

POTENTIAL AND PERSPECTIVES OF TOURISM DEVELOPMENT IN SLOVAKIAN-UKRAINIAN BORDER AREA.

Svatoslav HUSTAK, Director of the Regional Development Agency "POLONYNA, Slovak Republic.

Natalie NOSA, President of International Association of Regional Development Institutions "IARDI"

Annotation (English): *Ukrainian-Slovak cooperation - an important segment of development cooperation within the Carpathian region. Geographically, the Ukrainian-Slovak cross-border cooperation is cooperation in border regions between the Košice and Prešov regions of Slovakia and Transcarpathian and Ivano-Frankivsk regions of Ukraine. Identified the following tasks of Ukrainian-Slovak tourism: the ability to improve tourism infrastructure to improve the attractiveness of border regions, improve the quality of tourist services, etc. To achieve effective cooperation in tourism development in the system approach is proposed through the implementation of these measures: joint research potential target countries, the common strategy of development of the concept of tourism development, taking into account the priorities of the strategy development, joint marketing plan for tourism development, create a single database of planned and completed projects to promote tourism, develop joint tourism products and additional products of culture and sports, etc..*

Institutional and informational base - an important element of successful activity. Regional Development Agency "Poloniny" operates since 2006. For cross-border cooperation development and joint projects and programs implementation within the project "Strategy "Carpathians 2003-2011", the International Association of Regional Development Institutions" IARDI " established in Uzhgorod, Transcarpathian region, Ukraine. This institution successfully is functioning in cross-border and transnational level and can become a model for flexible approach to the effective development of the Carpathian Euroregion through projects and programs implementation. In general, NGOs and international agencies play an important role in the development of cross-border tourism and in building a successful sustainable development policy in border regions. The important communication and informational exchange instrument across of Carpathian Euroregion will be the ICT network "CBC Parliament", that planned to be developed in the frame of the project within the ENPI Program "Hungary-Slovakia-Romania-Ukraine".

The article emphasizes the need to address the actual problems that are very important at present, namely: the need to liberalize the visa regime and improve the situation on the Slovak-Ukrainian border, besides, it is important to intensify the negotiating process between Ukraine and EU on accession to the Schengen zone.

Keywords: *sustainable development, tourism development, the Ukrainian-Slovak cooperation, institutional framework, regional development agencies, liberalization of visa regime.*

ПОТЕНЦІАЛ ТА ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИЗМУ У ПРИКОРДОННИХ РЕГІОНАХ УКРАЇНИ ТА СЛОВАЧЧИНІ.

Святослав ГУСТЯК, директор Агенції регіонального розвитку «ПОЛОНІНА», Словачька Республіка.

Анотація

Українсько-словацьке співробітництво – один із важливих сегментів розвитку кооперації в рамках Карпатського регіону. Географічно українсько-словацьке транскордонне співробітництво здійснюється у прикордонних регіонах Кошицького та Пряшівського країв Словаччини та Закарпатської і Івано-Франківської областей України. Визначені наступні завдання розвитку українсько-словацького туризму: покращити спроможність туристичної інфраструктури; підвищити привабливість прикордонних регіонів; покращити якість туристичних послуг та ін. Для досягнення ефективної взаємодії в області розвитку туризму в системі пропонується обрати підхід через реалізацію конкретних заходів: реалізацію спільної стратегії розвитку; розробка концепції розвитку туризму, з урахуванням пріоритетних напрямів стратегії розвитку; створення спільного маркетингового плану для розвитку туризму, створення єдиної бази даних запланованих і завершених проектів з розвитку туризму; розробку спільних туристичних продуктів і додаткових продуктів культури та спорту та ін.

