourists shall increase the competitiveness of the region and facilitate its further integration. Finally, an Agreement for Sustainable Cross-border tourism shall be signed.

IPBU.03.01.00-58-602/11 'Planet of ideas – cross-border transfer of knowledge in the area of attracting investments for the development of border tourism'. The general aim of this trilateral project is to improve cooperation of Polish, Belarusian and Ukrainian institutions operating in the tourism market. The scope of the know-how the project shall generate includes preparation and conduction of joint cross-border projects. It is assumed that the number of jointly conducted cross-border projects in tourism by representatives of the target group will grow by 3% in comparison to 2011 in 3 years time after the project’s completion. Activities undertaken during the project focus on the transfer of knowledge of how to prepare, implement, manage, settle and evaluate tourist projects. The target group includes non-governmental organisations, self-governments and other institutions operating in tourism. (e.g. higher education institutions, tourist information centres, etc.). A series of trainings were organised in Belarus, Poland and Ukraine to prepare qualified staff to properly develop and manage tourist projects co-financed by EU funds. Apart from trainings and study visits, the partners also want to develop an e-Partnership Internet platform and to publish a book to extend access to the cross-border tourist project’s know-how.
Tourist events

- Festival of tales, fables and legends of Eastern Europe
- Youth cycling tourism day
- Festival of borderland cultures
- Transcarpathian Beaujolais wine festival
- Summer festival of sport and health
- Medieval fair "Jaroslaw – Uzhhorod"
- Reconstruction of the battle in the Przemyśl fortress
- Bicycle race
- Nordic Walking Marathon
- Bicycle ride
- Cooking contest
- Bicycle ride
- Bicycle ride
- Skiing camp "Wild Carpathians"
- Tourist fair
- Kayaking down the Dniester river
- Transboundary festival of cultures
- Cooking workshops
- Bicycle ride
- Bicycle ride
- Nordic Walking competitions
- Cooking contest
**IPBU.01.02.00-18-703/11 'Polańczyk and Schidnycja – together let’s make use of our tourist and cultural potential for the improvement of competitiveness of the Bieszczady region.'**

The project is aimed at the socio-economical development and increase of competitiveness of the borderland region – Commune of Solina (Poland) and Town of Schidnica (Ukraine), through the improvement of the state of tourist-oriented cultural infrastructure, and intensification of activities in the area of broadly viewed tourism. The project assumes the effective use of cultural and natural heritage for the socio-economic development of the borderlands through development and full use of tourist-oriented cultural infrastructure and tightening of cooperation in this area between the local communities of borderland regions. Direct results of the project include Amphitheatre built in Polańczyk, Multifunctional recreational complex constructed – amphitheatre in Schidnica – 1 modern multifunctional object for approx. 532 people, cultural event organised in Polańczyk and Schidnica.

**IV. CULTURAL, RELIGIOUS AND HISTORICAL TOURISM PROJECTS**

**IPBU.01.02.00-58-089/10 'Improvement of cross-border region attractiveness through the introduction of ethno-cultural resources into tourist activities (a trip to the ethnic fairytale).’**

The project focuses on the issues in the Polish-Belarusian borderland linked to the problem of weak infrastructure of ethno-tourism, lack of qualifications and lack of information. The activities are divided into marketing, educational and applied tourist activities, which envisions, among others, the infrastructural re-organisation of an ethnographic museum in Hudzievičy, creation of 7 mobile ethnographic villages in Suwałki region, establishing an Ethno-cultural study sector at the university in Hrodna, educational trainings in Belarus and Poland, as well as the publication of an encyclopaedic handbook of ethno-cultural tourism resources. Owners of agrotourist estates, arts and crafts specialists, tour operators on both sides of the border will benefit from the results of the project in terms of the use of infrastructure, trainings and promotion activities.

