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Collective monograph

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Carmen Nastase
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The monograph covers theoretical, methodological and applied aspects of scenario forecasting of social and economic development of cross-border regions. Scientific research contributed to the systematization and synthesis of theoretical provisions of scenario forecasting, determination of scenario approach methods and peculiarities of their use in the development strategies of cross-border regions. Based on the comprehensive analysis of the socio-economic development of cross-border regions, the positioning of the regions of Ukraine according to the level of effectiveness of the use of development potential and the state of social development of cross-border regions (on the materials of cross-border regions of Carpathian region) was assessed.

Attractive dominant of optimistic scenario of social and economic development of cross-border regions is substantiated in this work, priority directions and scenario mechanisms of their implementation are proposed. Based on the example of trade enterprises of the region the Strategy for the Development of Competitiveness has been developed.

Research is intended for employees of local self-government bodies, specialists in regional economics, scholars and students.

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5.2. Possibilities of cross-border cooperation in the field of culture and tourism

Today, we are witnessing common strategies and policies for economic and social development of the cross-border region situated between the borders of Romania, Ukraine and Moldova. Millions of euros of investments have been directed to this region to harness and exploit their natural and anthropogenic potential, in order to stimulate and improve the relationship existing for centuries between the three states.

The specialized economic literature deals with the problems of the three states over 15 years. Romania, Moldova and Ukraine have a set of diverse political and economic peculiarities deeply rooted in history, making of them a fairly distinguishable European area with specific economic concerns, perspectives and risks. A little more than two decade ago the three countries were still under the political, military and economic control of Moscow; private sectors were non-existent or, at least, inert and ineffective while economic process was guided by central plan-making agencies. The history of the three countries is very complicated and, sometimes, even delicate. Each has always been at the epicentre of different historical and political accidents and each has not always succeeded in preserving their interests. One common element of the Ukrainian, Moldovan and Romanian history is that all of them have always been on the periphery of different empires that have disputed parts of their territories [2].

The continuous attempts of the great powers to divide the local population, led to the formation of a strong local culture and

the preservation of our ancestors' traditions. Cross-border regions are considered to comprise many ethnic groups as a result of the common history of the three countries. These groups are "fighting" daily for their cultural independence and sustainability.

The local population, supported by public and private organizations, is constantly trying to organize various social, cultural, and economic events that capitalize on the potential of the region and support the sustainable development of cross-border relations. Thus, annually there are held events with international participation, organized with public or private funds, attended by thousands of people, some of the events having a regular character.

As examples of good practices in the field of economic, social and cultural events that directly or indirectly aim at maintaining and developing cross-border relations, we can mention the following:

- The Medieval Art Festival Stefan cel Mare, organized by the Suceava County Council, the Museum of Bucovina and the City Hall of Suceava (Romania), held its eleventh edition in 2017, a festival involving over 400 knights, princes, puppeteers who remember us of the medieval era of Moldavia by Stefan cel Mare.
- The Rock Castle Festival, which takes place in August at Princely Fortress of Suceava (Romania), reaching its 10th edition in 2017.
- Hora Bucovinei takes place in Frasin / Bucșoaia (Suceava County, Romania) and has reached 8 editions. The festival has a unique character by promoting local traditions and mountain life; for example, participants from the 7th edition were able to visit the specially arranged sheepdogs, they were able to follow the customs and traditions related to the measure of the sheep and they had the opportunity to participate in the party of the shepherds.

- The Suceava County Council, the Bucovina Cultural Centre, the City Hall and the Ciocănești Local Council organize annually the National Festival of Painted Eggs from Ciocănești (Suceava County, Romania), in 2017 being the 14th edition. In addition to the craft of eggs, other values and traditions of Bucovina, such as traditional architecture, folk music and dance, are promoted.
- The Sleigh World Cup in Vatra Dornei (Suceava County, Romania) reached the 4th edition and aims to attract as many tourists as possible to the resort of Vatra Dornei for practicing in winter sports and not only.
- Malanka Festival 2017 presented a unique folk music and costume carnival with fabulous procession through the city streets (Chernivtsi, Ukraine). Are taking part in the festival the inhabitants and music groups of towns and villages of Chernivtsi region, neighbouring regions, Romania and Moldova.
- The International Poetry Festival Meridian Czernowitz is held, in the last 7 years, in Chernivtsi (Ukraine), being an event dedicated to contemporary European poetry. The program includes traditional poetry readings, lectures, theatrical and musical performances, unique wine and poetry readings, photography and art exhibitions. The participants are known and respected poets and artists from Germany, Austria, Switzerland, Romania, Poland, Israel, Great Britain, the USA, and Ukraine.
- The Festival “Golden applause Bukovina” (Chernivtsi, Ukraine) held at the Chernivtsi Academic Regional Ukrainian Music and Drama Theatre named Olga Kobylanska. The main participants of the festival are from Ukraine and Romania. It has XII editions, being extremely appreciated among music lovers.
- The “Medieval” Festival takes place for three years in August in Moldova, trying to revive history. The central

