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**IMPLEMENTATION OF CROSS-BORDER COOPERATION
PROGRAM POLAND-BELARUS-UKRAINE 2014-2020 IN TOURISM
DEVELOPMENT OF L'VIV OBLAST**

Annotation

This paper aims at analysis projects in tourism development of L'viv region tourism sphere. Attractiveness of L'viv region as a tourist destination has grown over recent decades thanks to successful implementation of Transport Infrastructural projects and especially important Macro- Cultural projects. The increase in numbers of visits and visitors to cities inevitably makes an important impact on local economy, cultural developments, community life, etc.

Key words: Programme Poland-Belarus-Ukraine, Transport Infrastructural projects, Macro- Cultural projects, Micro- Cultural projects

Cross-border Cooperation Programme Poland-Belarus-Ukraine (PI-BY-UA) enables the partners from both sides of the border to achieve their common goals and to share their experience and ideas. Cross-border cooperation will positively change the mentality of communities in border areas – thereby eliminating mutual distrust; will enable the young generation to overcome historical prejudices so that the next generation of the Polish-Ukrainian borderland will build bridges and not „iron curtains” nor „walls” dividing people living next to each other.

Programme PI-BY-UA brings different participants – inhabitants, institutions, organizations, enterprises and communities of the cross-border area closer to each other, in order to better exploit the opportunities of the joint development. In 2015 all the 117 projects co-financed by the Programme had completed their activities, 51 improved cultural and historical cities and 31 connected with tourism information centers. Over the three calls for proposals,

L'viv Oblast has submitted 544 projects of which 42 projects are being implemented in the field of cross-border tourism, environmental protection, emergency response, business training, health care, culture and others with the total funding of over 46 million euro. On its part, L'viv Oblast State Administration as the beneficiary is committed to assisting and supporting project implementation [7].