**IPBU.01.02.00-06-477/11 'There is only one King! Jan III Sobieski Trail as a transnational tourist product’.**

The main objective of the project is to strengthen cross-border cooperation of local communities located in the area stretching from Lublin (Poland) to Olesko (Ukraine) and to increase competitiveness of the local economy basing on the new tourist trail: the Jan III Sobieski Trail. The unique selling proposition based on the historical events can be shared by many local communities. The partners plan to establish a coherent concept of spatial planning to found the four cross-border tourist routes on the Jan III Sobieski Trail, including individual landmarks for each route (places of interest, vantage points, shelters, bonfire sites, etc.). Visibility guidelines and a promotional film shall also be developed for the beneficiaries of the project to follow the same identification system when implementing the idea of the trail as the cross-border tourist product.

**IPBU.01.02.00-06-395/11 ‘The development of cross-border tourism in partnership’.**

The overall objective of the project is to improve and fully use the tourist potential of Łaszczyw municipality and town of Zhovkva.
Exhibition hall in the Underground Tourist Passage in Jarosław (Poland) created within the project IPBU.01.02.00-18-354/11 “Jarosław – Uzhgorod: common initiative for improving the touristic attractiveness of historical partner cities”.

PHOTOGRAPH: MUNICIPAL COMMUNE JAROSŁAW
Łaszczów and Zhovkva have a wide range of historical and cultural objects, but the condition of infrastructure needs improving, thus the initiative taken by the partners will affect the development of tourist infrastructure, as well as promote the region and its cultural heritage.

IPBU.01.02.00-14-494/11 ‘Cross-border Centres of Cultural Dialogue in Łosice and Varacevičy’. The overall objective is to improve the cultural attraction of the Eastern Masovia and Western Belarus Regions. The specific objectives of the project are:

- increasing the availability of culture for local communities of Eastern Masovia and South-Western Belarus, as well as for tourists and other visitors,
- increasing competence in the scope of borderland culture by the target groups.

It involves creating the Cross-border Centre of Cultural Dialogue in Łosice, as well as the creation of the Cross-border Centre of Cultural Dialogue in Varacevičy. The reconstruction of the buildings and rearrangement of the rooms and equipment, expanding the offered functionality is planned. The Museum shall considerably reinforce the cross-border relations between Belarusians, Poles and Ukrainians. The partners also want to prepare and implement a programme of joint cultural events to promote the Centres and lay foundations for further, long-term cooperation between the Polish, Belarusian and Ukrainian cultural institutions in order to enhance and extend the offer of the Centres.
IPBU.01.02.00-18-373/11 ‘Treasures of the cross-border area – preserving cultural heritage’. Due to the project implementation the church’s wall and chapels (the Virgin Mary basilica in Stara Wieś and the viridarium of the Parish Home) will be renovated. Moreover, the historical pipe organs in the church and the Zhovkva castle in Ukraine will be renovated. Also, as information support element the Information Centre for Tourists and Pilgrims will be rebuilt.

IPBU.01.02.00-06-594/11 ‘Shtetl Routes. Vestiges of Jewish cultural heritage in trans-border tourism’. The main project objective is development of tourism in the region through the promotion of Jewish cultural heritage. New tourist products, such as four tourist trails, an Internet portal and a guidebook, will be developed. Furthermore, a total of 135 tour guides from Poland, Belarus and Ukraine will be trained, so that they acquire new knowledge and skills allowing them to include the region’s Jewish cultural heritage in their services.
Tourist trails

- Białowieża Cross-border Trail renewal
- Placing informational boards on the green route
- Red route
- Virtual walk around the fortifications and regional events
- Elaboration of documentation for the underground route in Lviv
- Bicycle tourist trail
- Geotourist trail Geo-Karpaty
- Shtetl routes
  - 9 km of didactic routes, 10 km of bike route, 15 km of water route in Vysokaje
- Bicycle route “Following the Nadbużanskie region mysteries”
- Jan III Sobieski Trail cross-border routes

