PROBLEMS AND PROSPECTS OF TOURISM INFRASTRUCTURE DEVELOPMENT OF THE Lychakivskyy DISTRICT OF LVIV CITY

Andrij Manko, Nazarii Mandiuk

Abstract

This article describes some of the most popular tourist sights in Lviv – Culture preserve “Lychskivskyy cemetery” and the Museum of Folk Architecture and Rural Life “Shevchenkivskyy Gay”, and also the Regional Landscape Park “Znesinnya”. Existence of these objects is a key prerequisite for the development of tourism infrastructure in the Lychakivskyy district. Here are analyzed the basic problem of these tourist sites, reasons of appearance and specificity. The most promising for development areas of Lychakivskyy district are considered. Basing on the analysis held, here are available possible solutions of existing problems, probable innovations for interesting the tourists. Krvchytska railway, track length of 7.6 km, is defined as a perspective object. It should pass the park “Znesinnya” through the valley of Kryvchytskyy flow to Vynnyky forest and “Shevchenkivskyy Gay”. Promotion is defined as an important tool for the development of tourism infrastructure of Lychakivskyy district.

Keywords: tourist sights, tourism infrastructure, tourist product, tourism potential, promotion

Introduction

Lychakivskyy district has a strong tourism potential, here are located some of the most visited tourist sites in Lviv – Culture preserve “Lychakivskyy cemetery” and the Museum of Folk Architecture and Rural Life “Shevchenkivskyy Gay”. In general, these sites every year are visited by nearly 450 thousand persons. Regional landscape park “Znesinnya” with its hilly terrain also has a great potential. Existence of these objects is a key prerequisite for the development of tourism infrastructure in the Lychakivskyy district. In the relevant turn, without the proper development of the tourism infrastructure, visiting of the tourist sites can reduce.

Problems and prospects of tourism infrastructure

There is a number of problems in the development of tourism infrastructure of Lychakivskyy district of Lviv city. Particularly, directly near tourist sites there are no dining options. This applies to Culture preserve “Lychakivskyy cemetery” and Regional Landscape Park “Znesinnya” as well as to the Museum of Folk Architecture and Rural Life “Shevchenkivskyy Gay”.

There are also following problems in the functioning catering facilities:

- Catering facilities should pay attention to provision of services and improving the its quality;
- Personnel of such facilities should know foreign languages;
- The demand for new personnel is the highest in the field of cooking, of services and of management and marketing;
- There is a problem with updating of the catering facilities;

The main problem of accommodation facilities is their inconsistency with the international standards.

Center for Business research of the Faculty of International Relations of the Lviv national university of Ivan Franko defines the following problems in the hotel industry, related to the accommodation facilities of Lychakivskyy district:

- Lack of conference halls, ATMs, interpretation services in hotels;
- Hotel personnel needs to improve the knowledge of German language;
- Lack of qualified staff, lack of the ability to attract customers;
- Buildings need the restoration;
- There is a need to improve cooperation between hotels and higher education institutions, insurance companies and a number of structural units of the city government.

Regarding the tourism infrastructure directly at the tourist sites, most problems there are in the Regional Landscape Park “Zhesinnya”. The gravest problem is the very poor funding from the state budget. This is the most significant factor that makes the development of the park impossible. According to some information, underfunding of the park is about 75%.

Also funding of the park increases every year, often it is caused by rising of prices, and these funds are not sufficient for performance of the main objectives. Real financial needs of the “Znesinnya” park, according to the preliminary calculations of the park administration, is 2 million UAH per year, which is four times more than the actual revenues for maintenance of the park (Balyta, 2013).

As a result, in the park the following problem have arose: the park is heaped up, insufficiently lighted, park has a lack of paved paths, public is poorly informed about the park, its facilities and activities, which are carried out there, in the city there are few road signs and tourist information signs concerning park, poor state of tourist routes (lack of accommodated facilities for a short stay, lack of tourist information both for tourists and businesses providing services for tourists (maps, promotional products, information about the sites.) There are also problems related to the absence of transport for waste collection, adjustment of cooperation between the park and the municipal sector. All these factors have a great negative influence to the development of the park and the creation and development of tourism infrastructure.

