





Common borders. Common solutions.



DEVELOPMENT OF TOURISTIC ROUTES IN THE SOUTH-EAST REGION

Project "Development of Sustainable Cultural Tourism in the Black Sea Basin - CULTOUR-BSB", eMS code BSB -117











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Marketing Strategy

The beauty of architecture and the best landscapes of the Black Sea coast of Bulgaria and Ukraine

The Black Sea coast is absolutely diverse. Here you will see unique objects of architecture, and shrines that amaze with their calmness and tranquility, and places where you can taste delicious local cuisine and taste exquisite local wines ... Today we offer you a route that combines architectural structures of different times and beautiful picturesque places of nature. You will not see this anywhere else. The trip will expand your knowledge of the culture of the Black Sea region.

TECHNICAL FEATURES:

Administrative geography/counties included:

Bulgaria, Ukraine.

Duration of the tourist route: 15 days +

Season: all year long (preferable spring –summer-autumn)

Transport accessibility: car, bike, boat

MAIN GOALS:

·raising awareness of natural resources and natural diversity

- ·increase the attractiveness of green tourism, as well as a tolerant and responsible attitude to natural resources
- ·creation of a base for the further development of integrated tourism in the context of promoting
- ·eco and green tourism with a cultural component at the national and international levels

Sector 1 Bulgaria Stara Zagora – Sliven – Kotel – Yambol Time 5 days.

Sector 2 Ukraine Izmail – Odesa – Ochakov – Hola Prystan – Zaporizhzhia Time 10 days.



Keywords:

·Nature tourism

·Nature exploration

·Traditional crafts

·Ethnography

·Eco tourism

·Adventure tourism

·Panoramic views

·Water activities

Types of sites:

·Hot and mineral springs

·Canyons

·Deserts

·Lakes

·Meadows, valleys

·Sea sides

·Traditional villages

·Attractions



Sector 1 Bulgaria

Start point: Stara Zagora

End point: Yambol

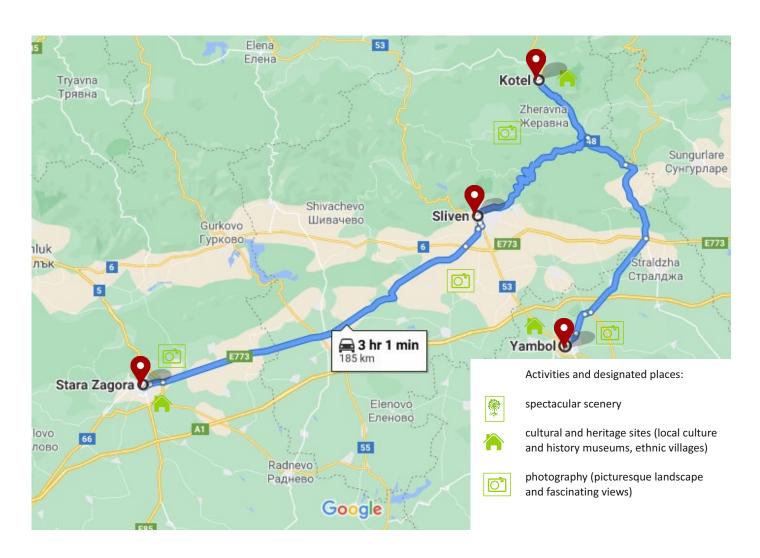
Route:

Stara Zagora – Sliven – Kotel – Yambol

Targeted types of tourists: adventure tourists, eco-tourists, special interest tourists (SIT), sport and recreation tourists

Targeted country market: Ukraine, Germany, Austria, Slovakia, Hungary, Serbia, Romania

Bulgaria is an amazing country, where rest has a number of advantages. Firstly, Bulgaria combines all types of recreation - there is also a summer vacation, which is represented by a wide variety of resorts for every taste and budget, and winter ski resorts with slopes of varying difficulty. Secondly, the country ranks second in the world in terms of the number of mineral springs. Thirdly, it ranks third in Europe in terms of the number of architectural landmarks and cultural heritage. These are the last sites we invite you to visit.



Sector 2 Ukraine Start point: Izmail

End point: Zaporizhzhia

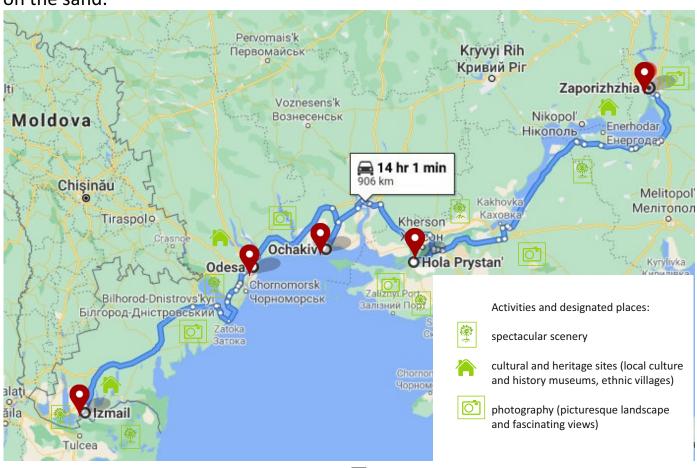
Route:

Izmail – Odesa – Ochakov – Hola Prystan – Zaporizhzhia

Targeted types of tourists: adventure tourists, eco-tourists, special interest tourists (SIT), sport and recreation tourists

Targeted country market: Poland, Germany, Slovakia, Serbia, Romania

Discover the unique diversity of the nature in the South region of Ukraine that brings the inimitable feeling of solitude, unforgettable emotions from sense of inner peace and freedom, great variety of scenes and biodiversity. Along the way it could be found the wide plains with fascinating landscapes of the Black sea Lowland, the marshiest reserve in Europe that is the ecological heart of Eastern Europe, as well as one of the largest wetlands with water channels, reeds, numerous lakes, meadows, swamps, flooded forests, sands and the remains of the steppes. The route includes the breath-taking canyon systems, hot and mineral springs, caves, the second largest desert in Europe, pink lakes and other unique natural phenomenon. While traveling it is the possibility to gain the experience of cultural and gastronomic pleasure the region could offer. The tour also offers tourists different extreme and adventurous activities like photography trips, rafting, hiking, cycling, horse riding and auto-moto hiking, as well as trophy raids on the sand.

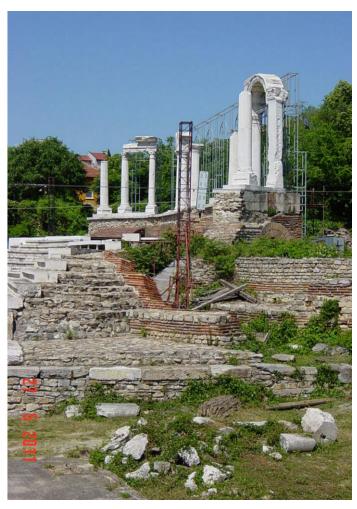


Antique Forum Augusta Trajana, Stara Zagora









Antique Forum Augusta Trajana, Stara Zagora

The Forum of the Ancient Roman City of Augusta Trajana is an archeological site in the central part of Stara Zagora. The site was discovered after construction works in the area of the Judicial Chamber in the city.

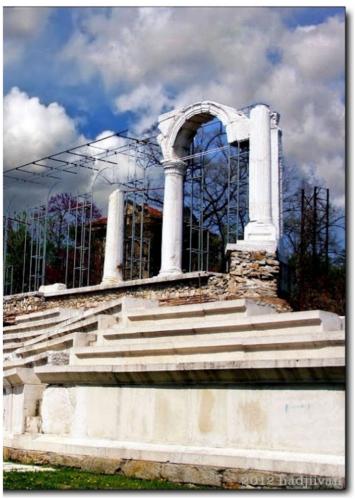
The forum was located in the southwestern fortified part of the Roman city, the center of the socio-political, economic and cultural life of the city and an important place to discuss the general city issues.

