

## **Sustainable Tourism for Development**

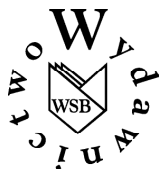
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# Turystyka a rozwój zrównoważony

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Yuriy Zinko, Arnold Bernaciak



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# Sustainable Tourism for Development

volume editors

Yuriy Zinko, Arnold Bernaciak



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## Introduction

This issue of “Studia Periegetica” contains articles presented at the International Conference for Teachers of the Baltic University Programme on “Sustainable Tourism Development in the Border Regions” (19-23 March, 2017, Zhovkva, Lviv Region, Ukraine). The Conference was one of the first academic events in Ukraine that were held as part of the Year of Sustainable Tourism proclaimed by the United Nations. The Conference was attended by representatives of educational institutions from Sweden, Poland and Ukraine, as well as members of environmental organizations, conservation institutions and local government bodies of the Lviv region. The publications reflect main problems addressed at the Conference, in particular theoretical and methodological aspects of sustainable development and sustainable tourism, practical questions of implementing elements of sustainable development into various forms of tourism, as well as Ukraine’s policy in the context of European and cross-border tourism.

The introductory article entitled *Research of sustainable tourism development*, written by Marta Malska, Nataliya Rozhak and Volodymyr Rozhak from the Ivan Franko National University of Lviv, is devoted to theoretical aspects of sustainable development and international initiatives on its implementation in various spheres. The authors focus on main provisions and aspects of sustainable tourism with a detailed analysis of its natural resources and social components and analyze the implementation of sustainable development in tourism industry.

The article by Anette Oxenswärdh from the Stockholm University, entitled *Collective Learning towards Sustainable Tourism*, addresses educational and organizational aspects of sustainable tourism. It centers on the question of how collective learning can be used to incorporate sustainability in tourism activities. The study emphasizes the organizational process of collective learning by organizers of tourism activities. It is stressed that learning processes in tourist organizations contribute to their sustainable development.

Problems of introducing elements of sustainable development in gastronomic and urban tourism are discussed in the articles by Radoslav Knap from Paweł Włodkowic University College in Płock and by Olga Liubitseva with co-authors from the Taras Shevchenko National University of Kyiv. In addition to discussing their particular themes, the authors provide a detailed analysis of methodological studies in the field of sustainable tourism and ecotourism. In his article entitled *Sustainable Tourism – Management of the Enotourist Offer in Poland*, Radosław Knap analyzes offers of visiting wineries in Poland, including attractions of wine-growing areas, wine-tasting, and educational and demonstration activities. It is emphasized that enotourism in Poland is gaining popularity, and therefore the quality of service provided to participants of wine tours is becoming extremely important.

A group of authors supervised by Prof. Olga Liubitseva analyzes the historical and cultural potential of Ukrainian small towns for purposes of educational and cultural tourism in the article entitled *Tourism as a factor in sustainable development of small towns*. The authors highlight the special role of tourism for the socioeconomic development of small towns with a prominent historical and cultural heritage and recreational opportunities, proposing ways of using theoretical, methodological and technological products developed within the “Smart City” concept in the practice of developing small towns as tourist destinations in Ukraine.

The remaining articles included in this volume, written by authors from the Faculty of International Relations, Ivan Franko National University of Lviv, deal with questions related to the prospects of Ukraine’s cooperation in the European tourism market, including cross-border tourism. The article by Nataliya Antonyuk and Oksana Krayevska, entitled *The problems and perspectives of the EU-Ukraine cooperation in the sphere of Tourism in the framework of the Association Agreement implementation* focuses on the political and legislative aspects of cooperation between Ukraine and the European Union in the area of tourism. According to the authors, possible areas of cooperation can include the exchange of information and tourist services, implementation of innovative technologies, advertising and promotion of tourist products in the European market, and cooperation and partnership with various sectors in the development of sustainable tourism. These directions are taken into account in the strategy for development of Ukrainian tourism and resorts in 2016-2020. The introduction of a visa-free regime for Ukrainian tourists will play a special role in the intensification of cooperation between Ukraine and the EU. At the same time, Khrystyna Fogel in his article entitled *The impact of migration and visa policy of the EU on the development of cross-border cooperation in field of tourism between Ukraine and Poland* considers forms of cross-border tourism using the examples of Poland and Ukraine and the influence of EU migration and visa policies upon them. The author analyzes the frequency of visa applications in the Polish consulates in Ukraine in

2013-2014, characterized by a steady growing tendency. Cross-border tourism is shown to have a positive effect on the development of border regions of Ukraine and Poland. It is also stressed in the article that one of the promising directions for improving the development of cross-border tourism is the development of common integrated tourist products.

In general, the articles written by authors from the universities of the Baltic region constitute an important contribution of academic community to the celebration of the Year of Sustainable Tourism. The articles on sustainable tourism will be of interest to professionals in the sphere of tourism, teachers and students, as well as to organizers and practitioners of tourism industry.

*Yuriy Zinko*



MARTA MALSKA\*, NATALIYA ROZHAK\*\*, VOLODYMYR ROZHAK\*\*\*

## Research on Sustainable Tourism Development

**Abstract.** The purpose of this article is to describe the role of implementing the principles of sustainable development in tourism industry and show how tourism development depends on the state of the natural environment. The authors analyse the characteristics of sustainable development in tourism, describe the implementation of sustainable development through international declarations and legal acts, and track trends in modern tourism. They also discuss the importance of cross-border tourism from the perspective of sustainable development and the role of environmental education in sustainable tourism development. Emphasis is placed on the understanding of the laws of nature for sustainable human existence.

**Keywords:** tourism, sustainable tourism, sustainable development, cross-border cooperation, eco-education

### Introduction

At the end of the twentieth century the trends associated with general economic growth and the negative consequences of its impact on the environment began to be quite noticeable in the development of tourism. Since 50s the impact of tourism has been greatly intensified on the functioning of natural and socio-cultural

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environment. Some regions of the world have been dynamically growing from the standpoint of tourism and recreation. Unfortunately, it is mostly the mass tourism which creates a significant threat to the certain ecosystems. In view of the further development of the tourism industry we should expect to see adverse effects in the environment. Today understanding of sustainable development in the tourism industry becomes more complex in the sense of awareness of the unity of environmental, social, political and economic problems [Report 2001; Babarytska 2004].

From the ancient times to the present humanity finds risk to his own existence not from the side of nature but from the side of his reckless actions. This is confirmed by the words of the ancient Egyptians carved on the pyramid of Cheops: "Mankind will die from the inability to use the forces of nature and ignorance of the real world." Teyar-de-Chardin, Vernadsky, Joliot-Curie, Moiseev and other scientists emphasized it.

There is a need to move to the new economic paradigm of human life based on the vision of the economy as a subsystem within the global ecosystem and tourism as an integrated system within the economic system that caused justification of the main provisions of sustainable tourism development [Tkachenko 2009].

Large number of publications dedicated to the problem of studying the sustainability of tourism development are written mostly in English. Sustainable tourism has been formed as a separate category in the Western world where society is more aware of the resource limitations of the planet. In Ukraine this issue is not worked out enough due to the weak development of the tourism sector and low level of environmental protection.

The purpose of this article is to analyze the trends and the effectiveness of implementation of strategies for sustainable development of tourism in Ukraine. Defining of the main obstacles for its implementation and show the importance of the natural environment condition for tourism development.

## **1. Implementation of sustainable development**

The main objectives of sustainable development are the elimination of poverty, changing imperfect models of production and consumption, rational use and protection of the natural resource base of economic and social development. Achieving the goals is possible by means of international cooperation directed at integrating of three complementary components of sustainable development: economic development, social progress and environmental protection. The basic

document which disclosed the essence, objectives and means of implementing of sustainable development is “Program of action. Agenda for the XXI Century” [Agenda 2000].

The concept of sustainable development is the result of over 50 years of comprehensive research of anthropogenic changes in the biosphere, performed by the International Biological Program, UNESCO “Man and Biosphere,” “World Commission on Environment and Development” led by Brundtland (1984-1986) and others. After a long discussion and improvement, it was finally formed in 1992 in Rio de Janeiro at the UN conference on environment and development. Without exaggeration it can be considered as the heritage of the world science, production and management experience, the total intelligence of many generations.

The Lisbon Summit of the European Council can be considered as the beginning of the implementation of the principles of sustainable development in the European Union at the level of adoption of common strategies. There was adopted a key strategic document of the EU “Plan for economic and social renewal for Europe by 2010”, which is in wide use called the Lisbon strategy (Lisbon Strategy). “To become the most competitive and most dynamic economy in the world basing on knowledge, which is capable of continuous growth, providing more and better jobs and close social cohesion” is a strategy aimed at increasing the global competitiveness of the EU through economic renewal and improvement in the social sphere and environmental protection and defines objectives for the next decade [Lisbon 2000].

Despite extensive measures to enhance the implementation process of the Lisbon strategy, the EU countries has been achieved only partial progress. In particular, the share of spending on research and development has exceeded the limit of 3% of GDP in just two countries: Sweden (3.7%) and Finland (3.5%). In three countries, it is close to that level (Germany and Denmark – 2.6%, Austria – 2.5%) and in nine countries (Bulgaria, Greece, Cyprus, Latvia, Lithuania, Malta, Poland, Romania, Slovakia) is critically low – less than 1% of GDP [Sidenko 2011].

The new EU development strategy “Europe 2020” “Strategy for smart and sustainable development that promotes social accession” was approved by the European Council in Brussels in June 2010. It was focused on three priorities: smart growth (development an economy based on knowledge and innovation), sustainable growth (moving towards more resource-efficient, environmentally friendly and competitive economy) and socially integrated growth (promotion the economy with high employment that delivers social and territorial cohesion). This strategy is complemented by a three-year national reform program [European 2010].

In addition to the mentioned above strategies, the concept of sustainable development “is present” in other documents and initiatives, particularly in the White Papers – document of the European Commission concerning formal pro-

posals of directions of common policy changes, such as The Plan of creation of a single European transport area, the Green Papers which are the sectoral documents of the European Commission, Communique of the EU Commission. The EU has drafted a significant number of directives aimed at implementing innovative strategies for sustainable development. They are focused on the following priorities: the formation of an open and competitive economy, reducing carbon dioxide emissions, sustainable management of natural resources, providing safe food and goods, nuclear safety, the development of safety technical standards in the construction and emergency events and disasters prevention [Melnyk 2012].

Practical solution of global problems of sustainable development is significantly ahead of the formation of scientific field of knowledge which would form the basis of the sphere of industrial activity. As a result, the following extremely important parts of the "Program of Action" as informatization of sustainable development in general and management of this complex process were incomplete. Implementation of the program without intelligent system control of ecological, economic, social, demographic and other events is not possible in the specific human systems.

In economically developed countries the basic ideas of sustainable development are primarily directed to its social and economic aspects, conservation and sustainable use of resources, enhance the role of major population groups, NGOs, government, business, industrial, technical groups that are present in all social spheres. It is indicative that even countries that have recently joined or are going to join the European Union are required to prepare a list of recognized in European and rare species habitats and ecosystems in particular country to be covered by joint programs and methods of protection [Vicenikova 2003].

## 2. Sustainability in tourism

Sustainable tourism development is based on the doctrine of sustainable development which is aimed to replace the relationship between man and nature, expand opportunities for economic growth and the creation of a coordinated global strategy of human survival focused on the preservation and restoration of natural communities in the scale necessary to return to the limits of economic capacity of the biosphere [The doctrine 2009].

At the global level the hallmark of tourism is quite high dynamics, stability and sustainability and also active influence on the economy of many countries with favorable recreational resources. Modernity is characterized by expansion and deepening of travel geography. The main trends are development of new forms of tourism that are associated with familiarization with nature, flora, fauna,



rural areas and cultural heritage, increasing demands for quality of tourism services, environmental protection, preservation of traditions and culture of the local population [Report 2001].

The study of peculiarities of international tourism in the context of sustainable development becomes more important in the period of globalization, free flow of information, resources and population movements. International tourism plays an important role in strengthening of peace and friendship between peoples, expanding trade, scientific and cultural cooperation, establishing good relations between nations, tourist exchange between countries which is, in fact, a type of international relations covering important issues of public life. Today the objective conditions are created for international cooperation.

Familiarization with customs, way of life and culture of people of another country with its history and historical sites encourages to deep knowledge of the environment. The formula "leisure, health + knowledge, experiences" is the way to define the main directions in the development of both international and intra tourism.

Tourism enables people not just to see the life of each other but also to compare different economic systems. Along with the growth of tourist flows to the most developed areas of tourism, interest in new little explored areas increases, despite the high transport costs and limited offer of tourist service.

In recent years dynamic changes taking place in Europe is for its citizens huge challenge in terms of history and future. The changes often continue under complex political, economic and social conditions. They deal with issues of sustainable development at the national, regional and local level.

Cross-border regions can be characterized by significant advantages and a tourist attraction. There are varied terrain and beautiful landscapes, large forest complexes, richness of animal species and water bodies filled with different kinds of fish, mineral and healing waters and also monuments of material culture along with rich and varied folklore.

In spite of the favorable conditions for development of various forms of tourism, such as recreation, active, professional, urban, cultural and business natural and cultural conditions of cross-border areas are not fully used. Only few areas can be attributed to the third stage of development of tourist regions characterized by developed tourist market with a growing number of tourists and investments in the tourism sector. Many attractive for tourism areas are at the initial stage or so-called discovery phase or the phase of pulling.

Among the most frequently mentioned reasons for incomplete using of capacity for tourism development in cross-border regions are:

- lack of popularity of tourism, especially compared to other regions;
- lack of tourism marketing, especially tourist product and advertising drawbacks;

- peripherals of location and low communication accessibility, especially in the border areas,
- money barrier in the field of tourist product creation and distribution;
- lack of tourist traffic;
- lack of economic infrastructure that would support development of business and service tourism.

Among listed above barriers of tourist development in the cross-border areas appearing mutual dependence and mutual influence lead to so-called closed circle. Having broken the closed circle the way for rapid economic development can be open by means of tourism in the border areas.

In the world the environmental factor is an economic category in the tourist sector. Today, from point of view of environment, tourists are more demanding of quality of natural environment choosing the places for rest. However, this trend is not typical for Ukrainian tourism with the exception of a small number of tourists who visit natural protected areas and prefer active recreation in these areas.

Large-scale environmental disasters and increasing number of accidents during the tourist trips on the one hand and improving the quality of life in developed countries on the other hand, became a prerequisite for changing awareness and people's attitudes to the environmental factor in decision making for recreation.

The question of referring ecotourism to sustainable tourism remains to be debatable because ecotourists not always set the task for itself of protecting the environment. An additional factor is the increase of tourist flow that with no administrative restrictions, economic leverage (prices) and environmental awareness will lead to a violation of the principles of sustainability. Developing countries are particularly vulnerable to the negative impact of ecotourism due to increase in numerous domestic and foreign tourist flows and weak capacity of regulation of such activity by the state.

Sustainable development in the interpretation of modern scientists is interpreted as a transition process from industrial society to the noosphere [Daily 2002; Ursul 1994; 1998; Shevchuk et al. 2002]. The value of mind and intelligence as the basis of the noosphere is extremely important in organizing the management of environment of being of humanity towards the sustainability development. Setting the noosphere in the dynamic development of tourism is decisive in saving the biosphere.

However, population growth and intensification of tourist travel significantly depletes the capacity of the planet, so that the principles and laws of functioning of natural systems should be take into consideration for balanced or sustainable use of nature. The polystructural and variable natural system has set the task for ecologists to disclose features and patterns of its functioning. That is the way how many rules, theories and laws characterizing the functioning of ecosystems ap-

peared. The simplified version of these laws are four laws formed by Barry Commoner [1971]:

1. Everything is connected to everything else. There is one Ecosphere for all living organisms; what affects one, affects all.
2. Everything must go somewhere. In nature there is no such thing as “waste” and there is no place where things can be thrown out.
3. Nature knows best. Humanity wants to improve nature through technology but the change in the natural system can be devastating for her.
4. There is no such thing as a free lunch. Exploitation of nature will inevitably lead to conversion of mineral resources into unsuitable.

Nowadays the main idea of the preservation of sustainable socio-economic development is the management of natural resources. The ecological potential of a particular ecosystem within the economic facility (village district, region) which is a set of material and energy resources is the most valuable part of tourist resources for the operation of tourist business. The concept of sustainable development involves biocentric options for the vital needs of society. Environmental safety is a key issue of humanity that foresees preservation, avoiding or minimization the use of unrenewable resources [Tkachenko 2009].