elements of the epoch are the reconstruction of historical battles, medieval camps with everything that everyday life means: kitchen, handicraft, craftsmanship and blacksmith workshops.

The listed events can be complemented by dozens of other similar events, all special in their theme, aiming to attract as many participants and visitors as possible.

Even if these events are of a constant nature, however, they take place only a few days a year, and activities / actions that are of constant character are also recommended. Ukrainian legislation in the field of national minorities, such as Romanians living in the cross-border region with Romania and Moldova (see Figure 5.1 illustrating the cross-border region of the three countries), is appreciated. In this respect we can mention the law “On the principles of the state language policy”, which (from 1989) was aimed at giving to minority language the status of a “regional language”; the law is implemented in courts, schools and other government institutions in areas of Ukraine where the percentage of representatives of national minorities exceeds 10% of the total population of a defined administrative district.



Fig. 5.1. Ethic map of Romania, Ukraine and Moldova

According to national statistics, in Ukraine live 0,8% Romanians (including 0,5% Moldovans), namely over 400 thousand people (as information published by the State Statistics Service of Ukraine, 2013). Two minor settlements declared Romanian/Moldavian language a regional language in their jurisdictions [21]. In this context, there are 84 schools with teaching in Romanian language and 8 newspapers. Their fate is uncertain because of the modifications adopted in September, 2017.

In Romania, Ukrainians have an officially recognized ethnic minority, and they have a seat insured in the Chamber of Deputies. Ukrainians are the third minority ethnic group in Romania in size, accounting for over 50 thousand people according to the census, ie 0,3% of the total population. One Romanian school – “Taras Shevchenko” High School in Sighetu Marmatiei - is dedicated to the Ukrainian minority, here all classes are in Ukrainian.

The Republic of Moldova, following the historical changes, recorded a controversial evolution, according to the last census, presenting more than 2.8 million people as the Romanian-speaking population of this state (77,97%) and Ukrainians over 200 thousand people (8,34%). The Romanian language is the official language in Moldova, but the minorities have the possibility to learn in their native language so that 240 pre-university schools (from about 3000 schools) are bilingual institutions with teaching in Russian or Ukrainian [9].

Of the few data analysed, it is noticeable that there is openness and understanding to the national minorities belonging to the three countries at government level, due to common Treaties and Agreements (such as the Commonwealth of Independent States) and the European norms.

Another very important aspect for the cross-border region concerned is the natural and anthropic tourism potential, potential which should be capitalized on a more intense capacity in the idea of attracting investments and tourists in the region.

Table 5.1. shows the tourism in figures from Romania, Ukraine and Moldova. As you can see, although the territory of

Ukraine (603.628 km²) is clearly superior to Romania (238.397 km²), Romania has the biggest number of accommodation structures. It should be noted that although the state authorities are making great efforts to legalize small family businesses such as those in the field of tourism, there are still many small accommodation units, such as pensions and holiday homes, which are not registered with the Ministry from the tourism sector and therefore tourists who benefit from their services are not recorded in national statistics.

Regarding the total number of accommodated tourists, most tourists are internal tourists, in Ukraine 94,20% of tourists are Ukrainians, the best value being recorded by Moldova (66,15% of tourists are Moldovans). If we look at outgoing tourism, the situation is quite contradictory between the statistics presented by the three countries in relation to each other. The explanation for this is the various sources used in taking over the official statistical data (accommodation units, travel agencies, border crossing points) from the three countries. Our recommendation is to build a common system of registering the population flows, depending on the purpose of visiting the neighbour country.

