

THE DEVELOPMENT OF THE TOURISM INDUSTRY AT THE REGIONAL LEVEL IN A CONTEXT OF ECONOMIC RELATIONS BETWEEN UKRAINE AND ROMANIA

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Abstract

The main questions dedicated to the cross-border collaboration between Ukraine and Romania are put to observation through this article. The priorities of regional cooperation are defined and the factors of influence on the tourism development are given.

Key words: Euro region "The Upper Prut", factors of influence, recreation, regional priorities cross-border collaboration.

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Participation of Ukraine in the world-managing system demands serious researches of integration processes, the choice of corresponding ways and forms of co-operation, including at a regional level. The cross-boundary cooperation as a special sphere of foreign trade activities of boundary territories is of great importance in the international economic relations.

The deal about good neighborhood relations and cooperation between Ukraine and Romania signed on June, 2, 1997 activated the interaction between boundary territories of both countries and has created the certain stimulus for the further development of cross-boundary cooperation.

The specificity of Ukrainian and Romanian cross-boundary cooperation is that it is developing from the geographical point of view, in territories covered with euro regions: "Carpathian" (Ukraine - Poland - Slovakia - Hungary - Romania), "The Bottom Danube" (Ukraine - Romania - Moldova) and „The Upper Prut (Ukraine - Romania – Moldova).

Formation of these structures along the 90th years of the 20th century was a solid step, in fact over 50 regions like these that are operating in Europe, have recommended themselves as the most effective forms of debugging the cross-boundary cooperation due to which the problems of the boundary territories are solved by the local communities.

According to the national program of integration of Ukraine to the European Union approved in September, 2000, a regional and local level should become cells of practical realization of integration activity.

Among the priorities of the regional cooperation of Ukrainian and Romanian territories for the long period the most important are:

- formation of economically competitive regions;
- development, the conclusion of agreements and creation of legal base of cooperation. Coordination of the legislation of Ukraine and Romania with the international standards in those spheres which are mutually advantageous for both sides;
- development of border points and the corresponding infrastructure;
- development of the international tourism;
- development of a network of the logistical centers and the business-support centers ;
- the sworn brotherhood of cities;
- formations of common associations, funds, projects;
- coordination of social, economic and ecological development of boundary regions;
- assistance to cultural cooperation between the populations of the region territories.

At the same time, we count that till this time any concrete organizational and financial tools for stimulation of activity of these priorities have not been found yet.

Studying the industry of tourism in the region from the point of view of economic relations between Ukraine and Romania, we put the purpose - to define the major factors which influence the development of tourism, by use of empirical research methods.

Development of tourism, both in Ukraine, and in Romania, has essential influence practically on all priority directions of regional cooperation.

Consequently it is entirely natural, that one of the major tasks of the Euro region " The Upper Prut" is the development of all kinds and forms of cross-

boundary tourism, it provides the tourism infrastructure development (such as cognitive, cultural - ethnic, folklore, religious, rural, ecological) as one of the most effective ways of using the unique recreational potential of the region, the increase of the employment level, creation and sale of the tourist product, attraction of investments and the European experience.

The researches carried out by questioning directors, general managers and workers of tourist companies of Ukraine (420 men) during the XI International exhibition "Ukraine - travel and tourism" UITT - 2005 in Kiev on March, 30 - on April, 2, 2005, concerning development and the organization of tours to Romania, in winter season on resorts as Vatra Dornei, Sinaia and others, and in summer on the Black sea coast, show, that 71 % interrogated are confident in successful sale of tour-tickets to Romania, for 13 % the opportunities of Romania are unknown, 9 % knows and use Romania as the transit country for the organization of trips to Bulgaria, Turkey, Greece and only 7 % prefer other countries.

But even under the conditions of favorable climate for the development of tourist business and a direction of tourist streams from Ukraine, travel agencies of Romania during the last 5 years do not represent in any way the opportunities at tourist exhibitions, fairs, interiors which are carried out in Ukraine.