The key element of the implementation of sustainable tourism is the level of tourist education of the population in general, especially in the kindergartens, schools as well as specialized training of the professionals of tourism. Modern tourism is a powerful tool for environmental education of the population, introducing environmental problems for tourists and the methods of their solutions, as in the process of tourist activity people constantly cooperate with the natural environment. The quality of this cooperation depends largely on the competence of experts of tourist industry, their professional preparedness for environmental education of students in the tourist travel, as well as psychological, intellectual and practical readiness of students to accept environmental information with its deep understanding and transformation through the prism of their own consciousness.

Modern school and out-of-school specialized environmental education institutions provide willingness to accept environmental information. One of the most important tasks is to create an effective model of ecological education of specialists in the field of tourism who are professionally suitable for ecological education of students. The most important step in its creation is the study of environmental education as the theoretical basis for training of tourism personnel in schools and out-of-school institutions. Three aspects of environmental education are the most relevant for the formation of ecological literacy, environmental philosophy of students: environmental education and education in schools; environmental education and extracurricular education in institutions; environmental education and education in the process of local history tourist activities.

[Sorokina 2009]. These aspects, in our opinion, are the most important in the formation of ecological culture of students, which we consider the result of environmental education.

Tourism should be developed to benefit the local population, strengthen the economy of the host country, create new jobs. Tourist industry has great potential which allows to make constructive contribution to the sustainable development, environmental and social sustainability of the countries and regions.

Sustainable tourism is consciously supported development, that is why the role of the state increases in the process of a strategic basis planning of the tourism industry development.

Expediency of the transition to the implementation of sustainable development strategies of Ukraine is defined as the internal and external factors which are related to the aspirations of Ukraine to integrate in the European Space and the need for performing of international obligations of Ukraine. Because of increased competition in the international tourism market, global trends are to strengthen the role of states in the sustainable development of tourism that is why national domestic tourist product becomes less attractive and competitive. As a result, the sphere of tourism and resorts of the state is unable to provide full implementation of economic, social and humanitarian functions, preserve the environmental and cultural heritage, create new jobs, increase the share of services in GDP [Zayachkovska 2011].

### 3. The meaning of the concept of sustainable development

Sustainable development is an old concept. Brundtland proposed the concept of “sustainable development” presenting a report of UN Commission on Environment and Development (1987). According to it: “Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs” [Dixon 1989]. This assumes management of all types of resources in a way that economic, social and aesthetic needs are being met with maintaining the cultural and environmental values without causing damage to biological diversity and life support systems [The tourism industry 2001].

Since then, many scientists who chose “sustainability” as their topic of research, tried to “clarify” and “strengthen” this notion. Interpretation of the English term “sustainable” is controversial and interpreted different in Ukrainian: steady, stable, supported, balanced. On the other hand, most authors are not particularly interested in the deep sense of this phrase.

Due to this, the monograph by V. Paschenko [2005] was dedicated to the analysis of the theory and practice of solving problems of sustainable development in Ukraine. The author convincingly argues that development must be not sustainable, steady or stable, but supported by the human community, and not totally supported because all processes are supported, including negative. It is clear that only positive processes should be supported and directed to "coevolution of nature and man." Paschenko offers the concept of eco-evolution "which is incompatible with the manifestation of revolutionary changes in society and catastrophic changes in nature." According to the scientist, the advantage is provided by two essential components of supported development: evolutionary and ecological compatibility. "Evolutionary is inherently objective; ecological is subjective depending on the person." The combination of these features is eco-evolution, obviously is and should be defining feature of the essence of the phenomenon of supported development and the main part of the main content component of the scientific cognitive system called a new paradigm of environmental studies.

The concept of sustainable development is wider than the protection of the environment. As defined by the International Council for Local Environmental Initiatives Sustainable Development, sustainable development is a program that has to change the process of economic development so that it can guarantee a basic level of quality of life for all people and protect ecosystems and communities that are making life possible and worth it living [International 1996].

Deep mutual relationship between tourism and the environment and the need to implement effective measures to promote integrated planning of tourist development based on the concept of sustainable tourism development which was outlined in the materials of the World Commission on Environment and Development and the Program of the United Nations Environment "The environmental forecast to the year 2000 and following years," approved by the UN General Assembly were emphasized in the Hague Declaration on Tourism [International 1996].

The essence of the concept of sustainable tourism includes two key interrelated provisions. The first is necessity to meet the needs of all, particularly the poor and socially disadvantaged segments of society, usually by means of social forms of tourism. At the same time economic, social and aesthetic needs of people are almost equally presented in tourism. The second is the presence of resource constraints which provide environment's ability to meet current and future needs of mankind. The main component of constraints is natural environment in sustainable development. However, economic, cultural, social and domestic components of constraints are significant for tourism due to the organization of society, condition of technology, level of culture and education in population.

World Summit on Sustainable Development in Johannesburg, making the implementation of the principles developed in Rio de Janeiro, supplemented it

by principle of prevention and stressed the need to integrate three fundamental principles of sustainable development – the “polluter pays,” “precautionary principle,” “principle of common but differentiated responsibilities” [Shevchuk 2002: 36-45].

Thus, sufficiency, equity, efficiency, balance, dynamics, durability and prevention should be considered as the traditional principles of solving problems of economic policy of sustainable tourism development. Abidance by principles of sustainability foresees the solution of three global economic problems - the allocation of resources, their distribution and extent of use, each of them is the separate goal and, as rightly noted the famous American scientist G. Daly, solving one of them does not solve the other [Daily 2002: 256].

Criterion of sustainable tourism should be coordinated with the criterion of sustainable development of society in general which is ensuring high quality of life. In this context, tourism and the opportunity to participate in tourist movement can be considered as the criterion of sustainable development. Considering the general methodological approaches to any process and the essence of the objective function of sustainable tourism development, it is necessary to emphasize in the plurality of its components. In our view, and view of other scientists sustainable tourism criteria must be triune, interrelated and connected with the following components: accessibility – quality – safety [Paschenko 2005; Tkachenko 2009].

So the concept of sustainable development acknowledged by international community as strategic direction of the evolution of society in the XXI century has been found in every field of human activity. Tourism as an integrated system that covers all aspects of life and a significant number of involved economic activities to meet the needs of tourists is a priority object of implementing of the criteria and principles of sustainable development which determine the requirements for harmonious coexistence of all subjects of tourist business with environment.

## Conclusion

One of the main obstacles to the dynamic socio-economic development is the inability to reach the totality of social interactions and natural processes. Therefore, knowledge and adaptation to the basic principles of law and the functioning of natural systems is the basis of sustainable development and sustainable tourism in particular.

So it is extremely important to bring up new generations with the sense of high ecological culture, new environmental worldview on the principles of environmental nature use, restoration and conservation of biodiversity of Ukraine



and its environmental potential. High quality of human life can provide environmentally competent generation with the formed environmental worldview, new value of orientations, attitudes and active environmental position.

Consideration of these proposals on systemic measures of ecologization of tourism will contribute to the formation of the principles of sustainable tourism development in our country. The Strategy of sustainable development of tourism as the integration of economic, social and environmental objectives will constitute a solid foundation for European integration of Ukraine.

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## Badania zrównoważonego rozwoju turystyki

**Streszczenie.** Celem tego badania jest określenie roli wdrażania zasad zrównoważonego rozwoju w branży turystycznej i pokazać znaczenie stanu środowiska naturalnego dla rozwoju turystyki. W artykule używano metody: generalizacji, opisu, analityczny i syntezy, indukcję i dedukcję. Przeanalizowano treść i cechy zrównoważonego rozwoju w turystyce. Dokonano analizy wprowadzenia koncepcji zrównoważonego rozwoju poprzez deklaracje i uchwały międzynarodowe. Scharakteryzowano tendencje we współczesnej turystyce. Omówiono znaczenie transgranicznej turystyki z punktu widzenia zrównoważonego rozwoju. Określono rolę edukacji ekologicznej w zrównoważonym rozwoju turystyki. Zwrócono uwagę na konieczność rozumienia zasad funkcjonowania przyrody i ich wpływ na zbalansowane życie człowieka.

**Słowa kluczowe:** turystyka, zrównoważony rozwój, zrównoważony rozwój turystyki, współpraca transgraniczna, ekoedukacja



ANETTE OXENSWÄRDH\*

## Collective Learning towards Sustainable Tourism

**Abstract.** The purpose of this paper is to discuss collective learning as a tool for a deeper understanding of sustainability. The author describes how collective learning can be incorporated by organisations involved in tourism. The discussion is based on literature review. It is argued that the introduction of powerful learning processes in the organizational context can generate a new kind of thinking, which can lead to individual and organizational transformation. The article makes a contribution to the study of learning in organisations.

**Keywords:** sustainability, tourism, collective learning, organizational learning, organizational behaviour

### Introduction

The definition of sustainable development created by the Brundtland Commission is the most used and accepted: “Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Brundtland meant that sustainable development includes economic growth but with protection of the quality of the environment, also, that the economic growth and quality of environment should reinforce each other [Park & Allaby 2013].

Since then, sustainability is a well-used term, appearing almost daily in the media and increasingly in everyday conversation, often as something to strive for. Moving towards a more sustainable way of living will inevitably require some

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radical changes in attitudes, values, and behaviour [Hahn et al. 2014; Gulliksson & Holmgren 2015] And perhaps the best way to strive for sustainability is through organizational change initiative [Appelbaum et al. 2016a].

During the last decades, it is undoubtedly so that environmental problems, e.g. pollution, deforestation and desertification have become real to us. The environmental threats are consequences from the exploitation of Nature. Those threats together with structural changes in manufacturing and production of goods and services, i.e. how we live and consume, shows that we still have environmental challenges ahead of us [Hahn et al. 2014; Gulliksson & Holmgren 2015; Thurén 2015].

There have been discussions about the definition of sustainable development [Dobson 2008; Rambaud & Richard 2015; Appelbaum et al. 2016a], about how to interpret the concept in organisations and companies [Hahn et al. 2014; Appelbaum et al. 2016b]. Also, research about how companies can create measures in order to get facts for decisions has been conducted. For instance, the Triple-Bottom-Line (TBL), created by Elkington in the 1990s is nowadays a well-known concept that many organizations use. TBL is an accounting framework, including the traditional financial measures of profits, return on investment, and shareholder Value. Also, TBL includes environmental and social dimensions of corporate performance [Slaper & Hall 2011].

However, the TBL concept has limitations and does not protect human and natural capital, Rambaud and Richard [2015]. Also, in the manufacturing industries there is a need for measurement science with respect to sustainability [Mani et al. 2014].

According to Naess [1995], the essential ideas informing an environmental worldview can be broadly shared without prescribing or predetermining ultimate premises, or specific interpretations and actions. We are in need of plural interpretations and actions appropriate to local cultures and conditions – echoing the ecological principle of diversity in unity. Paradoxically an environmental worldview yields many different views of the same thing, and the same view of many different things.

It is obvious that the result from the Brundtland Commission created challenges for countries and corporations. Corporate managers and other leaders in organizations have to make decisions in their companies and organization with economic, environmental and social considerations, which is to some extent paradoxical and difficult [Hahn et al. 2014].

Over the last 20 years the public awareness of environmental issues and the consequences of unsustainable exploitation of natural resources have increased dramatically. As a result of these changes, the idea of sustainability and its three pillars of economic, environmental and social action became an important consideration in decision making by governments, businesses and consumers (see in

particular The UNESCO World Heritage and Sustainable Tourism Programme initiated in 2013). There is an increasing expectation from the public that companies should recognize their social and environmental responsibilities and make changes to their business practices in order to improve their sustainability [Burns and Bibbings, 2009]. This notion is supported by academic and trade literature that suggests there are a number of reasons that should motivate companies to engage in socially responsible behaviour (e.g. McIntosh et al. 2003; Juholin 2004).

Special attention is being paid to the tourism industry, which on one hand is seen as having huge economic, social, and environmental impacts due to the large number of resources it consumes, and on the other as having the potential of becoming “one of the drivers for the conservation of natural areas and biological diversity” [Schaper & Carlsen 2004: 197]. Given the forecasts of significant growth of tourism volume in the future, there is an increasing pressure on tourism companies to become more sustainable. The existing research that investigates the implementation of sustainability initiatives by tourism companies focuses mostly on large companies, and therefore provides guidance and recommendations that are not always applicable to the small business context (see Ayuso 2006 for Spanish hotels). There is a need for research on small tourism firms’ experience and challenges in adopting sustainability initiatives that could provide them with recommendations and best practices. Small firms constitute a significant part of the tourism industry and although their individual negative impact on the environment is limited, their collective one is significant [Tzschentke et al. 2008a, 2008b]. As Schaper and Carlsen [2004: 197] argued, “although it is hard to gauge the overall environmental effect of small firms around the world, it has been previously claimed that they may indeed be responsible for up to 70% of global environmental pollution.” Sustainability has become a sale argument even within the tourism industry and has been increasingly requested by the customers. Small organizers or actors in tourist industry have everything to gain by learning sustainability issues collectively.

The purpose of this paper is to, the background of the structural changes and the increasing need for active work with sustainability including understanding; discuss collective learning as a tool for deeper understanding of sustainability as a concept. The discussion includes how collective learning can be incorporated in organizational context within organizers and actors working with tourist activities.

A literature review has been carried out in order to discuss how sustainability through collective learning can be incorporated in organizational context. The main key words were sustainability, collective learning and tourism.

As demarcation in this paper there will be no discussion about management systems in organizations.

Appelbaum et al. [2016b] discuss corporate sustainability as an organizational change, and changes can be performed through learning. What is clear by now is that to break deeply entrenched, unsustainable patterns (assumptions, behaviours and values) requires a new kind of thinking inspired and informed by powerful learning processes that simultaneously lead to individual and collaborative action and transformation.

David Selby [1999] even speaks of a need for ‘quantum learning’, which is a powerful and engaging teaching and learning methodology that integrates best educational practices into a unified whole. This synergistic approach to the learning process covers both theory and practice. It has been proven to increase academic achievement and improve students’ attitudes toward the learning process.

## 1. Learning

Learning, as a concept, has been looked at from various disciplines and perspectives throughout history, including cognitive psychology, social psychology, education studies, management studies, innovation studies, policy science studies, development studies and complex systems thinking. As a result, the concept of learning is used to cover “a wide society of ideas” [Minsky 1988: 120]. In this paper there is no attempt to give a full overview of the results of conceptual richness (for an overview, see e.g. Lundgren, Säljö & Liberg 2010). Instead, the choice here is theories that can bear relevance to the perspective on learning sustainability. Especially interesting are those perspectives that address joint processes of learning that take place in regular organizational contexts rather than in formal educational settings.

Contrary, to widely held views in social psychology, political science, planning, and management [Goldstein 1981; Friedmann & Abonyi 1976] the author of this present article does not believe that learning must necessarily engender behavioural change. Not all learning warrants behavioural change and, sometimes, competing interests, goals, and objectives militate against change. This is clear from our growing knowledge of, and scientific consensus around, the existence of anthropogenically induced climate change with our dismal, individual and collective failure to effectively respond to this knowledge [Speth 2004].

## 2. The learning individual

Theories of individual learning are crucial for understanding organizational learning. Psychologists and educators have studied individual learning for decades,

but they are still far from fully understanding the workings of the human mind. Likewise, the theory of organizational learning is still in its embryonic stage.

The importance of individual learning for organizational learning is at once obvious and subtle - obvious because all organizations are composed of individuals; subtle because organizations can learn independent of any specific individual but not independent of all individuals. Psychologists, linguists, educators, and others have researched the topic of learning at the individual level. They have made discoveries about cognitive limitations as well as the seemingly infinite capacity of the human mind to learn new things. Piaget's focus on the cognitive-development processes of children and Lewin's work on action research and laboratory training have provided much insight into how we learn as individuals and in groups. Some of these theories are based on stimulus-response behaviourism. Some focus on cognitive capabilities and others on psychodynamic theory. Numerous other theories have been proposed, debated, and tested, such as Pavlov's classical conditioning, Skinner's operant conditioning, Tolman's sign learning, Gestalt theory, and Freud's psychodynamics [Lundgren, Säljö & Liberg 2010].

It seems though, that the more knowledge we gain on learning processes, the more we realize how little we know. A number of theorists make connection between thought and action, according to Schein [1993]. Argyris and Schön [1978] argue that learning takes place only when new knowledge is translated into different behaviour that is replicable. For Piaget [1970], the key to learning lies in the mutual interaction of accommodation [adapting our mental concepts based on our experience in the world] and assimilation (integrating our experience into existing mental concepts). Kolb [1984] states: "Learning is the process whereby knowledge is created through the transformation of experience." This means what people learn and how they understand and apply that learning. For example, a teacher who has not understood the grading system cannot utilize skills of learning effectively. Learning can then be defined as increasing one's capacity to take effective action.

