

# Directions of Development of Tourism in the Polish-Ukrainian Cross-Border Area in the New European Union Programming Period (2014–2020) in the Context of Regional Planning Documents

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## Abstract

*The objective of the article is to present the state and directions of the development of tourism in the Polish-Ukrainian cross-border area covering the Lubelskie and Podkarpackie voivodships and the Lviv and Volyn Oblasts in the context of regional strategic documents prepared in the scope of the new EU perspective for the years 2014–2020. In spite of the lack of a uniform strategic document for the purposes of development of the entire cross-border area in the years 2014–2020, the area is considered in development strategies of Polish voivodships and in related documents. In the case of the Lubelskie Voivodship, it is the cross-border cooperation strategy, and in the case of the Podkarpackie Voivodship — subregional strategic programmes. All of these documents consider tourism, including the specification of the objectives, priorities, and directions of activities, and even proposed projects. The content of these documents can provide a good basis for the development of modern tourism products at the local, regional, and cross-border level, with a potential to stimulate tourist traffic in the cross-border area. Possible support from the EU resources in the new financial perspective 2014–2020 is important for these types of activities.*

**Keywords:** Polish-Ukrainian cross-border area, tourism, development strategy

## Introduction

Due to the diversity of its forms, tourism as a multidimensional and complex phenomenon constitutes an attractive tool for stimulating local and regional development (Kozak 2009, 32). This is frequently reflected in strategic planning documents prepared by public administration at various levels. Such an approach is based on the existence of attractive environmental and/or cultural values. Public authorities generally tend to overestimate such values. It actually turns out that, as confirmed by the research by Kozak (Kozak 2009, 264–277), the success of tourism development in a given area predominantly depends on the attitude of the local and regional communities, and particularly on the existence of a leader (leaders) supported by integrated elites able to generate social mobilisation around a commonly accepted strategic idea. Cooperation with the surroundings is also of importance, including that with other units of territorial authorities, as well as the ability to obtain an external supply of financial and human capital. As a consequence, areas with rich as well as poor environmental and cultural values can become attractive in terms of tourism. The existence of this kind of resource itself however does not guarantee tourism development and the related benefits.

Cross-border areas are very specific, also from the point of view of possibilities of tourism development. Each area of the type is unique (Anderson and O'Dowd 1999, 593–594). Its delimitation and importance can frequently change in time and space very dramatically. Specific attributes of a cross-border area include (Chojnicki 1998; Miszczuk 2012):

- geographical (geopolitical) location at the boundary of countries (blocks of countries)
- the character of the national border (closed, filtering, open) constituting the axis of the cross-border area
- low transport accessibility
- differences in the level of development and manner of functioning of the economy of the neighbouring regions caused by the national border (economic distance)
- institutional distance related to the competence inadequacy of the neighbouring administrative regions and subregional units
- differences in the state of management in relation to cross-border regions of the neighbouring countries
- socio-cultural conditions related to the functioning of national and ethnic minorities and stereotypes concerning inhabitants of the neighbouring near-border regions, as well as the confluence of cultures

The effect of the national border on tourism development in the cross-border area can be varied. According to Więckowski (2010, 61–66), a closed border constitutes a barrier for tourism development, but in a situation of an increase in its permeability or complete opening it can become a tourist destination, modifying the tourist space of the cross-border area, or leading to its integration. The most frequent forms occurring in cross-border areas include: shopping tourism, gastronomic tourism, health tourism, transit tourism, entertainment tourism, environmental tourism, cultural tourism, pilgrimage tourism, event tourism, and sentimental tourism (Więckowski 2010, 77–82).

The objective of the article is to present the state and directions of development of tourism in the Polish-Ukrainian cross-border area covering the Lubelskie and Podkarpackie voivodships and the Lviv and Volyn Oblasts in the context of regional strategic documents prepared in the scope of the new EU perspective for the years 2014–2020. Because Ukraine is not a member state of the European Union, the study is limited to the applicable documents developed in the Polish voivodships. The starting point is constituted by provincial development strategies and the related cross-border cooperation strategy in the case of the Lubelskie Voivodship, and subregional strategic programmes regarding Bieszczady and the “Blue San River” regions in the case of the Podkarpackie Voivodship. It is worth emphasising the lack of a single common strategic document covering the four mentioned regional units included in the analysed cross-border area.

