



The Carpathian Region as an  
attractive tourist destination

# **Transcarpathian tourism development: advantages and challenges for cross-border cooperation**

*a journey of a thousand miles begins  
with a single step  
Lao Tzu*



# An ordinary tourist



**What his/her needs?  
What he/she is coming for?**

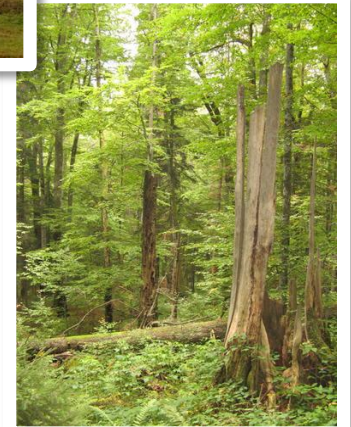
# What I am going to talk about

Advantages  
of tourism  
sector

Challenges  
we face

Perspectives





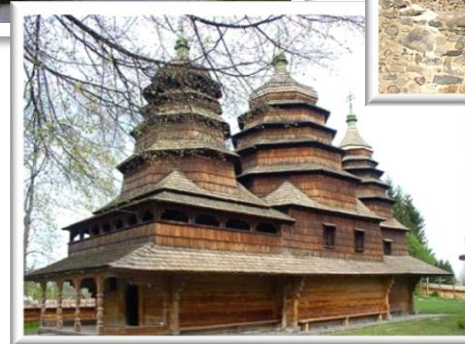
# Advantages

## 1. Nature:

- Mountains and marvellous landscapes;
- Climate;
- Primeval Beech Forests of the Carpathians (SK-UA);
- Nature reverse fund of the region amounted to **415** objects and areas ;
- the East Carpathian Biosphere Reserve (SK-UA-PL) ;
- Geographical center of Europe;
- One of the 7 gems of Ukraine – Synevir Lake;
- Narcissus valley etc.



# Advantages



## 2. Historical and Cultural heritage:

- Castles, ruins;
- Palaces;
- Wooden churches;
- Monasteries and churches (Middle Ages, synagogue, modern, etc.);
- Buildings;
- Museums;
- Remains of military fortifications (Arpad line, bunkers etc.);
- traditions – folklore festivals and gastronomy festivals (Gytsyl brynza, Bozhole etc. ) – about 400 festivals and culture events every years.

# Advantages

## 3. Balneology:

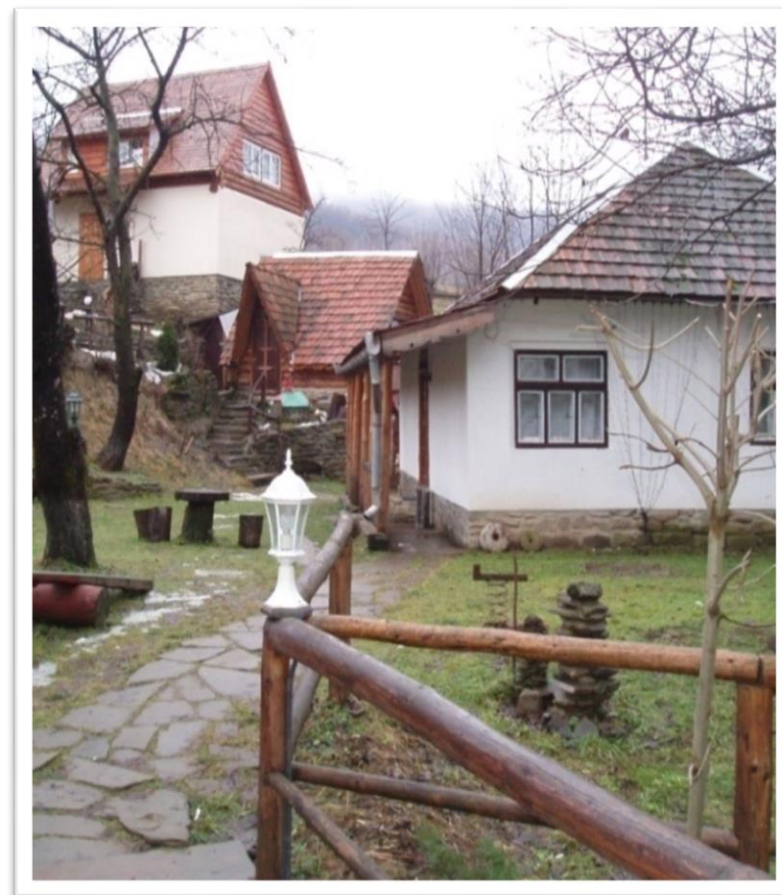
- 360 explored springs of mineral and thermal water;
- 10 balneology areas;
- Transcarpathian mineral water equivalents to few World counterparts;
- Diversity of treatment capacity;
- A number of sanatoriums and health resorts based on water treatment.
- Few aqua parks based on thermal water – less developed



