

**Strilchuk Lyudmila. The impact on the Development of Ukrainian-Polish Humanitarian Cooperation.** The article analyzes the Ukrainian-Polish intergovernmental cooperation in tourism and its impact on the activation of humanitarian cooperation of neighboring countries. It is thanks to bilateral cooperation in the tourism sector is expanding international relations, deepening knowledge of the neighboring country, its culture, traditions, history, erasing the negative social and historical stereotypes, forming a positive image of the country neighbor, and this in turn leads to inter-ethnic reconciliation, establishing good neighborly relations.

Ukrainian-Polish border is especially rich with common historical and cultural monuments. However, in the last decade Ukrainian-Polish Tourist cooperation goes far beyond the border regions, covering more and more territory, attracting more and more tourists from both countries.

**Keywords:** tourism, humanitarian cooperation, state border, inter-state relations, Ukraine, Poland.

**Formulation of scientific problems and its significance.** The study of tourism as a socio-cultural phenomenon involved a historian, geographer and economists, because tourism is a sector that has absorbed many components, including familiarization with the historical monuments, memorials, places of national prowess and fame, architecture, culture, nature reserves etc. International tourism is an important component of modern humanitarian relations of States as at the household level allows you to learn more about the country, history, culture and people.

If officials, economists create a policy, so ordinary citizens are drivers of interstate relation on a personal level. Thus, international tourism acts as the driving force of good neighborly relations, it is the force that is able to offset the borders and establish personal contacts, an idea of the neighboring nation, its values and mentality, ultimately, it is through interstate tourism, largely unable to influence smoothing negative socio-historical stereotypes passing. Therefore, the role of tourism in today's Ukrainian-Polish interstate relations can hardly be overestimated.

**Analysis research this problem.** Since the independence of Ukraine, the role of the tourism industry has grown enormously. The most popular tourist destinations in

Ukraine and Poland studied both Ukrainian and Polish scientists. In particular, L. Davydenko, R. Pletenetska, N. Zavitnevych, Y. Yakovenko, G. Vysotska, V. Vasiliev, S. Pylypenko have analyzed cultural and historical potential of Ukraine and its possible involvement in the needs of tourism, and the impact of tourism industry in the Ukrainian-Polish cooperation. N. Konischeva has examined economic aspects of tourism development, preparation of staffing tourism, and V. Harahonych and E. Kish have analyzed trends and issues of interstate tourism, legal mechanisms of its regulation.

**Presenting main material and justification the obtained results of the research.** Tourism acts as one of the important components in modern Ukrainian - Polish International Relations. Despite on all political and economic problems of recent years, tourism is a coherent area in relations between Ukraine and Poland which does not only leads to intensify bilateral contacts, positive effects on international humanitarian cooperation but also helps for establishing contacts between people, good neighborly relations and for interethnic reconciliation.

In addition, the cooperation between Ukraine and the Republic of Poland in tourism sphere is, firstly, one of the most important steps towards European integration of Ukraine. Secondary, it is an important thing for the Ukrainian's channel borrowing and implementation of rich Poland's experience in this sphere. And finally, this is a real space for materializing integration processes which are the most evident at regional and border levels.

The prerequisite of effective development international tourism's is normal provision legality of such problems. Our state has declared tourism as a priority of national culture and economy and creates favorable conditions for tourism activities, and also, it promotes the expansion and strengthening of international cooperation in tourism. It participates in the activities of international tourism's organizations on the rights of a full or an associate member or observer, which is declared in the Ukrainian's law on tourism.[3]

The main priorities of the state policy in the field of tourism are:

1. Improvement of legal principles of relations' regulations in the tourism's field.

2. Providing tourism to its becoming a highly profitable industry of Ukraine's economy.
3. Promoting national and foreign investment in development of tourism industry.
4. New jobs creation in tourism field.
5. Inbound and internal , rural and green tourism development.
6. The expanding of international tourism cooperation.
7. The promotion of Ukraine in the global tourism market and creation of attractive tourism's image of the country.
8. Creating favorable conditions for tourism's development[2, p.162].

