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**Analysis of the Tourist Potential of Odesa Region
Within the Project "GreeTHiS: Green Tourism
and Historical Heritage - a Stepping Stone for
the Development of the Black Sea Basin"**

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INTRODUCTION

Today, tourism is one of the most dynamic sectors of the world economy. The share of tourism in the economy has been growing steadily in recent decades. Thus, this dynamic has turned tourism into a key driver for socio-economic progress in the countries all over the world.

The tourism sector is one of the leaders in international trade and is one of the main most profitable industries for many developing countries. Today, tourism is new jobs, the fight against poverty, gender equality, protection and promotion of natural and cultural heritage, and so on. It includes almost all the goals of sustainable development of the UN, contributing to the social and economic development of society and the economy of each country separately.

The tourism sector, by meeting the imperative needs, minimizing the negative social, cultural and environmental consequences, is confidently becoming a priority in the economy. In particular, it emphasizes its complexity in relations with all economic and social structures, industries and areas.

Tourism is the main activity, supporting the economic sector, which accounts for over 9% of world GDP. In recent years, there has been significant growth, which is projected to continue in the future, especially in developing countries, where the growth rate of inbound tourism flows is significantly higher than the global average. Tourism accounts for over 29% of service exports worldwide, and for many countries it provides a significant and sometimes the main source of foreign exchange earnings.

Tourism has many characteristics that make it especially valuable as a development tool. As an interdisciplinary sector, it stimulates manufacturing capacity through trade and job creation related to the tourism value chain. In particular, it thrives on assets such as the natural environment, warm climate, rich cultural heritage and significant human resources, in which developing countries have a comparative

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advantage. However, tourism can also be a source of environmental damage and pollution, an intensive consumer of limited resources and a cause of negative changes in society. For these reasons, it is imperative that the tourism sector operates on the basis of the principle of consistency, that is, tourism is defined in the context of politics and business as “sustainable tourism”. This interpretation implies that the tourism industry “takes into account its current and future economic, social and environmental impacts, meeting the needs of consumers, industry, the environment and host parties”.

Ukraine, as a state, has adopted a clear European course in economics and politics, and has significant resources for the development of tourism, and has begun to actively develop this industry. However, having a number of problems, such as the lack of statistical data on industries and related areas, the imbalance between market and government regulators, industry standards, production standards of production analysis, requires a qualitative approach for the development of tourism.

The modern Ukrainian tourist market is in a transitional stage, caused by the signing of the Association Agreement between Ukraine and the European Union, and the current challenges of the global market.

The purpose of this study is an in-depth analysis of the tourism market of Ukraine to expand understanding of the current state of the tourism industry as a whole and its individual components, as well as to identify the advantages and disadvantages of tourism development in Ukraine.

The subject of this analysis is the tourism industry in Odesa region, directly in terms of green, cultural and historical tourism.

This document will include:

- analysis of the current state of the tourism sector based on the current policy in the field of tourism and related areas, relevant statistical data and scientific sources;

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- study of the state of development of green, cultural and historical tourism in Odesa region with an emphasis on the relevance of these areas, institutional support and the level of promotion;
- analysis of the main infrastructural objects (locations) of green, cultural and historical tourism in Odesa region;
- identifying incentives and restrictions for green, cultural and historical tourism at the regional and national levels;
- SWOT - analysis of the current state of the tourism sector.

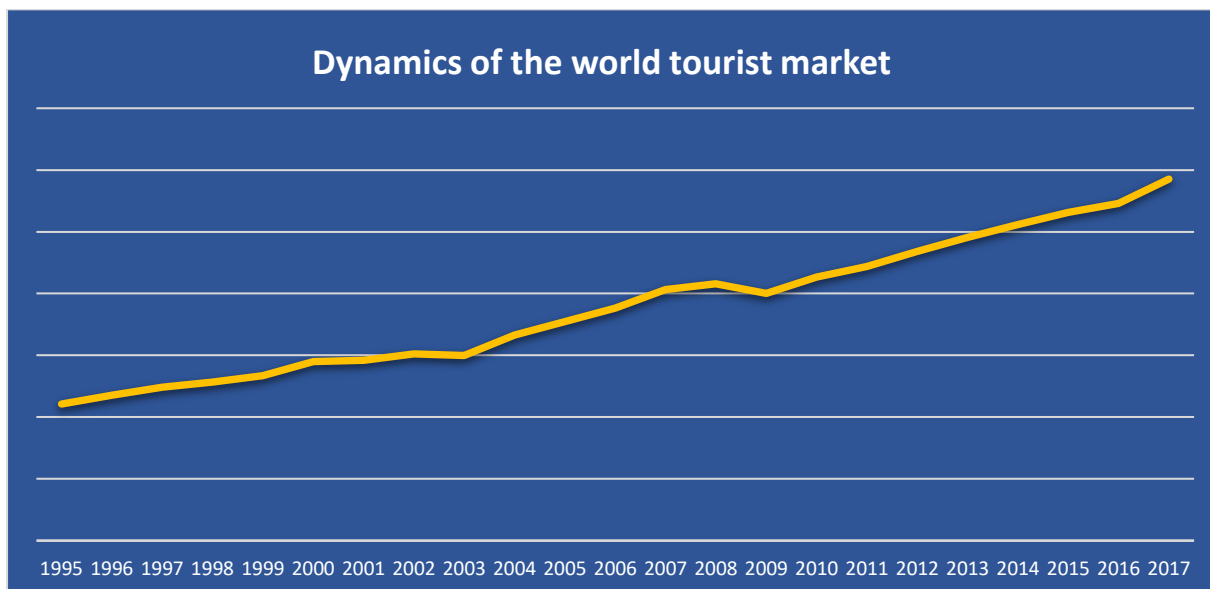
This market research aims to study and further use the analysis in the development of a consolidated report, which will serve as a basis for the development of a tourist roadmap under the project "GreeTHiS: Green Tourism and Historical Heritage - a stepping stone for the Black Sea Basin", funded by the European Union in frames of Joint Operational Programme "Black Sea Basin 2014 -2020".