Інституційна та інформаційна база – важливий елемент здійснення успішної діяльності. Агенція регіонального розвитку «ПОЛОНИНА» здійснює діяльність з 2006 року. З метою активізації транскордонного співробітництва та здійснення спільних проектів та програм, в рамках проекту «Стратегія «Карпати 2003-2011», в м.Ужгороді, створено Міжнародну Асоціацію Інституцій регіонального Розвитку «МАІРР», яка успішно функціонує на транскордонному та транснаціональному рівні, та може стати моделлю гнучкого підходу до ефективного розвитку Карпатського Єврорегіону через реалізацію проектів та програм. В цілому, громадські організації та міжнародні установи відіграють важливу роль у розвитку транскордонного туризму та у формуванні успішної політики сталого розвитку у прикордонних регіонах. Важливим інструментом забезпечення комунікації та обміну інформацією в рамках Карпатського Європегіону стане ICT мережа «СВС Парламент», що планується розробити в рамках проекту Програми ENPI «Угорщина-Словаччина-Румунія-Україна». Автори статті акцентують на необхідності вирішення актуальних проблем, які є дуже гострими на теперішній час, а саме: необхідність лібералізувати візовий режим та покращити ситуацію на словацько-українському кордоні; крім того, важливо активізувати переговорний процес між Україною та ЄС щодо приєднання до Шенгенської зони.

Ключові слова: сталий розвиток, розвиток туризму, українсько-словацьке співробітництво, інституційна база, агенції регіонального розвитку, лібералізація візового режиму.

1. The objectives of cross-border cooperation in tourism

One of the main goals of cross-border cooperation in the programming period 2007 - 2013 by EP and Council Regulation (EC). 1080/2006 of 5 July 2006 on the European Regional Development Fund support is focused on:

- development of cross-border economic, social and environmental activities through joint strategies for sustainable territorial development, particularly through the promotion of entrepreneurship, in particular the development of SMEs, **tourism**, culture and cross-border trade;
- development cooperation, capacity and joint use of infrastructures, particularly in health, culture, **tourism** and education.

2. Ukrainian - Slovak border cooperation

Cross-border cooperation in Slovakia Ukrainian border area is a segment of a wider cross-border cooperation in the Carpathian region. From the perspective of the Slovak Republic and Ukraine cooperation concentrates on the territory of Košice, Prešov region on the Slovak side, Transcarpathian and Ivano Frankovsk area on the Ukrainian side. The area is characterized primarily by:

1. Passing through the border between the Slovak Republic and Ukraine, which is also the boundary Slovakian area and is managed by conservation measures satisfactory to all the Schengen area countries.
2. Passing through border Byzantine and Roman culture itself in the multi language, multi cultural and multi confession.
3. In the investigated area there is a strong natural, cultural and human potential, in which synergy can be obtained for development of the territory.

The foregoing factors have a strong interaction potential for tourism development on both sides of the border. In particular, a visa is a strong limiting factor cooperation in some cases, the barrier to start new joint projects and in some cases the introduction of the Schengen border closure meant to stifle that existing projects. This has a negative impact on the orientation of the project organization specializing in cross-border cooperation, the focus is concentrated on cross-border cooperation in the Schengen area Slovakia - Poland, Slovakia - Hungary, Slovakia - Czech Republic.

On the other hand, partially offset by the second distinguished negative, resulting from the existence Shengen border, where it is possible to develop tourism. Second and third specificity is a challenge for actors in the investigated area.

4. The objectives of tourism development

Border areas in the investigated area is characterized as an underdeveloped area. The development of all segments of tourism in the border area is: 1) to improve the tourist availability, 2) to increase the attractiveness of the border region, 3) to improve services in tourism 4) to ensure the growth of local economies.

