

Characteristics of factors determining international cooperation between Poland and Ukraine in tourism area – Polish vision

The aim of the article is to identify influence strength and characterize factors conducive and blocking international cooperation development in the border areas of Poland and Ukraine. By entering the trend of institutional economics, key institutions supporting the development of cooperation in the region and responsible for creating a cooperation policy were identified. Research was conducted in 2018 in purposely selected departments of these institutions which were responsible for cooperation. In this context, an important research element was identification of institutional environment factors that develop or limit this cooperation. The most frequently mentioned factors limiting cooperation development in tourism area are: political situation behind the eastern border; Ukrainian and Polish legal regulations, frequent changes in local government authorities or conditions related to crossing the border. On the other hand, those which favored cooperation included informal social connections, curiosity about new perspectives in cooperation, interregional agreements or cooperation programs, Poland's membership in the EU or modern forms of communication.

Keywords: *tourism, international cooperation, Poland, Ukraine.*

Problem statement. The processes taking place in the modern world are conducive to the development of various forms of international cooperation in many areas. Tourism is such area in which high dynamics of development in recent years meant it is increasingly perceived as an important instrument for solving various economic, ecological, social and cultural problems. On a global scale, tourism is treated as a priority sector because of benefits for the economy. In 2015 it generated 10% of global GDP [19, p. 3].

These data place tourism in third place among the largest economy sectors. In economy, it performs primarily macroeconomic functions and can stimulate socio-economic development of tourist destinations and consequently national economy through: adding value, thus affecting the growth of gross domestic product, increasing foreign exchange receipts from tourism services, stimulating the development of entrepreneurship and infrastructure, creating new jobs and increasing tourist regions population income, revenues of companies serving tourists and fostering entrepreneurship and innovation or shaping budget revenues of local governments [1, p. 72]. The biggest contribution to the part of GDP coming from tourism is most often made by hotel and transport enterprises [18, p. 9].

International tourism is a source of foreign exchange earnings as well as an important element of balance of payments in individual countries, which is confirmed by the following data: in 2015 the total amount of tourism receipts amounted to USD 1,260 million, out of which 36% is in Europe.

Analysis of recent research. The need for cooperation in tourism industry results from many premises. Analyzing its importance from an economic perspective, many authors emphasize that cooperation is a condition for tourist regions to achieve a competitive advantage [3; 6, p. 156-157]. The nature and type of cooperation is related to the specificity of this industry. Today it is difficult for one business entity from tourist industry to attract customers, service them and provide access to various attractions, leisure. Specialization in offering services and cooperation in this area guarantees the quality and diversity of these services. This is of great importance especially for international tourism.

The cooperation described above can be defined as a form of voluntary cooperation in which group of autonomous stakeholders engages in an interactive process using common rules, norms and structures to act or decide on matters related to tourism development in the region. This understanding of cooperation was adopted on the basis of general cooperation definition proposed by D. J. Wood and B. Gray [20, p. 146].

The aim of the article is to identify influence strength and characterize factors conducive and blocking international cooperation development in the border areas of Poland and Ukraine. The region of south-eastern Poland was selected for research,

bordering on the east with Ukraine. By entering the trend of institutional economics, key institutions supporting the development of cooperation in the region and responsible for creating a cooperation policy were identified. These included: Rzeszów Regional Development Agency, Poviats Eldership, Marshal's Office and City Hall. Research was conducted in 2018 in purposely selected departments of these institutions which were responsible for cooperation. In the research process, an interview questionnaire and force field analysis technique were used. The research is of a pilot nature.

Importance of international cooperation in tourism area. Cooperation within international tourism develops between different actors. Borodako and Kozić [2] distinguish three patterns of cooperation, within which they identify business and institutional actors. From regional development perspective, it is important to create opportunities for international tourism sector in institutional environment.

Institutional environment often sets the directions and priorities of entities activities belonging to tourism industry, as well as the organizations that work for international cooperation in tourism. The large diversity of international tourist organizations makes it difficult to analyze this issue, as each entity pursues different goals and functions, and thus fulfills a different role in tourism management system and shaping tourism policy. In addition, international cooperation should not be seen only in the organizational or formal-legal aspect, but above all in the dynamic aspect. It is a process that is being carried out constantly. The goals, directions, forms, scope and areas of this cooperation are a subject of changes [10, p. 311].

Research conducted in the field of institutional economics concerns not only relations, but also environmental factors, which are also subject of our interests. One of the most interesting research areas within international tourism are conditions for effective cooperation in border regions, importance of which, especially in Europe, is significant for economic development.

