

# Olga Chetyrbuk

---

## Historical and cultural tourism in the polish-ukrainian cross-border region

---

Zarządzanie. Teoria i Praktyka nr 2 (16), 23-27

---

2016

Artykuł został opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej [bazhum.muzhp.pl](http://bazhum.muzhp.pl), gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

# HISTORICAL AND CULTURAL TOURISM IN THE POLISH-UKRAINIAN CROSS-BORDER REGION / TURYSTYKA HISTORYCZNA I KULTUROWA W POLSKO- UKRAIŃSKIM REGIONIE PRZYGRANICZNYM

**Adres do korespondencji:**  
e-mail: oliamikitchak@gmail.com

## STRESZCZENIE

Celem badań jest analiza historycznych i kulturowych zasobów turystycznych ukraińsko-polskiego regionu transgranicznego. Ze względu na wspólną przeszłość historyczną Ukraina i Polska mają wszelkie możliwości współpracy w dziedzinie turystyki. Szczegółowa analiza zasobów turystycznych obu krajów pomoże wykazać gdzie się one znajdują, jak można je zagospodarować biznesowo i pozwoli na opracowanie na ich podstawie nowych szlaków turystycznych.

**SŁOWA KLUCZOWE:** ZASOBY TURYSTYCZNE; TURYSTYKA HISTORYCZNA I KULTUROWA; HISTORYCZNE I KULTUROWE; REGION TRANSGRANICZNY.

## ABSTRACT

The aim of the studies is to analyze the historical and cultural tourism resources Ukrainian-Polish cross-border region. Given the common historical past of Ukraine and Poland have all possibilities for cooperation in tourism. Detailed analysis of tourist resources will help identify the place of the crowd and develop on their basis of new tourist routes.

**KEY WORDS:** TOURISM RESOURCES; HISTORICAL AND CULTURAL TOURISM; HISTORICAL AND CULTURAL SITES; CROSS-BORDER REGION.

## 1. INTRODUCTION

Today tourism is one of the leading positions in all developed countries and is oriented socio-economic system. Travel resources in turn is an integral part of it. The definition of "tourism resources" and their place in tourist activity are important challenges to the science of tourism.

Ukraine's cooperation with neighboring countries in Europe is very important in the context of the prospects entrance of our country to the European Union. The concept of regional development policy in Ukraine has formed on the main achievements of the EU countries for which cross-border cooperation as a mechanism for economic cooperation and thus economic development, has recently become a priority.

Historical and cultural resources play an important role in the formation of tourist attraction and creation of

attractive tourist image of border regions. The definition of historical and cultural resources is the basis of many scientific works. In particular, known O. Beydyk, P. Maslyak, S. Kuzyk. Historical and cultural resources, in our opinion - a collection of monuments of historical and spiritual heritage of a region who have cognitive value and can be used for tourism activities. Historical and cultural resources are highly popular among tourists satisfy their demand knowledge of cultural heritage, enhancing cultural level education. Each area has its own characteristics that are attractive tourist resources. However, it should be noted that any resources require skilled and scientific approaches to their use for tourism purposes and the development of modern tourist routes.

## 2. DEFINITIONS

There is universal agreement amongst the scientists that cultural tourism is difficult to define and there seems to

be little agreement on what actually constitutes “Cultural Tourism”.

The concept of cultural tourism has many interpretations. Cultural tourism is recognized as a form of special interest tourism, where culture forms the basis of either attracting tourists or motivation people to travel [McKercher, 2002: 30-31].

Cultural, heritage and historical tourism describes all tourist trips that include cultural activities (e.g. the visiting of monuments or sites), as well as experiences and interaction with local people.

Over the last five years it is widely acknowledged that the culture, heritage and historical tourism segment has been increasing at a rate higher than the growth of tourism worldwide. It is estimated that around 20% of tourist trips worldwide incorporate some form of cultural, heritage or historical activity; consequently the size of the market can be estimated as being over 160 million trips per annum. However, if this is refined to include only tourists that specifically go on holiday to visit a cultural, heritage or historical attraction, then the percentage share of the international tourism market is estimated as being between 5% and 8%: or 40 million to 65 million trips per annum.