5. Activities supporting the development of tourism

To achieve effective interaction in the development area for tourism development in the system we choose the approach of heuristic approach can achieve the objectives of targeted activities: compact development (joint) study the potential of the investigated area accepting the policies of both developing countries with emphasis on environmental protection and economic growth of local economies in the form of urban or regional forecasts; a strategy of development areas based on potential areas identified in urban studies, respectively. regional forecasts; developing the concept of tourism development, taking account of priority areas of development strategies; creation of a joint marketing plan for tourism development, promotion of the common border region, creating a common database of planned and completed projects of developing tourism, establishment of joint tourism products and complementary products to culture and sport. The organization of joint events in the border area tourism; education in the tourism field and thus ensure the improvement of the quality of tourist services; joint implementation of priority projects (linking tourism operators, the hiking, biking, hippo tourism, river rafting, moto tourism, skiing, making train connections, areas for paragliding, networking information boards, the issue of joint promotional materials and so on; building tourism infrastructure in the form of costly investment activities (border crossings, hotels, ski lifts, water parks, etc.).

6. Means of implementation

To realize the objectives of some activities may be to draw EU funds, and non-EU cross-border cooperation. Program has a unique position with Ukraine, which is implemented through the European Neighborhood and Partnership Instrument (ENPI) will be a multilateral one - except for a fourfold Slovakia and Ukraine, he does get involved in Romania and Hungary. These programs should be added and successors program INTERREG B and C 2007-2013 Program Southeast Europe

(Southeast Europe), the Norwegian Financial Mechanism and The Slovak Aids Ministry of foreign Slovak republic.

7. The project area within this national park district Snina

Snina District is an area which borders on Ukraine, but also with the Republic of Poland, in which there are all degrees of protection of nature with an extensive network of attractions suitable for visitors. GDP Snina county district ranks in less developed in Slovakia, but also in the EU. Regional development agency Poloniny with territorial jurisdiction in the district Snina has the ambition to apply a systemic approach to addressing land and hence to the development of tourism. In the period 2002 - 2005 District participated in the treatment of the "Carpathia Strategy 2003-2011" - Introduction of the strategic approach to cross-border cooperation development in Carpathian region. The project was the first compilation of problem areas and priorities in the Carpathian region should be addressed. PSK in 2009 to process urban study this national park within the district Snina, the treatment which involved Poloniny Regional development. This study provides a basis for processing, respectively. Completion of infrastructure in the region Poloniny. This task is addressed systematically in the project "Green Poloniny, green artery tourism cooperation green", supported by the Kingdom of Norway as the Norwegian Financial Mechanism.

Continuing systematic approach, the project "CBC Parliament, which was successful within the first round of the ENPI. The main problem of joint cooperation appears to be jointly planning cross-border cooperation and regional development in border areas. The project aims to develop ICT resources for cross-border cooperation mechanism in the form of a forum for regional development in Ukraine, Slovakia, Hungary, Romania. Another goal is to build a database of potential hierarchy territory.

8. Institutional platform.

During the program periods till 2004, 2004-2006 as well as current period 2007-2013, Agencies and institutions, that play the important role in the regional and local development as well as in solving the local problems of sustainable development are established. For the purpose of collaboration of the cross-border cooperation and tourism development the Regional Development Agency "Polonyna" had been established in 2006. Besides, in 2003 according to requirements of the EU, in the frame of the project "Strategy "Carpathia 2003-2011" - Introduction of the strategic approach to cross-border cooperation development in Carpathian region", the International Association of Regional Development Institutions "IARDI" was created in Uzhhorod, Transcarpathian region, Ukraine. Association "IARDI" established by Ukrainian, Slovakian and Hungarian institutions with the membership of Romanian, Poland, Ukrainian and other organizations. This institution can be the model of the flexible and effective functioning the Carpathian Euroregion through the projects and programs implementation approach. Functioning of such institutions at cross-border, transnational level has a great importance for the further sustainable development in border regions.

9. Recommendations

In addition to generally applicable rules of regional development and an integral part of tourism development, are very acute and the subsequent call for the political leadership of countries.

1. Measures adopted by the Slovak Republic upon entry into the Schengen area is necessary to liberate and to form of increased permeability of borders.
2. Intensify the process of negotiation of Ukraine into the EU and the Schengen area.