The experience gained by Chernivtsi and Suchava region tourist firms during last 20 years on the organization of mutual exchange by tourist groups between students, pupils, working and rural youth, workers of different areas of economic activities, enables to insist on and offer to introduce in the frameworks of the Euro region "The Upper Prut" the organization of visa-free trips for student's and school youth, other tourist, groups which have their rest in the region.

Is worthy an exchange of tourist groups on currency-free base, which is service of identical amount of people, identical services and for the same term. These and other forms of tourism organization were actively used by such tourist enterprises as BTT, "Sputnik" and others.

The interrogation of 1000 tourists which have visited Bukovina in 2004 testifies that the majority name the main reason of their trip as the untouched nature of Carpathian Mountains, the opportunity to have a rest, learn the history, culture, customs, ceremonies to meet relatives etc.

So the major factors that influence on the development of tourism in the region are the next:

- presence of natural recreational resources;
- great amount of historical places, architecture, cultures;
- ethnic, related and cultural connections;

- development of the tourist infrastructure;
- a favorable geographical and geopolitical arrangement;
- transit availability of the region;
- convenient transport connection.

The important direction of cooperation of two countries in the field of tourism is the interaction of customs and boundary services of Ukraine and Romania placed on territory of Chernivtsi area and in adjacent districts of Romania. The basic questions which are in the agenda today concern the improvement of customs system, formations of funds of development for boundary cooperation, etc. We consider it necessary to create the inter-regional bank of boundary cooperation which would service the export-import transactions in the zone, and could finance the construction of objects of the boundary and tourist infrastructure - transitions, stations, camping, hotels etc.

The opportunity of the common actions in attraction of investments of the European community for development of transit corridors, railways, motorways which considerably makes active transit streams of tourists is subject to studying and substantiation also.

An urgent question remains the creation of the general Ukrainian - Romanian railway junction in area of stations Bagrynivka (Chernivtsi area) and Vikshany (Suchava district) which in a complex with station Vadul-Siret will begin formations of a powerful transport corridor which will serve not only for mutual economic relations and connections of the countries of the Union of Independent Countries and Southeast Europe.

We count that the simplification of passage procedure of the boundary and customs control over the Ukrainian - Romanian frontier to be one of the important tasks of bilateral cooperation in the field of tourism. The "Green corridors", time specifications of the control, the common control services of two countries, etc.

Problems of foreign trade activities, in particular cross-boundary cooperation, are investigated in a number of scientific institutes as in Ukraine, and probably in Romania. But they are not connected between themselves, there is no corresponding coordination of the researches, the contacts between scientific institutions, interested ministries and departments are insufficient. In order to considerably improve the economic cooperation and to remove the lacks listed above, we need the common program, developed by the efforts of Ukrainian and Romanian scientists.

As far as the transition of the governing body of the Euro region "The Upper Prut" in 2005 to Romanian side and for the activating of the Euro region Commission working process on questions of

economy, infrastructure and tourism headed by the representative from Chernivtsi, we suggest Executive Chairman of Advice (Council) of the Euro region to address the governments of the countries which are the members of various EU structures and Euro region to corresponding, other international and regional organizations with offers concerning simplification of visa formalities for inhabitants of Euro region territories, viewing of an existing state tax system, financial - credit, customs, investment policy (politics), development and introduction of tourist programs with visa-free visiting objects of the countries located in territories - participants of the Euro region, to reduction conformity of the legislation concerning cooperation between the tourist organizations, organizations of the common tourist exhibitions and international fair, restoration of the international youth centers work and etc.

The system analysis shows, that development of tourism increases employment of the population, develops average and small business, assists the fastest development of market relations, thus tourism demands the industry or other area of economic complex of the region considerably smaller capital investments, investment receipts than other branches of industry.

In our opinion, self-government institutions and local administrations of the two neighboring countries should be the main subjects. By the conclusion of inter-regional contracts between themselves they can create favorable conditions for the development of tourism and as a whole accelerated social and economic development of the territories.

CONCLUSIONS

The development of regional tourism may help to keep and improve the economic relations between Ukraine and Romania. The special place is given to the functioning of Euroregion "The Upper Prut", the territory of which has a lot of possibilities for development of different kinds of tourism, attracting investment resources and obtaining the European experience.

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