Table 5.1.

Tourism in figures

Country	Number of accommodation structures	Existing accommodation capacity (number of places)	Number of tourists accommodated, total	Number of tourists from the Republic of Moldova	Number of tourists from Ukraine	Number of tourists from Romania	Number of tourists participating in external tourism	Number of tourists to Republic of Moldova	Number of tourists to Ukraine	Number of tourists to Romania
Romania	6.821	328.313	9.930.496	51.639	26.101	7.690.518	646.336	95	100	-
Moldova, Republic of	249	25312	278.855	184.474	13.503	23.884	189.790	-	3.282	20.812
Ukraine	4.256	375.600	6.544.800	190	6.165.406	35	137.906	294	-	-

Source: Processing after information published by National Institute of Statistics from Romania, Statistic Data Bank of Moldova, and State Statistics Service of Ukraine

The figures presented in table no. 5.1 can be substantially improved, because international tourists who visit the specified countries are much bigger than the flows of neighbour tourists. A disadvantage of the three countries is the road infrastructure that is very poor to be used by tourists, thus failing to meet the international standards compared to other similar tourist regions. Investments in this area have been very low in the past 10 years, representing a weak point in the region. In this context, organized groups of tourists prefer to visit other regions of the country, for example, the maximum stay in the Bucovina region is 2-3 days.

It is to be appreciated that in the Ukrainian part of the Eastern Carpathians were made very important private investments in the field of tourism, the mountain resorts being a gold mine for the mountain and sports tourism. Ukrainian companies, and not only, have to invest in the long-term, in order to increase the loyalty of their clients, in the professional training of their employees in order to improve the quality of tourism services, but also to eliminate the communication barriers that exist in relation to foreign clients.

We propose the creation of partnerships between public and private tourism companies, such as travel agencies, accommodation units, catering establishments, museums, etc. to propose and develop common tourism programs involving the three countries and to ensure a longer stay in the region. Although the border region of the three countries is less developed, it is still an interest for tourists who want to be in touch with nature, local traditions (considered archaic in Western European countries) and quiet living, away from the rush and noise of the big cities. It is possible to create programs of perfect combination of history, traditions, food and nature, in order to cover all tastes and needs of tourists, regardless of age or occupation.

5.3. Examples of best practices in tourism in the Romania-Ukraine-Moldova border region

The most known investments at the level of the cross-border region in recent years are investments made by public and private institutions funded through PHARE CBC / TACIS and JOP RO-UA-MD programs. We will present the synthesized situation of these programs.

(1) PHARE CBC Neighbourhood Programme Romania – Ukraine 2004 – 2006 has sought to expand and increase the quality of the tourist offer with cross-border perspective and ensure the sustainable development of the tourism sector on both sides of the border. These funds were available by November 2008, the organizations in the region benefiting from a total budget of over € 28,9 million.

For the 2004 program, to Romania has been allocated €6 million of PHARE funds, plus a total national co-financing of €1,9 million for project financing. 47 grant projects and a service contract for the Joint Technical Secretariat of the Regional Office for Cross-border Cooperation Suceava (BRCT Suceava) were contracted, the total value of which was €5,008 million of PHARE funds and €1,586 million of national co-financing. The difference between allotted and contracted value is due to the value of the contracts following the evaluation-contracting process [5, pp. 29-30].

PHARE CBC 2005 Romania-Ukraine program allocated €9 million of PHARE funds, plus a total national co-financing of €2,867 million for project / grant financing. Under this program, 61 grant projects and a service contract for BRCT Suceava were contracted, the total amount being of €7,391 million of PHARE funds and €2,881 million of national co-financing [5, p. 30].

PHARE CBC 2006 Romania-Ukraine has allocated € 7 million of PHARE funds, plus a total national co-financing of € 2,217 million for project / grant funding. Under this program, 40 grant projects

and a service contract for BRCT Suceava were contracted, the total value of which was €6,731 million of PHARE funds and €2,161 million of national co-financing, being made following the contracting process an absorption rate of 96.17% pre-accession funds [5, p. 30].