Theories about learning that focus on the individual, the importance of concrete experience is often emphasised. Kolb [1984] developed a model of the 'learning cycle'. According to Kolb, an individual must go through the following stages in order to learn: experiencing, reflecting, conceptualizing, deciding and acting. Concrete experiences of actions start the learning process. After that the individual observes the effects of his or her actions and reflects on these. Then the relation between action and effect is conceptualized and generalised into theoretical terms. At last s/he tests the theory by acting accordingly in a subsequent situation.

Not all kinds of experiences lead to learning; learning occurs mainly when there are conflicts between expectations and experiences or between ideas and desires. Kolb's theory offers a concrete framework for developing activities within evolving networks for the different phases of the learning process.

This theory on learning is interesting from the perspective of learning of sustainability because it focuses explicitly on the relationship between cognition and action, rather than on the increase of an individual's stock of knowledge, though Kolb's theory has limitations. The focus in the theory is on learning from and through (primarily) individual experience. The theory does not take into consideration the contextual aspect, i.e., how some learning is influenced by social settings. It also overlooks the role of values and interests that influence human action. In the pursuit of learning sustainability it is important to take both these issues into consideration [Kolb 1984].

Schön [1995] is an author who integrates values and beliefs in a theory on learning. According to Schön cognition cannot be separated from values and beliefs, nor can cognition and action. Importance of by illuminating the relationship between learning and action, that is, between thinking and doing by Schön [1995] sheds light on the nature of the changes that an innovative project must seek to provoke. Changes in so called theories-in-use that often are tacit, remain implicit and go unnoticed. In order to challenge them, they need to be brought to the surface: people will have to be made aware of their tacit rationalities, and be tempted to reconsider them. A second relevant aspect of Schön's insights is that, even though theories-in-use play a role in the actions of various actors in a similar way, they differ in terms of contents depending on professional training and experience, social background, up-bringing and so on. Because of their intrinsic and fundamental divergence, the theories-in-use that people from different professional and cultural backgrounds hold, will influence the possibility for them to learn collectively, a topic to which this paper will now turn.

### 3. Collective learning

Organizational learning is more complex and dynamic than a mere magnification of individual learning. The level of complexity increases tremendously in the change from a single individual to a large collection of diverse individuals. Issues of motivation and reward, for instance, which are an integral part of human learning, become doubly complicated within organizations.

Although the meaning of the term "learning" remains essentially the same as in the individual case, the learning process is fundamentally different at the organizational level. A model of organizational learning has to resolve the dilemma of imparting intelligence and learning capabilities to a nonhuman entity without anthropomorphizing it. What do we mean by organizational learning? In the early stages of an organization's existence, organizational learning is often synonymous with individual learning because the organization consists of a small group



of people and has minimal structure. As an organization grows, however, a distinction between individual and organizational learning emerges, and a system for capturing the learning of its individual members evolves. Argyris and Schön [1978] posed one of the main dilemmas shared by all who tackle this issue: There is something paradoxical here. Organizations are not merely collections of individuals, yet there are no organizations without such collections. Similarly, organizational learning is not merely individual learning, yet organizations learn only through the experience and actions of individuals.

Collective, collaborative and collegial learning are terms often used in the context of joint learning processes. Ohlsson [2008] describes learning as a social process when the individual change their way of thinking about something. Collaborative learning in turn can be considered as a form of joint learning, as a special type of phenomenon, where the starting point is that all learning is based in social activities, but with the collaborative learning processes is meant something beyond the social. Collaborative learning is a situation in which at least two people learn something together [Bruffee 1993; Dillenbourg 1999]. Collaborative learning activities can include collaborative writing, group projects, joint problem solving, debates, study teams, and other activities. The approach is closely related to cooperative learning, which is the instructional use of small groups so that individuals work together to maximize their own and each other's learning, [Johnson et al. 2008]. The difference between collaborative and collective learning is still vague. But according to Granberg and Ohlsson [2016] this difference can consist of that in collaborative learning there is group of individuals trying to learn something together but without to specify or clarify the social context. In collective learning however it is decisive to try to achieve a common understanding.

Collegial learning however, often used when schools and teachers are discussed, is related to the concept of collaborative learning.

Collegial learning can be seen as a combination term for various forms of professional development where colleagues through structured cooperation acquire knowledge from a broad concept of knowledge, which also contains abilities and skills. In general it is emphasized that peer learning or collegial learning is a method by which a more experienced person helps a less experienced to absorb specific knowledge. Useful methods for peer learning are among others, learning study, lesson study and auscultation with feedback and peer tutoring.

The importance of the joint learning synergistic effect is often highlighted in the descriptions of the collective learning [Wilhelmson 1998; Döös et al. 2001; Döös & Wilhelmson 2011]. Synergy means that collective processes based on interaction and communication, leads to the new common beliefs that had not been possible for individuals to come up with on their own [Granberg 1996; Ohlsson 1996; Wilhelmson 1998; Döös & Wilhelmson 2005; Granberg & Ohlsson 2005].

Wilhelmson [1998] also draws attention to the importance of symmetry between the participants in a dialogue. Symmetry means that all participants' observations and opinions are given the same weight in the conversation, and to recognize each other's experiences as valid. An asymmetric situation means a situation where power positions and opinions consolidation and an evaluative approach prevent an open and common search for new opportunities. Symmetrical relationships can thus be seen as favourable to collective learning.

Habermas [1996] argues that inter-subjective founded collective agreement will not occur from the fact that someone has been manipulated or forced to a particular approach, but requires certain symmetry between the participants. Ohlsson [1996] has developed the concept of collective learning and created a model of the relationship between individual and collaborative learning, which can be used to illustrate the collective learning. Ohlsson [1996] notes, that the collective learning shapes how the individual perceive their practical work and thereby shape the collective learning individual experience potential. It is important for the collective learning that the experiences described in the collective so that the community can jointly problematize and reflect on the experience [Dixon 1994; Granberg 1996; Ohlsson 1996; Wilhelmson 1998; Larsson 2004].

Ohlsson [1996] points out the learning dynamic character and the on-going co-constructing of borders for example, the permissible and the impermissible, is something that can be perceived as a condition for learning processes. There is a critical, emancipatory dimension of awareness rising of these unconscious conditions for learning. If the individual is unaware of its potential and limitations, the individual cannot respond fully to promote learning.

The actors' understanding and interpretation of the change in thinking is significant for the way in which they assume change for fulfilling what they are commissioned to do. The understanding includes the cognitive and psychological processes and shows in turn how the assumption of change can be shaped [Reeve 2009].

When the understanding of change describes what happens to the professionals and in turn leads to heightened competence, the concept of change can also be viewed as a pedagogical concept [Lindensjö & Lundgren 2002; Scherp 1998; Ohlsson 2004; Alexandersson 1994] The understanding of assignment and change of thinking can thus be regarded as a learning process, which is in turn essential for active assumption of collective learning. This learning process is deemed to be an important part of the organization staff's competence development and professional development [Ellström 2011; Madsén 1994; Ohlsson & Stedt 2003; Ohlsson 2004; Goodson 2005].



## Discussion and conclusions

Ever since the Brundtland Commission in 1987 a vast work has been done in countries and organizations with what and how to implement the result from the commission. Even if there are different interpretations of sustainability the one of Brundtland Commission is the most used and accepted. However, there are still difficulties and confusions in organizations about how to implement the aspects of social, cultural, environmental and economic aspects. According to Naess [1995] the essential ideas can be shared without prescribing specific interpretations and actions. However, that can be complicated for managers and leaders in organizations when they have to make decisions with social, cultural, environmental and economic considerations. Hahn et al. [2014] point out that the decision-making can be paradoxical and difficult. There are also still needs for research about measuring the different aspects in organizations. [Rimbaud & Richard 2013; Mani et al. 2014].

The difficulties for managers and leaders in tourist industry and the need for changes in attitudes and values in general in our way of living generate the necessity of learning. Perhaps the best way to do it is, as Appelbaum et al. [2016] suggest, through organizational change initiative and learning processes. Hence, the purpose of this paper, which was to discuss collective learning in organizational context within tourism as a tool for deeper understanding of sustainability as a concept.

Any planned, directed change by individuals or collectives is built on learning. Learning can be defined more generally as the process of acquiring knowledge, skills, norms, values, or understanding through experience, imitation, observation, modelling, practice, or study; by being taught; or as a result of collaboration.

In theories on learning that focus on the individual, the importance of concrete experience is often emphasised. Concrete experiences of actions start the learning process (Kolb) This theory on learning is interesting from the perspective of learning of sustainability because it focuses explicitly on the relationship between cognition and action, rather than on the increase of an individual's stock of knowledge.

However Kolb's theory has limitations: the focus is on learning from and through (primarily) individual experience. The theory does not take into consideration the contextual aspect, that is, how some learning is influenced by social settings. It also overlooks the role of values and interests that influence human action. In the pursuit of learning sustainability it is important to take both these issues into consideration [Kolb 1984].

Because of their intrinsic and fundamental divergence, Schön points out that the theories-in-use that people from different professional and cultural backgrounds hold, will influence the possibility for them to learn collectively.

The learning process is fundamentally different at the organizational level. To sum up the discussion, there are important factors relevant for collective learning in an organization. Those factors are mostly unconscious conditions for learning but if the individuals are unaware of their own potential and limitations, they cannot respond fully to promote learning. Also, the actors' understanding and interpretation of the change in thinking, is significant for the way in which they assume change for fulfilling what they are commissioned to do.

Prerequisites, according to Dixon [1994]; Müllern and Östergren [1995] for collective learning are: the organization should have a structure which promotes learning; interaction, communication and reflection skills are needed; it is important to create a organizational culture with openness to change; working methods and ways to inform and communicate with each others are of importance.

Collective learning has a dynamic character. The process for collective learning includes awareness of the level of complexity collective learning in organizations compared with learning as an individual process. Awareness of that learning can be a social process when the individuals change their way of thinking about something is essential.

Collective learning in organizational context requires certain symmetry between the participants. Furthermore, Illeris [2007] emphasizes that for successful collective learning it is important that the group or team must be included in a common situation. Participants should have roughly the same opportunities to learn. The learning situation should be of such a character (emotional and jointly) so that it mobilizes the mental energy required to get at a position of substantially learning. It is necessary with synergy, based on interaction and communication, which generate new common beliefs [Dixon 1994; Müllern & Östergren 1995]. It is also important that the experiences are described in the collective so that the community can jointly problematize and reflect on the experiences. Additionally awareness of that the collective learning shapes how the individuals perceive their practical work is important and thereby shapes individual experience potential. The on-going co-construction of permissible and impermissible borders is elementary in the process. Furthermore it is decisive to achieve a common understanding. It is also significant, according to Granberg [2014] to develop action strategies for how the collective knowledge can be used to create collective expertise.

Further work is needed for a better understanding of the role of both individual and organizational learning in order to learning sustainability. We are in need of knowing what kind of types of mental models that are favourable, which models are appropriate for representing dynamic complexity of learning sustain-

ability; we need methods with which we can capture the understanding of such complexity as well as means through which new learning for sustainability can be transferred to the whole organization. The task for educators and collective learning agents is to facilitate participative and systemic critical learning systems and situations where these conditions can be realised.

Collective learning can be seen and used as a tool for actors in the tourist industry. The tourist organizers are probably sharing quite the same problems and challenges according to issues of sustainability. Using collective learning as a tool and a model can give them a common and deeper understanding of customer requirements and needs towards sustainable tourism.

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## Uczenie się zbiorowe drogą do zrównoważonego rozwoju

**Streszczenie.** Celem artykułu jest omówienie uczenia się zbiorowego jako narzędzia służącego lepszemu zrozumieniu pojęcia zrównoważonego rozwoju. Autorka opisuje, w jaki sposób ta forma uczenia się może być wykorzystana przez organizacje w branży turystycznej. Rozważania oparte są na przeglądzie literatury. Główną tezą artykułu jest stwierdzenie, że wprowadzenie skutecznych procesów uczenia się w kontekście organizacyjnym pozwala zapoczątkować nowy sposób myślenia, który może prowadzić do zmian na poziomie indywidualnym i organizacyjnym. Artykuł jest przyczynkiem do szerszego zagadnienia uczenia się organizacyjnego.

**Słowa kluczowe:** rozwój zrównoważony, turystyka, uczenie się zbiorowe, uczenie się organizacyjne, zachowanie organizacyjne

RADOSŁAW KNAP\*

## Sustainable Tourism – Management of Enotourism Supply in Poland

**Abstract.** The main purpose of the article is to show the supply of enotourism in Poland as part of sustainable tourism. An appropriate management of this supply can help consumers enjoy leisure time for the benefit of their health and in harmony with nature. It can also contribute to the conservation and restoration of local cultural heritage. Sustainable tourism is closely related to sustainable development, so the first part of the article focuses on explaining the concept of sustainable development. In the next enotourism is presented as part of sustainable development. While some authors treat winery tourism as part of culinary tourism, it is usually shown in terms of its regional, historical and economic characteristics, which makes it sustainable. The last part is devoted to the management enotourism in Poland and provides detailed information about the supply of services offered by Polish vineyards.

**Keywords:** sustainable tourism, enotourism, enotourism management

### Introduction

In the beginning of 21 century we can observe in Europe increase interest of wine tourism. This form of tourism is also called enotourism (in Greek language oinos means wine). Also in Poland in last few years we can observe increasing of this form of tourism. First vineyards in Poland after the second world war were invented in 1980s. In the beginning of 21 century enotourism appeared. Now there are about 50 vineyards which offer hospitality for tourists.

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Some authors treat enotourism as a kind of sustainable tourism. Right construction of enotourist offer can assist people to rest healthy and in harmony of nature. It also contributes to the conservation and restoration of the local cultural heritage.

The purpose of the article is showing the Polish enotourist offer as a part of sustainable tourism in Poland.

## 1. Sustainable development

The phrase “sustainable development” was used first time in late 1960s by Barbara Ward. She used it to explain that social development, economic development and environmental protection not only can but should go together [Zabłocki 2002: 9]. The phrase “sustainable economics” was first used in 1930s by a French agronomist and economist Rene Dumont for describing rural economics in French Indochina [Dumont 1954: 132]. However the phrase “sustainable” in economic context was used first in relation to forest management in 1712 by German woodsman and economist Hans Carl von Carlovitz, who used phrase “sustainable exploitation” [Florczak 2011: 40-41].

In 1980 International Union for the Conservation of Nature introduced the term of sustainable development as a part of the global conservation strategy. According to this definition, sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs [Ryden, Miguła & Andersson 2003: 34].

The idea of sustainable development was propagated widely after 1987 when the United Nations World Commission on Environment and Development released the report *Our Common Future*, commonly called the Brundtland Report. In the Report there was used another definition of sustainable development recognized as development which guarantees meeting the needs of present and future generations [United Nations 1987: 18].

In 1992 as sustainable development was definite guidelines for development pointed on United Nation Conference in Rio de Janeiro. There was formulated the thesis of the need to transition to sustainable development economy [Rogall 2010: 44]. In this sense the sustainable development covers synchronous ecological, economic and social development.

The simplest Polish definition was formulated by Paweł Starosta. According to him, sustainable development is stable, systematic growth which does not generate costs for actual and future generation [Guziejewska 2015: 9].

There are also other definitions in Polish literature. For instance according to Tadeusz Pałaszewski the roots of economic-spatial sustainable development



should be found in two Pope encyclicals: *Rerum Novarum* of Leon XIII and *About Human Labor* of Jean Paul II. In this conception there are three features of sustainable development: economical, social-political and ethical [Pałaszewski 2001: 164-165].

In the management theory, some authors identify sustainable development with Corporate Social Responsibility Model entering [Laszlo 2008: 13].

It is also worth noticing that in Polish literature the phrase sustainable development replaced the phrase of ecodevelopment, which has been known since the end of 1940s. The ecodevelopment definition however was much more narrow, so it is false to think that it was the same [Górka 2013: 9-10].

To definite sustainability is one thing and to interpret it is another. In Poland there are two ways of interpreting this concept: narrow and wide. It looks like dominate the narrow one which identify the sustainable development like the management of environment protection. Every activities related to sustainable development are subordinate to the Minister of Environmental Protection. Also in Polish publicity and part of subject literature the approach is similar. Zbigniew Hull notices it listing the most common concept interpreting:

- economic growth taking into account environmental protection requirements, sometimes recognized as a higher form of environmental protection;
- ecologically modified development of certain forms of social life;
- a new social vision based on the principles adapted to the capabilities of nature;
- a necessary stage on the road to ecological society [Hull 2005: 56].

However at the Rio de Janeiro Earth Summit in 1992 one of the final document of the summit – Agenda 21, interprets sustainable development as sustainable management in categories of environment, spatial management, economics, social, politics and institutions on every administration levels [Borys 2005:74]. What's more, already in 1970s Denis Meadows paid attention to a few features, as industry, environment pollution and growing population, which together impacted ecosystem. According to him, only simultaneous elimination of this dangerous is condition of sustainable development implementation [Meadows 2010: 95-96]. Many authors point however to the fact, that most definitions formulated in the international forum and adopted by counties and international organizations, including European Union [Official Journal of EU C 202 V59 2016], are very general and easy for any interpretation. Attempts to more accurately interpreting the notion causes different opinions and controversies often leading to confusion.