Regarding the Culture preserve “Lychakivskyy cemetery”, here is the “painful” problem of cleaning. Every day, it is needed nearly 2-3 cars for wastes

collection. “Lychakivskyy cemetery” is a cemetery - with the highest number of objects that are not taken care of by private citizens. More than 90% are objects to which no one comes (Tokareva, 2012). Therefore, one of the major problems is improper care of monuments, tombstones and chapels, a small number of objects restored.

Museum of Folk Architecture and Rural Life “Shevchenkivskyy Gay” is annually visited by more than 300 thousand persons, so special attention should be paid to its tourist infrastructure and the problems arising (Dudko, 2014) The main problems related to the tourism infrastructure of the museum are:

- Insufficient funding of the museum;
- Lack of catering facilities providing qualitative services at the territory of the museum and nearby;
- Insufficient informative materials for visitors, lack of duplication of information in foreign languages;
- Tracks and trails designed for walking around the museum are in poor condition, somewhere – absent;
- No place for temporary rest;
- Very few WCs.

Insufficient funding - is the biggest problem that arose in the Museum of Folk Architecture and Rural Life “Shevchenkivskyy Gay”. Due to lack of funding in the museum has no opportunity to maintain displays in the proper condition and to develop the infrastructure of the museum. For the same reason, some displays of the museum are in emergency state.

In general, it is worth mentioning that almost all tourist sites of Lychakivskyy district need infrastructure improvement. Also nearby tourist sites there are virtually no financial institutions that may provide financial services to tourists (banks, ATMs, exchange offices) and Wi-Fi access points.

Tourism is a priority for development of Lviv city as a whole and of Lychkivskyy district particularly. Despite the problems listed above, tourist infrastructure of the area continues to develop; its further improvement is possible within the following directions:

- Increasing of state funding for the restoration of tourist sites and keeping them in proper condition, as well as for the development of infrastructure within these facilities;
- Maintenance of the automobile roads of the district, especially at the entrances to tourist sites;
- Intensification of advertising and informational activities;
- Installment of information signs for tourists;
- Introduction of the new tourist routes;
- Bringing the catering and accommodation facilities to European standards.

Increased of funding of the tourist sites can be made in several ways:

- Receiving funds through international assistance programs;
- Attraction of investment;
- Obtaining money by providing visitors with additional services (sale of self-made gifts, carrying master classes).

Museum of Folk Architecture and Rural Life "Shevchenkovskyy Gay" has already had such an experience and received two grants. The first one is the grant received within the borders of collaboration with the Norwegian Directorate for Cultural Preservation, the second - got through the UNESCO project "Program of revitalization and preservation of the collection of the Museum of Folk Architecture and Rural Life in Lviv city".

In the Museum of Folk Architecture and Rural Life "Shevchenkovskyy Gay" there is created a strategy for increasing profits. For the year 2014 this strategy stipulates increasing of profit by 10%, creation of the web-site with 5 foreign languages available, improvement of the museum, analysis of its current state, holding of workshops in the two displayed houses, and also reconstruction of three else exhibits. After three years it is planned to increase revenues by 30% and to restore 10 exhibits. In five years it is planned that the museum will increase its revenues by 50%, there will be created 12 workshop projects, all the objects will be restored and the number of cultural events, taking place in the museum, will double.

Cultural preserve "Lychakivskyy cemetery" also has an experience in attracting international financial assistance. Lychakivskyy cemetery is one of the sites of Ukrainian-Polish project "Conservation of a common cultural heritage". This project was initiated in 2009 and is implemented in cooperation with the Department of Cultural Heritage of the Ministry of Culture and Heritage of the Republic of Poland. Within this program, on the Lychakivskyy cemetery 5-6 monuments are annually restored.

If there were more funding, it would be also possible to develop tourism infrastructure in the regional landscape park "Znesinnya". According to the preliminary calculations of the park administration, is 2 million UAH per year, which is four times more than the actual revenues for maintenance of the park (Zhuk, 2006). Additional funding would ensure the protection of the park, specialized conservation and restoration works, construction of the sites, routes equipment and public events holding.