## 1 Diagnosis of the state of development of the tourist function of the Polish-Ukrainian cross-border area

The current Polish-Ukrainian border constituting the axis of the cross-border area has a length of 535 km. This is equivalent to 15,4% of the length of the borders of Poland, and 6,9% of the length of borders of Ukraine.<sup>1</sup> It extends from the vicinity of Włodawa in the north to the Carpathian Mountains in the south. It includes cross-border physiographic units with latitudinal orientation with exceptional environmental and tourist values: Polesie (Łęczna-Włodawa Lakeland and Szack Lakeland), Lublin-Lviv Upland, Volyn Upland, Roztocze, and East Beskidy Mountains (Bieszczady Mountains).

On the one hand, the Polish-Ukrainian border is partly of natural character—it is determined by the Bug River along its length of 201 km. On the other hand, in historical terms, the Bug River has usually been an internal river, and its catchment has been located in the territory of a single country—the Duchy of Halych-Volyn, Poland, Russia (in the years 1815–1918), and then again Poland. Therefore, the Polish-Soviet border established in 1945 was a new phenomenon, running through an area coherent in spatial and functional terms. After its final determination in 1951, related to the exchange of land between Poland and the Soviet Union, the stage of closed border began, lasting until 1991 (i.e., until independence was obtained by Ukraine). The period was distinguished by very low permeability of the modern Polish-Ukrainian border, both in physical-technical and political-legal terms, and breaking a number of functional-spatial links between

1. According to the state from before the attack of Russia on Crimea and east Ukraine in 2014.

the Lublin, Podkarpacie, Volyn, and Lviv regions. It also contributed to the decline of cities, and particularly towns, as well as to the cross-border area gaining features of a peripheral area, not only in the geographical, but also in the economic sense.

From 1991, the Polish-Ukrainian border entered a phase continuing today which can be described as the border of coexistence with dynamically intensifying elements of cooperation. The strengthening of its control functions occurred in 2004, when it became the external border of the EU, and in 2007 due to the accession of Poland to the Schengen Zone. Due to the contemporary (until 2013) lack of decisive action of Ukraine for the support of European integration, the Polish-Ukrainian border has no chance of becoming an open border by 2020.

The Polish-Ukrainian cross-border area of 84 942 km has a population of 7 877,4 thousand.<sup>2</sup> The primary tourism resources of environmental character in the Polish-Ukrainian cross-border area include:

- 10 national parks: Polesie and Roztocze National Parks (Lubelskie Voivodship), Bieszczady Mountains and Magura National Parks (Podkarpackie Voivodship), Szack, “Tsuman Forest,” and “Prypeć-Stochód” National Parks (Volyn Oblast), Yavoriv, “North Podole,” and “Skole Beskids” National Parks (Lviv Oblast), and
- 31 landscape parks, numerous reserves, protected landscape areas, and natural monuments.

It is worth emphasising the process of development of environmentally valuable (and simultaneously attractive in terms of tourism) cross-border areas in the scope of the UNESCO initiative—*Man and the Biosphere*. These include:

- the International Biosphere Reserve “East Carpathians,” established in 1992, expanded in 1998, covering: the Bieszczady Mountains National Park, the Cisna-Wetlina Landscape Park, the San River Valley Landscape Park on the Polish side, the San River Landscape Park (Lviv Oblast) and Už River National Park (Carpathian Ruthenia) on the Ukrainian side, as well as the Slovakian “Poloniny” National Park
- the International Biosphere Reserve “West Polesie” (2002/2011), covering on the Polish side: the Polesie National Park and the Sobibór Landscape Park, and on the Ukrainian side—the Szack National Park and the Belarusian biosphere reserve “Polesie Nadbużańskie”
- planned Cross-Border Biosphere Reserve “Roztocze,” potentially covering on the Polish side: the Roztocze National Park and the South Roztocze, Krasnobród, Szczebrzeszyn, Solska Forest, and Janowskie Forest Landscape Parks, and on the Ukrainian side: the Yavoriv National Park, “Roztocze Rawskie” Landscape Park, and “Roztocze” reserve

