

Transfrontier Tourism Development and Promotion Network in Ivano-Frankivsk, Ukraine and Maramures, Romania



Project Budget:
€522,293

Duration:
July 2007 - December 2009

Funded by:
European Union (€468,000)

Countries of Implementation:
Ukraine, Romania

Project is implemented by:
Tourist Association of Ivano-Frankivsk Region

National Project Partners:

- Ivano-Frankivsk Regional State Administration
- EcoLogic Carpathian National Nature Park Association

Project's Objectives and Tasks:

Overall objective:

To create favourable conditions for development of cross-border tourism between the border areas of Ivano-Frankivsk region in Ukraine and Maramures county in Romania.

The final beneficiaries of the project are the local communities, travel agencies, private companies and visitors of both border regions.

Project's Activities:

- Establishment of an eco-tourism visit centre in Yaremche;
- Establishment of the virtual tourist centre www.travelcarpathians.com;
- Creation of a database of partners in Ukraine and Romania;
- Setting up information booths in Ivano-Frankivsk, Yaremche, Verkhovyna and Kolomyja;
- Development of joint travel packages;
- Creation of the Ukrainian-Romanian resource centre in Ivano-Frankivsk at the premises of the Tourist Association of the Ivano-Frankivsk region;
- Trainings for travel agency representatives from both sides of the border on common organization, management and promotion of the joint tour packages;
- Study tours/exchange of experience between the Ukrainian and Romanian partners;
- Organisation of Ukrainian-Romanian cross-border eco-tourism forum;
- Development of a manual on eco-tourist products;
- Marketing research of potential markets;
- Publication of promotional materials;
- Production of a 40-minute film in 6 languages (Ukrainian, Russian, English, German, Polish, and Romanian) to be shown at the eco-tourism visit centre. This film will promote most attractive sites for eco-tourists;
- A visit for travel journalists from Ukraine, Romania, and the United Kingdom to make them acquainted with attractions in the project area;
- Participation in tourism exhibitions in Kyiv, Bucharest, London, and Berlin.

Project's Achievements to date:

- Ukrainian-Romanian resource centre established in Ivano-Frankivsk;
- Over 30 representatives of authorities dealing with tourism issues, travel agencies, NGOs in the project area had an opportunity to visit their partners, discuss possibilities of future cooperation, share experience in the framework of two study visits to Ivano-Frankivsk region and Maramures county;
- Eco-tourist visit centre in Yaremche was established, trainings for staff organised, and special film produced;
- 6 information booths with tourist information set up in Ivano-Frankivsk, Yaremche, Verkhovyna and Kolomyja;
- Virtual tourist centre providing information in Ukrainian, Russian, German, and English established on the Internet at www.travelcarpathians.com;
- 4 packages of joint tourist services (they include services by over 20 companies and individuals) developed and transferred for future management to travel agencies in Maramures county and Ivano-Frankivsk region;
- 2,000 copies of pocket guides printed, cooperation with international tour operators established in order to organise the tours to the project areas;
- The study visit for travel journalists resulted in 7 articles in the media about tourism in Maramures county and Ivano-Frankivsk region.

"It is transborder tourism development that will allow residents of mountainous areas receive additional revenues without substantial investments, for the nature, traditions and culture of this land is its main treasure so highly appreciated and sought by tourists."

Roman Komarnytsky, Project Team Leader

Project's Objectives and Tasks:

Overall objective:

To encourage people and business relations on both sides of the border for the purpose of achieving balanced, coherent and sustainable development of local communities in the Ukrainian and Romanian cross-border region.

Specific objectives:

- To build institutional capacity of local communities in Zakarpattia region;
- To improve the quality of human potential in local communities;
- To develop channels of information exchange on both sides of the border.

Project's Activities:

Component 1 - Institutional capacity:

- Selecting pilot communities in the target region;
- Optimal operational model developing for resource centres in each of the selected pilot communities;
- Establishing resource centres and arranging their work (registration, adaptation of the premises, purchase of office and communication equipment);
- Establishing the Ukrainian and Romanian cross-border partner network of community development (international conference).

Component 2 - Human potential:

- Selecting, training of, and arranging a study tour for staff members of the pilot resource centres;
- Curriculum development for local authorities and NGOs.

Component 3 - Information exchange:

- Development, publishing and distribution of the methodical and analytical manual on establishment and operation of resource centres for local community development;
- Development, publishing and distribution of the analytical publication "Resource and investment potential of local communities in the Ukrainian-and-Romanian cross-border region";
- Development and promotion of the joint web portal of the cross-border network of community development centres;
- Holding of international Ukrainian and Romanian partnership and CBC forums of local communities, participation in the Neighbourhood Days at the border of Romania and Ukraine.

Expected results:

- Efficient functioning cross-border cooperation network consisting of the existing telecottages in Romania and resource centres to be established in Ukraine;
- Human resources trained and skilled (staff for the resource centres recruited and trained in Ukraine; local and district authorities are familiar with, and trained in, aspects of sustainable development of local communities, and NGO leaders and managers are trained and able to apply new mechanisms and forms of business and social cross-border cooperation);
- Three efficient channels of information exchange and dissemination arranged and functioning; publishing and dissemination of printed information; publishing and dissemination of electronic information; and, people-to-people channels set up.

Project's Achievements to date:

- In November 2008, a call for proposal was announced to select local communities for creation of resource centres. As a result, 4 communities were selected for participation in Rahiv, Tyachiv, Khust, Vynohradiv districts.
- The First International Partnership Forum was conducted in Solotvino (Zakarpattia region) in July 2009 to facilitate cooperation between the Ukrainian and Romanian regional and local communities.
- 6 trainings are scheduled for September-November 2009 for representatives of local administrations and NGOs on the following subjects: community development strategies; strategic management, territorial planning and development; programming and budgeting; fundraising for development of communities.

Cross-Border Partnership for Sustainable Community Development



Project Budget:
€257,158

Duration:
July 2008 - July 2010

Funded by:
European Union (€231,442)

Countries of Implementation:
Ukraine, Romania

Project is implemented by:
"Uzhgorod-21-st Century" Small Business and Innovation Development Association

National Project Partners:

- Zakarpattia Regional Office of the Association of Ukrainian Cities
- International Association of Regional Development Institutions "IARDI"