Promotion is defined as an important tool for the development of tourism infrastructure of Lychakivskyy district. It can be held both within the activities aimed at the promotion of the city as a whole and tourist facilities of the district particularly. The last option is extremely necessary for the regional landscape park "Znesinnya", because very few people are acquainted with it and its activities. This problem could be resolved through holding public events in the part of the park, where it is allowed - stationary recreation area, and also through publication of promotional and informational materials, making video clips etc.

We believe that in Lychakivskyy district it is reasonable to install more informative signs for tourists, as the number of those existing is insufficient. In the tourist sites themselves there should be created detailed maps, showing the placement of exhibits; on the territory there should be placed signs. Special attention should be paid to the creation of maps and signs duplicated in English.

It should be created proper entrances to tourist sites, parking. Special attention should be paid to the improvement of parking near the cultural preserve “Lychakivskyy cemetery”, where many cars and buses with visitors come. Tourist routes on the sites should be organized better – there should be made proper asphalt coating, suitable signs and places of temporary rest.

Hotels of the district should strive to bring the quality of accommodation services to the European level. This requires involvement of managers and staff with the appropriate level of knowledge in the hotel business and foreign languages. Also, hotels should pay attention to providing and improving the quality of such services as conference halls, ATMs, interpretation services, that are those services that are predominantly needed by customers who visit the city in a working trip.

Promising object is Kryvchytska railway – it is facility of infrastructure that can be actively used in tourism. Track length is 7.6 km. There is a proposal that it should pass the park “Znesinnya” through the valley of Kryvchytskyy flow to Vynnyky forest and “Shevchenkivskyy Gay”.

An audit of existing tourism resources is needed. It should be made the certification of objects of tourism and recreational activities and of the infrastructure area, the analysis of tourism potential. Tourism and recreation database will be summarized in a unified register of tourist facilities and tourist interest sites, which will be available at the tourist site of Lviv city state administration and will be constantly updated.

Creation of electronic map of tourist and recreational resources and infrastructure facilities. Creating the map, accessible in the Internet and on electronic drives, will improve the tourists awareness, will facilitate the movement within Lychakivskyy district, will help to choose a tourist site, accommodation facility, catering facility, to plan a route and so on.

Conclusion

Lychakivskyy district has a strong tourism potential. It is necessary to improve the infrastructure at tourist sites and routes. Particularly – establish informative signs for tourists, detailed maps, showing the placement of exhibits. It should be created proper entrances to tourist sites, parking. Hotels of the district should strive to bring the quality of accommodation services to the European level. Modern tourist – especially foreign one – demands the proper service.

References

- BALYTA, V. 2013. Global Education Network GLEN supported the project “Znesinnya”. In Zaxid.net [online]. 2013. [cit. 2014-08-25] <http://zaxid.net/news/showNews.do?globalna_osvitnya_merezha_glen_pidtrimala_proekt_park_u_znesinnya&objectId=1293034>
- DUDKO, N. 2014. Gains and losses of “Shevchenkivskyy Gay”. In Ratusha.lviv [online]. 2014. [cit. 2014-08-27] <<http://ratusha.lviv.ua/index.php?dn=news&to=art&id=3438>>
- TOKAREVA, T. 2012. Lychakivskyy cemetery - Museum-Reserve. In Library of Vladimir-Volyn Pedagogical College named U.A. Krymskogo. [online]. 2012. [cit. 2014-08-18] <http://vvpk.at.ua/publ/cikavinki/lichakivskij_cvintar_muzej_zapovidnik_lviv/4-1-0-83>
- ZHUK, I. 2006. Park “Znesinnya”. In Center for Urban History of East Central Europe. [online]. 2006. [cit. 2014-07-30] <http://www.lvivcenter.org/uk/lia/objects/?ci_objectid=2006>

Andrij Manko, PhD., Associate Professor
Nazarii Mandiuk, PhD., Associate Professor
Department of Tourism, Faculty of Geography
Ivan Franko National University of Lviv
St. Doroshenko 41, 79000, Lviv
E-mail: nm09@meta.ua