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ANALYSIS OF THE CURRENT STATE OF THE TOURIST MARKET

The modern tourism market is characterized by significant growth, especially in developing countries. Such dynamics is caused by a fairly stable market of the world economy, technological progress, new business models, globalization processes in international markets, simplification of border crossing processes (visa facilitation, visa-free regime, etc.), financial stability and / or higher incomes. Thus, according to the International Bank, the dynamics of growth of the tourism market for nine years remains growing.

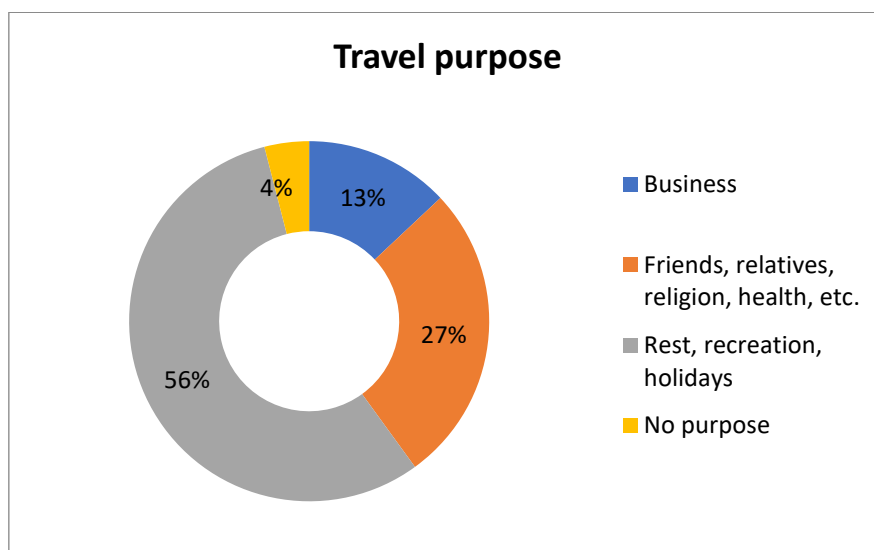
Today, the share of the tourism sector in the international economic market is the largest in terms of growth. For the ninth year in a row, tourism exports are growing faster than merchandise exports, reducing trade deficits in many countries around the world. Export revenues from tourism rose to \$ 1.7 trillion, and the number of international tourist trips in 2018 reached 143 million with revenues of \$ 74 billion in the Black Sea Economic Cooperation Region (BSECR).



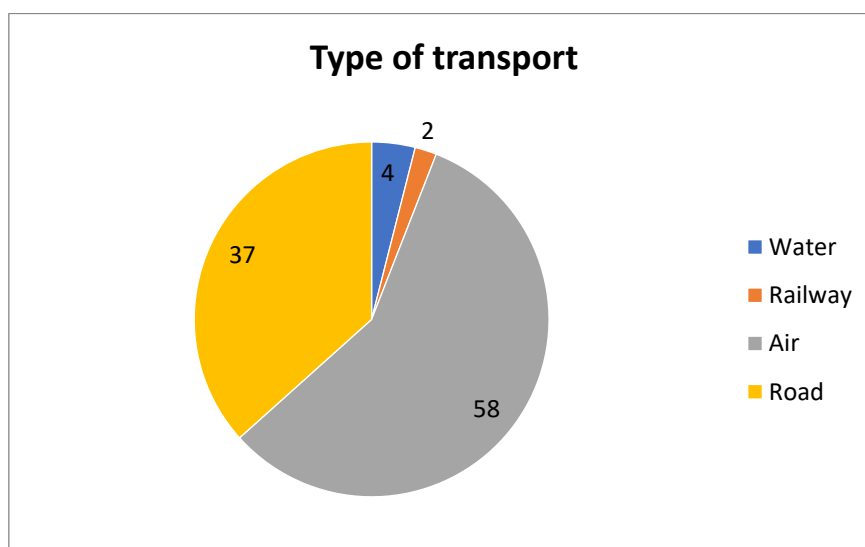
Regarding the types of tourism, the international market is dominated by leisure tourism, except for the Middle East, where travel to visit relatives and friends or travel with a religious and health component predominates. The share of this type

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of tourism has a constant growing trend: this indicator increased from 50% in 2000 to 56% in 2018.