Zbigniew Hull, after an analysis of the approach to the concept of sustainable development, creates a kind of typology of philosophical shots to the idea:

- philosophy of balancing growth – economic growth taking into account the limitations and conditions of natural and social resources. The environment

and social resources protection is here justified by the possibility of maintaining economic growth rates;

- the philosophy of sustainable development centered on the idea of balancing social development – here care for the environment is justified by ensuring a balance between the economy and ecosystems, because only it is able to ensure the implementation of fundamental social values such as equality, freedom, work, universal access to basic goods, interpersonal solidarity, intra- and inter-generational justice;

- philosophy closely associated with the idea of sustainable development based on the belief that man and his economy is a subsystem of the ecosystem and must develop in accordance with the law of sustainable yield of the ecosystem, because it bases only on ecosystem stability [Hull 2005: 60-62].

An example of the third type approach is the definition proposed by Monika Zarychta-Zadrożniak. According to her, the sustainable socio-economic development is one in which the process of integration of political, economic and social objectives with particular emphasis on the environmental balance, while assuming that it is the balance of nature provides the ability to self-sustaining process of human development [Zarychta-Zadrożniak 2010: 201].

Interestingly, although it seems that by all means right concept is the interpretation of sustainable development as so called. integrated order. The meaning of this concept in the following way explains Małgorzata Burchard-Dziubińska: “combining into one ecological, spatial, economic, social and institutional order,” also notes that the identification of sustainable development only with the protection of the environment should be regarded as methodologically incorrect [Burchard-Dziubińska, Rzeńca & Drzazga 2014: 35].

## **2. The concept of sustainable tourism**

The concept of sustainable tourism was created in 1995 at a conference on the Spanish island of Lanzarote. So-called. Lanzarot Charter for Sustainable Tourism was developed there. It was specified that the development of sustainable tourism should be based on the concept of sustainable development, which was eco-friendly, integrated with the environment, economically feasible and ethically and socially acceptable to local communities [Leśniak 2006: 129].

Also the European Council formulated in 1998 the definition of Sustainable Tourism as any form of tourism that respects the environment, ensures long-term protection of natural and cultural resources, and is socially and economically acceptable [Leśniak 2006: 130].

In Polish literature, the concept of sustainable tourism is interpreted in different ways. Basically, all the authors agree that the concept is closely related to the concept of sustainable development. The problem is that, as mentioned at the beginning of this article, the concept of sustainable development is also not clear. Thus, some authors equate the concept of sustainable tourism to eco-tourism, like sustainable development was sometimes in Polish literature referred as eco-development. Dominika Zaręba gives, for example, a very expanded definition of sustainable tourism: “refers to the broad concept of development of the tourist-friendly environment in rural areas and cities, in small tourist centers and major centers of entertainment and leisure, etc., a concept that applies to all known types of tourism after an appropriate their ‘greening,’” indicates however, that the concept of eco-tourism is much more narrow [Zaręba 2000: 35]. The author indicates that sustainable tourism is the opposite of the so-called hard or mass tourism, which does not correspond with the requirements of the environment. Sustainable tourism sparingly manages environmental resources and space, using primarily just existing tourist infrastructure and the strengths of the region. The process of sustainable tourism management should be holistic, what means associated with the development of other economy branches of the region. The author also mentions several important principles of sustainable tourism management:

- first planning, then preceding;
- regional planning;
- concentration of buildings for economic use of the land;
- maintaining the typical architecture of the region;
- leave especially valuable landscapes in their original state;
- optimum use of existing infrastructure;
- using of regional social potential in planning and ongoing tourist activities;
- carrying out the balance of profit and loss in economic, ecological and socio-cultural perspective;
- use mainly public and alternative transport;
- supporting non-mechanized forms of tourism [Zaręba 2000: 37-39].

Also Janusz Radziejowski defines tourism compatible with the concept of sustainable development, as a reversal of mass tourism threatening the environment. The author suggests this form of tourism, as appropriate for develop in protected areas [Radziejowski 2006: 79].

In 2010, Polish literature enriched by publication *Sustainable Tourism*, which authors describe very broadly both the concept, and also the principles and directions of development of sustainable tourism in Poland and in the world. The authors indicate the source of the concept already in 1965. At that time the concept was referred as “responsible tourism,” and then, in the 80s of the XX century the term “alternative tourism” was used. According to the authors, the first time the

term “sustainable tourism” was used in 1994 to determine the provisions of law and management methods, indicating the path of development of tourism in areas with rich resources of natural and cultural environment [Durydiwka, Kowalczyk & Kulczyk 2010: 26-27].

The specific function of sustainable tourism is its participation in the protection and revitalization of natural and cultural resources of local communities [Kurleto 2011: 124]. Tourism is also a source for measures to protect and revitalize these resources [Kurleto 2011: 125; Kriba 2010: 259].

Sustainable tourism is very broad issue. The authors of the publication *Sustainable Tourism* point ethnic, industrial, literary and also wine tourism, also called as enotourism.

### 3. Enotourism as a form of sustainable tourism

Enotourism, also referred to as a wine tourism is defined in different ways, but usually lists the following common elements:

- tour of the vineyards and wine producers,
- participation in all wine events,
- explore all other elements of cultural heritage related to wine region.

Krzysztof Widawski and Piotr Oleśniewicz suggest that success in enotourism can be maintained in the long term only with the balanced approach to this development, taking into account both natural factors and cultural heritage [Widawski & Oleśniewicz 2014: 28]. These elements correspond to the definition of sustainable tourism.

Andrzej Kowalczyk in the monograph *Sustainable Tourism* shows different approaches of different authors to the classification of wine tourism. Some of them consider this form of tourism as a kind of culinary tourism, but others treat it more broadly as a form of sustainable tourism. Towards this concept Andrzej Kowalczyk tends, pointing to the role of tourism in the economy of the wine regions, and the close links existing between enotourism and local development. This causes the parallel maintenance of tradition and geographical and cultural separateness. In addition, wine tourism is linked to other forms of tourism, especially cultural tourism, active tourism, and even family tourism. These features correspond to the idea of sustainable tourism [Kowalczyk 2010: 209-215].

Anna Mazurkiewicz-Pizło writes that enotourism could be included at least to several types of tourism, but as the main of them mentions cultural tourism, and local tourism, which is based on authentic natural, historical and cultural resources of the area, involving various actors from local community and integrat-

ing tourism with other aspects of economic development and strengthening the socio-economic structure of communities [Mazurkiewicz-Pizło 2015: 260-261], and as such, it is sustainable tourism.

Zygmunt Kruczek also shows that wine tourism is recognized as a separate form of cultural tourism, bearing the characteristics of sustainable tourism [Kruczek 2009: 333].

## 4. Enotourism management in Poland

Enotourism as a kind of cultural tourism is growing in the regions where the wine-making traditions exist. In Poland, there are several such regions, but not everywhere viticulture developed evenly and not all of the regions with such traditions, continue it today. In Poland, the viticulture has a long history. Wine and vines appeared, along with Christianity and was originally produced mainly for liturgical as sacramental wine. This was caused primarily related to difficulties with transport. Transport of wine from the south of Europe on Polish territory was difficult, and often impossible due to the lack of roads or their poor condition. The first vineyards in the lands of Poland founded monks - the Benedictines and Cistercians. From the fourteenth century wine cultivated the townspeople. Most vineyards in this period were established in Lower Silesia, in Zielona Gora, Poznan, Plock, Sandomierz, Lublin and Krakow. In the sixteenth century as a result of a significant improvement in the quality of roads and means of transport, Polish wine was being replaced on the market by better and cheaper imported wine from the south of Europe. There has been a setback winemaking in our country. Wars of the seventeenth century and the impoverishment of the country caused the Polish wine-making tradition did not develop. It did not apply to Zielona Gora region, which lay within the German states. There tradition of wine flourished even in the interwar period. Unfortunately, the ruling regime in Poland after 1945 caused the appearance of low-cost alcoholic beverages produced from various fruit known as “wine”. This resulted in a complete loss of tradition, and degeneration of the same concept. Only at the end of the twentieth century the tradition began to be renewed. In 1984, on the basis of seedlings originating in Hungary, it was founded Poland’s first post-war vineyard in Jaslo at Podkarpacie Region. Since that time, we can talk about the revival of winemaking traditions in contemporary Poland [Wawro 2015: 8-9].

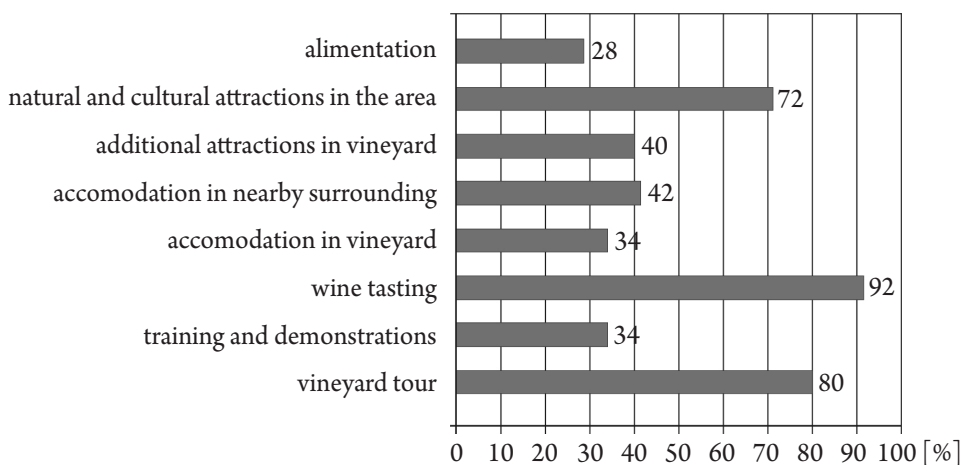
Currently, there are also some new wine regions without this kind of tradition. Vineyards appeared in Kujawy and Kociewie. Viticulture requires the right weather conditions and soil. In our country the cultivation of all varieties of vines is not possible. There are mainly dry and semi-dry wines produced.

Areas where wine tourism growing coincide with areas under vines. According to data from 2014, there were 49 registered producers of wine from the local vineyards in Poland [czaswina.pl]. Not all winemakers producing wines have special offer for tourists, not all wineries hosting tourists can produce wine for trade. According to available data, in 2015, there were more than 300 wineries in Poland, but only about 50 wineries offer some kind of hospitality for tourists [Wawro 2015: 3, 25]. As in other European countries with traditions of wine, also in Poland there were created wine routes. In 2013, the most popular wine roads in Poland were Lubuski trail Wine and Honey, Sandomierski Wine Route, Lower Carpathians Trail Vineyard and Wine Path Malopolska [Olszewski & Drózdź 2013: 439].

In many countries, including Poland, enotourism is a way to improve the economic situation of the region, by increasing competitive advantage. So enotourism is accompanied by the development of other tourist services throughout the wine region [Mazurkiewicz-Pizło 2012: 634; 2010: 106]. A substantial impact on this situation are listed by Anna Mazurkiewicz-Pizło features of enotourists:

- age over 25 years, mostly in the range from 35 to 45 years (the trend is decreasing);
- usually couples or men, the percentage of women traveling alone is significantly lower (these proportions equalize, because among younger enotourists dominate women);
- enotourists mostly working as a highly qualified crew (managers, high-class specialists, freelancers);

Chart 1. Services offered in the Polish vineyards taking tourists



Source: own study based on Wawro 2015.



– people with incomes higher than the average [Mazurkiewicz-Pizło 2015: 266-267].

Due to such a customer profile, most wineries constructing tourist offer provides a variety of additional services. Summary of additional services offered by the wineries are shown in Chart 1.

Considering the statement on the graph, the basic offer is a tasting of produced wines, it is offered in 92% of vineyards. In addition, it is possible to tour the vineyard, that offer was at 80% described vineyards. 34% of vineyards additionally offers various trainings and demonstrations in the field of viticulture and wine-making process. In 34% of the vineyards, you can spend the night. Most of the wineries recommended accommodation in the nearby area in the farm houses or historic buildings (42%). In 40% of described vineyards there are additional attractions available. These can be events, tasting the delicacies of regional cuisine, performances of folk bands, etc. 28% of all vineyards has its own board. In the case of 72% vineyards, the nearby surroundings are full of regional and cultural attractions that are interesting complementary offer.

## Conclusions

Polish enotourism offer is wider and wider every year. Together with vineyards offer improve an offer of additional attractions in vineyards surrounding. This kind of tourism develops the whole region and helps maintain its cultural values.

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## Turystyka zrównoważona – zarządzanie ofertą enoturystyczną w Polsce

**Streszczenie.** Głównym celem artykułu jest przedstawienie oferty enoturystycznej w Polsce jako części turystyki zrównoważonej. Właściwa konfiguracja tej oferty może zapewnić turystom wypoczynek zdrowy i zgodny z naturą. Może ona również wpłynąć na konserwację i zachowanie dziedzictwa regionu. Pojęcie zrównoważonej turystyki ma ścisły związek z pojęciem zrównoważonego rozwoju – na wyjaśnieniu tych kwestii skupia się pierwsza część artykułu. W kolejnej części przedstawione są poglądy na ekoturystykę jako część turystyki zrównoważonej. W ostatniej zaś omówiono zarządzanie ofertą enoturystyczną polskich winnic.

**Słowa kluczowe:** turystyka zrównoważona, enoturystyka, zarządzanie enoturystyką



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## Tourism as a Factor in the Sustainable Development of Small Towns

**Abstract.** The article refers to the settlement category of “small town” and addresses problems of small towns in Ukraine, which have arisen during the reconstruction of social relations at the turn of the 20th and 21st century. The authors analyze the current state of tourism and its prospects, distinguishing different types of tourism development, including cultural and educational (town), environmental – focused on the use of natural resources (ecotourism), and certain types of event tourism. One particular approach which can be applied in small Ukrainian towns as a way of helping them position themselves in the tourist market is the concept of “smart city.” The idea can be used to increase the accessibility of small settlements for tourists and contribute to travel facilitation. It is assumed that town management which takes into consideration the needs of tourists may have a positive effect for the country as a whole.

**Keywords:** small town, tourism, sustainable development, smart-city, welfare state

### Introduction

Since the second half of the last century mankind has recognized the paradigm of sustainable development, which is an alternative to the dominant system of ex-

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panded consumption. At the present moment this paradigm is becoming increasingly common in many areas of life. Sustainable development is implemented at the state and local administration levels as well as in various branches of economics.

Nowadays Governments, businesses and civil society together with the United Nations have started to mobilize efforts to achieve the Sustainable Development Agenda by 2030. The Agenda calls for action by all countries to improve the lives of people everywhere. United Nations define sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection [United Nations 2016]. These elements are interconnected and all are crucial for the well - being of individuals and societies.

Tourism is a global phenomenon, multifunctional, international in essence, which interacts with many sectors of the economy, affects different aspects of life. Abovementioned particularity has drawn considerable attention to the issues of sustainable development and its implementation in the tourism industry.

The principles of sustainable development are reflected in the activities of UNWTO (World Tourism Organization) on coordinating national and international efforts, the efforts of public organizations, tourism, scientific and educational institutions, and other members of the tourism process towards the implementation of sustainable tourism. Several documents with elements of sustainable development were adopted in 1980-1990's. The provisions of "The Charter of Tourism" (1985), "The Charter for Sustainable Tourism" (1995, Lanchères, Canary Islands), "The Bali Declaration on Tourism" (1996), "The Manila Declaration on the social impact of tourism" (1997) represented a milestone in the development of international tourism towards implementation of sustainable development principles. In 1997 the joint efforts of UNWTO (World Tourism Organization), WTTC (World Travel & Tourism Council) and of the Earth Council developed a document entitled "Agenda 21 for the Travel and Tourism Industry." The document emphasized practical steps that can make governments and private tourism business for the purposes of Earth Summit in Rio de Janeiro (1992). In the 1999 the General Assembly and the United Nations Commission on Sustainable Development adopted the "International Program on Sustainable Tourism Development." "The Global Code of Ethics for Tourism" (1999) became the resulting document on coordinating efforts towards establishment of sustainable tourism. This document was adopted by the UNWTO General Assembly in Santiago (Chile) and defined a set of guidelines for responsible and sustainable development of world tourism in the new millennium.