The complex comprises:

- western gate of Augusta Trajana;
- parts of the two fortress walls of the antique and Medieval town;
- moat around the town;
- square space with pedestal for emperor's equestrian statue;
- amphitheatric auditorium;
- the trace of decumanus maximus (one of the main streets in the antique town direction east-west);
- the south façade of the town thermae.







The antique forum complex is one of the most monumental facilities in the Roman town of Augusta Trajana. The founder of the town was Emperor Trajan (98-117) after whom it was named. Trajan performed large-scale urbanizing activity, but the war he lead in 114-117 against the Parthian Empire hindered him to build up the city.

Today at the antique forum a tribune for spectators was built and the forum is used for a number of opera, theatre, ballet and festival performances.

Visits are only organized after prior request to the Regional History Museum in Stara Zagora.

Location: Stara Zagora

Working time: 10:00-18:00 Contacts: +359 42 919215 Entry fee: free of charge Accessibility: Motor vehicle

Services: Tour guide, lectures in Bulgarian, Russian and English.

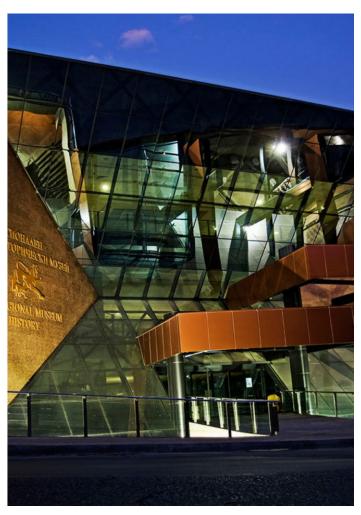
Website: rim@museum.starazagora.net Coordinates: N 42.42713 E 25.62488

Regional History Museum, Stara Zagora









Regional History Museum, Stara Zagora

The Regional History Museum in Stara Zagora is situated in the town center. The region of Stara Zagora was inhabited since the hoary antiquity and the glass-cases of the museum retrace the historical epochs. The earliest traces of life are from the Neolithic epoch – 6th millennium B.C. A special map show the location of over 120 prehistoric settlement mounds discovered by the moment in the region around the town, five of the mounds being situated within the limits of the modern town.

Horn, bone and flint tools are exhibited, ceramic vessels of interesting forms and decorations. The Roman period had historical significance for the development of Stara Zagora region, starting in 46 A.D., when the region was conquered by the Romans. In 107, after his victory over the Dacians, Emperor Trajan passed through this area and decided to build a city under the Roman standard, which called Augusta Trajana. The town was semiautonomous, it has its own city council and national assembly. From this period, the museum keeps impressive exhibits discovered during excavations – glass, bronze lamps, statues, jewelry, coins.

During the construction works of the new museum building, the workers happened on an interesting find – right in the foundations of the building they discovered part of the main street of the Roman city – cardo maximus – which connected the South and the North gates of the city.







The section discovered under the museum was situated at just 30 meters away from the South Gate in the fortress wall that surrounded Augusta Trajana. Experts restored and conserved it and today it could be seen on the ground floor level of the museum. The street is about 6 m wide and there are stone sidewalks on both sides, with which the width reaches 11 m. the exhibited street is decorated as in the past with columns, statues and stone reliefs, and a painted panel on the wall depicts its extension to the missing today South Gate of the city.

The other exhibition halls in the museum follow up the history of the town and its fate during the Late Antiquity, the Middle Ages and the National Revival until the time of the great fire in 1877, which almost entirely destroyed it. In the summer of 1877, near Stara Zagora one of the biggest battles during the Russo-Turkish War (1877-1878) took place. Despite the bravery and the heroism of the Russian soldiers and Bulgarian volunteer corps, the Ottoman armies lead by Suleyman Pasha captured the town and burned it to the ground. After the Liberation, on 5 October 1879 the first stone for the recovery of the town was placed. This date became the official holiday of the town reviving for new life from the ashes.

Various informational materials and souvenirs are sold in the museum.

Location: Stara Zagora

Working time: 9:00-18:00 (Tuesday-Sunday)

Contacts: +359 42 919 214

Entry fee: 5 lv.

Neolithic Dwellings Museum, Stara Zagora









Neolithic Dwellings Museum, Stara Zagora

The Neolithic Dwellings Museum is situated in Stara Zagora and contains finds that are extremely important for the history of mankind. It exhibits the two best-preserved Neolithic dwellings in Europe that date back to the 6th millennium BC. The Neolithic Dwellings Museum is located in situ, i.e. it is built on the archaeological site in order to protect the discovery. During archeological research in 1969 the remains of a scorched house were found, which is one of the most well-preserved and containing richest inventory two-storey residential buildings in Europe from the early Neolithic epoch (beginning of 6th millennium BC).

The standing exposition "Prehistoric Art in Stara Zagora Area" in the museum exhibits the best samples discovered during archeological researches in this and in other settlement mounds in the region of town Stara Zagora.

The dimensions of the house are 10 x 5.80 m at 7 m height. It was built of wooden poles driven in the soil, interweaved with staffs, plastered with clay mixed with straw.

On the first floor of the house there were two rooms and on the second floor — one. It was inhabited by three families. On the north walls of the premises the furnaces were built, which are the best preserved ones from the Neolithic times discovered by now. Near them lay the manual grain grinders and the large ceramic vessels — grain storage, where the grain stock of the dwellers of the house was kept.







In each of the premises there are about 60 ceramic vessels with various forms and decorations, which after the burning of the house are scattered all over the floor. Preserved in situ in the dwellings are also three small ceramic columns, branched at the upper end as bull's horns. These are cult altars used for performing rituals by the inhabitants of the house. The furnace, parts of the manual grinders and other devices on the second floor of the house have fallen down on the first floor premises.

Standing in front of the remains of the Neolithic house, a whole world is revealed of people having lived on that place 8000 years ago.

The exposition "Prehistoric Art in Stara Zagora Area" is situated in the basement of the building. Here one can see wonderful masterpieces of ceramic pottery, anthropomorphic and zoomorphic plastic, jewelry and labour implements made by the creators of the first European civilization.

Informational materials and souvenirs are sold in the museum.

The museum is a branch of the Regional History Museum in Stara Zagora. The site was proclaimed as an archeological monument in 1998.

Location: Stara Zagora

Working time: 9:00-18:00 (Tuesday-Sunday)

Contacts: +359 42 622 109

Entry fee: 5 lv.

House Museum "Urban life of the XIX century", Stara Zagora









House Museum "Urban life of the XIX century", Stara Zagora

The exposition presents the Stara Zagora residents' everyday life after the Liberation until the end of the 19th century. A large collection of objects possessed by wealthy Stara Zagora families is exhibited.

The museum is situated in the house of Hadzhiangelov family built in 1883 for the family of a Stara Zagora merchant Hadzi Angel Hadzhipetkov. Museum exhibition present house arrangement and samples of city clothing from the end of the 19th century. In the furnished two guest rooms, living room, lounge and bedroom traditional local objects are next to some contemporary for that time European and Russian models. Wax figures are dressed in everyday and holiday costumes.

The exhibited objects, which are an electric iron, a radio, a Soviet phonograph, show the entering of ready-made objects not only in clothing but also in furniture. These were no longer luxuries, but cheap, comfortable and affordable for every household items that largely harmonize home decor. The salon on the first floor reveals through toys, books and school belongings the world of a child - a carefree and magical world where anything was possible and achievable. Western impact in home furnishings and lifestyle of the 20-40s of the twentieth century is shown on the second floor. Along with the objects in the exhibition, the fashion trends for these periods are exposed there.