Deposits of mineral waters and climatic values became an impulse for the establishment and development of health resorts. On the Polish side these include: Nałęczów (Lubelskie Voivodship), Horyniec Zdrój, Iwonicz Zdrój, Rymanów Zdrój, and Polańczyk Zdrój (Podkarpackie Voivodship), and on the Ukrainian side: Truskavets, Morshyn, Nemyriv, Skhidnytsia, Shklo, and Lubin Velyki (Lviv Oblast). The arboretum in Bolestraszyce is an interesting environmental object. Very good conditions for the development of water tourism are provided by the artificial Lake Solina on the San River.

The (multi)cultural values include among others:

- old town complexes of Lviv and Zamość, included in the UNESCO World Heritage List
- historical wooden Orthodox churches in the Podkarpackie Voivodship and Lviv Oblast, part of which are included in the UNESCO List
- old town complex of Lublin, and towns: Kazimierz Dolny (Lubelskie Voivodship) and Zhovkva (Lviv Oblast)
- fortress and old town complex in Przemyśl
- numerous palaces and castles (among others Krasieczyn, Kozłówka, Łańcut, Lutsk, Olesko, Pidhirtsi Zolochiv)
- open air museums of rural settlement in Sanok, Lublin, and Kolbuszowa
- martyrological objects—former Nazi concentration camps (Majdanek, Bełżec, Sobibór)

2. [In the journal European practice of number notation is followed—for example, 36 333,33 (European style) = 36 333.33 (Canadian style) = 36,333.33 (US and British style).—Ed.]

Tourism centres of national importance in the Lubelskie Voivodship particularly include cities: Lublin, Kazimierz Dolny-Naęczów-Puławy, and Zamość. They also provide the best developed hotel infrastructure (particularly Lublin). The possibilities of tourism development are related to increasing inflow of tourists from abroad, and particularly from Ukraine and Israel.

In the case of the Podkarpackie Voivodship, tourist traffic is concentrated in the Bieszczady Mountains and the Pogórze Przemyskie region (including Przemyśl). On the Ukrainian side, the primary area of inflow of tourists, also from Poland, is the Lviv Oblast, particularly including the city of Lviv and the surrounding towns: Olesko, Pidhirtsi, Swirz, Zolochiv, and Zhovkva. In the case of the Volyn Oblast, the Szack Lakeland attracts the highest numbers of tourists, followed by Lutsk and Volodymyr-Volynsky.

The assessment of the state of tourism development in the Polish-Ukrainian cross-border area employed the following indices (tab. 1):

- Baretje index of tourist function (accommodation capacity to number of inhabitants)
- Schneider index of intensity of tourism (number of accommodated tourists annually to number of inhabitants)
- Charvat index of intensity of tourist traffic (number of provided accommodation services annually to number of inhabitants)
- accommodation infrastructure density (accommodation capacity to area in km<sup>2</sup>)
- traffic density (number of accommodated tourists to area in km<sup>2</sup>),
- accommodation infrastructure development (number of accommodated tourists to accommodation capacity)
- used accommodation capacity (number of provided accommodation services to accommodation capacity)

Table 1 suggests several important conclusions. Firstly, Poland does not belong to countries with a strongly developed tourist function, but its situation is still considerably better than that of Ukraine. Secondly, the presented indices suggest a better developed tourist function in the Podkarpackie Voivodship than in Lubelskie Voivodship, but still in the case of both of the voivodships, they are considerably lower than the national average (except for the accommodation capacity indices, comparable with the average). Thirdly, the Ukrainian regions show lower indices than those on the Polish side, but the indices clearly differ between the Volyn and Lviv Oblast in favour of the latter. The Volyn Oblast shows low tourist traffic, weak development of accommodation infrastructure, and low level of its use. In the case of the Lviv Oblast, higher tourist traffic is observed, as well as better developed infrastructure (although worse than on the Polish side) and its very high level of use. The synthetic description of the conditions and state of tourism development in the Polish-Ukrainian cross-border area provides the basis for the analysis of objectives and directions of activities in the scope of tourism in regional strategic documents.

