



Tourism Development Plan in the Lviv Region (2021-2023)

Country name:		Ukraine
Region:		Lviv
City :		Lviv
Public organisation responsible for the initiative	National language	Львівська обласна адміністрація
	English	Lviv Regional State Administration
Department (if any)		The Tourism and Resorts Department
Address:		Vynnychenka str, 18, Lviv, Ukraine, 79008, Львів,
Webpage:		https://loda.gov.ua/upravlinnya_turyzmu_ta_kurortiv

Initiative description

Title:	Tourism Development Plan in the Lviv Region (2021-2023)
Features of group/s of beneficiaries (if group/s of beneficiaries) / features of beneficiary (if one beneficiary) – e.g. branch, localisation, size...	<ul style="list-style-type: none"> • business entities in the field of tourism and resorts engaged in economic activities for temporary accommodation, food preparation and other tourist services • governing bodies of territorial communities of the region
Initiative / tool objective	<ul style="list-style-type: none"> • development and implementation of measures for sustainable development of tourism and resorts in the region, strengthening the tourist attractiveness of the region, the formation of a positive image of the Lviv region in Ukraine and abroad. • ensuring the growth of tourist flow, which, in turn, will ensure the socio-economic development of communities, increase revenues to local budgets, reduce unemployment, preserve natural resources, raise historical and cultural potential, as well as increase the investment attractiveness of the region

	<ul style="list-style-type: none"> • above mentioned objectives support the objective of recovery of the local economy after COVID19 slowdown, throughout building of capacity of local companies to delivery of services, required by tourist expected after COVID19 pandemic.
<p>Steps / phases / stages of tool / initiative implementation and its activities description</p>	<p>Stage 1. <u>Objective:</u> Formation of a positive image of the Lviv region as a tourist and resort destination <u>Scope of activities:</u></p> <ul style="list-style-type: none"> • Development and implementation of comprehensive information and promotional campaigns • Development and implementation of comprehensive digital marketing measures to promote the Lviv region and its tourism products in international and domestic markets • Organisation of business and tourist attractive measures for sustainable development of tourism, resorts, and recreation in the region • Organisation of training for representatives of the hospitality industry, representatives of the tourist and recreational complex, rural and green tourism, guides, guides-translators, mountain guides, guides, etc. • Improving the safety of tourists, by considering the limitations due to the Covid-19 and the need to develop green tourism. <p>Stage 2. <u>Objective:</u> Development and modernization of tourist hotspots and their infrastructure <u>Scope of activities:</u></p> <ul style="list-style-type: none"> • Creation and improvement of information, navigation, tourism and recreational infrastructure (tourist information centres, information stands, billboards, navigation to tourist attractions in the city, town, village, natural and protected areas • Development of infrastructure at key tourist and recreational spots (sanitary zones, campsites, cycling infrastructure, etc.) • Comprehensive analytical research of tourism in the region • Accounting for natural and healing resources of the Lviv region • Development of interactive tourist offers <p>Stage 3. <u>Objective:</u> Implementation of measures for the development of tourist and recreational potential of territorial communities of the region <u>Scope of activities:</u></p> <ul style="list-style-type: none"> • Development of strategic documents and road maps for the development of tourist, resort, and recreational potential of territorial communities of the region with the involvement of experts • Implementation of developmental tourist and recreational projects defined by strategic documents for local communities

	<p>Stage 4</p> <p><u>Objective:</u> Support for the project's implementation aimed at increasing the tourist attractiveness and improving the image of the Lviv region in Ukraine and abroad (involving small territorial communities, state, and local budgets)</p> <p><u>Scope of activities:</u></p> <ul style="list-style-type: none"> • Launching of investment projects in the field of tourism at the expense of communities, businesses, and donors • Co-financing of the project "The world of Carpathian rosettes - activities for preserving the cultural uniqueness of the Carpathian Culture", funded by the Cross-Border Cooperation Program PL-BY-UA 2014-2020 • Co-financing of the project "VeloBeskids: development of pedestrian-trekking and cycling infrastructure, construction of a lookout tower in the region of Truskavets - Oriv - Boryslav - Skhidnytsia", funded by the State Fund for Rural Development • Co-financing of the project "Velokarpattia: development of infrastructure for cycling tourism in Lviv region", funded by the sectoral support program • Co-financing of the project "Restoration of the architectural monument of the Art Museum of M. Bilas (villa "Goplyana ") on Kobzar Square in Truskavets, Lviv region", funded by the sector support program.
<p>Expected result(s)</p>	<p><u>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p> <ul style="list-style-type: none"> • Increasing the popularity of the Lviv region as a safe tourist destination, improving and diversifying the tourist offers of the region by 50%; • Improvement of tourist and resort infrastructure; • Improving the awareness of tourists, local governments, and investors about the medical and health resources of the region. <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> • Increasing the number of HoReCa customers by increasing domestic tourism • Increase in budget revenues from market participants involved in the creative economy by 30%; • Increasing the number of employed people in the field of tourism, resorts, and recreation by 40%. • Increase of information and navigation infrastructure by 30%; • Increase in tourist flows to the region by 40%;

Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> • <u>Medium</u> – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organisation.
Transferability on country of origin level (to be assessed by all Partner from specific country)	<ul style="list-style-type: none"> • High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Necessary resources	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> • Offices: <ul style="list-style-type: none"> ○ Basic office infrastructure • Technology: <ul style="list-style-type: none"> ○ Electronic system / Register of leased municipal property ○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)
	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Ability to maintain efficient dialogue with companies and others stakeholders in a tourism field • Procedures: <ul style="list-style-type: none"> ○ Template of the necessary documents. ○ Internal procedures related to agreements and public procedures.
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Local budget expenses for 2021 year 3 million UAH (approx. 1 million EUR)
Key success factors:	<ul style="list-style-type: none"> • Effective cooperation between business, government, and NGOs • Credibility of local public administration • Availability of reliable data on tourist flows. • High level of international and interregional cooperation in the field of tourism and resorts.
Key challenges:	<ul style="list-style-type: none"> • Achieving a high level of cooperation between the public and private sectors, providing plans with financial resources
Impact on regional economy (general description)	<ul style="list-style-type: none"> • Development of creative economy and potential of culture heritage. Tourism as a stimulant for the recovery of economic activity of communities. Development of small and medium business in touristic sectors most affected by COVID-19, is expected to restore workplaces, reduce the outflow of personnel abroad and satisfy the demand of tourists for the cultural heritage and traditions of the region.