The law about tourism was adopted in the 15<sup>th</sup> of September 1995. The law defined tourism's resources as a set of climatic , recreational , historical-cultural, cognitive and socio-living resources of the areas, which satisfies the diverse needs of tourists while tourism as independently branch is the temporary departure of a person with permanent residence in health , cognitive or professional-business purposes without any payment acts[14].

The tourism industry is regulated by Verkhovna Rada of Ukraine, by The Cabinet of Ministers of Ukraine, by The Ministry of Culture and Tourism, The Local administrations, The Local governments and as well as others within their competence. According to the Presidential decree, from 20th Apr 2005, to improve the system of executive activity, which sets state of tourism's policy.

Our country attaches great importance to cooperation with RP in tourism to promote the national tourist product on the European marketing. Gradually there is the implementing on harmonization of tourism in Ukraine to EU standards . Firstly, it provides, improving the protection of the Ukrainian and foreign consumers rights in tourism services, bringing Ukraine closer to international standards Bringing Ukraine closer to international standards of tourist services. All these measures are designed to increase the attractiveness of Ukraine as a tourist destination for foreign travel companies, tourists, and in addition, help to increase tourists' flows to our country.

However, it should be admitted that despite of all measures implemented as to international tourism enhancement, Ukraine have lost its position (because of the war in the east part of the country) in the international tourism market[7;8].

For the last 25 years Poland was and still remains one of the most active and promising partners of our country in the realm of tourism. The main prerequisites for the effective Ukrainian-Polish tourism cooperation is ethnic and territorial proximity, mutual borders, climate, language affinity, large historical experience, similarity of cultures and traditions.

Relations between Poland and Ukraine contain almost all types of tourism: cognitive (sightseeing activities), youth, social, environmental (rural or green) recreational, sport, business, academic, business, religious and shop tours. The historical, cultural and recreational resources' wealth of natural areas contribute to the continuous growth of tourist exchanges. Active movement across an international border is a powerful political and economic factor that makes contacts between the neighboring countries deeper.

According to statistics, as of 2003 the number of tourists in Poland ranked 14 in the world [5]. Inbound tourism in Poland has urban character - 60% of foreign tourists come to the country to visit cities having high tourist attraction and are the purchase hubs on the Polish-Ukrainian border. Ukrainians make up the third largest group of foreign tourists after the Germans and Czechs. But the introduction of visa have had an impact on reducing the number of Ukrainian tourists in Poland. On average, their number have been decreasing by 10-15% annually [2: 165].

The number of Ukrainian tourists visiting Poland from 1992 began to grow steadily. For example, in 1992 - 1995 4.7 million Ukrainians visited Poland, and in 1996 – there were 3.5 million. A similar dynamic was maintained until 2004, up to Poland's accession to the European Union. For instance, in 2004, 3,846,750 Ukrainians visited Poland. [13]

According to the data of the State Committee on Tourism, which operates within the Ministry of Economy in Poland, the average duration of stay of Ukrainian tourists in the country is 3.4 nights (for 80% of Ukrainian tourists). Another appeal is that the Ukrainian tourists visit Poland at least 3-4 times expanding the geography of tourism. [2, c. 166]

By 1994, the majority of Ukrainian tourists came to Poland because of being invited by individuals or being a part of excursions that had organized travel agencies.

However, independent travel tendency still continue to increase. There are a few reasons explaining this issue. Firstly, travel agency services make trips expensive by 20-60%; secondly, the geographical proximity facilitates the private trips creation; thirdly, proximity as well as understanding makes possible to feed Poland freely, that there is no need in translation services.