**Tab. 1.** Tourism development indices in the Polish-Ukrainian cross-border area in 2013 (for Poland) and 2011 (for Ukraine)

Region	Baretje index of tourist function	Intensity of tourist traffic		Density		Accommodation infrastructure development	Used accommodation capacity
		Schneider	Charvat	Accommodation infrastructure	Traffic		
Poland	1,8	60,8	163,5	2,2	74,8	34,4	90,8
Lubelskie Voivodship	0,9	33,7	73,8	0,8	28,9	36,9	82,0
Podkarpackie Voivodship	1,2	36,7	107,9	1,4	43,8	30,7	89,9
Ukraine	0,1	20,0	–	1,0	13,1	13,5	–
Volyn Oblast	0,6	11,2	57,3	0,3	5,8	19,4	5,1
Lviv Oblast	1,2	24,7	167,1	1,4	28,8	20,7	140,1

Source: Own elaboration based on Jakubowski, Bronisz and Dziaduch (2013), (*Turystyka w 2013 roku* 2014), and data published by State Statistics Service of Ukraine at <http://www.ukrstat.gov.ua/>, in February 2015

## 2 Objectives and directions of development of tourism in the context of the development strategy for the Lubelskie Voivodship and cross-border cooperation strategy

None of the four equal strategic objectives of the Development Strategy for the Lubelskie Voivodship for the years 2014–2020 (with a perspective by 2030) (tab. 2) directly addresses tourism, particularly in relation to the cross-border location of the Lubelskie Voivodship. Only three operational objectives in the scope of objective 4: Functional, social, and cultural integration of the region were related to tourism, namely:

- Operational Objective 4.3: “Strengthening of the regional social identity and development of the intraregional cooperation,” among others by addressing the multicultural tradition and its incorporation within regional educational programmes and selectively supported culture-formative activities, as well as by stimulating undertaking common economic, organisational, and educational activities, and particularly by complex and systematic marking of tourist trails and the cultural heritage of the region
- Operational Objective 4.5: “Rational and efficient use of environmental resources for economic and recreational purposes with the preservation and protection of the values of the natural environment,” including improving the quality and efficiency of use of water resources with the development of the accompanying functions (including tourist and recreational functions)
- Operational Objective 4.4: “Overcoming negative effects of the near-border location of the region,” including the development of a complex development policy for the near-border Lubelskie Voivodship (in cooperation with the near-border regions of Ukraine and Belarus), whose implementation should include an ability to contribute to an increase in tourist traffic

Conditions favourable for tourism development can also be generated by the implementation of operational objectives 1.3 and 4.1 aimed at the improvement of internal and external transport accessibility of the region.

The spatial dimension of activities proposed in the *Development Strategy for the Lubelskie Voivodship for the years 2014–2020 (with a perspective by 2030)* was determined by the delimitation of seven objectives of strategic intervention (OSI) two of which concern the issue of tourism development and near-border location. The first one concerns economic use of environmental and cultural values (fig. 1) including three functional units: Polesie, Powiśle, and the Roztocze forest region together with areas with identified health resort potential. They are distinguished by: a varied degree of recreational-holiday investment and intensity of use of natural environment for tourism purposes, a considerable contribution of insufficiently attractive accompanying tourism-holiday infrastructure, as well as conflicts resulting from uncontrolled tourism development and underdevelopment and low quality of technical, particularly water-sewage infrastructure. Activities in the scope of this OSI should focus on increased use of environmentally and culturally valuable areas in order to provide conditions for socio-economic growth of the areas, and on the determination of the character and intensity of the tourist function by developing products considering among other aspects the specificity of sightseeing tourism, ecotourism, therapeutic tourism, residential tourism, sport tourism, water tourism, and agro-tourism.