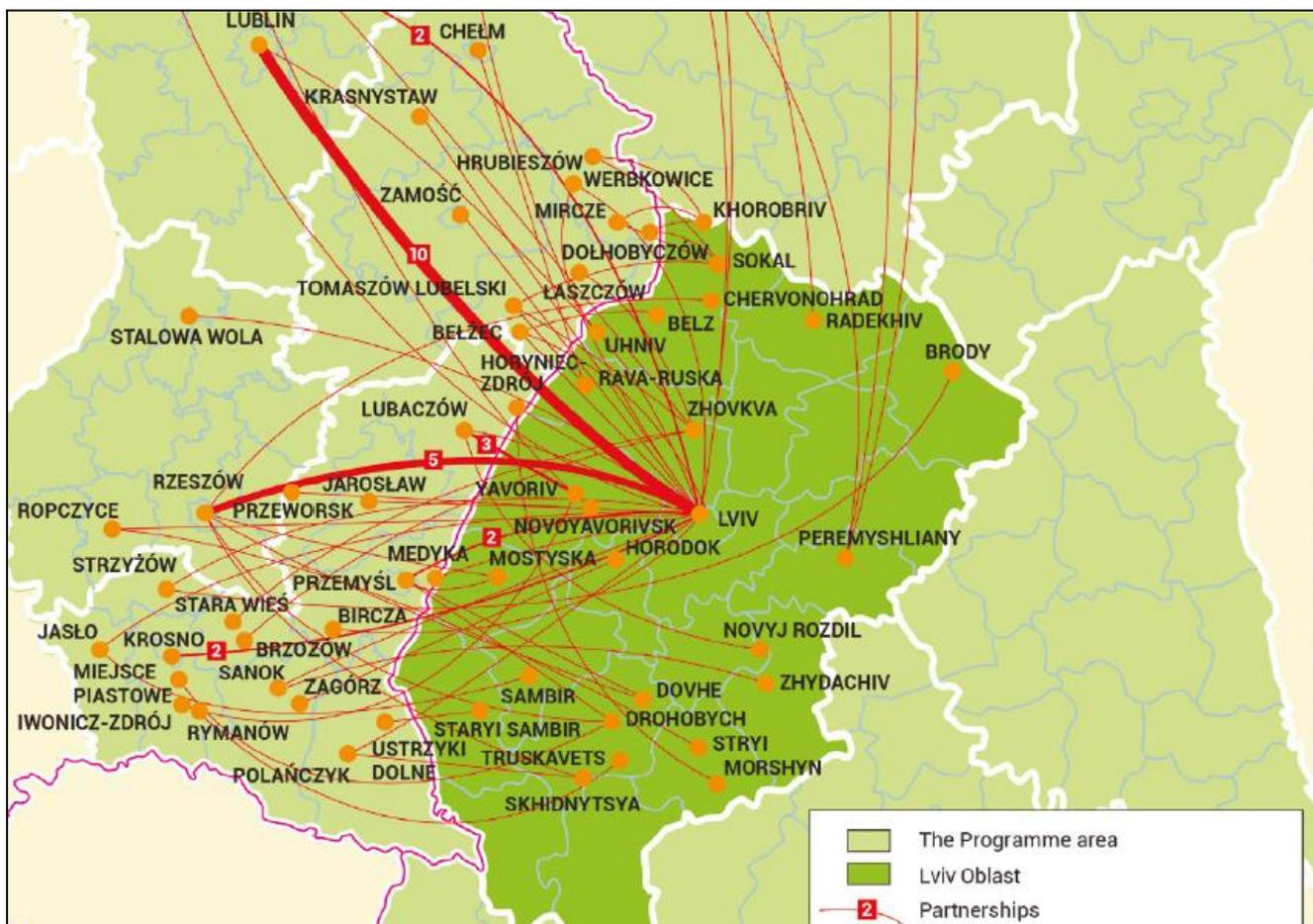


Fig. 1. Regional partnership map [7].

As tourist sector consists of huge complex of basic and auxiliary branches, in this publication we shall analyze the most significant projects that are directly tangent to improving visits of tourists to L'viv region. First of all, it is an improvement of the transport system as well as in general and in small parts of roads near border checkpoints (BC), that have significant impact on the intensity of tourist flow (see Table 1), also for creation of virtual platform for on-line partner search on the program network.

Tabl 1.

Analysis of successfully implemented Transport Infrastructural projects
 Programme PI-BY-UA on L'viv region area during 2014-2020 [3]

#	Name of project	Lead partner	Partner from L'viv region	Budget EUR	Pros of project
1	Enhancing the accessibility of Bieszczady and Stryi Sambir counties by integrating the actions in transportation infrastructure	Bieszczady County (Poland)	Stryi Sambir Urban Council (Ukraine), Stryi Sambir Regional Council (Ukraine)	4 276 238	In the Stryi Sambir in mid-2015 construction of four streets with a length of nearly 5.5 km was completed, including sidewalks, parking lots and drainage system.
2	Hrubieszów – Kryłów – Dolhobyczów – the state border and a repair of the road in Uhryniv	Hrubieszów Powiat (Poland)	Sokal District Council (Ukraine)	4 087 323	On the Ukrainian side the project concerns the repair of 620 m of the road in Uhryniv, directly next to the border crossing in Dolhobyczów.
3	Development of partnership cooperation towards the improvement of cross-border environment protection infrastructure in the townships of Poraz and Zagórz in Poland and in the city of Horodok in Ukraine	The District of Lubaczów (Poland)		3 570 404	The project activity includes the construction and modernization of the sewerage system in the Zagush municipality, the construction of sewage and drainage systems in the town of Gorodok, the construction of pipelines and pumping stations.
Total				11 933 965	

The most significant project, from which benefited a lot Ukrainian spa-resort Morshyn and Polish spa town Horyniec-Zdrój has budget more than 4mln euro. The investment in Horyniec-Zdrój includes construction of a year-round mineral water well-room, amphitheater and fountains. The park will be adorned by a hedge maze and a trellis at the fountain with relaxation seats. The park in Morshyn is a monument of landscape architecture. The investment plan of the town consists in the renovation of the historic water well-room, as well as the construction of sewers, reconstruction of stylish lighting, installation of fences, construction of walking paths, reconstruction of the main avenue in the park (tabl 2).