349 km
85 km
600 km
230 km
LVIV
SANOK
DOVHE
PRZEMYŚL
ŚLŒOMIROWYCHI
ŁAŃCUT
SEJNY
TYKOCIN
KNYSZYN
KRYNKI
MIĘDZYRZEC PODLASKI
SIEMIATYCZE
UZHHOROD
KROSNO
BARANYNT
SI
WIELKIE OCZY
MORSHYN
BOLEKHIV
ZHOLKIV
BUSK
BUCHACH
CHORTKIV
KREMENETS’
ŁĘCZNA
WŁODAWA
KOCK
KAZIMIERZ DOLNY
BIŁGORAJ
IVANO-FRANKIVSK
KOSIV
DELYATYN
ZAMOŚĆ
AREMCHE
DUBNO
OSTROH
BEREZNE
NAVAHRUDAK
DZIATLAVA
ŽALUDOK
ASTRYNA
LUNNA
INDURA
SLONIM
RUŽANY
KOBRYN
MOTOL
PINSK
STOLIN
DAVYD-HARADOK
KOSIUK
KRAMIANEC
BULGARIA
600 km
349 km
85 km
LVIV
SANOK
DOVHE
PRZE
ŚLPOPOVYCHI
ŁAŃCUT
SEJNY
TYKOCIN
KNYSZYN
KRYNKI
MIĘDZYRZEC
SIEMIATYCZE
UZHHOROD
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LUNNA
INDURA
SLONIM
RUŽANY
KOBRYN
MOTOL
PINSK
STOLIN
DAVYD
KOSIUK
KRAMIANEC
BULGAR
600 km
349 km
85 km

MAPS: IHOR DYHYY
Tourist trails

- Bicycle tourist trail
- Geotourist trail
- Geo-Karpaty
- Elaboration of documentation for the underground route in Lviv
- Bicycle route “Following the Nadbużanskie region mysteries”
- Jan III Sobieski Trail cross-border routes
- Shtetl routes
- 9 km of didactic routes, 10 km of bike route, 15 km of water route in Vysokaje
- Red route
- Białowieża Cross-border Trail renewal
- Virtual walk around the fortifications and regional events
- Placing informational boards on the green route
V. MICROPROJECTS WITHIN THE UMBRELLA PROJECTS (HEALTH PROMOTIONAL, CULTURAL, MILITARY AND HISTORICAL TOURISM MICROPROJECTS)

IPBU.03.02.00-18-832/12 ‘Cross-border cooperation for health tourism of Polish-Ukrainian borderland’. The umbrella projects consist of 12 microprojects and 8 of them are connected to the tourism sector. These micro-projects include: the establishment of the school of recreational tourism, organisation of the Summer Festival of Sports and Health, various publications summarising the tests and health improvement programme implementation, camps in the mountains, purchase of equipment for mobile laboratories for health analyses, promotion of local resorts, organisation of health tourism fairs, trainings in agrotourism, elaborating and publishing a medical guide to the health resorts, elaborating the strategy of spa tourism development, etc.

IPBU.03.02.00-76-820/12 ‘Integrated Promotion of Tourism Opportunities and Cultural-Historical Heritage of Lviv Region, Podkarpackie and Lublin Voivodeships’. This umbrella project consists of 10 micro-projects, which cover different aspects of the formation of innovative cross-border tourist products and common promotion of Poland and Ukraine. These include: supporting the development and harmonisation of cross-border cooperation among Ukrainian and Polish organisations and local self-governments, the joint presentation of tourist, ethnic and cultural peculiarities of the small Ukrainian and Polish cross-border towns on the international tourism market, training of personnel in tourist accompaniment of travellers on cross-border tourist routes and promotion of opportunities for the development of youth tourism on the border areas of Ukraine and Poland.

IPBU.03.02.00-18-826/12 ‘Promotion of a common historical and cultural heritage of Poland and Ukraine – Fortress of Przemyśl’. All 10 micro-projects within this umbrella project are connected with the development of the strategy for the micro-region “Fortress of Przemyśl” (Mostyska district of Lviv region and Przemyśl county of Podkarpackie Voivodeship) and include various activities: coordination of information flow on cultural and historical nature, improvement of work of entrepreneurship in the tourism area, forming the investment attractiveness of the region and accessibility of cultural heritage for tourists, promotion of a common historical and cultural heritage “Fortress of Przemyśl” by conducting a set of activities on the improvement of tourist attractiveness of the forts (for example: events to promote products and regional cuisines, promoting folk crafts, sports and active recreation for the residents of borderland), training of personnel among local residents to guide the tourists on cross-border tourist routes, which combine different forts into the general tourism product, implementation of Cross-Border Ukrainian-Polish Youth Volunteering Programme, support for cooperation of schools in Przemyśl district in Poland and Mostyska district in Ukraine in the field of cultivation of joint historical and cultural heritage of Poland and Ukraine.

