

# Assessment of the National Sustainable Tourism Development Strategy – Ukraine

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# State Programme of Tourism Development for 2002-2010

## Complementary documents

- Decree «About the measurements concerning the state support of the touristic industry for the preparation to the European Football Championship 2012”.
- State programme of development of trans-border cooperation for 2011-2015 (1.12.2010, N 1088).
- “State social target program of development of sport and tourist infrastructure in Ukraine for 2011-2022”. (*creating the conditions for eligibility of the Winter Olympic and Paralympic Games in 2022 in Ukraine*)
- Strategy for tourism and resorts development (6.08.2008).
- Law of Ukraine "On tourism".

# State Programme of Tourism Development for 2002-2010

is created to

- stimulate efficient use of existing recreational resources;
- improve inter-sectoral cooperation;
- encourage the development of market relations in the tourism sector;
- determine the perspectives for further development of tourism based on the analysis of its current state.

## The primary goal of Programme...


- creation of competitiveness tourist product at the international market, which is able to satisfy maximal tourist requirements;
- providing on this base the complex developments of regions under conditions of ecological sustainability and cultural heritage.

# The main objectives of the Program

- sustainable development of the tourism industry and increase its part in the macroeconomic amount;
- improvements in living standards and creating workplaces;
- increasing the part of the expected income from the tourism industry in the state budget;
- improving the image of Ukraine at the international level.

## About 40 different state organizations are involved in the Programme implementation of different tasks. The main of them are:

- State Tourism Administration (coordination of activity of central and regional executive bodies, with annual report about the Programme implementation to the Cabinet of Ministers of Ukraine);
- Ministry of Finances
- Ministry of Economics
- Ministry of Transport
- Regional State Administrations etc.

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- The Programme... is adopted for reorganization of tourist branch and change of management mechanisms at the state, regional and local levels.

- Some regions have taken important steps to improve the efficiency of tourism development.
- Thus, Ivano-Frankivsk region approved regional target program of development of tourism in the region for 2011-2015 (which is used to assess the tourism development strategy at the regional level as one of the best examples).
- However, the situation in most regions of Ukraine in this direction requires government influence and the implementation of appropriate measures.



- Ukrainian tourism is characterized by both positive and negative trends, but there are many problems that must be resolved by reviewing the principles and priorities of the regulation, improving the management mechanisms tourism industry.

- According to data of State Statistic, number of foreign tourists decreased from 25,5 mln. pers. in 2008 till 16mln. pers. in 2010 and 21,2 mln. pers. in 2011.

- **Percentage in which a strategy fulfills given indicators (P)**
- **$P_1 = 32,7 \%$**
- **$P_2 = 64,5 \%$**