The second OSI is a functional near-border area delimited in a rather narrow manner, exclusively based on districts directly neighbouring with the national border with Belarus and Ukraine (fig. 2). In this case, the vicinity of the national border offers opportunities for development, but its use is limited particularly by the existing restrictions in movement of persons, goods, capital, and services. One of the activities activating the near-border area should be establishing new and expanding the existing border crossings (including local ones), particularly where the reconstruction of formerly existing transport connections would be involved, as well as establishment of seasonal (tourist) border crossings located on both sides of the border with allowed pedestrian traffic<sup>3</sup>.

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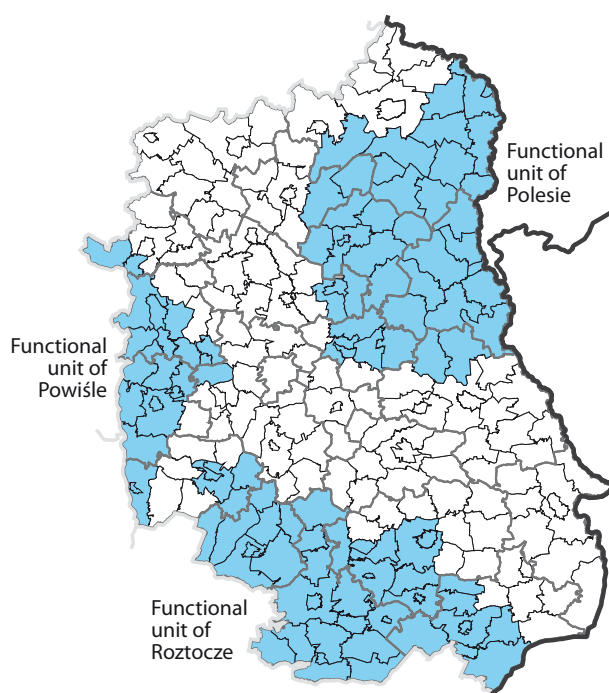
3. Pedestrian and cycling traffic is currently allowed exclusively on the Polish-Ukrainian border crossing Medyka-Shehyni.

**Tab. 2.** Strategic and operational objectives in the Development Strategy for the Lubelskie Voivodship

Strategic Objectives	Operational Objectives
1. Strengthening of the region's urbanisation	1.1. Development of metropolitan functions of Lublin 1.2. Support of supralocal functions of cities 1.3. Improvement of transport connections between Lublin and metropolitan areas in Poland and abroad
2. Restructuring of agriculture and development of rural areas	2.1. Improvement of conditions for an increase in the competitiveness and commerciality of farms 2.2. Development of agricultural and food processing industry 2.3. Strengthening agricultural consultancy and promoting and support of initiatives involving the cooperation of farmers and inhabitants of rural areas 2.4. Support of entrepreneurship in rural areas and generating non-farm employment in rural areas 2.5. Equipment of rural areas in transport, municipal, and energy infrastructure
3. Selective increasing of the potential of knowledge, qualifications, technological advancement, entrepreneurship, and innovativeness of the region	3.1. Support of the most prospective research and commercialisation of its results 3.2. Support of higher education courses of particular importance for the future job market of the region and of unique importance at the supranational scale 3.3. Development of the system of scientific, expert, and implementation support for the development of selected sectors of the economy 3.4. Development of the educational system adjusted to the region's specificity 3.5. Support of small and medium enterprises 3.6. Development of the information society
4. Functional, spatial, social, and cultural integration of the region	4.1. Improvement of the internal transport system of the region through connecting its most important cities with an efficient road network, first constructed in places where its imperfection is a barrier for development 4.2. Support of social inclusion 4.3. Strengthening of regional social identity and development of intraregional cooperation among others by addressing the multicultural tradition and its incorporation in regional educational programmes and selectively supported culture-formative activities, and by stimulating undertaking common economic, organisational, and educational activities 4.4. Overcoming negative effects of the near-border location of the region 4.5. Rational and efficient use of environmental resources for economic and recreational purposes, with the preservation and protection of values of the natural environment