IPBU.03.02.00-20-816/12 ‘Support of cross-border local communities’ initiatives in the Bialowieża Forest Euroregion’. This Umbrella project presents the cooperation between Polish and Belarusian partners in the field of Białowieża Forest protection. Three
Nature photography workshop organised within the micro-project no. 9 “Wild Carpathians - development of nature tourism in Polish-Ukrainian Eastern Carpathians” (umbrella project IPBU.03.02.00-18-832/12 “Cross-border cooperation for health tourism of Polish-Ukrainian borderland”).

PHOTOGRAPHER: SERGIY DENISENKO
The Programme has achieved the multiplication effect due to the investments in the border regions of the three countries, and the effect of these investments will be very appreciated over a long period of time. To understand all effects more clearly and provide further recommendations which will be based on current projects experience, best practices from other programmes and interventions of international organisations, we have conducted a SWOT-analysis of the Programme territories after Programme implementation (please see the table below).

(micro-project no. 3, no. 4 and no.8) out of 8 micro-projects are strongly connected with the tourism sphere and overcome such important activities as Polish-Belarusian Nordic walking rally, bicycle rally for adults, active tourism prospect publication, promotion of the traditional dishes of the Polish-Belarusian border, study visits to the primeval forest, renewal and repair of tourist trails and tracks on Polish and Belarusian sides (by improving signs on trees, pillars, posts, etc), establishment of the Polish-Belarusian Points of tourist information, development of tourist offer for the region and many others.

The Programme has achieved the multiplication effect due to the investments in the border regions of the three countries, and the effect of these investments will be very appreciated over a long period of time. To understand all effects more clearly and provide further recommendations which will be based on current projects experience, best practices from other programmes and interventions of international organisations, we have conducted a SWOT-analysis of the Programme territories after Programme implementation (please see the table below).
Characteristics of the strengths and weaknesses of tourism on the Programme territory

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Natural and tourist potential</strong></td>
<td></td>
</tr>
<tr>
<td>● Favourable natural conditions of the region (climate, landscape features, availability of mineral springs).</td>
<td>● Presence of 6 months off-season (March-May, September-November).</td>
</tr>
<tr>
<td>● Availability of recreational resources in the countryside.</td>
<td>● Remoteness of resources from the lines of communication of the developed territories.</td>
</tr>
<tr>
<td>● Combination of different kinds of recreation on the small territory of the Programme.</td>
<td>● Small amount of qualitative tourist products for different target groups of tourists.</td>
</tr>
<tr>
<td>● Closeness and availability of mountain ski resorts.</td>
<td>● Insufficiently developed service sector in the countryside.</td>
</tr>
<tr>
<td>● Implementation of cultural and art and festival projects.</td>
<td>● Unavailability of interesting reserved places for the general public.</td>
</tr>
<tr>
<td>● Availability of interesting architectural solutions.</td>
<td></td>
</tr>
<tr>
<td>● Developed networks of cultural establishments.</td>
<td></td>
</tr>
<tr>
<td>● Holding of sports events.</td>
<td></td>
</tr>
</tbody>
</table>

| **2. Economic potential** | |
| ● A diversified economy of the region. | ● Low export orientation of tourism. |
| ● A developed SME sector in the sphere of services and tourism. | ● Outdated technologies of equipping green tourism homesteads (especially in the matter of energy preservation). |
| ● A developed trade infrastructure. | ● The need to involve a greater number of investors for the strategic development of the sector. |
| ● A positive image of the region. | ● Insufficient receipt of external financial investments for the local economy. |
| ● Tourism traditions. | ● A high level of wear of the fixed assets of infrastructure provision. |
| ● A positive investment image. | ● Unprepared investment products (business plans, investment proposals) in the tourism industry. |
| ● Intensive housing construction (especially in rural areas). | |
| ● Availability of free funds for the population on account of earnings abroad. | |
| ● Significant investments of the population into the housing construction and infrastructure improvement. | |
| ● Established international cooperation of the region with the foreign partners. | |
| ● Experience of implementation of international projects of technical aid. | |

