



SUCCESS STORY

Community Connections

Community Tourist Unions Promote Bukovyna



Andriy Lakusta, a 2007 Community Connections alumnus, develops tourism promotional materials for Bukovyna villages

Training:

Local Tourism Development

CCF Group From:

Chernivtsi region

Dates:

06.04.2007

US Host Organization:

International Visitors Council of Los Angeles

Host Community:

Los Angeles, CA

In April 2007, Andriy Lakusta, Director of Informational Services for Tourists in Turystychnyy Kompas, participated in the Community Connections Local Tourism Development program in Los Angeles, California. Motivated by his CC exchange, Lakusta is now working to establish a network of unions for individuals and organizations in the tourism industry to promote travel to Bukovyna, a territory which includes Chernivtsi Oblast and the neighboring regions.

During his time in Los Angeles, Andriy observed how local tourism centers serve as community outreach organizations, promoting regions, businesses and tourist attractions through associations of individuals and organizations in the industry. His experience with CC provided Lakusta with an opportunity to implement best practices in the United States into his native region and to approach potential tourism partners with the knowledge and perspective necessary to build mutually beneficial relationships.

Since his return to Ukraine, Lakusta has opened a Regional Informational Tourism Center in the city of Chernivtsi (www.city-tour.cv.ua). Through networking with other tourism professionals, he has now developed relationships with more than 30 industry organizations and individuals, and has helped organize community tourism unions in four villages of Chernivtsi region, including Pidzaharychi, Vizhenka, Gorbovo and Migovo.

In addition to general information from commercial travel agencies or government departments, the centers provide visitors with insights into customs, traditional features, local festivals, national holiday celebrations and other events. Lakusta notes that this provides a more holistic travel experience and brings to light the lesser known, though often more interesting, aspects of a region.