Statistics show that among the Ukrainian tourists, who visiting Poland, very few of them are interested in camping or tent towns. Most often Ukrainians are in those regions that are placed near the boundary, such as Lublin, as well as Central Poland and the South of the country [5; 11]. On average, each tourist leaves in Poland for a day to 160 dollars.

Due to the growing interest of tourists to the Republic of Poland in 2000-2007 tourism industry in the country has developed greatly. Created the Department of tourism under the Ministry of Economy, the Polish tourism organization, which is engaged in the promotion of tourist centers in the country. Also created the Institute of Tourism (studying the tourism market and its opportunities), a significant part of the travel agencies merged in the All-Polish tourist board office. Today, the RP has about three thousand travel agencies (excluding agencies exclusively selling tours).

Active movement through an international boundary is a powerful political and economic factor to the deepening of mutual contacts between neighboring countries. Unfortunately, today the level of its implementation by Ukraine remains low. Moreover, there is every reason to speak about the presence of asymmetry of its development in our country and the Republic of Poland, which are caused primarily by differences in institutional support due to: 1) significant differences of organizational, economic and legal regulation of tourism in Poland and Ukraine; 2) lack of cooperation between Ukrainian and Polish tourist organizations; 3) significant differences in the priorities of tourism development at national and regional level [10, p. 386].

The main manifestations of underdeveloped institutional support of tourism on the Ukrainian-Polish border area is the instability of the institutions and frequent changes of approaches to the management of tourism in Ukraine and Poland. Despite the fact that tourism in Ukraine is recognized as one of the priority directions of economic

and culture development, state policy formation mechanism of management of a tourist area is characterized by a lack of consistency, which is due to the restructuring and reorganization of bodies of management of tourism sector, frequent changes of priorities and funding tourism development; lack of cooperation between tourism organizations.

For example, in the Ukrainian-Polish cross-border region the development of tourism are entrusted to the working Committee on tourism development of the Carpathian Euroregion and Euroregion "Bug". However, despite the significant tourism potential of the border area, coordination of joint tourism activities within the cross-border region, the framework of Euroregions and the neighbourhood Programme Poland-Belarus-Ukraine is weak and inefficient; inadequate scientific support for tourism development [10. p. 387].

Despite the above-mentioned circumstances we must admit that Polish tourists do not visit Ukraine as much as Ukrainians visit Poland. For example, 847,9 Poles visited Ukraine in 1991 and only 389,2 – in 2001, besides half of them passed our country in transit. One more interesting fact: in comparison with 2000, the total number of Poles, who visited Ukraine, increased by 44.7% in 2004 and, according to Institute of tourism, counted 4142,8 people [6, c. 354]. This rapid growth was the result of the existing visa regime between Ukraine and Poland, in which Polish citizens have the right to travel our country without a visa, and interest in Ukraine after the 'Orange Revolution'.

The greatest interest within the Polish tourists is caused by such Ukrainian cities as Lviv and Kyiv, and Ivano-Frankivsk, Khmelnytsky, Odesa and Lviv region. Half of the Poles, who travel to Ukraine, are native of the Lublin and Podkarpackie Province. According to statistics, the majority of Polish tourists - are from small towns and villages and most of them organize their trip to Ukraine individually, without the mediation of travel companies. Trips, organized by travel agencies, are about 4%, the same number - 4% - group trips in Ukraine [13, p. 51].

Polish tourists often use hotels while staying in Ukraine. With each year you can see an increase of business travels in Ukraine. Vacation as a form of tourism – is the main motive for only 10-15% of arriving Poles [2, p. 169]. Much of them come to

become familiar with places of national historical memory, to visit relatives or their graves.

Cooperation between Ukraine and Poland in the tourism industry is based on 'Agreement Cooperation in the field of tourism between the Government of Ukraine and the Government of the Republic of Poland "by June 30, 2005, according to which Ukraine and Poland promote the development and deepening of cooperation in tourism, increase tourism exchange in order to better acquaintance with the life, history and the culture of the peoples of their countries. [12]

Implementing the provisions of the International Ukrainian-Polish agreement on cooperation in tourism, interdepartmental working group on tourism are created, their regular meeting are held to analyze and solve current problems of bilateral cooperation, identify ways of activation tourist exchanges.