A typical list of the types of sites or attractions which are considered to attract cultural and historical tourists is provided by ECTARC (1989).

- a) archaeological sites and museums,
- b) architecture (ruins, famous buildings, whole towns),
- c) art, sculpture, crafts, galleries, festivals, events,
- d) music and dance (classical, folk, contemporary),
- e) drama (theatre, films, dramatists),
- f) language and literature study, tours, events,
- g) religious festivals, pilgrimages,
- i) complete (folk or primitive) cultures and sub-cultures (Richards, 1996: 23).

Yining Zhang offers two approaches to cultural tourism definition (Yining Zhang, 2011). First is called “motivational definition”. This approach is closely tied with Hughes’s statement that “whether a tourist trip is “cultural” should be determined by the tourist’s intent and the drawing power of the art form or event, not by activity alone.

Richards G. (2012) offers classification of cultural and historical tourists depending on the degree of experience sought (deep or shallow) and the importance of cul-

ture in the decision-making to visit destination (low or high). Tourism experiences are generated by the people met, places visited, activities participated in and memories created from travel, particularly through watching, tasting, smelling, touching, listening to and being part of a culture or lifestyle that is distinctly different from every day life. Experience seekers are less interested in sightseeing and more interested in experiencing the living culture and everyday life of the destination. Thus, cultural tourists are divided into 5 categories: incidental cultural and historical tourists (have shallow experience sought and low importance of cultural attractions), serendipitous cultural tourists (show deep experience sought but culture is not very important for them when visiting destination). For casual and sightseeing cultural and historical tourists when visiting destination culture is an important factor – in higher or less higher degree, and, finally, purposeful cultural tourists are both experience seeking and very perceptive to the cultural heritage when making decision about the future travel.

Ukraine has a law “On protection of cultural heritage”, according to which all cultural heritage sites are divided into movable and immovable, and the views of the architectural, historical, monumental art objects and Urban Development, objects of landscape architecture, landscape and man. In Poland attractions security activity regulates the law “On protection of monuments and care of monuments” (McKercher, 2002: 34-37).

### 3. TOURIST SITES AS A FACTOR OF HISTORICAL AND CULTURAL TOURISM

According to literary sources, the largest by the number of immovable monuments on the Ukrainian-Polish border is the city of Przemyśl Podkarpackie voevodship, which can be regarded as one of the most popular cities in the path of movement of tourists from Europe to Ukraine. Przemyśl has 326 fixed sites, which suggests continued development of the historical and cultural center in different periods of historical development. More than 300 of Monuments has also Zhovkva district, Lviv region, where the historical and cultural center of the city Zhovkva acts (Figure 1).

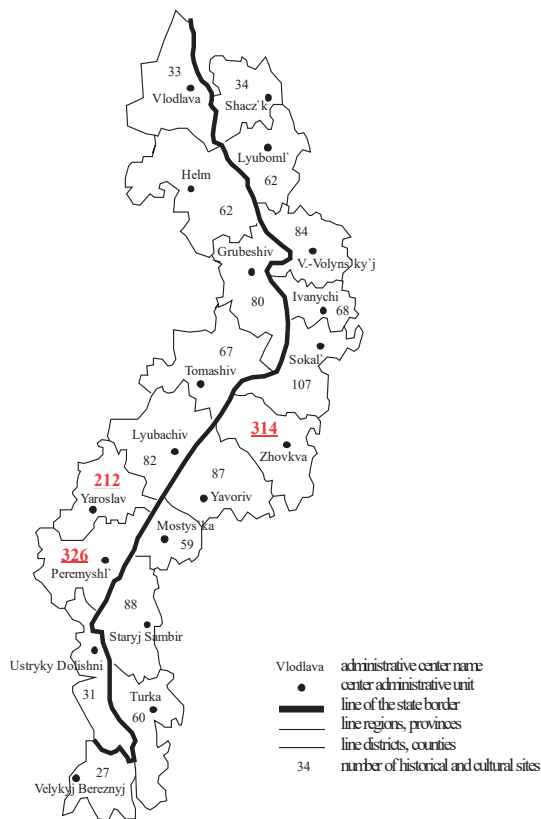
In Podkarpackie highest accumulation of Monuments have already mentioned Przemyśl and Jarosław County, part of the territory belongs to the Ukrainian ethnic lands. In the Lublin province the most attractive on this indicator among border counties out Hrubeshivskyy, the territory of which also are tourist flows from European

