

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

Number in the database: 147

Area: 18

### General information (only if existing or planned)

<b>Country name:</b>	Ukraine	
<b>Region:</b>	Lviv	
<b>City :</b>	Lviv	
<b>Public organisation responsible</b>	<b>In national language</b>	Львівська обласна адміністрація
	<b>In English</b>	<b>Lviv Regional State Administration</b>
<b>Department (if any)</b>	The Tourism and Resorts Department	
<b>Address:</b>	Vynnychenka str, 18, Lviv, Ukraine, 79008, Львів,	
<b>www:</b>	https://loda.gov.ua/upravlinnya_turyzmu_ta_kurortiv	
<b>Public organisation representative:</b>	-	

### Idea description

<b>Title:</b>	Tourism Development Plan in the Lviv Region (2021-2023)
<b>Idea objective</b>	<ul style="list-style-type: none"> <li>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.</li> <li>ensuring the growth of tourist flow, which, in turn, will ensure the socioeconomic 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</li> <li>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.</li> </ul>
<b>Sharing process (max 1000 characters)</b>	<p>Objective 1: Formation of a positive image of the Lviv region as a tourist and resort Destination, including Development and implementation of comprehensive information and promotional campaigns.</p> <p>Objective 2: Development and modernization of tourist hotspots and their infrastructure, including 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).</p> <p>Objective 3: Implementation of measures for the development of tourist and recreational potential of territorial communities of the region, including 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.</p> <p>Objective 4: 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), including Launching of investment projects in the field of tourism at the expense of communities, businesses, and donors</p>
<b>Restrictions/rules (law, skills, time, other)</b>	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> <li>Offices:             <ul style="list-style-type: none"> <li>Basic office infrastructure</li> </ul> </li> </ul>

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe. [www.visegradfund.org](http://www.visegradfund.org) [www.public4sme.eu](http://www.public4sme.eu)

	<ul style="list-style-type: none"> <li>● Technology:             <ul style="list-style-type: none"> <li>○ Electronic system / Register of leased municipal property</li> <li>○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)</li> </ul> </li> </ul> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>● Competencies of members of implementing team:</li> <li>○ Ability to maintain efficient dialogue with companies and others stakeholders in a tourism field</li> </ul>
<p><b>Procedures (if applicable)</b></p>	<ul style="list-style-type: none"> <li>● Template of the necessary documents.</li> <li>● Internal procedures related to agreements and public procedures.</li> </ul>
<p><b>Costs for public institutions (if applicable)</b></p>	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> <li>● Local budget expenses for 2021 year 3 million UAH (approx. 1 million EUR)</li> </ul>
<p><b>Expected result (if possible)</b></p>	<p>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</p> <ul style="list-style-type: none"> <li>● Increasing the popularity of the Lviv region as a safe tourist destination, improving and diversifying the tourist offers of the region by 50%;</li> <li>● Improvement of tourist and resort infrastructure;</li> <li>● Improving the awareness of tourists, local governments, and investors about the medical and health resources of the region.</li> </ul> <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p> <ul style="list-style-type: none"> <li>● Increasing the number of HoReCa customers by increasing domestic tourism</li> <li>● Increase in budget revenues from market participants involved in the creative economy by 30%;</li> <li>● Increasing the number of employed people in the field of tourism, resorts, and recreation by 40%;</li> <li>● Increase of information and navigation infrastructure by 30%;</li> <li>● Increase in tourist flows to the region by 40%.</li> </ul>