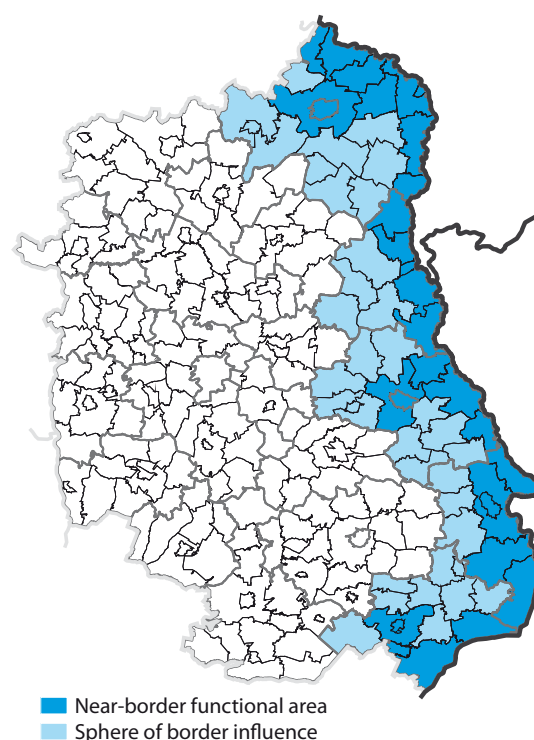
Source: *Strategia rozwoju województwa...* 2014

In reference to operational objective 4.4., based on the initiative of the Local Authorities of the Lubelskie Voivodship and the Cross-Border Association Euroregion Bug, and with financial support of the Ministry of Foreign Affairs of the Republic of Poland, the “Strategy of cross-border cooperation of the Lubelskie Voivodship, Volyn Oblast, Lviv Oblast, and Brest Oblast for the years 2014–2020” was prepared. Its general objective is to increase the socio-economic competitiveness of the cross-border area at the European, national, regional, and local level by efficient use of endogenous potentials and reducing restrictions resulting from the functioning of the external EU border.



**Fig. 1.** Areas of the economic use of environmental and cultural values

Source: *Strategia rozwoju województwa...* 2014



**Fig. 2.** Near-border area

Source: *Strategia rozwoju województwa...* 2014

One of the four areas of strategic activities next to Economic cooperation, Transport and border infrastructure, and Science and higher education, is natural environment, culture, and tourism.

The identified strong points of tourism in the cross-border area include: considerable environmental values and low level of their degradation, location of the most valuable physiographic units integrating in the cross-border dimension (Polesie, Roztocze, Bug River catchment), cultural potential based on multicultural heritage, cross-border location of cultural objects, lack of considerable linguistic barriers, and friendly attitude to tourists (hospitality). The weak points include: weakly developed or diversified tourism infrastructure, lack of important cross-border tourism products, low transport accessibility of potential tourism products, lack of tourist border crossings, low availability of tourist information (low number of tourist publishing houses, including electronic ones, low number of tourist information points, and their inaccurate distribution), and dissatisfactory state of historical monuments and urban complexes, particularly on the Ukrainian side.

Opportunities for tourism development are sought for in unique on a European scale environmental and cultural values, development of cross-border tourism products (regional, local) adequate for various forms of tourism, development of modern forms of environmental protection (geoparks), and expansion of the territorial scope of the agreement on low border traffic with Ukraine. The primary threats include: competition of other tourist areas, dominance of travel motifs other than tourism, maintenance of visa traffic for the citizens of Ukraine, and the diminishment of the regional and local culture. A new and very important threat is the war in the western parts of Ukraine, discouraging tourists to visit its western part due to the uncertainty of the situation.

The objective in the scope of natural environment, culture, and tourism was defined as: strengthening of the environmental and cultural potential and its use for the development of tourism. Its implementation should result in an increase in the tourist attractiveness of the cross-border region at the national and European level with the maintenance of biodiversity and cultural heritage.

Due to the above, among others the following activities were proposed:

- support of the establishment and coordination of the functioning of cross-border protected areas
- stimulating cross-border activities for the cleanliness of the waters of the Bug River catchment
- development of cross-border tourism products

- cross-border activities for the protection of the global cultural heritage
- support and coordination of cross-border cultural events
- development of cross-border networks of cooperation of institutions and organisations dealing with natural environment, culture, and tourism

Their implementation will occur based on detailed projects an important source of financing of which can be the EU Programme of Cross-Border Cooperation Poland-Belarus-Ukraine for the years 2014–2020.