Location: Stara Zagora

Regional Historical Museum, Sliven









Regional Historical Museum, Sliven

Regional History Museum in Sliven is situated in a beautiful building on the main street of the town, built in 1895 by the son of Dobri Zhelyazkov – Ivan. It is one of the oldest institutions in Sliven. It was founded in 1913 as a library museum at the 'Zora' cultural club. In the main building of the museum on both floors the exhibition 'Memory from Centuries' is displayed.

It includes original monuments from the museum fund, some of them of world significance. Arranged are on the first floor exhibits from the Neolithic and the Eneolithic age – pottery, cult figures, stone working implements, as well as bronze tools and weapons. The remaining part of the first floor exhibition is dedicated to the Thracians. Over 20 tombs have been researched in the region of Sliven, from which unique and one of a kind objects showing the high level of the Thracian masters found their place in the halls of RHM – Sliven.

One of the richest burials from the Thracian epoch discovered ever before is exhibited on the second floor in one of the halls. Here one can see gold phials, gold ring, the second gold mask found on Thrace, silver helmet, silver rhytons with gilding.

Separated on this floor are halls containing exhibits from the Roman epoch, as well as 'Tuida' hall.







A temporary exhibition named "180 years since the beginning of the textile industry on the Balkans" is arranged on the third floor.

Location: Sliven

Working time: 9:00-12:00, 14:00-17:00

Contacts: +359 44 622 495

Entry fee: 2 lv.

Accessibility: Motor vehicle, public transport

Services: Tour guide, lectures in Bulgarian, Russian and English.

Website: https://museum.sliven.net/ Coordinates: N 42.68038 E 26.31808 House-museum of the Old Sliven Popular Customs









House-museum of the Old Sliven Popular Customs

One of the most interesting tourist sites in Sliven is the House-museum of the Old Sliven Popular Customs. It was built in the beginning of the 19th century in one of the oldest neighborhoods of Sliven – the Kaftandzhiyski neighborhood. It is a model of the residential architecture from the years of Revival (18th – 19th century) – an open symmetrical house with a loggia. It consists two houses, stuck to each other. The larger one which was built first is known as the house of Patkoolu, and the smaller one which was built later is known as the Arnautkina House.

In 1963, the Patkova house was turned into a museum, in which the interior exposition presenting the Sliven craftsmen house of the 19th century. Hundreds of unique objects are exhibited, presenting the development of the carpet making, copper-making, pottery-making, carpentry, saddler-making (making of saddles and appliances for harnessing of horses), etc., as well as basic domestic practices and traditional requirements of the Liberation period. The house of Patkoolu was declared an architectural, constructional and art monument in Order № 4 of the State Gazette of 1966. The Museum from the beginning of the 20th century, also known as the Arnautkina House, was established in 1969 and shows the style of life of a typical Sliven family from that period. Bulgarian furniture is exhibited — a bedroom suite, night-tables, a sofa, armchairs, a sideboard.







Even though the house is a product of older age, in it successfully live the innovations in the town style of life with the wooden plank bed in the bedroom, the fireplace in the kitchen and the large wooden cupboards in all premises. In October 2009, in the House-museum of the Old Sliven Popular Customs a new exposition was opened: "Traditional Culture of Sliven Region". It shows the preserved variety and the specifics of the regional traditional culture. Attention is paid to ritual food, ritual requisite, and verbal magic. The ritual and the feast costumes of the region are exhibited.

The vast cobblestone pavement yard, the flower garden and the shed containing various agricultural tools complement and build up the complete architectural ethnographic complex.

Location: Sliven

Working time: 9:00-12:00, 14:00-17:00 (Monday-Friday)

Contacts: +359 44 622 494

Entry fee: 3 lv.

Accessibility: Motor vehicle, public transport

Services: Tour guide

Website: https://museum.sliven.net/obekti-slivenski-bit

Coordinates: N 42.68745 E 26.31895

Museum of Textile Industry, Sliven









Museum of Textile Industry, Sliven

The Museum of Textile Industry is the first standing scientific-technical exposition in Bulgaria. It is a specialized museum, which keeps and popularizes evidences of the industrial textile heritage in Bulgaria in the context of the worldwide development of the textile engineering and technology.

Sliven is the first and one of the biggest industrial centers in Bulgaria. The idea of creation of an industrial museum in the town dates from 1903. Actually, it was realized 90 years later, when the 150 anniversary since the beginning of the Bulgarian industry was celebrated. In 1984 the museum was incorporated in the Bulgarian museum network and on 8 September 1986 it was officially opened for visitors.

Museum exhibition is thematic, characterized by strict chronology and dynamics. Big parts of the exhibits are functioning and real time demonstrations are performed on them. During the tour lead by professional guide and demonstrator the visitors have the possibility to be not only spectators, but also participants in the presentation.

The museum building is an architectural monument of culture.

Location: Sliven

Working time: 8:30–17:00 (Monday-Friday)

Contacts: +359 896 853 683

Entry fee: 4 lv.

Museum House "Hadzhi Dimitar", Sliven









Museum House "Hadzhi Dimitar", Sliven

One of the most famous tourist sites in the town of Sliven is the house of the legendary Sliven voivode Hadzhi Dimitar. It was built by the grandfather of the renowned voivode at the end of the 18th century and is situated in the Sliven residential section "Klutsohor".

The building is a small, one-storey, non-symmetric house with a wooden veranda, with the typical architectural marks of the early Bulgarian Revival. Dimitar Nikolov Asenov was born here on 10 May 1840, known mostly as Hadzhi Dimitar — one of the most famous Bulgarian strugglers for liberation from Ottoman Dominion in the 19th century.

The first museum collection was established here in 1935. In 1955 it turned into an exposition.

Nowadays the house is situated amidst a beautiful green yard. The room where Hadzhi Dimitar was born, the guest room, the fireplace and the typical Sliven wine cellar are entirely restored to their authentic look.

Location: Sliven

Working time: 9:00-12:00 14:00-17:00

Contacts: +359 896 853 683

Entry fee: 3 lv.

Zheravna Architectural-Historical Reserve









Zheravna Architectural-Historical Reserve

Zheravna Village is situated in Stara planina (the Balkans), 12 km away from Kotel, 50 km away from Sliven.

The region of the village has been inhabited ever since ancient times. In the 17th century, Zheravna became a big craft and cultural centre with a population of a couple of thousand people, a main street and lots of shops. The main occupation of the local people was sheep breeding and different crafts.

Nowadays, Zheravna has turned into an architectural and museum reservation with well-preserved and restored houses with decorations and exquisite wood-carvings from the Bulgarian Revival Period, narrow cobblestone alleys and lots of drinking fountains. The region abounds in springs and most of their waters spout from the fountains. 172 of the houses in the village were declared monuments of culture.

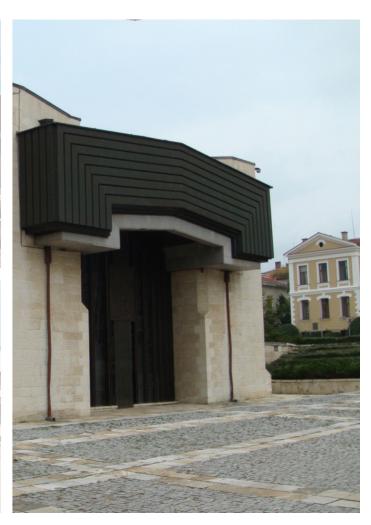
150 sites in the village were restored and revived, including St. Nicholas Church which was built in 1834. It presents a rich collection of icons, stone sculptures, and church plates. The Yordan Yovkov House Museum, the History of Zheravna Exhibition in the Sava Filaretov House Museum, the Life and Culture in Zheravna during the Bulgarian Revival Period (18th – 19th centuries) Exhibition in the Rusi chorbadzhi House Museum (Master Rusi House Museum) also attract the tourists' attention.