# Advantages

## 4. Rural tourism:

- About 400 guest houses;
- Good accommodation conditions;
- Certification of guest houses;
- Guest Houses Association at regional and district level;
- Active participation in tourism events;
- Annual publication





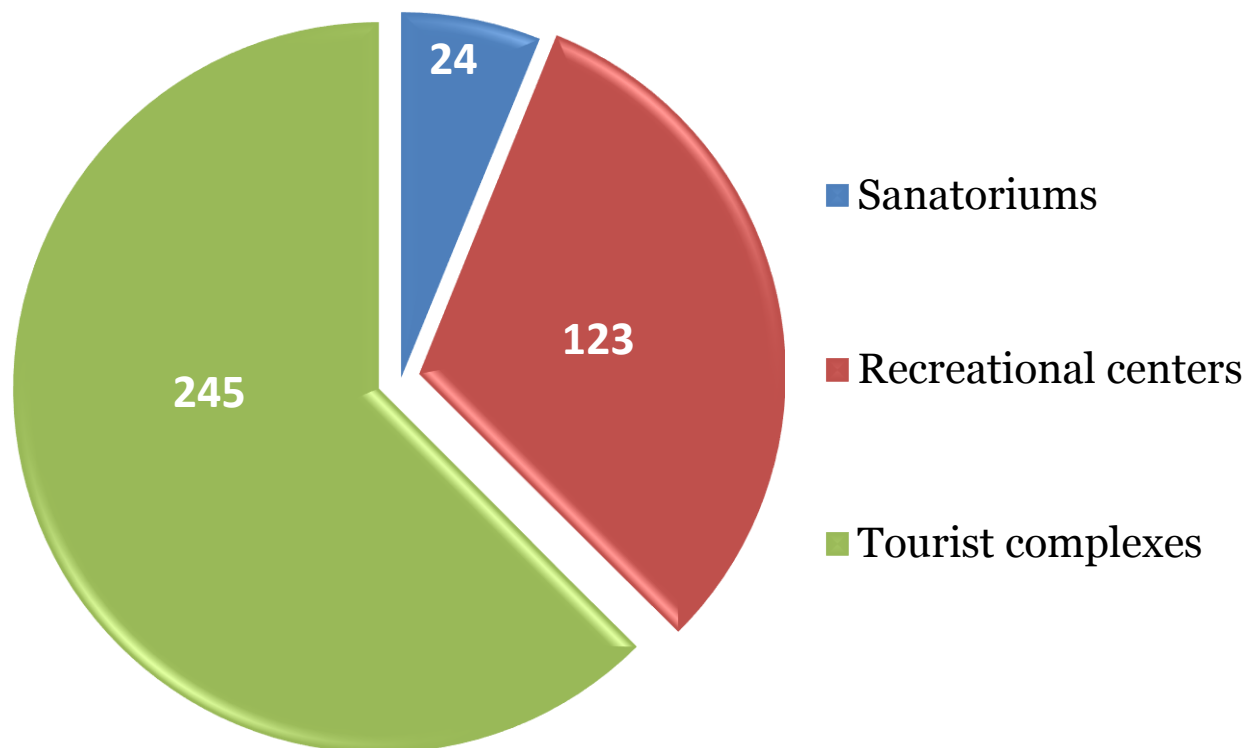
# Advantages

## 5. Closeness of borders with 4 EU states



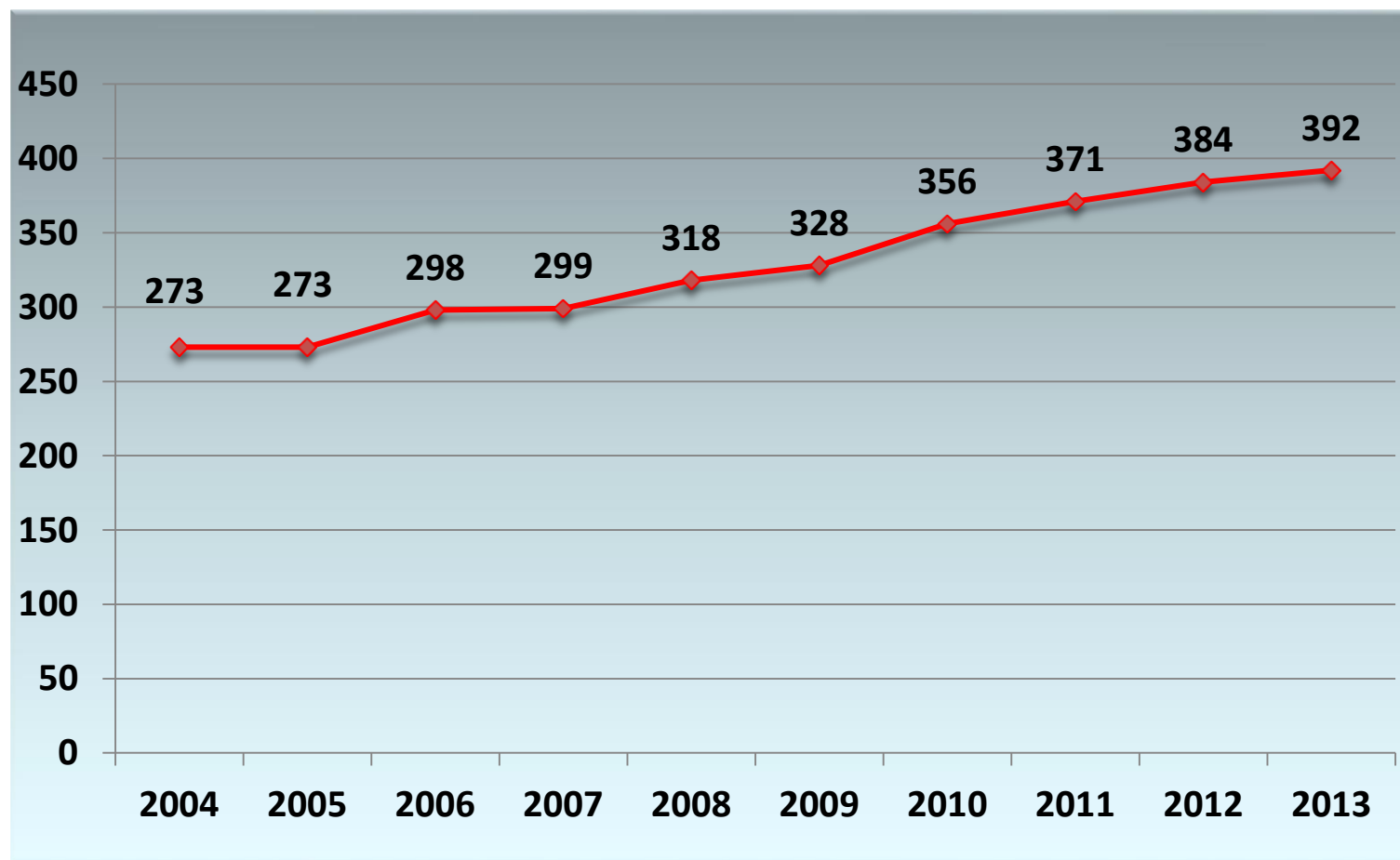
# Tourism facilities

There are **392** items of tourist facilities among them are:



# Tourism facilities

Increase in number of tourism facilities of Zakarpattia oblast







# Challenges we face:

## Tourist trails

- different signs and marks used;
- no inventory of trails.

*National standard of Ukraine “Tourism services. Tourist signs of active tourism. Classification description and rules of application” No 7450:2013 adapted in the end of 2013 and came into force on January 1, 2014*



# Perspectives



Adaptation of tourist standards  
of Ukraine to the EU standards



Development of  
tourist trails



ERA membership

# Challenges we face:

## 2. Infrastructure

### Basic infrastructure

- road and transport;
- supplies (water, energy)
- communications (network and Internet coverage) etc.

### Tourism infrastructure

- mountain infrastructure for travelers
- network of bicycle roads etc.
- tourist routes signed and marked
- infrastructure for disabled people
- informational centers