### 3 Objectives and directions of development of tourism in the context of the development strategy for the Podkarpackie Voivodship and strategic development programmes for the Bieszczady Mountains and the “Blue San River” region

In the Podkarpackie Voivodship, the “Development strategy for the Podkarpackie Voivodship 2020” includes one general objective, namely: efficient use of internal and external resources for balanced and intelligent socio-economic development leading to the improvement of the quality of life of the inhabitants. It also includes the so-called objective tree for four areas of strategic objectives and the related 19 priorities (tab. 3). Tourism was treated as one of five priorities in the scope of a competitive and innovative economy. According to the SWOT analysis for the area, its strong points include among others: mountain areas attractive in terms of landscape with high degree of forest cover, and places with numerous forms of nature protection, the Bieszczady Mountains as one of the most identifiable tourist brands in the country, health resort and recreational infrastructure adjusted to supporting tourist traffic all year round with diversified standards, and near-border location in the Carpathian Euroregion. The weak points include: the predominance of a seasonal character of the region’s incoming tourist traffic, lack of a residential offer for Polish and foreign tourists with high requirements in terms of the quality and range of provided services, and the decapitalisation of the health resort infrastructure.

**Tab. 3.** Areas of strategic objectives and priorities in the Development strategy for the Podkarpackie Voivodship 2020

Areas of strategic objectives	Priorities in the scope of areas of strategic objectives
1. Competitiveness and innovative economy	1.1. Industry 1.2. Science, research, and higher education 1.3. Tourism 1.4. Agriculture 1.5. Business environment institutions
2. Human and social capital	2.1. Education 2.2. Culture and cultural heritage 2.3. Civil society 2.4. Social inclusion 2.5. Public health 2.6. Mass sport
3. Settlement network	3.1. Transport accessibility 3.2. Availability of information technologies 3.3. Metropolitan functions of Rzeszów 3.4. Functions of rural areas 3.5. Spatial coherence and strengthening of functions of subregional centres
4. Environment and energy	4.1. Prevention and counteracting threats and removal of their negative effects 4.2. Environmental protection 4.3. Energy security and rational use of energy

*Source:* Załącznik nr 1 do Uchwały Nr XXXVII/697/13 Sejmiku Województwa Podkarpackiego w Rzeszowie z dnia 26 sierpnia 2013 r. Strategia rozwoju województwa — Podkarpackie 2020. Rzeszów, sierpień 2013. [Development Strategy for Podkarpackie Voivodship]



An opportunity for tourism development in the Podkarpackie Voivodship can be offered by: construction of highly standard multifunctional recreational-holiday and health resort complexes, and development of the offer of package and integrated tourism products. A threat may be involved in: high sensitivity of the tourism sector to changes in the economic and political situation (the effects of the Russian-Ukrainian conflict are already reflected in a decrease in the number of tourists from these countries), and the risk of low level of support of tourism development in the voivodship from external resources, including those of the European Union.

The directions of development of tourism specified in the “Development strategy for the Podkarpackie Voivodship 2020” include:

- the development of tourist attractions and tourist infrastructure
- the development of tourism promotion and partnership supporting incoming tourism in the voivodship
- increasing the competitiveness of tourism products in the leading forms of incoming tourism in the voivodship (thematic trails, UNESCO objects, etc.).

Whereas the first two directions should be implemented throughout the Podkarpackie Voivodship, the third direction should be executed in the scope of OSI covering the southern and central part of the region (fig. 3).



**Fig. 3.** Area of focus of activities for increasing the competitiveness of tourism products

*Source:* Załącznik nr 1 do Uchwały Nr XXXVII/697/13...

Tourism was also considered in two subregional strategic documents developed in reference to the “Development strategy for the Podkarpackie Voivodship 2020”—i.e., in the Strategic Programme for the Development of Bieszczady (PSRB) and in the Strategic Programme “Blue San River” (PSBS). The former was developed based on the initiative of the Association of Bieszczady Communes of the Border Area (ZBGP) including 12 local authority units, and the Local Authority of the Podkarpackie Voivodship.