Location: village Zheravna Contacts: +359 4585391 Pantheon of Georgi Stoykov Rakovski









Pantheon of Georgi Stoykov Rakovski, Kotel

One noteworthy display of the History Museum in Kotel is the Pantheon of Georgi Stoykov Rakovski, located in the section of the museum dedicated to the Kotel Awakening. The building that houses the pantheon opened in 1981, in honor of the founding of the Bulgarian State 1300 years earlier.

The pantheon is dedicated to one of the greatest Bulgarian revolutionaries and revivalists – Georgi Stoykov Rakovski (1821-1867). Rakovski was the initiator of the organized national revolutionary struggle for the liberation of Bulgaria from the Ottoman rule; a democrat, writer, journalist, historian and ethnographer.

Rakovsky's marble sarcophagus occupies the central hall in the main exhibition gallery. A bronze banner inscribed with the words "Liberty or death" stands above it, along with a replica of his sword.

In the "Revolutionaries" of the Kotel Awakening Exhibition, the life of Rakovski is followed up, focusing on his journalistic and revolutionary activity Photographs, documents, and facsimiles attest to his participation as a national chieftan and chairman of the Belgrade Legion. A particularly interesting object is the bronze sculpture "Resurrection".

Location: Kotel

Contacts: +359 453 425 49

Entry fee: 3 lv.

Yambol Historical Museum, Yambol









Yambol Historical Museum, Yambol

The History Museum in Yambol is housed in a two-storey building in the centre of the town. It was established in 1952 as a natural successor of local scientific and archaeological societies.

Today, the museum's collection numbers approximately 93 000 exhibits, some of which of great artistic and historical value.

The exhibition of the museum is divided into several departments: Prehistory, Antiquity, Middle Ages, Numismatics, National Revival, Ethnography, Modern History and Contemporary History.

The archaeological treasures of the region of Yambol, displayed in the hall on the first floor, include exhibits from the material and spiritual life of man as far back as the Neolithic period (7th-6th millennia BC). Here one can see some of the most important finds from the excavations of the nearby ancient Thracian town of Kabile.

The exhibition on the second floor of the museum is dedicated to the ethnographic peculiarities of the region of Yambol. Here one can learn more about the local rites and customs, crafts, holidays and beliefs of the people of Yambol region. Among the most fascinating exhibits are holiday folk dresses, ritual costumes, decorated ritual masks (kukeri rites), urban clothing, musical instruments, etc.

Location: Yambol

Contacts: +359 46 66 34 03

Antique City Kabile, Yambol









Antique Town of Kabile, Yambol

The remains of the antique town of Kabile are situated at a distance of 8 km the town of Yambol. The place was declared an archaeological reservation of national significance by Issue № 24 of the State Gazette of 1969. The first research in the region was performed in 1912. Kabile was one of the sites of the Historical Museum in the town of Yambol. The territory of the archaeological reservation occupies an area of more than 600 decares.

Kabile was established at the end of the 2nd millennium BC near a large cultural center at the height of Zaychi peak. During the Antiquity, the town was an important economic and cultural center in Southeast Thrace and Lower Tundzha. The finds from the region are exhibited in the Archaeological Museum at the reservation. The open-air excavations, which can be viewed without entry fee, include remains of basilicas and churches, fortress walls and public buildings.

Location: Yambol

Working time: 8:00-18:00 Contacts: +359 46 66 34 03

Entry fee: 6 lv.

Accessibility: Motor vehicle

Coordinates: N 42.549866 E 26.483618

Kahul lake









Kahul lake

It is one of the biggest lakes in Ukraine and is located near the Nahorne village of Reni district. This lake attracts visitors due to the natural landscapes and unforgettable emotions. The area near the lake is "two-story": at the top there is a wonderful parking lot with a magnificent view of the lake shores and the canyon, of a meadow from forbs. There is also a shepherd's reed hut, picturesquely located on one of the hills. Below are green meadows and reeds. There are places for swimming, but you need to know them or ask the locals in advance. The water in the lake is typical lake, the bottom is silty, except the shallow water - there is sand.

Useful info

Location: near the Nahorne village in Reni district. Infrastructure: there is no developed infrastructure*

*note: despite the fact of the infrastructure absence this is a good choice for camping or one-day trip. It is necessary to take along food and drinks, but the emotions from such extraordinary holiday will be great.

Activities: fishing, swimming, camping

Yalpuh lake









Yalpuh lake

Yalpug, the largest natural lake in Ukraine, is located in the steppes of Odesa region. The climate here is more like a marine one, but the nature is such that selfies' and photography lovers simply will be delighted. The infrastructure in these parts is quite developed - there are recreation centers and shops. And Lake Yalpug is an ideal place to meet sunsets and sunrises, fish and spend active holidays with friends and family. In the local lands not only breathtaking fishing is possible, but also fantastic hunting. Here, on the expanses of the coastal zone, roe deer, hare and even wild boar are grazed. Hunting is permitted only with a license, the processing of which should be taken care of in advance.

Useful info

Location: along the way to Bolhrad and Izmail.

Infrastructure: there is rather developed infrastructure*

*note: there are shops and recreation camps, but the roads are in the bad conditions.

Activities: fishing, swimming, camping, hunting

Izmail islands









Izmail islands

Izmail islands are a unique place in Bessarabia's wildlife. Dive into the world of wildlife in the Danube region. See rare wild animals and birds, rest from the noise of the city, boating or fishing. The Landscape Park "Izmail Islands" is the three amazing islands where the unique island ecosystem in the Danube Delta has been preserved with a peculiar landscape, flora and fauna. Here you can see various animals, such as wild boar, fox, otter, raccoon dog, badger; rare birds and enjoy unity with nature.

Useful info

Location: near the Stara Nekrasivka village, Izmail district.

*note: this is a preserved area, so you would be better to use tourist guide services. Also, there is a recreation camp "Danube", where there is all accommodation for rest, cooking on the fire and other services.

Contacts: Kyslytsi village, Izmail district mob.: +38 (067) 558 29 55

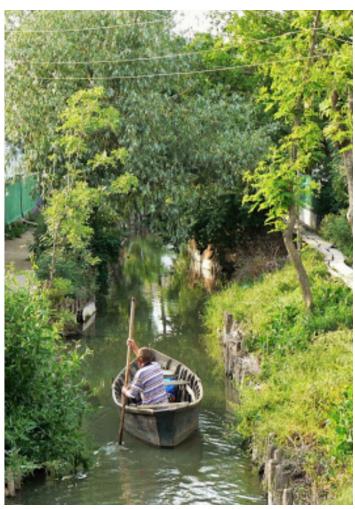
Activities: fishing, swimming, camping

Vilkovo









Vilkovo

Vilkovo is a small but very picturesque town located in the Danube Delta, at the confluence of the river into the Black Sea. The peculiarity of the city is that its old part is located on the water. Therefore, the streets in the old part of the city are along the canals through which citizens travel mainly on hand-made and motor boats, which are the most popular vehicles. The uniqueness of Vilkovo also lies in the fact that the majority of the population of the city are Old Believers - Lipovans. The settlement here was founded in the middle of the 17th century by the Don and Zaporizhzhia Cossacks, persecuted by the tsarist authorities for religious and political reasons and forced to flee to the Danube.

Vilkovo is also famous for its unique wine from grapes growing only here and the Danube herring, and the preserved traditions that are carefully passed down from generation to generation. Here, there is an opportunity to taste local Lipovan cuisine full of delicious fish dishes with unique drinks.