Foreign tourism affects the economic development of countries and regions primarily due to the fact that it is already described by J.M. Keynes, so-called multiplier effect. An unconnected feature of tourist industry is cash transfer from the permanent place of tourists residence to the destination of rest. Arriving at tourist reception areas, tourists put into circulation specific cash, which can then be accumulated or further expended. Cash from tourists is converted into goods and services, then redistributed they circulate in the economy, creating financial effect in all phases of economic turnover [18, p. 10]. In 2010, revenues to the Polish budget from tourism amounted to EUR 7259 million, while already in 2015 they significantly increased to EUR 11,451 million, which accounted for 2.2% of GDP¹.

In addition, the development of tourism in a given country contributes significantly to development of entrepreneurship and infrastructure. Through the increasing demand for tourist services, growing this industry in a global way affects the level of entrepreneurship, investment and innovation. Entrepreneurship development stimulates the development of individual regions and the whole country through the amount of taxes paid. Revenues obtained from taxes allow for implementing necessary tourist investments. This, on the other hand, increases the attractiveness of given country, which becomes a well-known tourist destination [14, p. 79].

When analyzing the significance and benefits of international cooperation, one should also refer to region's economy. The quantitative and qualitative factors of socio-economic development of tourist region (eg. an increase in local government unit budget, lowering the unemployment rate, improvement of the inhabitants' life quality indicators etc.) can be named as indicators of cooperation evaluation showing regional benefits, as well as increase in the number of tourists, visitors satisfaction etc. However, due to the multidimensional nature of phenomena occurring in the tourist region, it is difficult to state clearly whether mentioned effects result from cooperation and if so to what extent [4].

Choosing the most useful method for assessing international cooperation depends on the form, type of problem it concerns and to whom it aims (whether only partners

¹ Database of Eurostat.

participating in the cooperation or local / regional community or other stakeholders) [7, p. 245].

European borders change their meaning depending on political conditions. Events related to political activities such as terrorism or mass migrations have led to increasingly complex debate on free movement in Europe [5; 8]. This scenario, combined with the ongoing economic crises in Europe or even the last, Brexit, leads us to the urgent need of finding new strategies and approaches that can achieve this (greater territorial cohesion and cooperation between countries in different areas). In the light of these considerations, it seems reasonable to ask what factors are conducive to and what hinder the implementation of international cooperation in border areas? Which areas of regional development are favorable and which block cooperation in the field of tourism from an institutional perspective?

The importance of selected elements of institutional environment for supporting international cooperation in tourism area – institutional perspective. Factors blocking and fostering cooperation between Poland and Ukraine in tourism area are presented in Figure 1. Results of pilot studies in selected institutions responsible for this cooperation were used here. A scale from 1 to 5 was used, with 1 being the least impact and 5 the largest.

Conducted research proved that one of the largest destimulants (blocking factors) concerning international cooperation in tourism area in the south-east region of Poland is Ukraine's lack of EU membership, which determines free flow of people without unnecessary formalities (difficulties in crossing the border, the need to obtain a visa entry). Freedom of people movement is perceived as one of those rights that EU citizens value most and therefore it is not surprising that its lack is assessed as a major barrier in the area of international tourism development. The European Union