Bieszczady is a region with exceptional environmental values favourable for tourism development. It is also weakly populated with low transport accessibility. Therefore, the primary objective of PSRB is: increasing the level and conditions of life of the inhabitants by improving access to workplaces and services with efficient use of endogenic resources and strengthening functional external relations (Churski 2013, 60). In reference to the objective, four priorities were identified, namely:

- tourism and recreation
- entrepreneurship
- human and social capital
- infrastructure favouring the improvement of accessibility and environmental protection

Directions of activities were defined in the scope of each of the priorities. From several to a dozen strategic projects were proposed for each of them with consideration of social consultations. From the point of view of the objective of the article, the activities were restricted to those in the scope of priority I and IV. The following activities were proposed in priority tourism and recreation (Churski 2013, 62–69):

- 1.1. Coordination of development and improvement of the functioning of tourism and recreational infrastructure,
- 1.2. Development and diversification of the offer of tourism services and products, including by cross-border cooperation,
- 1.3. Protection and promotion of cultural heritage objects,
- 1.4. Development of partnership for increasing tourist traffic and its promotion, and particularly residential tourism.

In the scope of priority “Infrastructure for the improvement of accessibility and environmental protection,” activities involving the following are of particular importance were specified (Churski 2013, 80–84):

- 4.1. Improvement of spatial and digital accessibility,
- 4.2. Use of cross-border transport infrastructure in local and tourism traffic,
- 4.3. Maintenance of the environmental and landscape values,
- 4.4. Improvement of the water-sewage management and waste management.

The Strategic Programme Blue San River was developed for 48 communes in the Podkarpackie Voivodship located along the San River. Its territorial range covers the area from the south-eastern part of the voivodship (Bieszczady, Pogórze Przemyskie) to its north-western boundaries (Stalowa Wola and vicinity). It is an example of high diversity typical of the Podkarpackie Voivodship: from an area attractive in environmental and cultural terms with insufficient tourism infrastructure to a well developed, but not very attractive in terms of tourism industrial area. Four priorities were defined in the scope of the Strategic Programme Blue San River (Churski and Miszczuk 2013, 68–94), namely:

- innovative entrepreneurship
- tourism
- human and social capital
- environment and energy

The following activities are of considerable importance in the scope of the second programme:

- 2.1. Development and diversification of tourism products with integrated promotion,
- 2.2. Development of specialised tourism clusters,
- 2.3. Coordinated development of management and improvement of the functioning of tourism infrastructure,
- 2.4. Revitalisation, protection, and promotion of cultural heritage objects,

as well as the first activity from the fourth priority that is:

- 4.1. maintenance of the environmental and landscape values.

Both of the strategic programmes: for Bieszczady and Blue San River are mutually coherent, and include a number of proposals of strategic programmes in each of the activities, but they emphasise the cross-border (with Ukraine) character of the Podkarpackie Voivodship in the context of tourism to a very low degree.

## Conclusion

The presented discussion permits several conclusions. In spite of frequently exceptional and almost untransformed environmental values and valuable multicultural heritage resources, tourism in the Polish-Ukrainian cross-border area is not the leading type of economic activity. The tourism

infrastructure is inadequate to the needs of tourists in terms of its quantity and quality. Tourism traffic shows relatively higher intensity in the Polish part of the cross-border area, particularly in the Podkarpackie Voivodship, and in the Lviv Oblast on the Ukrainian side.

No uniform strategic document exists for the purposes of development of the entire Polish-Ukrainian cross-border area in the years 2014–2020, although the area is considered in the development strategies for Polish voivodships and related documents, i.e. the cross-border cooperation strategy in the case of the Lubelskie Voivodship and subregional strategic programmes in the case of the Podkarpackie Voivodship. All of these documents consider tourism with specification of objectives, priorities, and directions of activities, and even proposed projects. The content of the documents can provide a good basis for the development of modern tourism products at the local, regional, and cross-border level with a potential to stimulate tourism traffic in the cross-border traffic. Possible support from the EU resources in the new financial perspective 2014–2020 is of considerable importance in these types of activities.

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