Useful info

Location: Odesa region, Kiliia district

Activities: fishing, eno-gastronomic and cultural tours

Danube Biosphere Reserve









Danube Biosphere Reserve

Danube Biosphere Reserve occupies almost 50,000 hectares. It is considered to be the biggest swampland reserve in Europe! The richness of the flora and fauna of the Danube delta makes it a unique place in Europe.

The Danube delta is the ecological heart of Eastern Europe and one of the largest wetlands with water channels, reedbeds, numerous lakes, meadows, marshes, flooded forests, sands, and remnants of the steppes. There are gorgeous flora and fauna, and the 0km from which the Danube river begins its reading. It also full of legends and beliefs making this location the centre of tangible and intangible tourism.

Useful info

Location: near Vilkovo

Contacts: Vilkovo-tour (tourism operator) +38 (067) 981 65 69; +38 (093) 502 03 47

Vilkovo Pelikan tour (tourism operator) +38 (067) 483 52 07 (Odesa office).

Activities: walking, birdwatching, boat trips

Tuzly Lagoons National Nature Park









Tuzly Lagoons National Nature Park

This park is considered a national treasure of Ukraine and is one of the parts of the global system of natural territories that are under special protection. This natural complex is of great importance for the optimal support of the biological diversity of the region. It serves as a place for nesting and wintering during the migration of many wetland birds, some of which are listed in the Red Book of Ukraine and the Red List of Europe.

The territory of Tuzly Lagoons National Nature Park is 13 sea estuaries, 200 meters of the sea area along the unique sand barrier with the length within the park - 36 km, and untypical for the steppe zone forest line. An amazing combination of the sea, estuary, steppe and forest, by the end of the XIX century, made this corner of southern Bessarabia a very popular place to relax.

Useful info

Location: Tatarbunary district Contacts: +38 (068) 881 61 94

Activities: hiking, walking, birdwatching, camping

Lower Dniester National Natural Park









Lower Dniester National Natural Park

National Nature Park was founded in 2008 in the Bilhorod-Dnistrovski. It also takes part in the Biliaievskyi and Ovidiopolskyi disctricts. There are four tourist destinations: "The kingdom of birds", "Dnistrovsky Amazon", "Old Turunchchuk", "Brilliant ibis" that πο through this park.

The park occupies more than 21 000 hectares of land, among which there are also areas, transferred for industrial purposes, meeting all the commitment for environmental protection. The park is a home for about 28 species of rare representatives of the flora that listed in the Red Book of Ukraine, as well as more than 100 species of fauna, grow on the territory of the reserve. Many of them are part of the European Red List. That is why the Nizhnednistrovsky park has the s tatus of reserve with a global significance.

Useful info

Location: Bilhorod-Dnistrovskyi district, Maiaky village

Contacts: +38 048 523 31 23

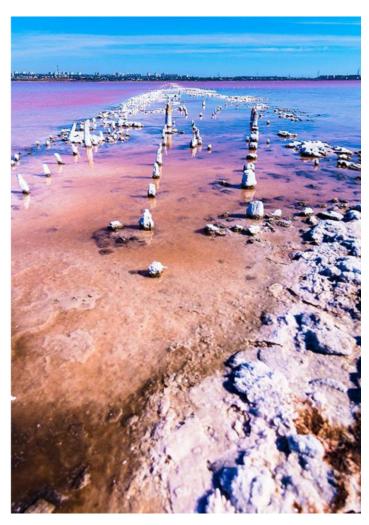
Activities: hiking, walking, birdwatching, camping

Kuialnyk Coastal Salt Lake









Kuialnyk Coastal Salt Lake

The Kuyalnyk Estuary is a unique natural formation that has been considered «the pearl of Europe" for a long time. This is an estuary located in 3 km north-west on the coast of the Gulf of Odesa, Black Sea, and 5 km from Odesa. The area is 56-60 sq. km, length is 28 km, the largest width is 3 km. An average depth is about 1 m. The Kuyalnyk Health Resort was created here. It's one of the most famous, unique mud bath known by its healing properties which has long been helping people strengthen their health. The Kuyalnyk Health Resort treats a wide range of diseases using such mineral resources as sulfido muds, brine and mineral water. The main specializations are the musculoskeletal system diseases, the nervous system diseases, the female infertility treatment, the treatment of psoriasis, the blood vessel diseases and many other diseases.

Useful info

Location: Odesa, st. Lyman 170 Contacts: +38 0 800 50 50 82

Activities: wellness, photography, hiking

Tylihul Landscape Park









Tylihul Landscape Park

The Tylihul Regional Landscape Park includes the coastline and surrounding waters of the Tylihul Coastal Salt Lake, which is in Berezan district in Mykolayiv region. The Tylihul estuary is on the border between Mykolayiv and Odesa regions and is considered the one of the cleanest coastal salt lakes in the north-western Black Sea.

It is 60 km long and 4.5 km wide, with a maximum depth of 21 meters. Its waters are up to 7 meters, making it the clearest and deepest coastal salt lake in the region, separated from the Black Sea by a wide sandy bar and connected only through an

artificial channel.

At the mouth of the Tylihul, the Kobleve health resort is located along the Black Sea shore. The therapeutic mud of the Tylihul have been a major factor allowing such a resort to be developed here and visitors come from wide and far to be treated problems and diseases related to the musculoskeletal system, the nervous system, and the skin.

Useful info

Location: Mykolaiv region, Berezanka village Contacts: +38 (05153) 21570, http://tiligul.org/

Granite-steppe lands of Buh river









Granite-steppe lands of Buh river

Granite-steppe lands of Buh is the remnant of a spur of once powerful mountains (like the modern Himalayas) that crossed the territory of present-day Ukraine more than 1000 km from the north-west to the southeast.

For many years, the Buh rapids have been the mecca of water tourists. One of the best in Europe natural routes for rowing slalom is located in the Protich lands. The cliffs of the canyon are the favorite place for competitions of climbers. The park of Granite-steppe lands of Buh has one of the best water slalom tracks in Europe, where all-Ukrainian canoeing and kayaking competitions take place.

Useful info

Location: Mykolaiv region, Pervomaisk city

Contacts: +38 (05161) 613-70

Activities: climbing, kayaking, rafting, photography, camping, hiking

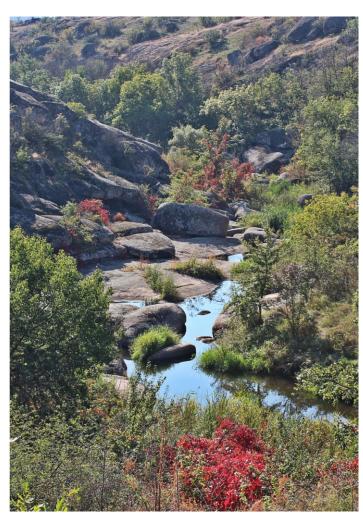
56

Aktove Canyon









Aktove Canyon

Aktovsky Canyon on the Mertvovod River (from the Ukrainian it means "dead water") near the village of Aktove in Voznesensk district is a unique natural complex, which combines the grandeur of granite rocks and the picturesque beauty of the water element. For to its almost unearthly landscape and the eerie name of the river, in which there is a high concentration of hydrogen sulfide, Aktovsky Canyon was named "Devil's Valley". Here the most of the Scythian kings were buried, and during their reign, magic rituals were held.

The canyon system consists of old weathered granite cut by the Mertvovod and Arbuzynka Rivers to a depth of 40-50 meters. The canyon area is over 250 hectares of unique granite cliffs, boulders, steppe and aquatic ecosystems, on one of the oldest bits of the Eurasia landmass. Geologists note that the local mountains are very similar in structure and age to the US canyon system. Right next to the Aktovsky canyon is another amazing place - the man-made Trikratsky forest, which is called the "Labyrinth" because of the large number of trails and bridges. Despite the complex landscape and remoteness from large settlements, the Aktovsky Canyon attracts many tourists every year.