# Perspectives:

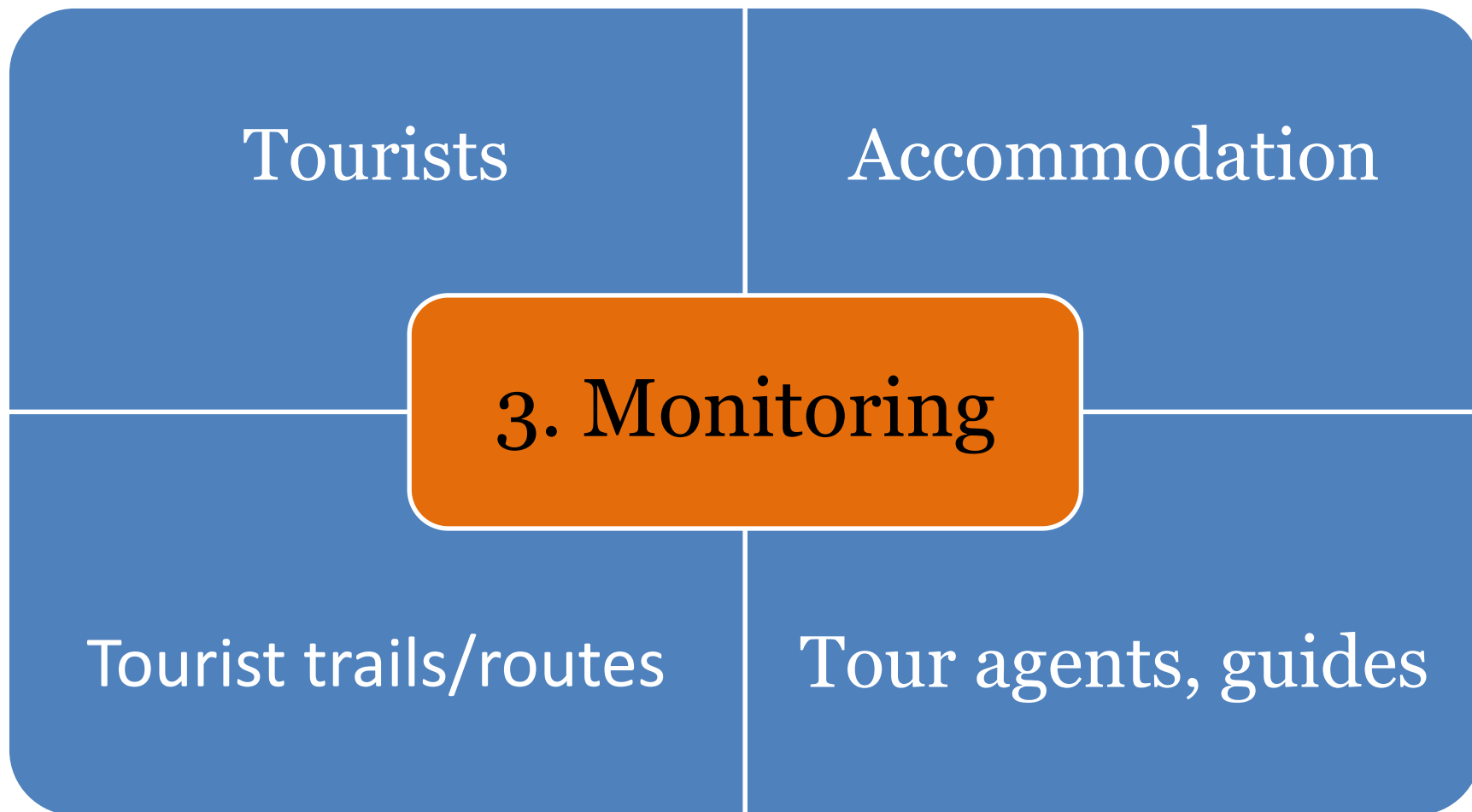
## Basic infrastructure

- development of road and transport networks at regional and cross-border level;
- supplier - experience exchange at cross-border level;
- communications (network and Internet coverage) etc.

## Tourism infrastructure

- ***mountain infrastructure for travelers*** – experience exchange
- ***network of bicycle roads*** etc at regional and cross-border level.
- ***tourist routes signed and marked*** - prolongation
- ***infrastructure for disabled people*** – tourist products elaboration
- ***informational centers*** – exchange of information

# Challenges we face:



# Perspectives:

Cross-border marketing strategy

Strategies and programs for tourism  
development at regional and cross-  
border level

New tourist products elaboration





# Challenges we face:

## 4. Marketing

No marketing strategy at regional and cross-border level

Lack of tourism information exchange

Poor co-operation at cross-regional and cross-border level

Few tourist events at cross-border level

Lack of cross-border tourist products etc.

# Perspectives:

Marketing strategy at regional and cross-border level

Establishment of joint Internet resource of Carpathian region – [www.carpathian.com](http://www.carpathian.com)

Elaboration of mechanism for co-operation in tourism – Cross-border tourism network

Few tourist events at cross-border level

Lack of cross-border tourist products etc.



*Thank you*

Nadiya Yashyna  
manager of ARD Transcarpathia



**Hungary-Slovakia-Romania-Ukraine**  
ENPI Cross-border Cooperation Programme

The Programme is co-financed by the  
European Union