The beginning of the XXI century is marked by documents, which solve the problem of sustainable development of certain types of tourism (e.g. environ-

mental), issues of comprehensive environmental management based on sustainable tourism development (in the coastal zone, islands, especially coral islands and in mountainous areas) and cross-sectoral issues. Thus, developing the sustainable tourism trend, UNWTO works closely with UNCTAD (United Nations Conference on Trade and Development) in addressing the socio-economic problems (e.g. in 2002 the document “Sustainable tourism – the key to overcoming poverty” was designed), with UNESCO – to ensure sustainable approach to the management of World heritage and other international bodies. Moreover, the UNWTO International Network of Sustainable Tourism Observatories (INSTO) was established to monitor the state of recreational and tourism resources and the impact of tourism. In 2014 the UN General Assembly in its resolution marked the contribution of tourism to sustainable poverty reduction, community development, protection of biodiversity. All these are milestones towards the recognition of tourism not only one of the leading sectors of the economy, but also an important regulator of global social and environmental processes.

Given the achievements of tourism in addressing global sustainable development indicated in the “Agenda for Sustainable Development 2030”, the UN General Assembly during the International Tourism Exhibition in Spain, declared 2017 the International Year of Sustainable Tourism for Development.

The International Year of Sustainable Tourism will promote tourism’s role in the following five key areas:

- inclusive and sustainable economic growth,
- social inclusiveness, employment and poverty reduction,
- resource efficiency, environmental protection and climate change,
- cultural values, diversity and heritage,
- mutual understanding, peace and security [International Year of Sustainable Tourism for Development 2017].

At the present time tourism provides travel to nearly 1.2 billion international tourists and almost three times more domestic tourists, which composes 10% of world GDP and 7% of world exports, creating every 11th workplace in the world [UNWTO 2016]. Thus, tourism is considered as a factor in the stabilization of social and economic processes, the ecological state of the environment and can be used as a mechanism to stabilize the social processes in depressed areas, particularly in small towns that are experiencing significant demographic changes, economic and infrastructure decline, fall of the welfare state.

The sustainable development is the subject of interdisciplinary research. Among the first research the works of the Club of Rome can be mentioned. In the United States, research on various aspects of sustainable development is presented by International Institute and the World Resources Institute. Research is also carried out by the World Bank. In Europe, the International Institute for System Studies, The European Environment Agency can be named.

In the Commonwealth of Independent States the issue of balanced development are depicted by various researchers such as Budag Budahov, Rudolf Balandin, Lev Bondarev, Nikita Glazovskiy etc. There are a significant number of scientists, who present the issues of sustainable development in Ukraine. Among them are: Mykola Bagrov, Borys Burkinskiy, Mykhailo Grodzynskiy, Maryan Dolishniy, Sergiy Lisovskyi, Leonid Rudenko, Petro Shishchenko, Olexandr Topchiev and others.

Nevertheless Ukraine has dozens of internal problems concerning sustainable development. Among them are lack of adequate national regional policy which has increased negative trends such as: growing asymmetry in levels of regional development, rural degradation, crisis of urban settlement network, reduction and deterioration of the labor potential, increased migration of working population. Also there is a lack of regional development funding; significant economic, social, cultural, mental and other differences between the regions of Ukraine; low ecological culture of the citizens of Ukraine etc.

Over the years Ukraine has made significant progress in promoting its image as an attractive and dynamic country with great potential for cultural, natural and business tourism. The development of responsible, sustainable and universally accessible tourism is vital. According to Taleb Rifai Secretary – General of UNWTO this is particularly relevant as we celebrate 2017 as the International Year of Sustainable Tourism for Development [UITT 2017]. Abovementioned indicates that global tourism is sustainable and on regional level is a factor that has a positive effect on sustainable development of local administrations objects.

Actual problems of sustainable development of tourism in Ukraine are reflected in the papers of Olga Liubitseva, Mikhaylo Rutinskiy, Ihor Smal, Ihor Smirnov and many others scientists.

The problems of small cities and towns in Ukraine are discovered by Ukrainian researchers such as Nataliya Dnistrianska, Anatoliy Dotsenko, Dmitro Tkach and others.

However, research of opportunities for tourism development in small cities and towns are insufficient and therefore the authors have devoted their research to this problem.

In foreign studies this issue is examined in this sphere: the ecological state of small towns, the transformation of employment, tourist activity of residents of small towns, application of sociological methods in the development of marketing programs.

The purpose of this article is to study the development of tourism in small cities and towns as well as application of sustainable tourism approaches to improve living conditions in the settlements of this category, introducing in particular the idea of “Smart City” as the basic system of territorial administration.

## 1. Small Cities of Ukraine, their Development and Present

There are 460 cities in Ukraine. Nearly 75% of them are small cities with 50 000 inhabitants, 20% of which is urban population. By early XX century towns (*mis-techki*) were widely spread on Ukrainian lands. In the middle of 20's of XX century USSR political regime creating command – administrative economic system abolished small cities and introduced a new category of settlements – semi-urban settlement (SMT). These settlements were assigned a role primarily in the industrialization process with further expansion of their functions. Given the growth of urbanization as well as the positive dynamics of industrial development and population in urban areas the problem to systematize the categories of urban settlements arised. Thus, in 1981 a decree on the order of issues of administrative-territorial structure of USSR was adopted. This document which is valid until today revealed, in particular criteria for giving the settlement status of an SMT and cities. According to then state of ideology the focus has been made on economic features and employment structure.

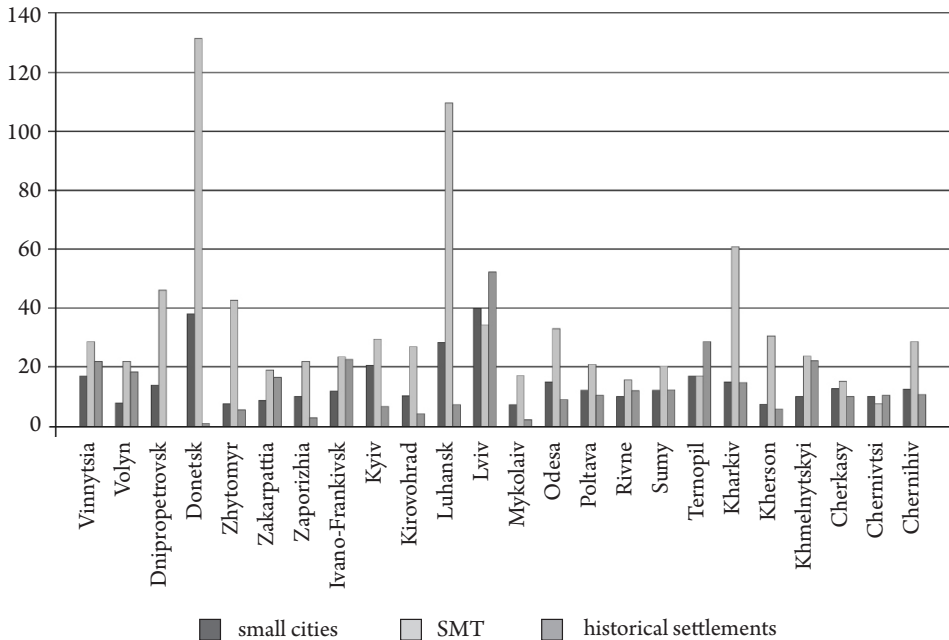
In terms of population small cities are divided, as follows: there are 15 of 5000 people, 66 of 5000 to 10 000, 160 of 10 000 to 20 000, and 109 of 20 000 to 50 000. There are 885 SMT in Ukraine (1.01.2017) which is a separate category of urban settlements [State Statistics Service of Ukraine 2017]. Historical name of these settlements in Ukraine were towns. Today this name that reflects their role as organizing centers in rural areas should be returned. These settlements have great historical and cultural potential (many of them joined the historical cities of the country), architecture, picturesque landscapes, satisfactory ecological situation, arts and crafts, traditions.

In 2001 the Cabinet of Ministers decree on Approving the List of historical settlements of Ukraine defined all settlements of Ukraine which have historical and cultural significance.

The largest number of historical settlements of Ukraine included in the list are located in such historical areas of Ukraine as Podilia (Ternopil, Khmelnytskyi, Vinnytsia regions) and Galicia (Lviv and Ivano-Frankivsk regions) (Chart 1). However, other towns that are not included in the list, especially crafts centers have significant historical and cultural potential as well. Such centers not only preserve and distribute traditions, but also attract tourists. Consumer goods and souvenirs that are made by traditional methods to some extent reflect the brand of the region and play the role of its visit cards. Traditions of pottery are preserved in such towns as Opishnia, Zinkiv (Poltava region), Ichnia (Chernihiv region), Boromlia (Kharkiv region), Dubrovytsia (Volyn region), Khust (Zakarpattia

region), Sokal (Lviv region), Bar (Vinnitsa region), Tovste (Ternopil region). Famous centers of wood carving is located in Smila, Dykanka, Khorol (Poltava region), Oster (Chernihiv region), Kosiv, Yavoriv (Lviv region), Vyzhnytsia, Putyla (Chernivtsi region). In the Carpathian area carvings and inlaid wood are presented in such towns as Verkhovyna and Yassinia.

Chart 1. An overview of the list of historical settlements of Ukraine



Source: own elaboration.

In 2004 “State Program of small cities development” was adopted. Nevertheless for dozens of small cities which have unique historic and cultural heritage and therefore great tourism potential the prerogative of tourism development is not defined.

Nevertheless these settlements also have a number of socio-economic and environmental problems. Today in small cities with population less than 20 000 inhabitants can either be a few small industries or one basic company of national importance. The vast majority of settlements suffer from close of city-forming enterprises, depopulation, high mortality rate, decline of urban infrastructure, unemployment, and outflow to larger cities. Thus, small towns are gradually losing their role of regulators migration and consolidating centers of social and economic development on local levels. Economic slowdown negatively affects the level of



transport and municipal infrastructure, increase environmental and man - caused dangers, reduce recreational opportunities.

The lack of small towns as a type of settlements became even more acute in the conditions of the appearance of market relations: monoprofile functional structure and weak development of urban economy, less employment of the able-bodied population and the possibility of realizing the social and cultural needs of the population. Monofunctional structure of the economy has a large dependence of small towns on fluctuations in the leading production. The reduction or total absence of a government order led to a drop in production volumes, thereby increasing social voltage (including a decline in the standard of living of the population). The demographic situation in the Ukraine's small towns is characterized by a high level of natural population decline. In 2014, the population of small cities of Ukraine decreased by 0.52% (until 2013) and amounted to 10 370 900 people. The highest rate of population loss was recorded in 12 small towns of the Sumy region (0.85%) and 13 small cities in the Cherkassy region (0.79%). The volume of natural decline in 2014 increased from 7 to 7.6 per 1000 people compared to 2013, which exceeds the average of 5.2 persons in Ukraine [National Institute of Strategic Studies 2015: 15-16]. The decline in the population was due to the excess of the number of deaths over the number of births. The main feature of changes in the age composition of the population of small cities in Ukraine is a stable decrease in the number of children and adolescents and an increase in the population of older age groups. As small cities don't have sufficient internal potential, nowadays they are currently losing support from the rural areas, the proportion of people over working age is growing, which is a gradual increase in the demographic burden. Also in Ukraine, the mortality rate in small cities remains high. Another manifestation of the decline in natural growth is migration outflows that tend to more "comfortable" cities. Small cities have ceased to be the centers of attraction of the population from their immediate environment. The imperfection of the health system poses a threat to the safety of the inhabitants lives of small towns. Against the backdrop of unfavorable demographic changes, there is a further deterioration in the health status of the population, with a significant increase in the incidence and prevalence of disease in all age groups. The following factors create the risks of social security for residents of small towns: insufficient level of staffing by primary care physicians, insufficient level of material and technical support of medical and preventive institutions in small towns with necessary medical diagnostic equipment and sanitation. All this are causes of a significant deterioration in the quality of the provision of medical services. The population of small towns neglects planned and medical inspections, which leads to a deterioration in health and an increase in the number of chronic diseases. In addition, medical institutions in most small towns work in conditions of budget deficit, underfunding, rising prices for medical care and medications.

A tendency to stabilize the socio-economic and demographic indicators can be demonstrated on the example of settlements, which develop recreational function. The most involved in tourism are small cities located in Lviv, Ivano-Frankivsk, Zakarpattia, Ternopil, Volyn and Rivne regions. Such cities are often included in the weekend tours within the region, as well as separate general and thematic routes. The most popular type of tourism is cultural and educational, that can be combined with ethnic, religious, gastronomic and enotourism. The most common form of tourism is an excursion, so that small cities and towns are involved as those having sightseeing attractions.

The most popular tourist routes are: in Lviv region („The Golden Ring” Olesko – Zolochiv – Pidhirtsi); in Ternopil region „The Castles of Ternopil – Zbarazh, Vyshnevets, Kremenets” (Zbarazh – Vyshnivets – Kremenets); in Ivano-Frankivsk region „The Journey to the Hutsulshyna region” (Yaremche – Vorokhta – Verkhovyna – Kosiv – Kolomyia); in Zakarpattia region „The Terms of Zakarpattia” (Kosyno- Beregove – Perechyn); in Volyn region „The Golden Diadem of Volyn” (Torchyn – Vladimir-Volynskiy – Ustylug); in Rivne region „The Tunnel of Love and Legends of Rivne region” (Koretz – Klevan – Kremenets – Dubno-Ostrog).

Resort and medical tourism is represented in Zakarpattia region (Vinogradiv, Svaliava, Berehove, Solotvyno), in Lviv region (Truskavets, Morshyn, Skhidnytsia, Nemyriv), and in Ivano-Frankivsk region (Kosiv, Yaremche, Dolyna, Verhovi-na). Recently eco-tourism (rural, green tourism) is gaining popularity, especially in Zakarpattia region (Yaremche, Ust-Chorna). The centers of mountain-skiing tourism are located in Lviv region (Skole, Slavske), in Ivano-Frankivsk region (Verkhovyna, Vorokhta) and in Zakarpattia region (Rakhiv, Zhdenievo). Ethnic and gastronomic tourism is spread in Ivano-Frankivsk region (Verhovyna) and in Zakarpattia region (Vinogradiv, Khust, Beregove, Mizhgir’ia) it is developing along with wine tourism.

Leisure tourism is represented with historical, gastronomy and music festivals, which each year attract more and more tourists in Lviv region (“The Slavske Rock” in Slavske, “The Galician crossroads” in Rava-Ruska, “Tu Stan” in Skhidnytsia), in Zakarpattia region (“The Beach fest” in Beregove, “The Ugochanska vine” in Vynogradiv, “The Hutsul Bryndzia” in Rakhiv) and in Ivano-Frankivsk region (“The Train to Yaremche” in Yaremche, “The Honey festival” in Dolyna). In Volyn and Rivne regions routes can include neighboring cities Belarus (“The Pearls of Volyn”). Given the complexity of the visa regime with the EU other border areas hardly develop common routes with neighboring countries.

In small towns of other areas which are not so actively involved in tourism the most developing types are cultural and educational tourism: Fastiv (Kiev region), Chuguiv (Kharkiv region), Mena (Chernihiv region) and others. In small towns of coastal areas the most developed is summer vacation and recreation

of children (Zatoka in the Odessa region, Gola Pristan - in the Kherson region, Primorsk – in the Zaporizhia region). Because of military actions in the eastern part of Ukraine and annexation of Crimea the situation in small towns of these regions remains difficult.

There are many Christian and Jewish centers of pilgrimage in small cities and towns in Ukraine. One of the most famous centers of Orthodox pilgrimage and religious tourism center is Pochaiv (Ternopil region), where one of the three lavras located in Ukraine can be found, and the holy sources in Kremenets (Ternopil region). Another lavra is located in Svyatogirsk (Donetsk region). There are another centers of religious tourism in Pryluky and Novgorod-Siverskiy (Chernigiv region), Putivl (Sumy region), Korets (Rivne region), Vladimir – Volynskiy (Volyn region). Grand sacred Catholic structure can be found in Zhovkva, Belz, Pidkamin ( Lviv region), Vladimir-Volynskiy, Liuboml, Dubno, Klevan (Volyn region), Bar, Brailiv, Bershada, Buchach, Zbarazh, Terebovlia (Podilia). There are also hasidic pilgrimage centers in Medzhybizh (Khmelnyskiy region), Belz (Lviv region), Vyzhnytsia (Chernivtsi region).

Nevertheless research shows higher levels of income and employment in towns which develop tourism. Artistic trades and crafts development positively affects the social and economic stability. The development of tourism is the economic mechanism that can partly solve social and economic problems of these settlements, at least slow down their decline.