Useful info

Location: Mykolaiv region, Voznesensk district

Activities: climbing, spelunking, camping, rafting, photography, hiking

Nature Reserve "Yelanetsk Steppe"









Nature Reserve "Yelanetsk Steppe"

Nature Reserve "lelanetsky Steppe" was organized to protect the largest area of the pristine steppe in the North-Western Black Sea Coast. Despite its relatively small size, the reserve has an extremely diverse landscape, which determines the richness of its flora and fauna.

Totally, 11 species of animals listed in the European Red List, 71 species of animals listed in the Red Book of Ukraine can be found on the territory of the reserve. One ecological trail of 1.2 km long has been created in the reserve, the route of which passes near the zoo enclosure. Visitors have the opportunity to get acquainted with the history of the reserve, its flora and fauna, to see the life of the inhabitants of the enclosure. The trail runs from early April to mid-October.

Useful info

Location: Mykolaiv region, Kalinovka village

Seasonality: Spring - Fall

Activities: camping, photography, hiking, birdwatching

Kinburn Spit









Kinburn Spit

The Kinburn Spit is a protected peninsula located in Ochakiv and Berezan districts in Mykolayiv region between the Dnipro-Buh estuary and the Black Sea. On the one side it is washed by salt waters of Yahorlyk Bay, and on the other - by the fresh waters of the Dnieper.

The unique feature of the area is caused by a significant number of endemic species of flora and fauna. The Kinburn peninsula alone has a unique field of wild orchids that is one of the largest habitats of wild orchids in Ukraine and, indeed, in Europe. The Kinburn Spit includes over 300 ponds with fresh and salt water. Several lakes also have therapeutic mud and the area has sites with blue clay soil. Most of the littoral ponds and ponds near Yahorlyk Bay have access to the sea, which regulates their water exchange.

One of the main tourist attractions of the Kinburn Spit is forest named Volyzhyn Lis. There is a 500 years old oak there. The famous Russian poet Aleksander Pushkin once traveled along Volyzhyn Lis and this old oak inspired him for writing the well-known poem "Ruslan and Liudmila". The most intriguing belief: the Scythians considered this area sacred and hid gold treasures here.

Useful info

Location: Mykolaiv region, Ochakiv

Black Sea Biosphere Reserve









Black Sea Biosphere Reserve

Black Sea Biosphere Reserve is the largest nature reserve in Ukraine, whose territory consists of several parts, representing different landscapes of the seaside in south Ukraine: forest-steppe, sand-steppe, desert-steppe and sea solonchak. It is located in Kherson and Mykolaiv regions of Ukraine. The main purpose of its creation was the preservation and protection of unique natural complexes located on its territory, and scientific activity. There is a large variety of insects, birds, fish, mammals among which there are three species of dolphins.

Most of the territory is closed for tourists. However, the northern part of the spit can be reached by boat from the Iron Port. One of the attractions available to tourists on the Tendrivska Spit is a lighthouse from which you can make a unique photo. There is also a legend that during the time of the ancient Greeks, a temple to Achilles was built on this spit. This place is for those who are fond of calm, secluded tourism.

Useful info

Location: Odesa region, Kiliia district

Contacts: +38 (05539) 26 471

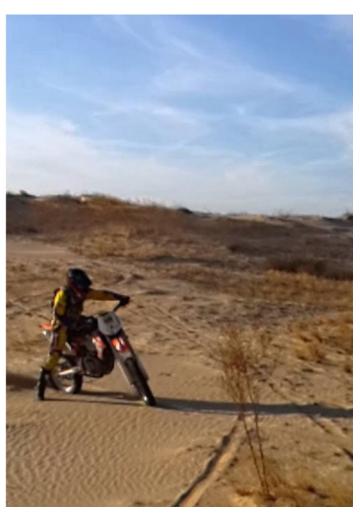
Activities: hiking, walking, wellness, birdwatching

Oleshkivski Sands









Oleshkivski Sands

Oleshkivski Sands - is the second largest desert in Europe, which covers an area of about 1,600 square kilometers. Despite the fact that there has always been sand in the valleys of Dnipro, the human activity strongly contributed to the spread of sands. Especially the active sheep farming conducted here in 18-19 centuries. Cattle began to destroy the vegetation, thus increasing the size of sand dunes. In the second half of the 19th century, the number of sand dunes has been increased. To stop this process, active planting of pine forests, orchards and vineyards has begun. Therefore, it is correct to define Oleshkivski sands as a semi-desert. In the desert at a depth of 300-400 m there is a fresh underground lake with very tasty water, but its use is strongly limited, as it is necessary for the desert growth containment.

Like all deserts, it consists of numerous bahrans, about 5 meters high (separate - up to 20 meters high), which move due to the wind. In summer the temperature of the sand reaches 75 °C, the rains are rare, and sandstorms occur from time to time.

Useful info

Location: Kherson region, Oleshky city

Activities: hiking, biking, horseback riding, auto, motorcycle tours and trophy on the sand

Biosphere Reserve Askania-Nova









Biosphere Reserve Askania-Nova

Biosphere Reserve "Askania Nova" named after Friedrich Eduardovich Faltz-Fein is the oldest steppe reserve in the world, one of the 7 Natural Wonders of Ukraine, part of the hundred most famous protected areas of the planet, already celebrated its centenary.

It is located in Chaplinka district in Kherson region and covers an area of 33.3 thousand hectares, including reserve steppe (core) zone and a buffer zone of a typical land use. The main heritage of Askania-Nova Reserve is Great Chapli Depression that is registered on the International list of Ramsar Convention and has an area of 4x6 km.

It is considered one of the old steppe Biosphere Reserve on the planet and the largest among European steppe reserves. The biological diversity of steppe ecosystems has more than 500 species of plants and over 3,000 animal species. Over 1,000 animals, such as zebra and antelope, bison and buffalo, deer and wild horses live in semi-free conditions in Askania Nova.

Useful info

Location: Kherson region, Askania-Nova village

Contacts: +38 (099) 656 23 44

Sivash lake and Arabat Spit









Sivash lake and Arabat Spit

Sivash is separated from the Azov Sea by Arabat Spit. Due to the extremely high salinity, water is not suitable for living organisms. Here tourists can find only some types of bacteria, algae and invertebrates. Only in some eastern parts of the lake, some fish live. But there is a wide variety of birds many of which are listed in the Red Book of Ukraine. The water contains useful minerals and acid salts, sodium chloride, magnesium and potassium, etc. Also, Syvash mud is of great value. Studies have shown that its use is highly beneficial for the skin, joints and is an effective way to relieve stress. The total reserves of salt in the lake is about 200 million tons. In 1912 at the industrial exhibition in Paris the golden medal was given to 11 types of salts including the "Pink salt".

Since ancient times, the region is engaged in the extraction of salt, and today there is a salt plant. Every year tourists come to experience the healing qualities of Syvash water and mud.

Useful info

Location: Kherson region, Askania-Nova village

Contacts: +38 (099) 656 23 44

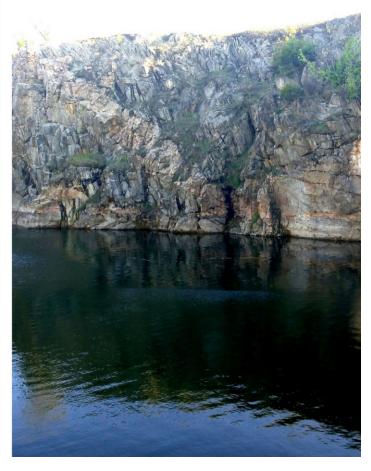
Activities: wellness, photography, boating

Yelyseivka Pegmatite Quarry









Yelyseivka Pegmatite Quarry

This is one of the most picturesque part of the south of Ukraine, the geological pearl of the Azov region. According to legend, this is a unique former pegmatite deposit, which has been mined since the time of German colonization. The quarry consists of several pits, two of which are filled with water and separated by a rocky bridge, and several dry and marshy basins of different depths and lengths. In one of them, the farthest, there is a small grotto. The cliffs of the quarry are hidden from prying eyes by the amazing color of the lake, the depth of which reaches more than 20 meters, as well as the beauty of its rocky cliffs. There is an abundance of fish, crayfish, excellent fishing. On small bogs there are many game, waders, herons. Plants and animals of this unique place are listed in the Red Book of Nature Protection.