The large investment project with budget 3 965 382 euro, co-financed with European Union funds, aims to preserve the historic architecture of the castle and create tourist and pilgrimage center in Stara Wieś and roof reconstruction in the

Sobieski Palace, Zhovkva. The priority tasks include the completion of the roof reconstruction in the Sobieski Palace, the main structure of the castle, the reconstruction of the courtyard along with installations, as well as the reconstruction of the western tower and the restaurant adjacent to the gallery, completion of restoration works on the eastern tower with the adaptation of rooms to accommodate the museum exhibition, and the creation of the visitor center (tabl. 2).

From the budget of 1 495 35 euro of the cross-border project renovation and reconstruction of the building intended for the museum and the Centre of Cultural Dialogue is funded in Łosice. It will include exhibition hall and performance-conference hall, sanitary and social facilities, as well as the center of tourist and cultural information. After opening of the museum every year will be visited by at least 10 thousand tourists from Belarus, Ukraine and Poland (tabl 2).

Administrators of both cities Yavoriv and Lubaczów invested in revitalization of historical centers 1 450 259 EURO. The project started with a reconstruction and modernization of the historic parts of cities. In Lubaczów Market Square has been renovated, roads, sidewalks, drainage improved, new lighting and monitoring installed, elements of small architecture and colorful fountain appeared. At that time renovation works also took place on the Yavoriv market. In addition, the Ukrainian partner modernized National House building and summer scene. Next step was the creation of the Tourist and Economic Information Centre on both sides of the border. This meant not only equipment of two offices, or publication of joint tourist and information folder (tabl 2).

Tabl 2

Analysis of successfully implemented Macro- Cultural projects Programme PI-BY-UA on L'viv region area during 2014-2020 [3]

	Name of project	Lead partner	Partner from L'viv region	Budget EUR	Pros of project
1	The development of spa towns Horyniec-Zdrój and Morshyn Chance to activation of the Polish-Ukrainian border	Commune Horyniec-Zdrój (Poland)	Agency of Regional Development and European Integration (Ukraine), Morshyn	4 344 637	Beautifully developed public space was integrate the residents and improved the quality of life in the spa towns. Both parks

			Town Council (Ukraine)		will receive recreation and sports facilities such as tennis courts, Nordic Walking routes and skate parks.
2	Treasures of the cross-border area – preserving cultural heritage	Society of Jesus Monastic Home in Stara Wieś (Poland)	Brzozów Commune (Poland), National Historical and Architectural Reserve of Zhovkva City (Ukraine)	3 965 382.	Good-neighborly cooperation across the borders facilitates the implementation of great challenges.
3	“Across borders without barriers” – integration of disabled people through tourism and culture	Integration Association “Magnum Bonum” in Krasnystaw (Poland)	“Green Cross” Association (Ukraine)	1 945 903	As part of current cooperation partners completed three projects co-financed by the European Union, including “Activity without barriers”
4	Cross-border centers of cultural dialogue in Łosice and Varacevičy	The Town and Commune of Łosice (Poland)	Executive Committee of Peremyshlyany City Council, „Halychany” Foundation	1 495 135	The project partners acquired new competencies in the scope of cross-border cooperation, joint development of projects and raising funds for their implementation.
5	Lubaczów-Yavoriv two potentials, joint opportunity	Lubaczów Municipality (Poland)	Yavoriv City Council (Ukraine)	1 450 259.	The centers of both towns were renovated for a meeting place where they can organize various events for the resident communities and tourists.
6	Polańczyk and Schidnycja – let’s make use together of our tourist and cultural potential for the improvement of competitiveness of the Bieszczady region	Solina Commune (Poland)	Schidnycja Town Council (Ukraine)	927 632	The amphitheatre in Schidnycja was completed in the second half of 2015 with a multi-purpose structure with the audience for 530 people.
	Total			12 183 045	

The huge part of projects are micro- Cultural projects with total budget more than 3mln euro were implemented in development of small cities and villages, which are called historical and cultural pearls. All activities were directed on promotion beautiful places and making it easier for individual tourists to visit the cities and to encourage the tourists to stay “one day longer.” The officials from different cities jointly participated in the conferences and seminars. They exchange experience in the fields of protection and use of tourist attractions and sources.