## **2. Sustainable Tourism in Conjunction with the “Smart City” the Prospect of Revival of Small Towns**

One of the key trends of revival of these settlements in Ukraine can be sustainable tourism development in conjunction with the concept of “Smart city”. In 2008, IBM of the United States put forward the concept of “Smart city” as part of the firm’s Smarter Planet initiative. Today the notion of smart city has become a global trend in the development of advanced cities in the XXI century. Due to the great variety of approaches to define smart city, it is difficult to distil a precise term. According to one of the most common definition it is an urban development vision to integrate multiple information and communication technology (ICT) and Internet of Things (IOT) solutions in a secure fashion to manage a city’s assets. The goal of building a smart city is to improve quality of life by using urban informatics and technology to improve the efficiency of services and meet residents’ needs [Mohammed 2016: 359]. Nowadays ICT and IOT are crucial in city development. Smart cities should base their smartness on human

capital, infrastructure/infostructure and information. Given the idea to support the development of Smart Cities strategies B. Cohen developed “Smart City Wheel” which includes 6 major components, namely Smart Governance, Smart Environment, Smart Mobility, Smart Economy, Smart People and Smart Living [Cohen 2012].

The first element is Human capital which is the core element to drive the city to be smarter. Infrastructure in the form of optical fibre networks that covers the whole city is as important because it roles as city backbone of sensors installation. Further, convenient access to an information flow for people is crucial to fuel their actions in optimizing city function and improve quality of life there. Thus Smart Governance that relates with aspect of transparency within governance systems through modernization of city administration by supporting data openness and public involvement [Buhalis 2014: 556]. Smart Environment is related to sustainable management of available resources. Smart Mobility means accessibility within and outside the city and availability of modern transportation systems. Smart Economy defines the implementation of economic strategies based around digital technology. Smart People refer to the qualification level of city’s human capital. Smart Living involves improvement to people’s living environment and quality of life through IOT and online social platforms.

Based on Boyd Cohen “Smart City Wheel” tourism applications in small smart cities can be diverse. For example, such elements as smart people and smart mobility can involve applications of Augmented reality which enables visitors to experience digital recreation of cultural sites, events etc. [Chillon 2012]. Also it can include QR codes which can be used for product and destination marketing, in-house guest engagement, interpretive signage, adding multimedia dimensions to self-guided tours, and linking online content to traditional print media. Smart environment provides ability for different infrastructure objects to predict energy demand for building and perform service expenses based on their environment management. Smart living and smart mobility is connected with transport information system which provides a real-time information of transport network and could be distributed to end-user devices. Smart living also involves Complaints Management System where tourists can register their complaints through various ICT channels such as SMS or mobile applications [Metric Stream 2013]. Smart economy and smart government can provide Cloud Computing, which are designed to provide convenient way to access solid web platform through certain network.

Examples of Smart City technologies and programs have been implemented in many cities, such as Southampton, Amsterdam, Barcelona, Stockholm, New York, Hong Kong etc. In the United States smart city concept is mainly implemented by respective local governments having regard to the environmental characteristics of their own cities, with particularly outstanding success achieved

for those taken forward in collaboration with civic bodies and the business sector. The European Union (EU) has developed a range of programs under “Europe’s Digital Agenda.” Placing a greater emphasis on top-down planning it focuses on strengthening innovation and investment in ICT services for the purpose of improving public services and quality of life. Like EU, in Asia, in particular Japan, Korea and Singapore adopted the top-down planning model for overall coordination in respect of strategic positioning, master planning and practical implementation.

Moreover, the EU has devoted constant efforts to devising a strategy for achieving “smart” urban growth in small cities. The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) includes “The Small Giants Initiative”. It envisages to strengthen the uptake of smart city solutions for small and medium-sized European cities that have less than 250,000 inhabitants. Another example where smart city strategy is connected with tourism development is “Creative Clusters in Low Density Urban Areas” project, supported by the URBACT II Programme of the European Commission. The initiative has been coordinated by the Municipality of Óbidos (Portugal) under a partnership composed of INTELI and other small and medium sized cities of the EU : Enguera (Spain), Reggio Emilia (Italy), Barnsley (UK), Mizil (Romania), Jyväskylä (Finlandia), and Hódmezővásárhely (Hungary). The development of smart city facilitates access to value-added services, enriches tourist experiences and enhances city tourism competitiveness. Achieving these goals can be crucial especially for small cities which do not have developed industry, but do have remarkable cultural heritage. In EU small sized cities cultural, gastronomic and festival tourism is becoming a major market segment. Tourists are attracted by cultural and historic sites, special events (markets, fairs, festivals), as well as creative industries (handicrafts). Potentially, the benefits are more directly received by the population, as the residents are usually much involved in the provision of services, such as guided tours, accommodation, restaurants and activities. Thus in Óbidos with 10 875 inhabitants, 50% of the working population is part of the tertiary sector where tourism plays a main role. The number of foreign tourists has increased from near 90 000 in 2010 to almost 120 000 in 2015 [Musikyan 2016: 64]. In 2015 Óbidos was included in the Creative Cities Network (UCCN) created by UNESCO. Much of this success is owed to the inhabitants of the municipality, for the open mindedness and involvement in the innovative ideas that are presented to them.

Given abovementioned successful results, Ukraine can take some steps to improve current negative situation in small cities by implementing the smart city concept with the development of cultural, gastronomic and festival tourism. Traditional forms of government include actors representing local authorities, private sector and local community. As a first step local authorities should



improve their information regarding the role of tourism in their urban and regional economies. The next step involves launching strategic projects and management plans on tourism development. To coordinate it special board as well as quality control schemes must be created by local administration. It is vital to promote sustainability integrating technological tools and techniques to improve services efficiency and quality of life. Information support based on multiple ICT can provide data openness and data privacy. Local policies must assist the development of small and medium-sized businesses and support community interests. The key task involves establishing public-private partnership. Providing financial support both budgetary and extrabudgetary city can obtain necessary promotion. Also educational and learning programs for engaged citizens as well as training and retraining programs for tourism personnel are necessary. The main task of private sector is to improve the quality of products and services within the tourism industry including smart concept in all tourism-related accommodation, restaurants, tour operators, and other tourism-related service providers with IT improvements to booking systems. To enhance the accessibility it is necessary to launch social platforms featuring mobile applications with tourist information. It is important to promote competitiveness within the industry and provide valuable and reliable information on quality standards for the tourist and the travel industry. The last but not the least actor is local community who should actively participate in smart city development offering creative solutions to improve the quality of life in the city, attend educational and learning programs and initiate volunteer organizations and taking part in it.

## Conclusion

To sum up, the development of cultural, gastronomic and festival tourism in small cities is important factor in the sustainable development of small towns since it depends on the infrastructure, utilization of information resources and development of the intelligence industry. Close public-private partnership is of great importance as different institutions place different emphasis on the management schemes. Thus local authorities and community itself tend to emphasize the needs of the city and its inhabitants, while private sector focuses on the needs of tourists. In addition, concept also requires interactions beyond tourism itself to other governmental departments, regional and local administrations, demanding smart strategy formulation at city or even regional levels. Therefore authorities can enable demand and supply to co - create pleasure and experiences for the tourist as well as profit and benefits for local community. Implementing above mentioned recommendations small cities in Ukraine may become tourist centers, and consequently receive more tourists and attract assets to local budgets.

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## Turystyka jako czynnik zrównoważonego rozwoju małych miast

**Streszczenie.** W artykule omówiono kategorię „małego miasteczka”. Zidentyfikowano problemy społeczno-gospodarcze małych miast w Ukrainie, które pojawiły się pod koniec XX i na początku XXI wieku. Analizie poddano obecny stan turystyki i możliwości rozwoju małych miast. Zaproponowano rozwój turystyki koncentrujący się na wykorzystaniu dziedzictwa kulturowego (turystyka kulturalna i edukacyjna), zasobów naturalnych (środowiskowych) oraz Festiwalu (Event). Uznano, że warunkiem rozwoju małych miasteczek jest stosowanie zasad „Smart City”. Poprawi to organizację życia w małych miasteczkach, uczyni lepszym życie ich mieszkańców i sprawi, że będą one bardziej dostępne dla turystów.

**Słowa kluczowe:** małe miasteczko, turystyka, zrównoważony rozwój, państwo opiekuńcze



NATALIYA ANTONYUK\*, OKSANA KRAYEVSKA\*\*

## Problems and Perspectives of the EU-Ukraine Cooperation in the Area of Tourism in the Process of Implementing the Association Agreement

**Abstract.** The purpose of the article is to identify problems and perspectives of the cooperation between the EU and Ukraine in the area of tourism, associated with implementing the EU Tourism Policy. The issues addressed in the article determine the main directions for Ukraine to join the process of the European integration. The authors describe political and legal aspects of cooperation in the area of tourism with respect to the implementation of the Association Agreement.

**Keywords:** Ukraine, EU, policy in the sphere of tourism, cooperation, European integration, EU-Ukraine cooperation, European Union policy in the sphere of tourism, Association Agreement between Ukraine and the EU

### Introduction

The formation and implementation of tourism policy is very important for Ukraine, as tourism was recognized as one of the priority spheres in Ukraine and its development will determine Ukraine's specialization in the future. The collaboration with highly developed countries and usage of their experience will serve as a guarantee of success and help to develop Ukraine's strategy policy in the sphere of tourism and institutional support in accordance with the EU to facilitate the networking and integration of Ukraine and the EU.

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Ukraine gives great importance to cooperation with the EU in view of the possibility of promoting the national tourist product in the European market, involving information space, excellence of tourism, strengthening of integration processes in our country. Due to its tourist and recreational potential, Ukraine has all chances to become one of the Europe's leading tourist destinations.

The main aim of this article is to investigate the peculiarities of the EU-Ukraine cooperation in the sphere of tourism in the context of EU Tourism Policy realization and perspectives of the EU-Ukraine cooperation in the sphere of Tourism in the framework of the EU-Ukraine Association Agreement and visa-free regime implementation.

The main hypothesis is that the EU-Ukraine cooperation in the sphere of Tourism will be improved after the implementation of the EU-Ukraine Association Agreement, legal approximation to the standards and norms of the EU and visa-free regime realisation.

For the effective achievement of the goal the method of analyses of documents and content analyses were used. They helped us to see the legal basis and main directions for the cooperation between Ukraine and the EU in the sphere of tourism.

The theoretical and applied data for this investigation was found in the official documents and agreements between the EU and Ukraine and also in the articles dedicated to the tourism policy analyses.

We consider that such theories of the European integration as neo-functionalism (spill-over effect) and "Europe of the concentric circles" and will be appropriate for the explanation and understanding of the EU-Ukraine cooperation in the sphere of tourism. Theories are important as they help us to understand how the EU works, and having a better understanding of how the EU has developed allows us to hypothesise about what the EU might be like in the future [Theories of European Integration, 2015] and predict its cooperation with neighbouring countries in different spheres.

The cooperation between Ukraine and the EU in the sphere of tourism will be determined by the EU policy in the sphere of tourism in the context of the EU unique decision-making process and the development of its common policies. This policy is characterized by the principles of subsidiarity, which allows the EU member states to pursue their own tourism policy. Those problems, which could be better solved at the European level, are the competence of the European Union. So the EU common policy of tourism includes the national tourism policies and their legal coordination in the framework of the European Union [Krayevska 2007].

The main aim of this policy is to improve the competitiveness of the European tourism industry and create more jobs through the sustainable growth of tourism in Europe and globally. In this context EU tourism policy will focus on three main sets of actions: better regulation and policy coordination, improved

use of the available European financial instruments and coordination of the Community actions affecting tourism. Everybody knows that if tourism does not develop in a sustainable way, it endangers the natural and cultural environment. So the European Union actively supports the economic, environmental and social sustainability of the European tourism. To achieve this goal it is necessary to coordinate the national tourism policies and provide common EU policy in the sphere of tourism. Especially now in enlarged EU, where there are many so different countries, EU institutions should continue to support actions promoting Europe as a tourist destination [Malska, Antonyuk & Krayevska 2013].

## **1. The EU-Ukraine Association Agreements and cooperation in the sphere of tourism**

Nowadays the cooperation between the UE and Ukraine in the sphere of tourism is regulated by the Association Agreement between the EU and Ukraine (Chapter 16 of AA) [EU-Ukraine Association Agreement, 2012]. Article 399 on Tourism proclaims that “The Parties shall cooperate in the field of tourism with the aim of developing a more competitive tourism industry, as a generator of economic growth and empowerment, employment and foreign exchange”. Cooperation at bilateral, regional and European levels would be based on the following principles: (a) respect for the integrity and interests of local communities, particularly in rural areas; (b) the importance of cultural heritage; (c) positive interaction between tourism and environmental preservation. Relevant provisions concerning tour operators are contained in Chapter 6 (Establishment, Trade in Services, and Electronic commerce) of Title IV (Trade and Trade-related Matters) of this Agreement. Relevant provisions concerning movement of persons are covered by Article 19 of this Agreement” (Article 400).

Cooperation shall focus on the following aspects: (a) exchange of information, best practices, experience and “know-how” transfer, including on innovative technologies; (b) establishment of a strategic partnership between public, private and community interests in order to ensure the sustainable development of tourism; (c) promotion and development of tourism products and markets, infrastructure, human resources and institutional structures; (d) development and implementation of efficient policies and strategies, including appropriate legal, administrative and financial aspects; (e) tourism training and capacity building designed to improve service standards; (f) development and promotion of community-based tourism (Article 401). The regular dialogue will take place on the issues covered by Chapter 16 of Title V (Economic and Sector Co-operation) of this Agreement (Article 402).

Since 2015 the central executive body that ensures the implementation of policies in the tourism sector performs the Department of Tourism and Resorts of the Ministry of Economic Development and Trade of Ukraine.<sup>1</sup> For the effective implementation of the Association agreement between the EU and Ukraine the Strategy of the Tourism and resorts development in Ukraine for 2016-2020 was adopted [Strategia rozvitky..., 2016]. It declares that in today's globalized world leading countries of the world give a proper assessment of the benefits of tourism development. Tourism contributes to employment, diversifies the economy because of tourism and resorts linked to the activities of more than 50 industries, and promotes innovative national economy. Tourism contributes to the preservation and development of cultural potential, leading to harmonization of relations between countries and peoples, conservation of ecologically safe environment. In addition, tourism is one of the factors of implementing foreign policy.

According to the World Tourism Organization (UNWTO), the share of tourism in world GDP is about 10%, and the share of international tourism accounts for 6% of total world exports and about 30% of world exports of services every 11 workers in the world account for the tourism industry. It is predicted that by 2030 the number of international tourist visits will increase to 1.8 billion tourists. According to UNWTO in 2015 traveled to Europe 609 million tourists, their loss in 2014 amounted to 509 billion US dollars.

Ukraine, as a country at the centre of Europe has all the prerequisites for the proper development of the economy through tourism. However, Ukraine loses much in the competition, being behind the leading countries in terms of development of tourism infrastructure and quality of tourism services. The financial and economic crisis that continues in recent years, events related to the annexation of the Crimean Autonomous Republic and anti-terrorist operations in the Donetsk and Lugansk regions, negatively influenced the inbound tourist flow, structure, and tourism opportunities in both domestic and foreign tourist market.

The flow of foreign tourists in Ukraine reduced twice and continues to decline. According to the State Border Service, in 2015 12.9 million foreign citizens visited Ukraine, while in 2014 – 13.2 million, in 2013 – 25.7 million [Strategia rozvitky..., 2016]. Ukraine is losing its popularity as a tourist destination, because in the imagination of potential tourists our country seen as full-scale war and hot spot. Overcoming the current negative trends, creation of systematic and complete prerequisites for the development of tourism and resorts in the country should become one of the priorities of accelerating economic growth.

On March, 3, 2017 the first meeting of the Cluster 2 Subcommittee on the economy and other spheres of cooperation of the Association between Ukraine

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<sup>1</sup> *Turizm*, [www.me.gov.ua/Tags/DocumentsByTag?lang=uk-UA&id=4268f55c-fec7-4d63-b4d3-1a0311a7297b&tag=Turizm](http://www.me.gov.ua/Tags/DocumentsByTag?lang=uk-UA&id=4268f55c-fec7-4d63-b4d3-1a0311a7297b&tag=Turizm) [access: 3.04.2017].

and the European Union was held in Brussels (Belgium). Ukrainian delegation was headed by Deputy Minister of Economic Development and Trade, Trade Representative of Ukraine N. Mykolska. During the meeting, representatives of both sides discussed the implementation of Chapter V of the Association Agreement and the next steps for its implementation.

The dialogue and exchange of views on the development of such sectors of the economy, as industrial and enterprise policy, mining and metallurgy, space, taxation and tourism within the bilateral cooperation between Ukraine and the EU were held between the parties. During the presentation of the tourism sector of Ukraine to the EU by the Director of the Department of Tourism and Resorts Ivan Liptuga informed about the potential for development of tourism in Ukraine, current and further steps to promote market-competitive national tourist product and transformation of tourism to the integrated industry in the world market. It was noted that the EU representatives expressed interest in deepening relations between the parties for further cooperation in the tourism sector.<sup>2</sup>

Although the priority of the EU to support its Member States, but the EU supports also Ukraine. The EU allocated € 11 billion euros for the implementation of comprehensive reforms and ensure a decent life for Ukrainian citizens. Part of these funds will go to tourism. In the format of other European organizations and programs such as loans EBRD (European Bank for Reconstruction and Development) or the European Investment Bank made infrastructure investment projects. This kind of projects improves the country's infrastructure, and it is an integral part of successful tourism sector.

