

## СЕКЦІЯ 2 СЕКТОРАЛЬНЕ СПІВРОБІТНИЦТВО УКРАЇНИ З ЄС

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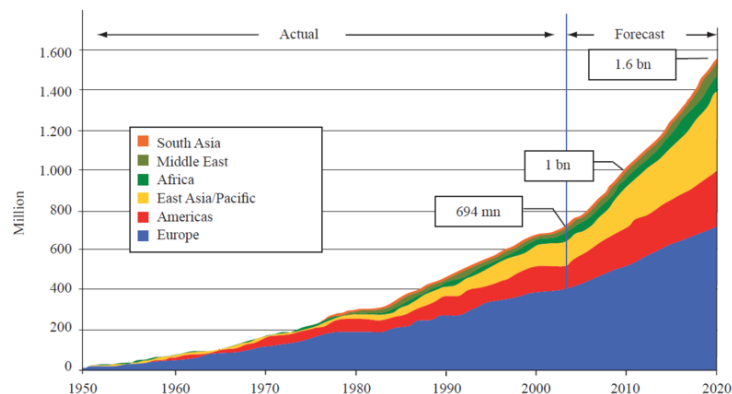
### EUROPEAN 2020 STRATEGY AND TOURISM DEVELOPMENT

The EU tourism industry generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force (approximately 9,7 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is much higher: tourism indirectly generates more than 10% of the European Union's GDP and provides about 12% of the labour force. The Lisbon Treaty acknowledges the importance of tourism outlining a specific competence for the European Union in this field and allowing for decisions to be taken by qualified majority. A specific article on tourism specifies that "the Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector". These requirements for an ambitious European policy were recognised at the informal meeting of ministers for tourism organised on the initiative of the Spanish Presidency of the Council on 15 April 2010. Following the high-level conference on European tourism held in Madrid on 14 April 2010, a decisive step towards committing the Union and all the Member States to a competitive, sustainable, modern and socially responsible tourism sector was taken. Thus the EU ministers for tourism supported the 'Madrid Declaration', which establishes a series of recommendations concerning the implementation of a consolidated European tourism policy, stresses the need to strengthen sustainable competitiveness in the sector and recognises the added value of action by the EU on tourism, providing a worthwhile complement to action by the Member States through an integrated approach to tourism.

In its 2010 communication on tourism, the Commission has identified four main priorities:

- Stimulate competitiveness in the European tourism sector;
- Promote the development of sustainable, responsible and high-quality tourism;
- Consolidate the image and profile of Europe as a collection of sustainable and high quality destinations;
- Maximise the potential of EU financial policies and instruments for developing tourism.

It has also developed a rolling implementation plan, outlining major tourism-related initiatives to be implemented in close cooperation with national, regional and local public authorities as well as with tourism associations and other public/private tourism stakeholders. Under the current programming period (2004-2013), the European Commission has continuously promoted and mobilised Community support instruments and programmes in favour of tourism.



**Fig. 1. International Tourist Arrivals, 1950-2020.**

Source: [World Tourism Organization (WTO)].

Indeed, tourism represents a priority for many coastal areas, where a decline in economic activities has led to a fall in incomes and increased unemployment. The diversification of activities from just fishing to tourism is supported by the European Fisheries Fund (EFF) as part of local development strategies. EU rural development policy is also of considerable importance to the tourism sector. Through the European Agricultural Fund for Rural Development (EAFRD), the Commission can support, among other things, the establishment of businesses active within rural tourism, the development and promotion of agri-tourism and capitalisation on the cultural and natural heritage of rural regions, including mountain areas.

Cohesion policy has allowed more than EUR 6 billion to be directly targeted to support tourism, representing 1.8% of the total budget. EUR 3.8 billion is allocated for the improvement of tourist services, EUR 1.4 for the protection and development of natural heritage, and EUR 1.1 billion for the promotion of natural assets. In addition, support for tourism-related infrastructure and services can be provided under other headings, such as innovation, promotion of small and medium-sized enterprises, information technology applications and human capital. Other instruments include other European structural funds (ERDF, ESF), the European Agricultural Fund for Rural Development (EAFRD) and the seventh framework programme for research and development (FP7), which will continue to finance the setting up of specific projects. Between 2007 and 2013.

In 2007, four new financial instruments were set up to provide technical assistance to improve access of SMEs to microfinance and to support urban development. Here, the Joint European Support for Sustainable Investment in City Areas (JESSICA) is of particular importance. An initiative of the European Commission developed by the European Commission in co-operation with the European Investment Bank and the Council of Europe Development Bank, JESSICA promotes sustainable urban development by supporting projects in the areas of urban infrastructure – including transport, water/waste water, energy, heritage or cultural sites – for tourism or other sustainable uses, redevelopment of brownfield sites – including site clearance and decontamination, the creation of new commercial floor space for SMEs, IT and/or R&D sectors, university buildings – medical, biotech and other specialised facilities and energy efficiency improvements.

Finally, the Competitiveness and Innovation Framework Programme (CIP) is of particular importance to tourism because it has supported the creation of European networks for competitive and sustainable tourism since 2008.

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## **TENDENCIES OF TOURISM DEVELOPMENT IN SLOVAKIA**

Slovak tourism, an important element in its development has been the accession of Slovakia to the EU. Though the area of Slovakia is not big in size, it is generously endowed with tourist attractions. Slovakia is similar to other inland European countries such as Austria and Switzerland in term of continental location and variety of tourist attractions. Slovakia with its small area, but conveniently located in the heart of Europe and including rich natural and cultural attractions offers to visitors a constantly growing hotel market with increasingly higher quality standards for services.

The tourism potential of Slovakia is quite vast, covering almost all key forms and types of tourism. Practically all over Slovakia there is a wealth of cultural, historical and natural attractions which may be utilized for tourism. In term of the year round exploitation, it is important that there are 9 national parks, 14 protected landscape areas, numerous lakes, extensive forests, almost 4,000 caves out of which 12 are publicly accessible. The religious monuments throughout all Slovakia belong to the pearls of culture and history. Very special and precious wooden churches in eastern Slovakia are unique.

Almost 62% of the country is created by mountains and mountainous areas what makes good conditions for development of winter tourism in Slovakia. This is one of the few competitive advantages of Slovakia compared to the neighbouring countries (apart from Austria). There are