| **3. Scientific and technical potential of the region** | |
| ● A high educational level of the population. | ● A low level of implementation of new technologies. |
| ● The availability of a developed network of educational establishments (including those specialised in the tourism sector). | ● Enterprises of the tourism sector do not cooperate with higher education establishments and science and research institutes. |
| ● Traditional aspiration of the citizens to receive an education. | ● Insufficient funding of practical elaborations. |
| | ● A low level of interconnections between the scientific establishments and in relation to the consumers of the product. |
ANALYSIS

4. Condition of the environment

- Absence of detrimental manufactures.
- Favourable ecological situation in some regions.
- Flood threat in the summer season in the foothill and mountain parts of the region.
- Chernobyl disaster consequences.

5. Human (labour) potential

- A stable demographic situation.
- Availability of labour resources.
- A developed network of treatment and prophylactics establishments.
- Entrepreneurial potential.
- Hard-working inhabitants of the region.
- General culture, tolerance of population, aspiration to democratic relations.
- Availability of the qualified workforce.
- Return to Poland, Ukraine and Belarus of workers with working experience in the conditions of the Western economy.
- Deficiency of labourers of working professions.
- Insufficiency of workplaces for the graduates of local higher education establishments.
- Lack of working places.
- Deficiency of qualified managers.
- Lack of qualified mid-level employees in the tourism sector.
- Low quality of the work of HR agencies.
- Discrepancy of the graduation programmes of specialists with the needs of the region.

6. Level of natural and technical safety

- Technologically dangerous objects are maintained in proper condition.
- Transferring natural objects (forest plots, lakes) to long-term rent leads to the violation of fire and water regulation regime of the region.

7. Area and economy potential

- Geographic location on the crossing of the main routes.
- A quite developed engineering and transportation infrastructure.
- Compactness of the territory.
- Lack of geoinformational system of the region.
- Unused opportunities of air transportation.
- Small number of border crossing points and joint lines of communication.

8. Business environment

- Democratization of relations of business and government and its positive attitude towards business.
- High entrepreneurship and business activity of the citizens.
- Availability of free segments for conducting the business.
- High cost of credit resources.
- System of banking services is in need of improvement.
- Insufficient informational exchange between the business and government.
- Lack of a single system of geographical information and management.
## Analysis of interrelation of the tourist potential of the region with the external environment (a characteristic of opportunities and threats)