Also two hundred students from Ivan Franko National University of L'viv (Ukraine) and State Higher Vocational School in Krosno (Poland) attended territory of Carpathians or were involved in the preparation of the events as part of the project of "Geo-Carpathian's – the creation of the Polish-Ukrainian tourist trail" (look at tabl.3).

Tabl 3

Analysis of successfully implemented Micro- Cultural projects Programme
PI-BY-UA on L'viv region area during 2014-2020 [3]

#	Name of project	Lead partner	Partner from L'viv region	Budget EUR	Pros of project
1	Cross-border cooperation for health tourism of Polish-Ukrainian borderland	The Association for Development and Promotion of Podkarpackie Region "Pro Carpathia"	Ukrainian association "Lemkivshchyna"	643 778	Rymanów commune and Ukrainian association "Lemkivshchyna" and the Iwonicz-Zdrój commune, in cooperation with the "Center of regional Yavorivshchyna initiatives", organised borderland culture festivals, and developed publications promoting tourist attractions of regions.
2	Eastern European pearls: development and promotion transboundary city cultural tourism products	Public organization „Tourist Association of Ivano-Frankivsk Region” (Ukraine)	Tourism Office of the Department „Euro 2012” of L'viv City Council (Ukraine)	495 124	The project partners have planned activities to make it easier for individual tourists to visit the cities and to encourage the tourists to stay "one day longer." Audio guides in five languages was prepared
3	Underground city: development and popularization of cross-border tourism by the creation of cross-border tourist route in the underground routes of Lviv, Rzeszów, Lublin	Office of Historical Environment Preservation of L'viv City Council (Ukraine)	Municipality of Rzeszów (Poland), Local Government Institution of Culture Center "Brama Grodzka – Teatr NN" (Poland)	392 715	The officials from L'viv, Lublin and Rzeszów jointly participated in the conferences and seminars. They exchange experience in the fields of protection and use of underground urban architecture.
4	The tourism development in cross-border partnership	Łaszczów Commune (Poland)	Town Council of Zhovkva (Ukraine)	390 261	Improving the tourist infrastructure of Łaszczów and Zhovkva, developing tourism services and promoting historic values of the towns.
5	Geo-Carpathian's – the	State Higher	Ivan Franko	326 988.90	The integration and

	creation of the Polish-Ukrainian tourist trail	Vocational School in Krosno (Poland)	National University of L'viv (Ukraine)		interoperability of academic circles from Poland and Ukraine. Two hundred students from both higher education institutions attended or were involved in the preparation of the events as part of the project.
6	Stimulation of the tourism development in the Carpathian region by tourist's service and security improvement	Mountains Guides Association "ROVIN", (Ukraine)	Lviv Oblast Control-Rescue Service of the Ukrainian Tourist and Sport Union	297 438	Participants of the training were able to experience in person, how mountain tourism is promoted in Poland, how the routes are marked, and what kind of equipment is used by the rescuers.
7	There is only one king! Jan III Sobieski trail as a transnational tourist product	Rzeszów Regional Development Agency S.A. in Rzeszów (Poland)	Podkarpacka Ekoenergetyka (Poland), Agency of European Innovations (Ukraine)	288 800.	Improving tourist attractiveness of their regions and promoting their cultural heritage
9	Science and experience for business	Rzeszów Regional Development Agency (Poland)	Western Regional Centre for Innovative Development in Lviv (Ukraine)	185 010	creating platforms for the exchange of experiences and networking. 450 businesses and 30 business environment institutions from Hrodna and Lviv Oblasts and Krosno – Przemyśl sub-region received direct support.
	Total			3 020 000	

Conclusions

This publication gives an insight into main objectives, activities and results within the projects on L'viv region area connected with improvement of tourist sphere. It presents result of cooperation in field of tourism, examples of how partner towns, villages or local institutions can grow and develop together. It proves that cross-border cooperation is a tremendous force stimulating the development of shared space and building ties over the borders. With 18 projects taking place here with a total value over 27 million euro Lviv Oblast is a leader among the Ukrainian regions in the number of projects in tourism development.

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