Useful info

Location: Zaporizhzhia region.

Hortytsia National Reserve









Hortytsia National Reserve

The National Reserve «Khortytsia» is a unique memorial of nature, culture and history of Zaporizhzhia Cossacks.

Khortytsia is the largest island not only on the Dnieper, but on all the rivers of Europe, 12 km long, 2.5 km wide. Its area is approximately 2,5 thousand hectares. According to scientists, it was created more than 2 million years ago as a result of a geological fault that split a piece of the Ukrainian crystal shield. Starting from XV century Khortytsia island became the center of formation of the Zaporizhzhia Cossacks. There is a large amount of species of plants, insects, birds, and mammals. Today, the National Reserve «Khortytsia» is a powerful tourist center of the Zaporizhzhia region. Tourists can travel all over Khortytsia on foot, by bike or on horseback. There is a tourist beach in the northern part of the island. Its length is a little less than a kilometre. The sandy beach is limited on all sides by granite rocks, so it is allowed not only to make a fire, but also to put up tents, which are used by lovers of active rest.

Useful info

Location: Zaporizhzhia city.

Activities: camping, hiking, photography, learning about the history of Ukrainian Cossacks.

Contact phone numbers: 096-254-12-09, 095-914-77-06

Email: zapovidnik@ukr.net

Dendropark









Dendropark

Dendrological Park is an unusually colorful corner of nature on the island of Khortytsia, which very well fits into the natural landscape and is a bright decoration of the island.

Being an interesting attraction of Khortytsia, the park contains separate elements, each of which in itself became a landmark of the park. Among them there is a juniper grove with unusually clean air, a sunny meadow in the most open place of the park (here it is planned to install a sundial), an oak alley, and a alley of lovers from the beautiful thickets of spirea. Dendrological Park on Khortytsia can be visited at any time of year, in any weather – there is always something to admire. Employees of the reserve also have an interesting excursion to the park, after which tourists will learn many interesting facts about the history of this park, its interesting features, and the species diversity of trees, bushes and grasses growing there.

Useful info

Location: Zaporizhzhia city.
Activities: hiking, photography.
Website: http://hortica.zp.ua/

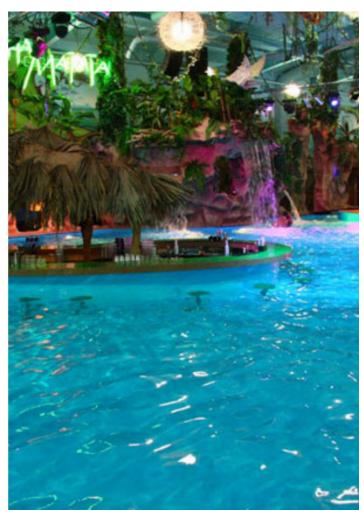
24/7 and all the year

Family Entertainment Center ``Dream Life``









Family Entertainment Center ``Dream Life``

Sports and entertainment centre DREAM LIFE is one of the most popular places in Izmail city that provides a broad range of services like swimming pool (constant water temperature — 28 degrees), an ecological heated children's pool (constant water temperature — 31 degree) a complex of saunas and steam rooms (two Finnish saunas and one with a steam generator), cold font with filtration; numerous bars, cafes of restaurant type (including children's cafe) and Lounge Zone within the complex; mini-garden with professional nannies and caregivers

Useful info

Location: 3e Gagarin str.,

Site: http://dreamlifeizmail.com.ua E-mail: dreamlifeizm@gmail.com

Phone: +380682225122

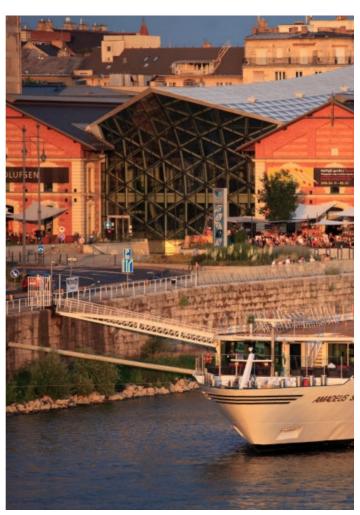
Activities: wellness, sports, lounge, etc.

Recreation centre ``Danube``









Recreation centre "Danube"

The recreation centre "Danube" is a "green" entertainment complex, located on the picturesque shore of the Kislitsky branch of the Danube, 7 km from Izmail. The complex perfectly combines the rest from a family picnic on Weekend to an excursion tour along the Kiliya branch of the Danube. All year round at your service are well-appointed, double, triple and quadruple rooms, located in comfortable buildings and wooden cottages. Each room has a cozy atmosphere, upholstered furniture, satellite TV and a full bathroom. The separate recreation area is a picturesque corner of green nature, decorated with an artificially stocked lake, which has swimming and fishing places. To create more comfort, cozy picnic pavilions with barbecues are located around the lake, where you can have a good time with your family and friends.

Useful info

Location: 2B, Dunaiska str., Kislitsy v., Izmail district, Odesa region.

E-mail: zmailtur2017@gmail.com Phone number: +38 (067) 558 29 55

Site: www.izmail-tour.com

Activities: boat trips, picnic, fishing, etc.

Eco-Ethnic House "Bilochi"









Eco-Ethnic House "Bilochi"

It's located in one of the most picturesque parts of the Shershchentsi village. Here you will feel an elusive connection with the land and your ancestors, perceiving the folk culture immortal values, with the modern comfort. Ethnohouse is very popular due to the several reasons: amazing

nature, lots of lakes, an interesting sightseeing tour and a gourmet paradise.

The houses are built of environmentally friendly materials, and their design is a prototype of traditional Ukrainian houses. Eco-house consists of two separate parts, each has 2 rooms, the house is designed for 11 people.

In the well-groomed area you will find springs with crystal clear water, currant field, meadow, river, apple garden, meadows with old willows, rocky slopes, covered with steppe grass and bushes (about 4 hectares).

Among other entertainment there is the fitting of folk costumes, the ability to make antique things, or to bake bread according to the originally Ukrainian folk recipes in the furnace.

Useful info

Location: Odesa region, Kodyma district, Scherschentsi

Phone number: +38 098 43 08 984

Site: www.bilochi.com

Frumushyka-Nova









Frumushyka-Nova

Frumushyka-Nova is a center of ethnographic and rural green tourism. In general — here is a tourist complex that consists of an ethno village, a local museum, a zoo, a tavern, a mini-hotel, an opportunity to get involved in the agricultural work, and even to hunt. It is located in Tarutino district between the Vesela Dolyna and Starosillya villages. The building of the Frumushyka-Nova farm began in the summer of 2006 on the site of the Moldovan villages: Frumushyka-Nova and Roshia, evicted in the spring of 1946 as a result of the military training ground creation. The Frumushyka-Nova farm is the largest shepherd breeding complex in Europe for breeding sheep of the Karakul breed. Here you have the opportunity to see the largest granite monument in Ukraine — a shepherd monument. The monument officially became the largest in the country and was entered into the National Register of Records of Ukraine. The height of the monument was 16 meters 43 centimeters, and the weight — 1080 tons. There is an open-air ethnographic museum on the farm territory, a mini-zoo, a pony farm, lakes and many other interesting things.