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Geoeconomic and geopolitical position</strong></td>
<td><strong>High competition in the tourism sector from the side of foreign enterprises.</strong></td>
</tr>
<tr>
<td>● The development of transport infrastructure on account of external funding sources.</td>
<td>● The deepening of the international economic crisis.</td>
</tr>
<tr>
<td>● Establishment of the tighter economical relations between the neighbouring regions.</td>
<td></td>
</tr>
<tr>
<td><strong>2. State authority, politics, legislation.</strong></td>
<td><strong>Imperfect legislation and its probable negative changes.</strong></td>
</tr>
<tr>
<td>● Democratic changes in Ukraine.</td>
<td>● Deterioration of the political situation in the country.</td>
</tr>
<tr>
<td>● Improvement of the general business climate in the country.</td>
<td>● Increasing tax load on the economic subjects.</td>
</tr>
<tr>
<td>● Optimization of receiving permissions and agreements at the legislative level.</td>
<td>● Lack of efficient protection of the manufacturer from the unfair competition on the part of importers.</td>
</tr>
<tr>
<td>● Reforming of the land legislation.</td>
<td>● Liquidation of simplified taxation systems for small business.</td>
</tr>
<tr>
<td>● Introduction of the state police of investments involvement.</td>
<td>● Instability of the situation due to the frequent holding of elections.</td>
</tr>
<tr>
<td>● State financial support of the enterprises of rural tourism and granting them with tax stimulations.</td>
<td>● Administrative reform can limit the credentials of a region.</td>
</tr>
<tr>
<td>● State support of business infrastructure development.</td>
<td>● Deterioration of the investment climate in Ukraine as a result of the events in the East of the country.</td>
</tr>
<tr>
<td>● System actions of government directed at supporting SMEs.</td>
<td></td>
</tr>
<tr>
<td><strong>3. Macroeconomic situation</strong></td>
<td><strong>Deterioration of the general economic situation in Eastern Europe.</strong></td>
</tr>
<tr>
<td>● Development of the country’s economy.</td>
<td>● Increase in the fraction of elderly population, higher expenses for social security and healthcare.</td>
</tr>
<tr>
<td>● A positive image of Ukraine, Poland, Belarus will attract the investors.</td>
<td>● Outflow of young educated people to Western Europe.</td>
</tr>
<tr>
<td>● Diversification of energy supply sources.</td>
<td>● Deterioration of the national market conditions.</td>
</tr>
<tr>
<td>● Reducing interest rates for bank loans.</td>
<td>● Instability of the national currency.</td>
</tr>
<tr>
<td>● Opening of preferential programmes of production crediting.</td>
<td>● The revaluation of hryvnya will affect foreign trade and investments in Ukraine.</td>
</tr>
<tr>
<td>● Increase of population’s income and its higher purchasing power.</td>
<td>● Establishment of global prices for energy sources will increase the cost of production.</td>
</tr>
<tr>
<td>● State support of innovative manufacturing.</td>
<td></td>
</tr>
<tr>
<td>● State support of infrastructure development.</td>
<td></td>
</tr>
<tr>
<td>● Stability of the national currency.</td>
<td></td>
</tr>
<tr>
<td>● Growth of the consumer market in the participating countries.</td>
<td></td>
</tr>
<tr>
<td><strong>4. Foreign economic and foreign political situation</strong></td>
<td><strong>Big companies entering the market and globalization in the sector of trade and services.</strong></td>
</tr>
<tr>
<td>● Holding the European Football Championship in 2012.</td>
<td>● Increase of probability of domination of the transnational companies on the local market – globalization of economy.</td>
</tr>
<tr>
<td>● Positive consequences of the European integration policy.</td>
<td>● Low competitiveness of domestic manufacturer’s production.</td>
</tr>
<tr>
<td>● Improvement of the global market conditions.</td>
<td>● Negative changes in the foreign economic course.</td>
</tr>
<tr>
<td>● Improvement of the image and global awareness.</td>
<td>● Negative consequences of EU accession.</td>
</tr>
<tr>
<td>● Increase of the associated branches for existing enterprises with foreign investments.</td>
<td></td>
</tr>
<tr>
<td>● Activation of the flow of foreign investments.</td>
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</tbody>
</table>
According to the projects analyses and conducted SWOT analyses, we could identify such general problems that hindered the development of tourism in the whole cross-border region as:

1. **Instability of institutions and frequent changes in approaches to managing the tourism sector in Ukraine, Poland and Belarus.** Despite the fact that tourism in these countries is one of the priority directions of economic development and culture, a public policy regarding forming the mechanism for managing the tourism sector is characterised by a lack of consistency, which is due to the restructuring and reorganisation of management of the tourism sector, frequent changes in priorities and funding of tourism development. State controlling authority in the tourism sector in Poland is the Department of tourism, which initially operated under the Ministry of Economy, and in 2007 became a part of the new Ministry of Sport and Tourism. The need for this restructuring was undoubtedly due to hosting the Polish finals of Euro 2012, which leads to the importance of coordinated development of tourism and sport.

Asymmetry in approaches to the management of tourism development in Ukraine, Poland and Belarus interfere with the complex implementation of measures, their appropriate funding, leading to loss of qualified management personnel and worked out areas of international cooperation.