The main results of this program in figures are:

- Over 1200 joint events (conferences, trainings, etc.),
- About 550 documentary works (databases, studies, guides, analyses, etc.)
- At least 40 resource centres (eco-centres, information centres, regional economic centres, etc.)
- 14 cross-border networks,
- 46 information points and tourist information tools,
- 63 rehabilitated tourist routes,
- 35 km of rehabilitated roads,
- Over 1,000 promotional activities (media campaigns, press articles, etc.) [7, p. 3].

(2) PHARE CBC Neighbourhood Programme Romania – Moldova 2004 – 2006 targeted funding for activities in the two neighbouring countries, bringing together by the end of 2008 a total budget of over €27 million.

Under the 2004 program, to Romania were allocated €5 million of PHARE funds, plus a total national co-financing of €1,590 million for project financing. 48 grant projects and a service contract for the Joint Technical Secretariat of the Regional Office for Cross-Border Cooperation Iași (BRCT Iași) were contracted, the total value being of €4,995 million of PHARE funds and €1,583 million of national co-financing, the contracting percentage being of 99.83% [5, p. 28].

PHARE CBC 2005 Romania-Moldova has allocated € 7 million of PHARE funds, plus a total national co-financing of € 2,217 million for project / grant funding. 63 grant projects and a service contract for BRCT Iasi were contracted, the total value being of €6,782

million of PHARE funds and €1,695 million of national co-financing [5, p. 28].

PHARE CBC 2006 Romania-Moldova has been allocated PHARE funds of € 8,996 million, plus a total national co-financing of € 2,917 million for project / grant funding. 72 grant projects and a service contract were signed for BRCT Iasi, the total value of which was €8,949 million of PHARE funds and €2,246 million of national co-financing, the difference resulting from the contracting process, registering an absorption rate of the pre-accession funds in the amount of 99.48% [5, p. 29].

(3) Joint Operational Program Romania-Ukraine-Republic of Moldova

The program aimed to create a bridge between the three partner states in order to support communities in border areas in finding common solutions to similar problems they face.

Through this program, local authorities and other organizations in border areas are encouraged to work together to develop the local economy, address some environmental issues and strengthen emergency preparedness. The program also promotes better interaction between communities in the border areas.

The EU contribution to the Joint Operational Program Romania-Ukraine-Republic of Moldova 2007-2013 is € 126.72 million and the participating countries co-finance € 11.4 million. In the period 2009-2016, 141 projects were successfully implemented, totalling a total of €115,628,088, which represents over 83% of the funds allocated to the program. Although the maximum amount was not spent, the targets pursued by the program were achieved, with the main results: 266 SMEs benefited from business facilities, 44 partnerships between universities, research institutes, businesses and authorities local, 563 people have completed training courses and 5 integrated tourism products have been created [8].

In the field of culture and tourism, we can mention the following projects implemented under the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013:

1. ***The folkloric monograph of the Ukrainians from Suceava County and of the Romanians from Chernivtsi Region*** financed under Priority 3-People to people cooperation, with a total value of €118.154. The financing contract was signed on 29.03.2011 and had 16 months implementation period. The project was implemented by Suceava County.
2. ***Promoting the Ukrainian Folklore in Suceava County and the Romanian Folklore in Chernivtsi Region,*** financed under Priority 3, with a total value of €113.966,22. The financing contract was signed on 29.03.2011 and had 9 months implementation period, until 29.12.2011. The project was implemented by Suceava County.
3. ***Common traditional patrimony – European promotion element,*** financed under Priority 3, with a total value of €150.000. The financing contract was signed on 07.04.2011 and had 18 months implementation period. The project was implemented by Bucovina's Museum.
4. ***Safecross – border tourism in the Mountains of Bukovina,*** financed under Priority 1 “*Toward a more competitive economy in the border areas*”, with a total value of €337.174,88. The financing contract was signed on 21.10.2013 and had 21 months implementation period.
5. ***Development of the Network of Festive Tourism in Bukovyna (Chernivtsi Region, Ukraine and Suceava County, Romania),*** 18 months, total value €149.490, implemented by Chernivtsi City Council.
6. ***Culture Bukovina – reviving forgotten,*** project of €69845,3, implemented in 12 months by Hlyboka District Council.