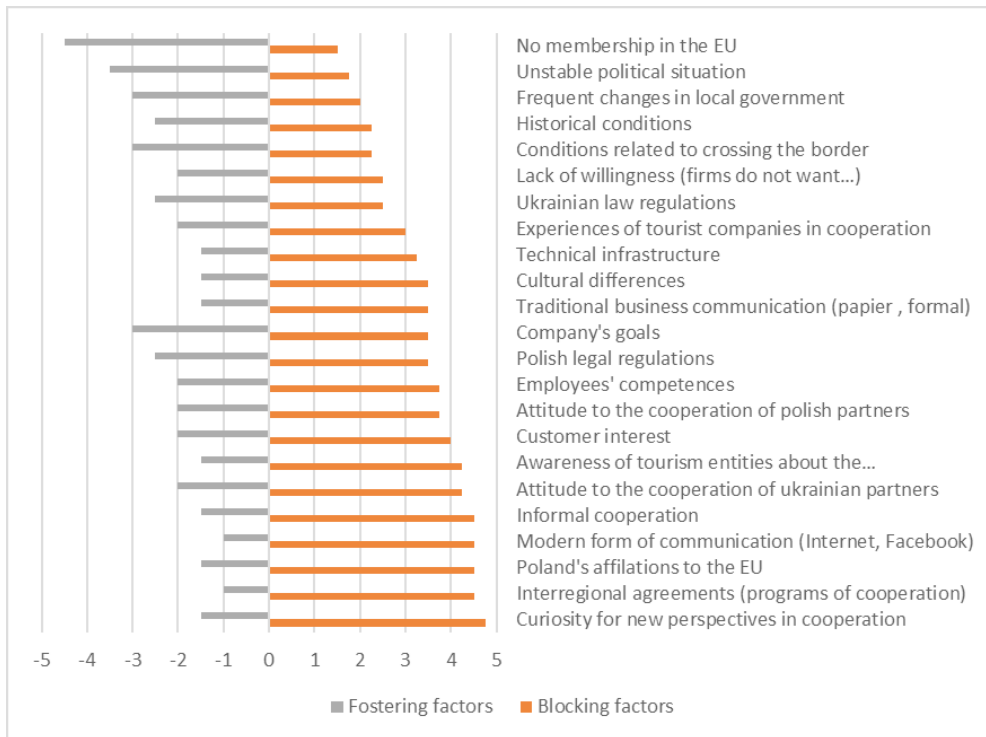


Figure 1. Factors blocking and fostering international cooperation in tourism area
Source: own study based on surveys – pilot

grants every EU citizen the right to move and reside freely within the territory of the Member States, so therefore, every EU citizen has the right to travel around the Union and to live, study, work and start a business in another Member State.

Moreover, an important factor obstructing the cooperation development in tourism area is political situation behind the eastern border, Ukrainian and Polish legal regulations, frequent changes in local government authorities or conditions related to crossing the border.

Research carried out by Kowerski [11, p. 52] confirms that one of the main obstacles in cooperation with the Ukrainian side is low number of border crossings, which does not allow to efficiently handle the border traffic. In addition, conducted small trade between regions located near the border causes frequent queuing, thus discouraging cooperation.

Political situation in Ukraine causes instability of legislation, lack of or too frequent changes in legal and cooperation legislation. This, in turn, result in low level of security, bureaucracy and corruption [12, p. 188].

Among factors limiting cooperation one should also pay attention to historical conditions, including negative experiences of historical development or differences in mentality.

Results of analyzes that were carried out are presented in Figure 1. They also indicate stimulants, so factors conducive to the development of international cooperation. They include even informal connections, e.g. friends, curiosity about new perspectives in cooperation, interregional agreements (cooperation programs), Poland's membership in the EU or modern forms of communication – both formal and informal.

Mentioned informal factors, in particular the mass media (press, television, radio) influence transparency of informing the public about cultural and economic differences, thus reducing psychological and social barriers [9, p. 6].

On the other hand, factors related to conclusion of interregional agreements are objectives of EU cohesion policy. The aim here is to reduce the backwardness of regions of one country, the other Member States and less-favored regions. There is also a strong need to strive for cohesion in the immediate EU neighborhood, including Polish-Ukrainian cross-border region [13, p. 114-125; 16, p. 43-44].

By grouping the above factors, it can be seen (Table 1) that the most important elements from the point of view of entities supporting international cooperation in tourism area are elements of socio-cultural and political environment and then financial and economic. The main reason of such state of affairs is the fact that tourism is a special area closely related to the cultural and social aspect. Tourism is the carrier of cultural message – tourists learn about nearby and distant, little-known areas, learning, experiencing emotions and gathering new experiences. At the same time, they themselves, consciously or not, affect people's living environment, contributing to the change in the imaginations of inhabitants of visited lands about observed visitors.

Organized tourism formalizes ways of tourist travels, contributing to the distance between meeting parties; contact appropriate for economy world – service providers and consumers consuming them for a proper payment of customers. Despite these limitations, there is a continuing cultural meeting taking place in various dimensions of human life that is perceived, evaluated and processed in the human psyche by referring to the luggage of personal experiences, collective fate and circle of cultural community to which participants [17, p. 9] belong.

It should not be forgotten that the level of cooperation in the area of tourism is also influenced by the state, shaping the factors of this cooperation. These include, for example, legal provisions, interregional cooperation programs or access to plans for development of neighboring regions [15, p. 43].

Conclusions. International cooperation, including cross-border one in tourism area, provides many benefits both individual (for individual stakeholders) and collective (for country, region, among others in the form of increases in budget revenues – taxes or infrastructure improvement).