countries. In the Volyn region in the northern zone of the Ukrainian-Polish border, the largest cluster of immovable historical and cultural monuments, stands out - Volodymyr-Volyn region (Fic, 1996: 24-25).

Among all immovable monuments of Ukrainian-Polish border Particularly noteworthy architectural ensemble of old towns, settlements, many of which kept displaying various architectural styles - from Romanesque, Gothic, Renaissance and Baroque to Art Nouveau. Among the cities that stand out unique architectural ensembles include Zholkva, Przemysl, Yavoriv, Volodymyr-Volyn and others (Rocznik statystyczny województw, 2013).

**Figure 1.** Number of historical and cultural sites

Historical and cultural tourist resources of the Ukrainian-Polish cross-border region



**Source:** own research and development author

It is necessary to mention the castles and palaces that occupy an important place of historical and cultural resources of the Ukrainian-Polish border. The most famous of them in the Lviv region - Zhovkivskyy Castle (c. Zhovka) Palace Strahotskoho Anthony (c. Mostyska) Castle Potocki Palace (village sawmill), castle in stone (village Murovane) Castle Herburtiv (c. Dobromyl) Podkarpackie - the castle Lubomirski (c. Lancut) krasiczyn castle (c. Krasiczyn) castle Dubetskiy (c. Dubetskiy). A

significant difference between the Ukrainian and Polish castles is their level of preservation. From the Ukrainian side had preserved castles where its authentic interior, although some of them are equipped with nice modern museum exhibition. State dads castles palaces of the Polish side are in a slightly better condition than the Ukrainian. Much of castles in the Ukrainian-Polish border are only ruins. The main problem is funding from the state and attracting investors. Currently a large number of locks transferred to private ownership for subsequent recovery (McKercher, 2002: 31-33).

Regarding tourism magnate residences and palaces, the main families left behind magnificent palaces and parks, and beautiful residences were Sobieski, Zamoyski, house of sieniaowski, firlej family, Lubomirski, Mnishek later Potocki and Sangushky the families of Ukrainian origin Dzieduszyckis, Sapieha and others.

At least attractive area of cultural tourism can be a sacred tourism. Each district and county border is a significant amount of their territories sacred monuments of national or local importance. Religious buildings Ukrainian-Polish border are churches, churches, synagogues and German church. Prominent among the monuments of sacred art occupy sacral church. The oldest wooden church in authentic Ukrainian border is considered the Holy Spirit Church in the village Potelych Zhovkva district, built in 1502. Diverse and unique architecture of the wooden buildings are concentrated on both sides of the border, where stands Boikivskyy, Lemko and other types of buildings. Present difference from the Carpathian churches architecture Volyn sacred buildings.

The project “Wooden Churches of Ukrainian and Polish Carpathians” between the Ukrainian and Polish sides is close cooperation. The main zavdyannyyam this project is making the World Heritage List of UNESCO monuments of sacral architecture in the Carpathian region. Sacred objects can be used for the construction of new tourist routes within the boundary (Hughesю, 2005:177).

An important point in laying and development of tourist destinations is the use of scientifically-based approach aimed at high atraktyvnist and comprehensive human needs, security of their passage. The basis for the grouping and promoting routes were informative maps and guides who are regularly issued within provincial and regional administrations.