There are concrete examples of Ukrainian tourism support from the EU. For example, a project to support the creation of jobs and supporting rural tourism in the Odessa region, which began in late 2014 and is designed for 24 months for financing of € 340 million. The investment project has passed a rigorous selection among 300 participants from all over Ukraine in the project support for regional development. The construction of two tourist campsites, creating a tourist information center in Razdel'nyanskiy area, installation of road signs with information and Internet portal for green tourism in the Odessa region were planned, as well as seminars for organizations involved in tourism in the region, presentation of tours, and more [Rozdilna vidcvatkuvala vidkitta... 2015]. EU projects supporting tourism also concerned Crimea. Before annexing, the EU funded project on creation of diversification and support tourism in Crimea, but now this initiative has lost its force.

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<sup>2</sup> Tourism & Resorts Department MEDT, [www.facebook.com/tourism.gov.ua/?fref=ts](http://www.facebook.com/tourism.gov.ua/?fref=ts) [access: 3.04.2017].

## 2. Visa Dialog

A prerequisite to obtain the real economic impact of tourism and the revival of the European integration processes in Ukraine is the liberalization of formalities connected with Ukrainian tourists travelling to foreign tourist countries, especially the issue of entry visas to travel to the countries of the traditional tourism areas of the EU.

At the time of the International Song Contest “Eurovision 2005,” which was held in Ukraine, according to the Order of the President of Ukraine on temporary visa-free regime for citizens of the EU member-states and Switzerland (from 31.03.2005, No. 569/2005), from the 1<sup>st</sup> of May to the 1<sup>st</sup> of September, 2005 citizens of the above countries drove in Ukraine without visas in all international border crossings to stay not exceeding 90 days [*Pro tymchasove zaproivadzenia... 2015*].

According to the results of this experiment the President of Ukraine signed the Decree of 26 July 2005 No. 1131/2005 on establishing a visa free regime for citizens of the European Union member-states, the Swiss Confederation and the Principality of Liechtenstein, for which visa-free regime to Ukraine for specified categories of foreign nationals was established on a regular basis to stay not exceeding 90 days [*Pro vstanovlenia bezvisovovo regimu... 2015*].

On the 27<sup>th</sup> of October 2006 in Helsinki (Finland) the EU-Ukraine Summit at the highest level was held to discuss important issues and adopt a number of decisions. Summit participants welcomed the successful conclusion of negotiations on the EU-Ukraine visa facilitation and readmission agreements and initialed both documents.<sup>3</sup>

The European Union and Ukraine signed an agreement on simplifying visa applications. The purpose of this Agreement is to facilitate the procedures for obtaining visas for an intended stay of no more than 90 days within six months in the framework of Schengen visas for citizens of Ukraine. The agreement was signed on 18 June 2007 and entered into force on 1 January 2008 [*Uгода miz Ukrainoyu ta Evropeyskim Spivtovarictvom... 2008*].

After positively fulfilling all criteria of EU's Visa Liberalization Plan throughout 2015 and early 2016, on the 28th of February 2017 representatives of European Parliament and Council of the EU during so-called “trilogue” agreed positions regarding visa-free travelling for the citizens of Ukraine in May-June [*EU moves forward visa liberalization... 2017*].

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<sup>3</sup> Samit Ukraina-EC 27 zovtnaya 2006 roku, m. Helsinki, [www.mfa.gov.ua/mfa/ua/2031.htm](http://www.mfa.gov.ua/mfa/ua/2031.htm) [access: 3.04.2017].



More than 500 members of the European Parliament voted for visa liberalization for Ukraine during a session in Strasbourg on April 6, 2017. Only a few more formalities remain. The decision is yet to be formally approved by the Council of Ministers and then published in EU's Official Journal. The visa exemption will enter into force 20 days after publication in the EU Official Journal.<sup>4</sup>

Ukraine achieved visa-free regime with Schengen area member states in June, 11, 2017. From that day Ukrainian citizens holding biometric passports can travel to the Schengen Zone without a visa for a period of 90 days within any 180-day period for purposes other than working.<sup>5</sup>

They are also allowed to visit the four countries which are not part of the Schengen zone such as Norway, Iceland, Liechtenstein, and Switzerland. However, since the United Kingdom and Ireland have different policies, Ukrainian citizens will have to undergo different procedures in order to qualify for short visits in these countries. Also, any stay for longer than 90 days will require a visa.

This policy has strengthened the relations between Ukraine and the European Union, and is considered as a welcome from the EU for Ukraine. The country has long been under the Russian regime and is now moving farther away from the Soviet Union. Ukrainian president Petro Poroshenko expressed his joy for this policy in the media by congratulating the 45 million Ukrainians whose travel is now free from long visa procedures and expressing gratitude to the European Union.<sup>6</sup>

## Conclusions

The importance of studying the EU tourism policy and cooperation with Ukraine in this sphere is determined by the Ukraine territorial proximity to the EU – the western border of Ukraine has become the border between Ukraine and the EU in 2004 – and the implementation of the course toward the European integration in the framework of implementation of common agreements and projects. The cooperation with the EU and its member-states and the usage of their experience will serve as a guarantor of success and will help to develop tourism policy in line with the EU norms and standards, which will facilitate the establishment of contacts and integration between Ukraine and the EU.

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<sup>4</sup> *EU parliament votes for visa-free travel for Ukraine*, [www.kyivpost.com/ukraine-politics/eu-parliament-votes-visa-free-travel-ukraine.html](http://www.kyivpost.com/ukraine-politics/eu-parliament-votes-visa-free-travel-ukraine.html) [access: 3.04.2017].

<sup>5</sup> *Ukrainians can now travel to EU Member States without a visa*, [www.schengenvisainfo.com/ukrainians-can-now-travel-to-eu-member-states-without-visa/](http://www.schengenvisainfo.com/ukrainians-can-now-travel-to-eu-member-states-without-visa/) [access: 3.04.2017].

<sup>6</sup> *Ukrainians can now travel to EU Member States without a visa*, [www.schengenvisainfo.com/ukrainians-can-now-travel-to-eu-member-states-without-visa/](http://www.schengenvisainfo.com/ukrainians-can-now-travel-to-eu-member-states-without-visa/) [access: 3.04.2017].

The EU tries to conduct cooperation with Non-EU partners on the same basis and pays more attention to the neighbouring countries. Cooperation between the UE and Ukraine in the sphere of tourism is based on the big variety of bilateral agreements in this sphere. Ukraine is interested in the cooperation with the EU and its member-states in the sphere of tourism. The legal and contractual framework of bilateral cooperation with the EU countries is being developed. The Ukrainian policy-making model in the sphere of tourism is similar to some European countries with developed tourism [Krayevska & Prisagnyuk 2008].

Ukraine is interested in continuing and deepening the European integration trend, especially considering the adaptation of problems of tourism sphere in Ukraine to the relevant directives and standards of the EU; liberalization of border and customs formalities for tourists who travels between Ukraine and the EU member states; bringing quality of tourism services to international standards, harmonization of standards and certification of tourism business and recreational areas that provide accommodation and food in Ukraine with the EU standards; attracting financial and technical assistance from the EU in the tourism and resort sphere in Ukraine for the implementation of main projects for tourism development, including green tourism, small and medium tourism businesses, cross-border cooperation, development of tourism infrastructure for transport corridors and popularize positive tourist image of Ukraine at the European market.

Visa free regime will facilitate the tourism development and increase the travels between the UE and Ukraine. This situation demands proper legislation and policy and the EU-Ukraine Association Agreement will be the basis for their development and help to improve tourism infrastructure in Ukraine.

However, despite the significant successes of cooperation between Ukraine and the European Union in the sphere of tourism, many problems remain unresolved. In particular, for the purpose of expanding tourist cooperation with the EU member states, diversifying the tourist offer and increasing the competitiveness of Ukrainian tourism products are needed. It is important to promote the EU involvement in the development of tourist and resort infrastructure of Ukrainian tourism, including cross-border, and also the creation of corporate tourism products (especially International routes across transboundary territories) and their effective marketing in the European and world markets.

The issues of cooperation between Ukraine and the EU in the sphere of tourism should be widely discussed; it is necessary to practice holding international specialized seminars or conferences in Ukraine with the involvement of domestic and foreign organizations to study the best practices in organizing tourism activities, development of tourist markets, defining the prospects for the development of the latest technologies for the provision of tourist services, formation of the Tourism strategy and service standards, as well as participate in appropriate



events abroad. It is worth establishing a system of exchange of experience on an ongoing basis with the relevant EU structures as well as state authorities in the field of tourism of the EU member states regarding the legislative and organizational provision of highly productive tourism activities, in particular the adaptation of national tourism legislation to the EU norms and standards.

Investigation on the EU and Ukraine cooperation in the sphere of tourism have shown that Ukraine pays great attention to the development of cooperation with the European Union in view of the possibility of promoting a national tourist product in the European market, involvement in the information space, best practices in organizing tourism activities, revitalization of European integration processes in Ukraine. Indeed, with its tourist and recreational potential, Ukraine has the opportunity to become one of the leading European tourist destination.

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## Problemy i perspektywy współpracy między Unią Europejską a Ukrainą w sferze turystyki w ramach realizacji umowy o stowarzyszeniu

**Streszczenie.** W artykule przedstawiono specyfikę współpracy między UE a Ukrainą w sferze turystyki w kontekście realizacji polityki turystycznej UE i perspektyw gospodarczych. Omówiono problemy i perspektywy wspólnych działań w sferze turystyki jako jednej z głównych dróg Ukrainy do integracji europejskiej, a także polityczne i prawne aspekty współpracy między UE a Ukrainą w sferze turystyki w ramach realizacji umowy o stowarzyszeniu.

**Słowa kluczowe:** Ukraina, Unia Europejska, polityka w sferze turystyki, integracja europejska, współpraca UE – Ukraina, polityka UE w sferze turystyki, umowa o stowarzyszeniu między Ukrainą a UE

KHRYSTYNA FOGEL\*

## The Impact of the EU Migration and Visa Policy on the Development of Cross-Border Cooperation in the Field of Tourism between Ukraine and Poland

**Abstract.** This article explores the impact of the EU migration and visa policy on the development of cross-border cooperation between Ukraine and Poland. Cross-border tourism is presented as an important element of international tourism, which affects the development of border regions and has positive consequences for the overall development of the country. Analysis focuses on cross-border cooperation in the border regions of Ukraine and Poland and ways of increasing the competitiveness of tourism offerings by forming integrated joint tourism products. The authors also investigate the impact of the visa policy of both countries on tourism in border regions.

**Keywords:** visa policy of the EU, cross-border cooperation, cross-border tourism, migration policy

### Introduction

Cross-border cooperation is of obvious importance for the mutual strengthening of the tourism industries of neighboring countries. The specifics of cross-border tourism cooperation need to be considered with great care and with an understanding of fundamental notions. For example, it should be clear that collaboration agreements in tourism planning entail very close contacts and communication (face-to-face) with all participants, from both the public and the private sector, and with an array of industries that take part in tourism planning. This type of collaboration can lead to effective dialogue and negotiations in building

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mutually acceptable interests and forwarding proposals for developing tourism in given region.

Tourism is an important economic sector in countries around the world and governments are developing active and innovative policies to build a competitive, inclusive and sustainable tourism development. Many countries consider an integrated whole of government approach to tourism as an essential component of a supportive government framework. These integrated strategies increase the policy coherence and the effectiveness of public and public/private actions in tourism. Governments at all levels have an important role to play in the delivery of the tourism product, and they need to work in close partnership with the private sector [*The Crossborderer*, 2015].

Cross-border tourism is a branch of tourism oriented towards the development of tourism infrastructure and organization of tourist routes for cross-border territory and direct neighborhood. This kind of economic activity is an important mechanism of international relations and strengthen economic cooperation. Cross-border tourism is based not just on a border crossing to rest in another country, namely cross-border tourism in border crossing as an essential element.

Cross-border tourism as a form of international tourism, of course, associated with the crossing of borders. Its characteristic distinguishing feature is interdependent, coordinated recreational development of two or more separated from each other by a state boundary areas, which form the common recreational space, and adjacent to certain cross-border routes with the border and customs controls [Migushchenko 2016: 285-293].

As an example in this paper considered cross border cooperation between Ukraine and Poland. Relations with Poland have a long historical tradition; strategic direction in foreign policy of Ukraine is the partnership with this country. Considering the fact that Poland is an EU member, Ukraine is extremely interested in development a strategic relations with this country. Today the cooperation of both countries is observed in almost all economic sectors, including tourism. In this paper considered cross border cooperation between Ukraine and Poland. The hypothesis tested in this paper reads:

H1: The competitive ability of cross-border regions on the international market increases with the increase of the degree of cooperation. H2: The asymmetric visa regime negatively effects on development of tourism in the border region cross-border cooperation.

The methodological basis of the study is fundamental allocations of theory of productive forces and regional studies, the concept of socio-economic development, legal, software and guidance documents. In the paper we used special and general scientific research methods: comparative, retrospective analysis (synthesis of European and domestic experience of CBC, for study relevant legal support), factorial (for organizing factors of cross-border cooperation), statistical

groupings, generalizations, expert assessments (determining the basic results and the problems of European regions in the EU countries and Ukraine), modeling (for the formation of the main approaches to the concept of CBC) and ratings assessment (evaluation of CBC macro level) and others.

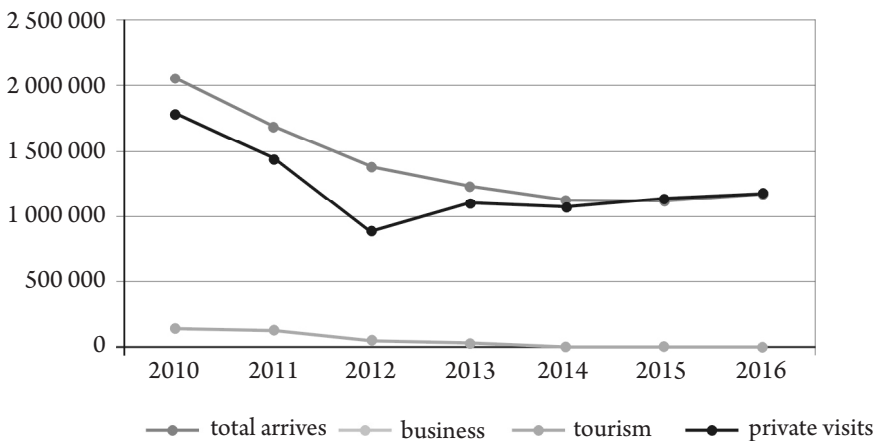
The article used official statistics on socio-economic development, information and analytical materials of the Ministry of Economic Development and Trade of Ukraine, regional state administrations.

## 1. Tourist Flows between Ukraine and Poland

The Figure 1 illustrated the dynamic of travelers from Poland to Ukraine in period 2010-2016. As we can see the private visits constitute the main part of total amount of arrives from Poland to Ukraine. Unfortunately, the Ukrainian statistical data does not show the right pictures of cross-border tourism. Missing domestic and cross-border statistics data, underestimation by government cross-border cooperation (CBC) as a tool of regional development caused the false impression that the dominant and guidelines for the development of CBC is culture and tourism.

However, practice shows that citizens of Poland and Ukraine carry out border crossing primarily for the purchase of consumer goods (92.6% of Poles and 81.3% of Ukrainian). Being abroad one citizen of Ukraine on average spend 573

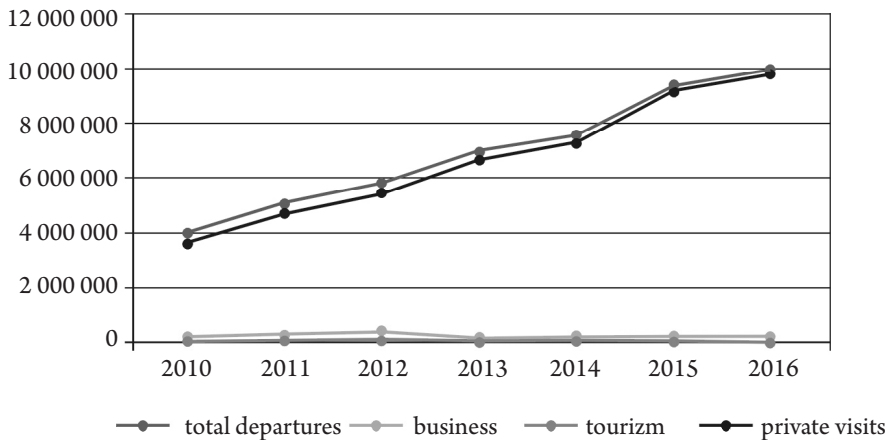
Figure 1. Inbound tourism. Travels from Poland to Ukraine in period 2010-2016



Source: own elaboration.