In 2002 in Ukraine the Ukrainian -Polish research project " Tourism potential of Western Ukraine " is set up. It is supported by the Foundation of Polish- American- Ukrainian Cooperation Initiative . To develop this project it is involved three research institutions : the Warsaw Institute of Tourism, natsionalny Lviv Ivan Franko University and Kyiv University of Tourism, Economics and Law. The purpose is to analyze the state of resources and the tourism industry needs to develop new tourist facilities and infrastructure development by attracting research investment. The main objective of the project was the implementation , analysis, assessments and decisions on development opportunities in the tourism sector in Western Ukraine.

Ukrainian -Polish cross-border region has great potential of tourist attraction. The cultural heritage of borderland is- the result of centuries of common history. On both sides of the border monuments of material and spiritual heritage of the Orthodox , Catholic, Greek Catholic , Evangelical and other religions are saved. Among secular monuments it is distinguished objects of historical era, fortifications , farms , castles in Ukraine and Poland.[1, c.356]

Well-developed transport system in the region , a sufficient supply of border crossing , hotel complex can be used to create cultural territorial system. Under such

circumstances, increasing the need to provide qualified professionals for tourism development and training of civil servants and local government officials. They are charged with the authority to resolve issues in public tourism management, training managers, tour guides, translators and other professionals of services.

Only a high level of training can provide adequate competitiveness Ukrainian tourist product on the international tourism market.

According to N. Konischchova, the level of specialists' education in the sphere of tourism doesn't always fulfil needs of labor market. The Concept of state purpose-oriented program of tourism and resorts development in 2011-2015 points out that "...solutions of strategical aims in the sphere of tourism and resort in Ukraine depend on the improvement of current system of education, retraining courses for qualified employees, who belong to the sphere of tourism...". Staffing, as a priority factor for tourism development on the all levels of the sphere is really important. Understanding of this problem has come only on the current level because of conflict between the need of dynamic development of the sphere in the circumstance of recession and trends in educational level the consequence of which is low level of quantitative and qualitative index of workers. As a result of some factors system of education doesn't train specialists who can be ready for various tasks in the sphere of tourism on current technological level.

**Conclusions and prospects for further investigations.** Although the number of educational institutions in tourism training has increased significantly over the last few years, the needs for the specialists on the tourism market in Ukraine are satisfied only by 55% and by 70% for guides and translators. At the same time, tourism graduates can't always find a job that would meet their demands. According to N. Konischeva, it's due to the fact that our students and educational institutions consider the higher education to be more prestigious, while approximately 80% of tourism service attendants carry out their duties at the middle level. [4, p.159]. It's the biggest challenge of Ukrainian job market for travel industry.

Therefore, an important measure of increasing the efficiency of tourism is the organization of professional, advanced training and retraining of staff that work in tourism. This process should be combined in the system of professional and official



development and should be realized in the form of career promotion. To achieve that, a new chapter should be added to Concept of State purpose-oriented program of tourism and resorts development 2011-2015. Its name would be “Training, retraining and advanced training” with obligatory funding from state budget for the realization of the project. Local governments during development of local tourism development programs should provide appropriate means of budget for training, retraining and advanced training of civil servants and officials of local government authority who are in charge of tourism.

A lot of countries, including Poland, pay much attention to the tourism industry as one of the most profitable for national economy. Experts claim that, unfortunately, financial support of the tourism industry by Ukrainian government isn't sufficient. Although Ukraine has got a rich historical heritage and invaluable recreational resources, the development of tourism business in our country is travel-oriented. Nowadays, when we're experiencing economic problems, profits from the tourism industry might become not only sustainable source of income, but also a trend.

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