It should be noted the peculiarity of Ukrainian-Polish border, which is inherent diversity of attractions of many nations. Besides Ukrainian and Polish lived here,

Jews, Germans, Armenians and representatives of other nations. Therefore, the Ukrainian-Polish border point called the “intersection of many cultures.” Therefore, due to political and military developments in the border area developed nostalgic tourism, so-called sentimental routes that allow to get acquainted with the sights of different nations. An example is the route “Jewish Culture” and “Crossing Cultures”. One of the most popular and most attractive tourist destinations are Roztochansky cross-border route, because it combines the unique nature picturesque wasted numerous sacral and architectural monuments (Turystyka w 2012 r., 2013).

#### 4. PRECONDITIONS OF THE CULTURAL TOURISM DEVELOPMENT IN THE UKRAINIAN-POLISH CROSS-BORDER REGION

Preconditions for the cultural tourism development are quite different in Poland and Ukraine: they depend on the availability and access of the local tourist attractions, conditions of tourist infrastructure, government expenditure on tourism and culture promotion, marketing policy of the local authorities etc.

Tourism development in cross-border region is much dependent on the conditions and quality of tourist infrastructure. During the recent years the positive changes in tourist infrastructure can be observed in the researched area. Much work was done as the preparation for the European soccer championship in 2012 which was co-hosted by Ukraine and Poland and some games were played in the region – e.g. in L'viv.

In 2014 accommodation facilities of the region numbered 1537 units. 53,5 % of the accommodation places are located in the Polish part of the region, and 46,5 % - in the Ukrainian part (table 1).

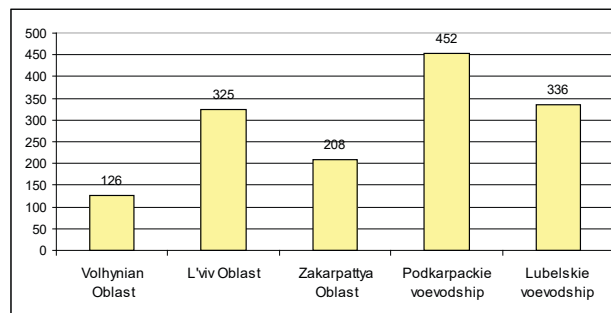
**Table 1.:** Accommodation facilities of the Ukrainian-Polish cross-border region, 2014

	Accommodation facilities	Bed places	Tourists accommodated
Volhynian oblast	126	5731	101738
L'viv oblast	325	31555	680744
Zakarpattia oblast	208	12821	216723
Podkarpackie voevodship	452	24205	730177
Lubelskie voevodship	336	19561	691298

Source: www.stat.gov.pl, www.ukrstat.gov.ua

The number of accommodation facilities and their capacity varies much in different voevodship and oblasts. Thus, the biggest number of accommodation places with the biggest capacity are located in Podkarpackie voevodship of Poland and L'viv oblast of Ukraine. The lesser number of accommodation places for tourists are located in Zakarpattia and Volhynian oblasts of Ukraine.

**Figure 2.** Accommodation facilities in the Ukrainian-Polish cross-border region, 2014



Source: www.stat.gov.pl, www.ukrstat.gov.ua

In 2014 more than 2,4 mln tourists were accommodated in the Ukrainian-Polish trans-border region (to be compared to 1,3 mln tourists in 2003), of which 58,7 % were in Poland (Podkarpackie and Lubelskie voevodship), while in Ukraine stayed only 41,3 % of tourists in 2014.

One of the obstacles for the tourism development in the Polish-Ukrainian cross-border region is the procedure of border-crossing. The border of Poland is at the same time the Eastern border of the European Union and the Shengen zone and usually takes lots of time.

In 2014 Ukrainian-Polish border was crossed by more than 17 mln people both ways which is by 8,4% more than in previous 2011 (13,87 mln). The most popular border crossing point for people travelling to Poland from Ukraine is Shegyni-Medyka (Mostyska district in L'viv oblast) – in 2012 there were 2,1 mln crossings through this point which counts for 33,6 % of all crossings from Ukraine; the second most popular crossing point is Korczowa-Krakovets (Yavoriv district in L'viv oblast) where 1,2 mln crossings were observed, at Hrebenne-Rava Ruska (Zhovkva district of L'viv region) – 1,07 mln crossings (16,1 %). At Medyka-Shegyni there is a crossing point for pedestrians, the only one in the region, which of course adds up to its popularity among travelers.