7. ***Development of cross-border tourism by promoting Manuc Bei mansion, funerary complex Elena Ioan Cuza and Blesciunov mansion***, implemented by Hăncești County Council in 22 months, with a budget of €2.248.598,36.
8. ***Sustainable development of tourism in the Lower Danube region in Ukraine, Moldova and Romania***, implemented with €1.778.242,28 in 22 months by the lead partner Regional Development Agency from Odessa.
9. ***ECO-CARPATHIANS - Eco-Business Development in Border Carpathians as Chance for Better Economic Competitiveness***, with a budget of €715.510,25, implemented in 21 months by the “Business Centre” Organization of the city of Chernivtsi.

Of course, the list of the projects is much longer, all projects having an undeniable importance for the involved organizations and institutions, but also for the population from the region. The activities implemented within the projects must have a continuous and constant character, due to the positive effects they have in the region, but in the same time are expensive to be covered from internal sources of the NGOs or public institutions.

5.4. Financing sources in the field of culture and tourism available in 2014-2020

The main important and secure source for financing the cultural and tourism sector, directly or indirectly, is still presented by the European programs present in the region. In this respect, the European Neighbourhood Policy (ENP) was launched to avoid the emergence of new lines of division between the enlarged Union and its neighbours by creating an area of prosperity, stability and security around the EU. In this respect, the ENP also addresses the strategic objectives outlined in the European Security Strategy of December 2003.

Through the ENP, the EU aims to outline a coherent approach to the Union's relations with its eastern and southern neighbourhoods, enabling enhanced cooperation to create an area of "prosperity and good neighbourhood. It is a privileged relationship, based on mutual commitment to shared values" (democracy, human rights, rule of law, good governance, market economy principles and sustainable development).

However, the ENP remains distinct from the process of enlargement of the EU, even if there is a possibility of developing some countries' relations with the EU towards a further accession.

Financial assistance for ENP implementation is provided through the European Neighbourhood Instrument (ENI), the successor of the ENPI (European Neighbourhood and Partnership Instrument), totalling €15,4 billion over the period 2014-2020.

ENI finances four types of programs:

- Bilateral (aimed at the bilateral relationship between the EU and each partner country and representing the bulk of the funds);
- ENI Inter-regional (Erasmus for All, Neighbourhood Investment Facility-NIF, Umbrella programs, etc.);
- ENI Regional East and ENI Regional South (dedicated to regional projects);
- ENI-CBC (to finance cross-border cooperation programs).

Romania participates in the following cross-border cooperation programs financed by ENI:

- Joint Operational Program Romania - Moldova 2014-2020
- Joint Operational Program Romania - Ukraine 2014 - 2020
- Joint Operational Program "Black Sea Basin" 2014-2020
- Hungary - Slovakia - Romania - Ukraine 2014 - 2020 Program

Cross border cooperation at the external borders of the EU continues to represent a top priority for the European Union during the 2014-2020 programming period. The cross border cooperation under the European Neighbourhood Instrument (ENI) will create

added value for the border regions building on its predecessor, the ENPI [8, p. 5].

The ENI CBC aims to create “an area of shared prosperity and good neighbourliness between EU Member States and their neighbours”. To this purpose the ENI has three strategic objectives:

- To promote economic and social development in regions on both sides of common borders;
- To address common challenges in environment, public health, safety and security;
- The promotion of better conditions and modalities for ensuring the mobility of persons, goods and capital.

The Joint Operational Program Romania - Ukraine 2014 – 2020 addresses the border area between Romania and Ukraine and will contribute to the overall objective of the European Neighbourhood Instrument: the development towards a region of prosperity and good neighbourliness through cross-border cooperation actions for the benefit of Member States and non-EU members’ borders. The European Union’s financial allocation to the program is €60 million. The minimum co-financing to be provided by the two countries is 10% of the EU contribution.

The Joint Operational Program Romania - Moldova 2014-2020 has the same objectives, the European Union’s financial allocation to the program is €81 million.

Although the two mentioned programs have been adopted and approved in 2015, no money were spent in this respect, due to the changing political situation of the states.

Except of this European funds, directed through Romania as Management Authority, it is important to attract and use private investments in the region, because international stock market registers a very important numbers regarding the money invested in new and potential sectors. The decision is at the latitude of the owners, because they have to promote at the best of their possibilities, the tourism structures, not only to the investors, but also to the tourists.

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