



<b>Event</b>	Press conference
<b>Speaker</b>	Mr. Vasyl Vovkun, Minister of Culture and Tourism of Ukraine
<b>Subject</b>	Development of tourist routes in Ukraine
<b>Date</b>	27 January 2009
<b>Location</b>	Ministry of Culture and Tourism, Kyiv, Ukraine

### **Introduction:**

The press conference was held to present a concept of the State Target Tourism and Resorts Development Program 2011-2015 and the project of the network of tourist routes and tourist information centers in Ukraine, developed by the scientific center for tourism development of the State Tourism and Resorts Service of Ukraine in cooperation with regional experts and community.

### **Minutes:**

During the press conference Mr. Vovkun informed that with regards to hosting EURO 2012 Championship finals the Ministry of Culture and Tourism is preparing a concept of information policy on promotion of the national tourist brand, working on the development of the network of tourist routes and tourist information centers in particular. For this purpose, a resolution was adopted to create the State Register of Tourist Resources in order to register and systemize the objects of national heritage which are feasible for tourism.

Mr. Vovkun also emphasized the need to form integrated and systematic approach to the development of tourist routes. In 2012, Ukraine must be presented as a modern and interesting country, transparent for world public.

It was stated that the Ministry of Culture and Tourism of Ukraine realizes the importance of the community and professionals of tourism industry and encourages the cooperation aimed to develop tourist and excursion routes in the framework of preparation for the EURO 2012 football championship. The Ministry's work group resolved to post the working project of tourist routes in each region quarterly on the official web-site of the Ministry for the public discussion before the final approval.

Mr. Vovkun noticed that the new concept of state policy in the sphere of tourism and resorts will significantly optimize the functions of the Ministry of Culture and Tourism in this sphere.