Useful info

Location: Tarutino district, 6,5 km from the villages: Starosillya and

Vesela Dolina

Phone number: +38 067 519-42-62

Site: https://frumushika.com/

Country complex "Svitlytsya"









Country complex "Svitlytsya"

This is a harmonious holiday that inspires! Country complex "Svitlytsya" provides an opportunity to change the tense, fast rhythm of life of a large city into a natural, leisurely, holiday for the whole family. A total of 20-30 minutes of auto traffic separates Odesa from the village Vizyrka, where located our "Svitlytsya". Svitlytsya complex includes the "Lastivka" farm, cheese-making farm "La Grotta", mini stable "For four horses", art hallsi. In the art hall you can see the exposition "Traditional Ukrainian Order", "Ancient Households", collections of paintings, sculptures, decor of famous artists of our region. Philosophy "Svitlytsya" is to give our visitors the opportunity to live the day "as in old times in the countryside", in the conditions of turbulence of modern life.. Everything changes — and only the man remains himself by body and soul as pristine, as that which the Creator had created. The atmosphere of Svitlytsya helps everyone to meet with the true him/herself, their "I" — this is our most important task and our greatest happiness! To refresh and relax for a few hours in Svitlytsya is a real opportunity to restore strength to body and spirit.

Useful info

Location: village Vyzirka, st. Peremohy 54-a

Contacts: +38 097 771 51 03

Site: http://svit.od.ua/

Sports and Leisure Centre "Istoki"









Sports and Leisure Centre "Istoki"

This is a farmstead of rural green tourism (ecotourism) near Mykolaiv. Here the garden houses are decorated in different styles: "Ukrainian Farm", "Stone Chaos" and "Italian Courtyard" with barbecue facilities, as well as a hammock park, boats, bicycles, a climbing wall and much more. One can also walks and try the best in horseback riding. There tourists also could taste traditional local cuisine and drinks.

Useful info

Location: 31 Zarechna str., Petrovo-Salonina v., Mykolaiv region

Contacts: + 38 (050) 394-09-90; +38 (063) 319-94-72; +38 (066) 667-28-56

Site: https://www.istoki.mk.ua/

Prices: 150 UAH and higher

Activities: boat trips, climbing, fishing, horseback riding, photography, etc.

Aquapark "Koblevo"









Aquapark "Koblevo"

Koblevo is an entertainment complex, the concept of which is focused on water rides. There are a variety of water slides of the highest European level; swimming pools; pools with hydromassage, jacuzzi; comfortable sun loungers; children's Cafe; children's pool, entertainment complex of 13 slides; fast food cafe and restaurant; convenient parking. Also, in the territory of the water park there is a mini-hotel with comfortable rooms.

Useful info

Location: 150 Morska str., Koblevo v., Mykolaiv region

Contacts: +38 (05153) 9-71-10

Site: https://aquakoblevo.net/

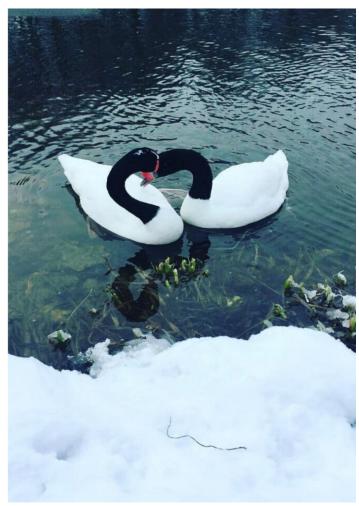
Prices: 400 – 600 UAH Activities: water activities.

"Grand Prix" Country Complex









"Grand Prix" Country Complex

"Grand Prix" is located just half an hour drive from Kherson, in the middle of sweet smelling pine-wood. Since 2010, the like-named equestrian club has been working here, which includes a playpen for performances and competitions, and an stud farm engaged in breeding, training and preparing for dressage competitions, as well as selling horses of The Trakehner, Oldenburg, Westphalian and Ukrainian riding breeds.

You will also find here the hotel and cottage complex with various types of accommodation, swimming pools and saunas, and most importantly — a fascinating view of the forest.

Being close to the pacifying beauty of nature, you can enjoy the daintiest dishes in the new luxury "Allure" restaurant. For outdoor activity lovers the new tennis courts are being prepared — after all, playing sports in the fresh air is a special treat to do. Kids will enjoy frolicking on the well-equipped playground. Also, the Grand Prix is preparing a place for business meetings — a comfortable and modern conference room. At the same time, all objects are located so not to interfere with each other and not to disturb the atmosphere of each.

Useful info

Location: 83 Boyko str., Oleshki (Tsyurupinsk), Pravy Sagi village, Kherson region

Contacts: +38 (066) 689-72-78; +38 (050) 396-40-30

Site: https://grandprix.ks.ua/en/main/

Activities: horseback riding, swimming, sauna, outdoor sports, etc.

Kherson Federation of Aeronautics









Kherson Federation of Aeronautics

Ballooning in Kherson region is one of the must-to-do things that brings unforgettable feelings and emotions. It is rather unique activity, so amazing adventures will be guarantee. If you are in Kherson region, you could also visit the Ballooning festival "Fairy Show in the Tavria Sky". Anyway, extreme, feelings of freedom and fascinating views will influence everybody, moreover, Krerson region from a bird's eye view will be the place you never forget.

Useful info

Location:104 of., 37 Torhova str., Kherson region

Contacts: + +38 (0552) 42-51-08; +38 (050) 396-28-35

Site: https://ballooning.com.ua/federaciya

Activities: ballooning.

Kherson City Horseman Club









Kherson City Horseman Club

This Horse club is situated in the Oleshky city and provides a broad rage of services. This place will be great not only for the extreme fans, but also for people, who like calm walking on the fresh air, or want to try himself in horseback riding, or maybe would like to became a little bit closer with such graceful and kind animals like horses. This list of services is beyond the mentioned above. So, if you want to shake up your journey with new activities it is the good idea to visit horseman club.

Useful info

Location: 5 Sosnova str., Oleshky city, Kherson region Contacts: + +38 050 318 78 70; +38 068 614 71 00

Site: https://bucefal.ks.ua/#section-6

Activities: horseback riding, individual training on horseback riding, photo sessions, etc.

TYPES OF TARGET CLIENTS



Age

Budget

local national international 20-50 years old

medium budget high budget

TRAVELER PROFILE

Adventurer / eco enthusiast/ SIT higher education background medium to high income considerable interest in nature considerable interest in environmental issues people with active lifestyle habits travel in groups (family, friends, colleagues)

Incidental eco-tourist

This group likes to add green and active components to their holiday trip. However, they have another primary reason for their journey. They may choose wellness locations and recreational that fit their plans

MARKETING STRATEGY



- 1. Promotion on the website and in social networks, thematic forums.
- 2. Social media influencer integration and support local population and local tourism participants
- 3. Promotion and partnership with digital tourism newspapers and travel blogs
- 4. PDF guide and mobile app.



- 1. Promotion via visibility materials at HoReCa places, partnership with tourism offices
- 2. Establishing partnerships with tour operators and local tourism service providers, etc.

NEW PRODUCTS / SERVICES RECOMMENDED

The tour offers opportunities for two main groups of tourists, namely: active/ extreme enthusiasts and who seek wellness/ recreation locations. Many destinations combine all these elements, however this route has to be presented in different formats (online and offline) as well as promoted by tourism experts and guides.

Agency of Sustainable Development and European Integration "Lower Danube" Euroregion"

Address: 58 Kyshynivska str., Izmail,

Odesa region, Ukraine, 68600

E-mail: asdei.euroregion@gmail.com

Website: www.asdei.od.ua

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