PLN and Polish citizen spend 145 PLN (4 times less). It must be mentioned that expenditures of Ukrainian citizens in Poland are significant compared to imports from Poland. Despite the fact that cross-border movement of Ukrainian citizens is economically beneficial for neighboring countries, including Poland, the visa policy of the EU and Ukraine is not parity, and at some point even discriminates against Ukrainian citizens [Ukrstat 2007] (Figure 2).

Figure 2. Outbound tourism. Travelers from Ukraine to Poland in period 2010-2016



Source: own elaboration.

A positive trend of tourist exchanges between Ukraine and Poland 2005-2015 is an indicative factor that speaks in favor of cross-border tourism [Migushchenko 2016: 285-293]. In the pre-crisis period (2008-2009 years) have been observed the growth of tourist flows in both countries. However, during the crisis 2014-2015 years the number of foreign tourists who arrived in Ukraine has decreased by almost half, while in Poland continues to grow. The Polish tourists in the total incoming flow to Ukraine in 2008 was about 20%, in following years – at around 10%. It should be noted that in difficult times for Ukraine 2014-2015 years, the number of Polish tourists has increased markedly, and it shows: Polish tourists feel safe in Ukraine despite of the military situation in some regions of the country. We would like to emphasize that the number of Ukrainian tourists in the incoming flow of foreign tourists to Poland also steadily increased since 2009 from 7% to 11.8%.

The amount of tourist flows between Ukraine and Poland are much larger than tourist exchanges with other countries, and the growth dynamics of tourist

Table 1. Geography of visitors the city Lviv in 2015

Country	Number of visitors
Ukraine	38 798
Poland	5 736
Turkey	1 916
USA	1 766
Belarus	968
France	721
Great Britain	606
Russia	442
Italy	433
Spain	424
Austria	393
Canada	323
Netherlands	323
Other countries	3 096

Source: Lviv Tourist Information Center.

exchanges is a characteristic of the border regions that justifies intensification of Ukrainian-Polish cross-border tourism cooperation.

The intensity of border tourism exchanges was confirmed by the Lviv Tourist Information Center as you can see, in 2015 the number of Polish tourists in the amount of tourists who applied to Lviv Tourist Information Center, is the largest and amounts 10% or more than 5.5 thousand people (Table 1).

## 2. Visa policy

Another factor that contributes to the development of cross-border tourism, including the procurement of tourism and tourism “Weekend” is visa-free entry (up to 90 days within 180 days) in Ukraine for EU citizens, including for Polish citizens. The opposite side of the issue – a visa regime for Ukrainian citizens. But there are also positive developments.

First, Poland is the leader among the Schengen countries who issued visas to citizens of Ukraine, including long-term visas.

By 2013 Polish consulates in Ukraine tried to demonstrate “good statistics” for issuing visas. So, they issued visas no longer than a one year, instead of truly long-term visas for a period of 2 to 5 years.

Table 2. Visa statistics of the consular offices of Poland in Ukraine 2013-2014

City	2013	2014	Change in %	
Kyiv				
A total of issued visas "C"	85995	89826	+4	
Visa duration	Under 1 year	25 106	29 104	+16
	1-2 years	5 228	14 211	+172
	2-3 years	1 069	3 022	+183
	3-4 years	140	486	+247
	4-5 years	487	2 098	+331
Kharkiv				
A total of issued visas "C"	40 302	38 790	-4	
Visa duration	Under 1 year	14 500	7 571	-48
	1-2 years	2 891	12 400	+329
	2-3 years	399	1 791	+349
	3-4 years	78	384	+392
	4-5 years	135	234	+73
Odessa				
A total of issued visas "C"	26 626	24 135	-9	
Visa duration	Under 1 year	24 671	20 356	-17
	1-2 years	1 450	2 785	+92
	2-3 years	269	423	+57
	3-4 years	129	273	+112
	4-5 years	107	298	+178
Vinnytsia				
A total of issued visas "C"	40 012	53 981	+35	
Visa duration	Under 1 year	23 173	23 574	+1
	1-2 years	3 380	12 774	+378
	2-3 years	1 014	4 596	+453
	3-4 years	203	1 424	+701
	4-5 years	439	2 325	+529
Lutsk				
A total of issued visas "C"	95 065	121 091	+27	
Visa duration	Under 1 year	50 556	22 321	+56
	1-2 years	7 793	49 071	+530
	2-3 years	712	4 452	+525
	3-4 years	103	858	+733
	4-5 years	663	4 022	+507
Lviv				
A total of issued visas "C"	234 323	232 228	-1	
Visa duration	2-5 years	30 176	115 821	+283
	4-5 years	418	1 225	+193

Source: Consular offices of Poland in Ukraine.



Due to pressure from many sides and publicity problems in the Ukrainian media, support of many Polish parliamentarians, Poland changed visa policy towards issuing long-term visas. And pursuant to the recommendations of the Consular Department of the Foreign Ministry of Poland on August 8, 2013 in terms of increasing the number of long-term visas (2-5 years) consular offices of 2014 went to the practice of issuing visas:

- two-year and five-year – for citizens of Ukraine, repatriated from Poland under an agreement between the USSR and the Polish government from 1944 and 1945;
- two-year visas - for citizens of Ukraine, who without any infringement using at least two tourist visas, of which at least one issued by the Polish consul;
- two-time valid for up to 6 months in case of confirmation of payment tourist services in Poland [Loginov 2015].

Visa policy of the consular offices of the Republic of Poland in Ukraine reflects the tendency to increase the number of issued long-term visas. In Table 2 we can see that most visas issued by consulates, located in the border regions, particularly in Lviv (total visa “C” issued 232,228) and Lutsk (121 091). Clearly seen a qualitative change in the number of issued long-term visas for a period of 3-4 and 4-5 years, particularly by region growth in the number of visas issued, amounted from 247% (Kyiv) up to 733% (Luck) [Loginov 2015].

Considering the rapidly evolving geo-political situation, which is placing even greater pressure on existing visa and immigration policies, countries, more than ever, recognise the importance of striking a balance between security and adequate border protection on the one hand, and ensuring ease of travel, a positive welcome, and a safe environment for legitimate travellers on the other. This is particularly the case in an increasingly competitive global market, where the visitor experience and perceptions of a destination are influenced by the convenience, cost and efficiency of any necessary visa application process [*Zakonodavche zabezpechennya rukhu...*, 2010].

Creating a Schengen border between EU and Ukraine helped to decrease illegal migration, but established a visa regime and other obstacles, which caused the number of travellers to drop and many contacts were lost. The borders of Ukraine and EU became barriers to intensive and effective cross-border interactions “thanks to”:

- visa regime with UA / Schengen regulation,
- relatively low density of border crossing points in some parts of the CE,
- insufficient technical infrastructure at the borders,
- lack of border crossings for pedestrians and cyclists,
- poor border management, inefficient and not harmonized procedures in border crossing points causing e.g. long waiting times,
- criminality connected to borders.

Despite the long and fruitful cooperation with EU countries, including Poland, EU still does not cancel visa regime for citizens of Ukraine. It should be noted that in 2005 Ukraine has decided to introduce the visa-free regime for citizens of Switzerland and European Union countries to ensure the free movement of persons, goods, services and capital, as well as intensification of bilateral contacts with the European Union [*Evropa bez baryer*, 2016].

Visa liberalization is happening, but several issues related to visas, is still not resolved as of their date completion of the full liberalization of the visa regime for Ukraine does not exist.

An important factor in the revival movement within the cross-border region is also the implementation of the agreement on small border traffic. Small border traffic is a favorable factor for weekend tourism, purchase tourism, nostalgic, cultural and pilgrimage tourism.

Number of people who have been crossing the border in 2009 with small (local) border traffic permits was 5.4%, in 2013 – more than 50%, and in the fourth quarter of 2015 – reached 58%, which demonstrates the effectiveness the introduction of local border traffic. Traces the growth and size of expenditures within local border traffic, in IV quarter 2015 cost value increased by 35.5% compared to the same period of 2014 [Mikula 2014: 316].

Despite the positive dynamics of tourist exchanges, gradual visa liberalization and qualitative change in bilateral cross-border cooperation project between Ukraine and Poland, there are unsolved problems and obstacles to effective cross-border tourism development of tourism and cross-border cooperation:

1. Problems of statistics of cross-border travelers, their costs, routes, length of stay.
2. Lack of a comprehensive long-term strategic scientifically-based programming and funding of tourism and recreation at both the state and border regions.
3. Undeveloped network of tourist information centers (in Ukraine), signs, information arrangement along the highways.
4. Lack of travel missions of Ukraine abroad (especially in Poland).
5. Disrepair and lack of funding and qualified for the restoration and recovery of historical, cultural, architectural monuments, rational use and preservation of tourism and recreation and natural resources in Ukraine.
6. Poor quality housing, transport, financial, information infrastructure and transport accessibility problems.
7. Asymmetry visa regime.
8. Lack of economic (tax credit and financial) incentives for the development of tourism, the tourism business, investment in the tourism industry.

### 3. Cross-border cooperation program in field of tourism

The important forms of cross-border cooperation in the tourism sector are involved in cross-border programs and implementing cross-border projects. In the CBC program cooperation in tourism is one of the main place, because tourism in the most regions are strategic branch in regional development. The feasibility of cross-border cooperation in tourism driven by a high degree of dependence on placement in relevant areas of natural and recreational facilities and the environment that shape the attractiveness of the area. Thus, in the development of tourism in the territories concerned regions of different countries united by common tourist attractions, but divided state border [The Crossborderer, 2015].

These forms allow cross-border cooperation to attract significant financial resources from international donor programs and organizations in the tourism industry of the border area.

Ukraine has successful experience in the implementation of joint cross-border projects in the tourism sector within the Neighborhood Program Poland-Belarus-Ukraine 2004-2006. The structure of implemented projects under this program share of cross-border projects by priority "tourism" was 10%. This means that tourism is considered one of the most effective promoters of cross-border regions. A positive aspect of cooperation within the Neighborhood Program is that part of the Ukrainian-Polish project is implemented to improve the tourist infrastructure, it is important for the border regions of Ukraine and Poland. Among these projects were: "Creation of tourist information infrastructure in the city Lviv" (2008-2010); "Establishment of the International Association of Ukrainian-Polish guides on Carpathians" (2007-2009); "A new quality of neighborly relations: the development of Polish-Ukrainian cross-border regional strategies" (2007-2008).

Contrary Program 2004-2006., the proportion of projects in the field of tourism development in the Neighborhood Program Poland-Belarus-country in 2007-2013 increased to 24% (28 projects), in particular 18.8% (22 projects) were only Ukrainian-Polish projects for tourism development in the border regions of Ukraine. In the CBC Program Poland-Belarus-Ukraine (2007-2013) signed 117 contracts for co-financing projects with a total value of 174.1 million euros (1) 74 Polish-Ukrainian projects (107.9 million euros), (2) 14 tripartite projects (7.7 million euros) [The Crossborderer, 2015].

## Conclusions

At the present stage of European integration of Ukraine international tourist cooperation of border regions seen as structural and sectoral form of European integration, the implementation of European standards of quality tourism experience and regulation of tourism. In bilateral tourism cooperation acquires importance of forming cross-border tourist market and intensifying cross-border tourism as a form of international tourism. To overcome existing problems in cross-border tourism and cross-border tourism cooperation important active participation of the state, including the service profile. As cross-border cooperation generally involves the cooperation of local communities neighboring states becomes especially important initiative of communities, NGOs, tourism enterprises and local governments in the process of establishing relationships and joint tourism projects development areas. The tourism industry has been recognized as a method of developing border regions. We showed our attitudes on tourism, regional competitiveness, and potential tourism destinations as the outcome of cooperation between the two countries in the field of tourism. Results indicate the possibility of enhancing competitiveness through a strategic approach in planning and managing cross-border tourism destinations.

Migration and visa policies of the EU have a significant impact on the cross-border cooperation between neighboring countries in different sectors of economic. Tourism is an effective factor of strengthening of the international cooperation. Despite the fact that cross-border movement of Ukrainian citizens is economically beneficial for neighboring countries, including Poland, the visa policy of the EU and Ukraine is not parity, and at some point even discriminates against Ukrainian citizens. The mechanism for implementing the Agreement on simplification of a visa regime should be improved to minimize the restrictive visa regime for cross-border traffic intensity of Ukrainian citizens.

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## Wpływ polityki migracyjnej i wizowej Unii Europejskiej na rozwój współpracy transgranicznej w dziedzinie turystyki między Ukrainą i Polską

**Streszczenie.** W artykule omówiono wpływ polityki migracyjnej i wizowej UE na rozwój współpracy transgranicznej między Ukrainą i Polską. Artykuł przedstawia i ukazuje istotę turystyki transgranicznej jako ważny element turystyki międzynarodowej, wykazuje znaczenie w rozwoju regionów przygranicznych, ujawnia swoje pozytywne konsekwencje dla rozwoju państwa. W tym artykule zbadamy współpracę transgraniczną w regionach pogranicza Ukrainy i Polski oraz zainteresowanie podnoszeniem konkurencyjności oferty turystycznej poprzez tworzenie zintegrowanych wspólnych produktów turystycznych. Zbadaliśmy również wpływ polityki wizowej obu krajów na turystykę w krajach pogranicza.

**Słowa kluczowe:** polityka wizowa UE, współpraca transgraniczna, turystyka transgraniczna, polityka migracyjna



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- any additional **comments or explanations**, references to **legislation, court rulings and decisions**, as well as links to **Websites** that are provided outside body text must be numbered consecutively and placed at the **bottom of page (footnote)**
- footnotes should be typeset in 10 pt font with single line spacing

## Bibliography

- apply no numbering
- order all items alphabetically by last name of author/editor, or by title of cited work in case authorship is not indicated; if more than single work by same author is referenced, order these chronologically by publication date
- **journal articles** – author's last name and first name initial, publication year, title of article [no italics], *name of periodical [italicized]*, volume/issue [colon], page range:  
Spenner P., Freeman K., 2012, To keep your customers, keep it simple, *Harvard Business Review*, 90(5): 108-114.
- **books** – last name and first name initial of author/editor, publication year, *title of book [italicized]*, place of publication [colon], publisher:  
Lane W.R., King K.W., Reichert T., 2011, *Kleppner's Advertising Procedure*, Upper Saddle River, NJ: Prentice Hall.
- **chapters in edited books** – last name and first name initial of chapter author, publication year, title of chapter [not italicized], in: first name initial(s) and last name(s) of editor(s) (ed. or eds.), *title of edited book [italicized]*, place of publication [colon], publisher, page range:  
Cornwall W., 1991, The Rise and Fall of Productivity Growth, in: J. Cornwall (ed.), *The Capitalist Economies: Prospects for the 1990s*, Cheltenham, UK: Edward Elgar, 40-62.
- **legislation**  
Council Directive 90/365/EEC of 28 June 1990 on the right of residence for employees and self-employed persons who have ceased their occupational activity.  
Act of 4 February 1994 on Copyright and Related Rights, Journal of Laws No. 24, item 83, as later amended.
- **studies and reports**  
World Energy Council, 2013, *World Energy Resources: 2013 Survey*, London.
- **online sources** [in square brackets, indicate when website was last accessed]  
www.manpowergroup.com [accessed May 28, 2015]

## Artwork and graphics

- editable, in black and white only, with no shading
- drawings, graphs and diagrams must be supplied in their native electronic formats (\*.xls or \*.cdr)
- photographs – supply source files (preferably \*.tif); minimum resolution: 300 dpi
- number all graphical components consecutively using Arabic numerals
- for any artwork that has already been published elsewhere, indicate original source (or otherwise state *Source: own*)
- apply no lettering in white against black background, whether in bold or italics, and no black fills or excess frames
- if figure is referenced in the text, use its number rather than expressions such as "above" or "below" (e.g. *cf. Fig. 1*, not: *see figure above/below*)
- provide explanation of any abbreviations used

## Tables

- numbered consecutively and consistently using Arabic numerals
- including caption and reference to data source (e.g. *Author's own research*)
- use its number to refer to table in the text rather than expressions such as "above" or "below" (e.g. *cf. Table 1*, not: *see table above/below*)
- with no blank cells
- any abbreviations used must be expanded below table

## Mathematical formulas

- processed using Microsoft Equation 3.0
- special attention should be given to correct placement of any sub- or super-scripts
- variables – in *italics*; numbers and digits – in normal font style
- use "." or "x" only as the multiplication sign (rather than e.g. asterisk or letter X)
- quantities should be represented in SI units only
- any symbols must be explained below formula