Table 1

Grouped factors determining international cooperation between Poland-Ukraine in tourism area

Socio-cultural factors	Political factors	Economic-finance factors
Informal connections, e.g. friends	Interregional agreements (cooperation programs)	Interregional agreements (cooperation programs)
Curiosity for new perspectives in cooperation	Polish legal regulations	Customer interest
Modern form of communication (Internet, Facebook)	Ukrainian legal regulations	The company's goals
Informal communication	Conditions related to crossing the border	Technical infrastructure
Attitude (attitude towards cooperation) of Ukrainian partners	Frequent changes in local government authorities	The experience of tourism companies in cooperation
Awareness of tourism entities about cooperation possibilities	Unstable political situation	Lack of willingness (tourist companies in Poland do not want to cooperate with partners from Ukraine)
Attitude for cooperation of polish partners		
Employees' competences	Poland's membership in the EU	
Historical conditions		
Traditional business communication (paper, formal)		
Cultural differences		
Cooperation experience of tourism companies		
Lack of willingness (tourist companies in Poland do not want to cooperate with partners from Ukraine)		

Source: Own study.

It only makes sense if it is beneficial to the participating parties, which requires coordination and multifaceted cooperation. In order for this process to be sustainable and effective, both entrepreneurs as well as community and public authorities must participate in it. Thanks to this one can effectively oppose the problems of development disparities [13, p. 114-125]. This cooperation should concern, inter alia: advice, access to market information, institutional support and many other activities without which this cooperation would be impossible.

In this context, an important research element was identification of institutional environment factors that develop or limit this cooperation.

The most frequently mentioned factors limiting cooperation development in tourism area are: political situation behind the eastern border, Ukrainian and Polish legal regulations, frequent changes in local government authorities or conditions related to crossing the border. On the other hand, those which favored cooperation included informal social connections, curiosity about new perspectives in cooperation, interregional agreements or cooperation programs, Poland's membership in the EU or modern forms of communication.

When developing cooperation in tourism area, one should strive to eliminate restrictive factors and support factors that stimulate this development. This will contribute to undertaking actions to intensify this cooperation.

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Перстеняк А., Пухальська К., Гжебик М. Характеристика чинників, що визначають міжнародне співробітництво між Польщею та Україною у сфері туризму – погляд із Польщі.

Сучасні світові процеси сприяють розвитку різноманітних форм міжнародної співпраці в різних сферах. Туризм є однією з тих сфер, які характеризуються високою динамікою розвитку впродовж останніх років, тому його вважають важливим інструментом вирішення економічних, екологічних, соціальних і культурних проблем. У глобальному масштабі туризм розглядається як пріоритетний сектор, завдяки його позитивному впливу на економіку. Він виконує в основному макроекономічну функцію та стимулює соціально-економічний розвиток туристичних напрямків, а отже і національної економіки, шляхом збільшення доданої вартості і ВВП та надходжень іноземної валюти від туристичних послуг, стимулювання розвитку підприємства та інфраструктури, створення нових робочих місць і збільшення доходів населення туристичних регіонів. Метою статті є виявлення впливів і характеристика чинників, що сприяють або блокують розвиток міжнародного співробітництва в сфері туризму в прикордонних областях Польщі та України. Відповідно до концепції інституційної економіки було визначено основні інституції, що підтримують розвиток співробітництва в регіоні і відповідають за формування політики співпраці. Дослідження проведено у 2018 р. у відповідним чином відібраних відділеннях інституцій, відповідальних за це співробітництво. Чинниками, що обмежують розвиток співробітництва в сфері туризму, які згадувалися найчастіше, є політична ситуація на східному кордоні, українські та польські законодавчі норми, часті зміни в органах місцевого самоврядування та чинники, пов'язані з перетином кордонів. З іншого боку, сприятливими для співпраці виявилися неформальні зв'язки, зацікавленість у нових перспективах співпраці, міжрегіональні угоди та програми співпраці, членство Польщі в ЄС та сучасні засоби комунікації. Ці чинники сформовано в три групи – соціокультурні, політичні та економічно-фінансові та доведено, що фактори соціокультурної групи мають найбільший вплив на міжнародну співпрацю у сфері туризму. Проаналізовано дослідження вчених щодо моделей міжнародної співпраці у сфері туризму та інституційного середовища його розвитку. Особливу увагу приділено ролі підприємств, спільноти та органів влади у сприянні сталій та ефективній співпраці на міжнародному рівні та подоланню проблем диспропорцій розвитку. Зокрема, наголошується важливість їхніх спільних зусиль у сферах консультаційних послуг, доступу до інформації та інституційної підтримки.

Ключові слова: туризм, міжнародне співробітництво, Польща, Україна.

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