**Table 2.:** Arrivals of foreigners to Poland from Ukraine by crossing points with Ukraine (in thousands), 2014

Border crossings	Total arrivals	Ukrainian citizens
Ukraine	6290,3	6003,2
Medyka	2111,5	2043,0
Korczowa	1207,0	1122,1
Hrebenne	1014,1	973,1
Dorohusk	924,6	856,6
Zosin	583,3	576,6
Kroskienko	344,0	340,7

Source: [www.stat.gov.pl](http://www.stat.gov.pl), [www.ukrstat.gov.ua](http://www.ukrstat.gov.ua)

When analyzing the tourist flows between Poland and Ukraine one can notice that they are more intense now than a few years ago. Polish tourists are the target market for Ukrainian tourist destinations of the trans-border region and vice versa.

## 5. CONCLUSIONS

Thus, natural recreational potential of Ukrainian-Polish border is very significant, but not always used effectively. The most valuable tourist sites include architectural monuments. This is especially true of tourism resources in small towns and villages. Tourist facilities have a long history and significance of the state, but not all of them are in good condition. Also, a significant part of them remains unknown to tourists (Hughes, 1996: 707-708).

Strengthening of the Polish-Ukrainian cross-border cooperation in cultural tourism development is very significant. This area is characterized by unique natural and cultural resources, rich cultural heritage, well preserved local traditions what is important for tourism development.

Historical and cultural tourism can give a chance to improve socio-economic situation in rural areas and guarantee preservation of the cultural heritage. The importance of the cultural tourism in Ukrainian-Polish cross-border region is apparent. Cultural tourism could strengthen the competitive positions of the region at the world travel market, diminish the seasonality risks, help for the culture preservation. The studied region has good opportunities for economic development linked to sustainable cultural tourism.

Thus, the Ukrainian-Polish border has great potential for development, popularization and promotion of tourism within it. It should involve tourist firms, which would in turn have included these routes in its tourism product. This will not only popularize the unique monuments of history, architecture, nature, and load and better tourist infrastructure of Ukraine and Poland, which will increase efficiency and tourism activities.

## REFERENCES

1. Fic. M. (1996). Obszary przygraniczne w badaniach statystycznych. "Informacyjno-infrastrukturalne uwarunkowania wspolpracy transgranicznej", tom 2, p. 23 – 33.
2. Hughes. H. (1996). Redefining cultural tourism: "Annals of Tourism Research", vol. 23 (3), p. 707-709.
3. Hughes. H., Allen, D. (2005). Cultural tourism in Central and Eastern Europe: the views of "induced image formation agents": "Tourism Management", vol. 26, p.173 – 183.
4. McKercher, B. (2002). Towards a classification of cultural tourists. "International Journal of Tourism Research", vol. 4(1), p. 29 – 38.
5. Richards, G. (2012). Cultural tourism and local development, [http://ec.europa.eu/enterprise/sectors/tourism/files/pavia-2012/session-i/richards\\_cultural\\_tourism\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/pavia-2012/session-i/richards_cultural_tourism_en.pdf)
6. Rocznik statystyczny wojewodztwa. 2013. [http://stat.gov.pl/cps/rde/xbcr/gus/RS\\_rocznik\\_stat\\_wojew\\_2013.pdf](http://stat.gov.pl/cps/rde/xbcr/gus/RS_rocznik_stat_wojew_2013.pdf)
7. Turystyka w 2012 r. (2013). Informacje i opracowania statystyczne, <http://www.stat.gov.pl/>
8. Yining Zhang. 2011. Cultural tourism products: a case study of Xi'an city, <http://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=2078&context=thesissdissertations>