2. **Inadequate scientific support of tourism development.** An essential element of tourism management is a science-based approach to the formulation of strategic policy documents, actions promoting tourism products, tourism market research and forecasting and planning of the industry’s indicators.
CONCLUSIONS AND RECOMMENDATIONS

3. Asymmetry of territorial and regional representation of tourism organisations for the promotion and support of tourism in the cross-border region. Ukrainian and Belarusian tourism organisations are inferior in functionality and efficiency to the Polish organisations due to several significant factors that are inherent for the latter:

1) between the Polish Tourist Offices there is a clear division of functions performed by each of them;
2) activity of organisations is interrelated and mutually agreed;
3) financing of activities is carried out in full;
4) organisational structure is not limited by the head office, and has an extensive network in the country and abroad.

4. Lack of regional offices of tourism institutions in Ukraine and Belarus and centres abroad, particularly in Poland, creates an asymmetry of levels of cooperation (regional in Poland, of state level in Ukraine).

5. Lack of tourist information centres (TIC) in the cross-border region. For the Polish-Ukrainian cross-border region TIC is an important part of the infrastructure, as a large proportion of tourists are unorganised and need information, and on the Polish border area TIC network is developed unevenly (in Lubelskie Voivodeship TICs function in Biła Podlaska, Chelm, Lublin, Zamość, and in Podkarpackie Voivodeship there are 36 TICs). Polish TICs are more developed and operated in the form of units of government or at the museums or tourist centres. In Ukraine, in creating TICs, questions arise concerning the legal status, place of allocation and financing their activities.

Recommendations for further development of the cross-border cooperation in tourism

The Programme territory offers a very rich and diversified range of possibilities to develop tourism. However, according to our SWOT analyses in the previous part of the article, we could underline several obstacles and interferences for the improvement of technical (project) support for the development of tourism in the Ukrainian-Polish-Belarusian cross-border region. Therefore, according to the best world experience and practice, taking into account tourism projects implementation within the Cross-border Co-operation Programme Poland-Belarus-Ukraine 2007-2013, we could formulate several main aspects on how to improve tourism sector on the Programme territory:

I. Increasing the competitiveness of regional tourism products.

1) improvement of competitiveness of actual products as well as development of new ones, targeted at selected segments of the tourism market. As a good example and potential source of the methodological base and practical solutions, could be the use of experience
of the Umbrella Project – “Integrated Promotion of Tourism Opportunities and Cultural-Historical Heritage of Lviv Region, Podkarpackie and Lublin Voivodeships” (which are being implemented in Ukraine and Poland). Formation of innovative cross-border tourist products, especially for small border towns could be a significant factor of the tourism potential development of the border territory. Also, as a good example of the new tourist product creation is the project “There is only one King! Jan III Sobieski Trail as a transnational tourist product” (cooperation between Spiczyn Commune (Poland) and Zhovkva’s Town Council (Ukraine)). Moreover, as an essential example of synergy effect could be an analysis of the micro-projects within the Umbrella Project “Promotion of a common historical and cultural heritage of Poland and Ukraine – “Fortress of Przemyśl”. The realisation of the micro-projects could allow not only the improvement of the tourist brand “Fortress of Przemyśl”, but to create opportunities for sustainable tourism development within the cross-border region.

In future, it will be very useful to implement experience in the Belarusian part of the Programme, too.

2) The development of tourism infrastructure along with sport and recreation (bicycle trails, walking passages, sport equipment rentals, modern objects for winter sports, ski lifts) and entertainment infrastructure. A very good example of how cross-border projects could change the situation is the example of the project “Bicycle route – following the Nabużanskie region mysteries”. Also, the micro-projects within “Support of cross-border local communities initiatives in the Białowieża Forest Euroregion” Umbrella project should be mentioned, which promote a healthy lifestyle through different tourist and sport activities.

Of course, these activities are strongly correlated with other projects within the Programme, especially with Large Scale Projects and projects which include infrastructure elements, because it is impossible to talk about effective tourism development on cross-border territory without modern cross-border points, roads, sewerage and water communications, hotels, etc. Here we could provide an example of the project which corresponded with transport accessibility – “Development of the transport infrastructure in the area of Augustów Channel”2, but had a great influence on tourism development – due to project realisation, numerous international cultural and sport events, national and regional contests, tourist gatherings take place at the canal. Tourists can go on kayak, canoe, motorboat trips along the Augustów Channel.

3) Competitiveness improvement in SPA and wellness centres also requires improvements in infrastructure. The Programme territory (especially Polish and Ukrainian part) is well-known for their health resort facilities. However, lack of investment, promotion and long-term strategy of development, crucially restrain the growth of this sector (most pressing challenge for the Ukrainian part of the Programme). One of the first attempts to change the situation in this sphere is the projects “The development of spa towns Horyniec-Zdroj and Morshyn – a chance to activate the Polish-Ukrainian border” and “Development of cooperation in the field of the spa and health resort tourism in the Polish-Ukrainian borderland”. Their experience in the development of common strategy of cross-border regions for the development

2. The Augustów Canal is a hydraulic engineering specimen of the early 19th century. It connected the Vistula River and the Neman River.
of tourist and health resort potential, formation of new cross-border tourist offers, construction of modern spas, elaborating a feasibility study and health resort environmental documentation would be very efficient in further improving this promising sector of the tourism industry. Moreover, significant efforts must be directed at the promotion of the Belarusian health resorts facilities, too. There are over 100 health resorts in Belarus and a lot of them are within the Programme territory (for example, the Belaya Vezha sanatorium in the Belovezhskaya Pushcha National Park, National Speleotherapy Clinic in Soligorsk, wellness centre Svitanak in Brest oblast, Minsk-based National Centre for Medical Rehabilitation and Balneotherapy; National Science and Practice Centre of Medical Assessment and Rehabilitation, etc.) in. All of these recuperation facilities are located in zones with a special microclimate; many have their own mineral springs and mud baths. Therefore, their further promotion at the regional level could significantly increase efficiency of these resorts particularly and improve the tourism sector in Belarus in general.
4) Initiatives must be supported with the goal to **develop tourism in rural or nature areas, with respect to sustainable development and common environmental policies.**

5) Activities in **developing religious tourism.** The world example and current trends demonstrate significant importance and constant growth of tourist flows interested in religious tourism. The Programme region will be very interesting for them, because of the historical past of the region which is home to many religious denominations: Christianity, Judaism, Islam, and other ones. As a good example of the project in this sphere, the project “Treasures of the cross-border area – preserving cultural heritage” must be underlined. This project is a good example of the combination of historical and religious tourism which includes information support elements. Of course, one project could not improve the whole industry of religious tourism, however, the experience and methodological base of this project must be shared among all interested institutions and communities and this will allow to develop religious tourism in the region.

6) **Development of military history tourism,** which has become fashionable recently. There are many fortified castles and temples, monuments and memorials commemorating famous battles, military and local lore museums in the Programme region. Among them, the following could be mentioned: in Belarus: the Brest Fortress memorial, the Mirsky Castle Complex (Mir Castle); in Poland: the Przemyśl Fortress, military fortifications in Strzyżów commune; in Ukraine: Olesko, Lutsk and Mukachevo castles, etc.

II. **Development of regional tourism marketing**

1) Support must be offered for regional tourism marketing through **research of tourism regional flow;**
2) **Adjustment of promotion forms,** methods and range to selected groups of customers;
3) **Promotional campaigns** must be initiated in big regional agglomerations in the periods preceding summer and winter seasons. Regional business information, investor relations services, organisation of events such as fairs, forums, economic missions must be improved and function on a continuing basis.

III. **Development of cooperation and joint actions between tourism organisations**

1) The success of initiatives with a goal for tourism development must be dependent on the financial set-up based on **joint budgets of cooperating organisations supported by external sources,** especially EU funds;
2) On the basis of **legal regulations as for public private partnerships** new tourism projects must be initiated, resulting in new work places or increase in earnings of local people;
3) New projects must be initiated with a goal to **associate tourism service providers;**
4) Regional **communication accessibility must be improved:** construction and expansion of regional and local airports, expansion of tourist infrastructure, tourist routes’ development and management, drawing new tourist paths, etc.
Projects’ data as of January 2015.

The opinions expressed in this publication are those of the author only and should not be considered as representative of the European Union or the CBC Programme Poland-Belarus-Ukraine 2007-2013 official position.

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