In the modern tourist market, there is also a change in the preferences of tourists with respect to the types of transport. The share of the use of air transportation increased from 46% in 2000 to 58% in 2018. The second place is taken by road transport (37%), and the least popular is railway transport (2%).



UNWTO in its report on key tourism indicators for 2018 highlighted six major current global tourism trends among consumers:

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Travel "for change"

- A journey to feel yourself like a local man, seeking authenticity and transformation.

Travel "for emotions"

- Travel to get vivid emotions, experiences and sightseeing.

The desire for a healthy lifestyle

- Hiking and sports tourism, wellness.

The rise of the access economy

Individual travel and from generation to generation

- as a result of an aging population and single households.

Raising awareness of sustainability

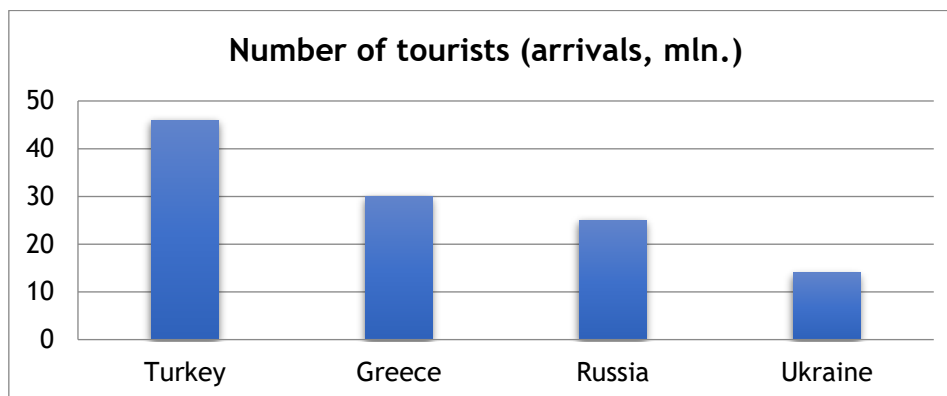
- climate change and reducing the amount of plastic (up to 0).

So, the modern tourist is becoming more knowledgeable and demanding, moreover, absorption into culture and everyday life, interest in new emotions and experiences are increasingly the main goals. Consistency is also an integral part of the modern tourist's travel. Globalization processes are gradually changing their behavior and desires. Easier access to many countries and destinations, modern economic models of international markets have formed a finicky tourist, whose goals have become complex, the period of stay in the destination is longer, and absorption into new cultures is deeper.

Ukraine as part of the Black Sea Cooperation Region

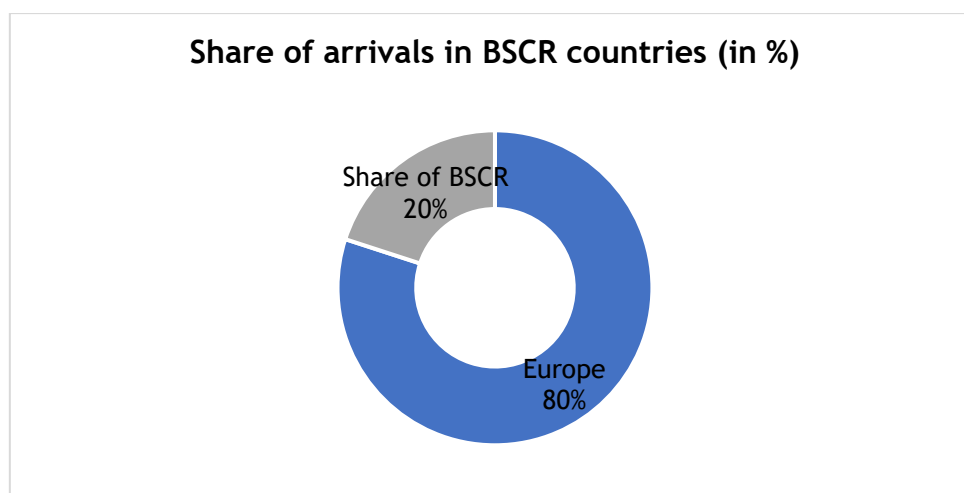
Ukraine is one of the 12 members of the Black Sea Cooperation Region. According to the UNWTO report, in 2018 Ukraine became one of the four BSCR countries with the largest number of tourists (14 million).

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Regarding the trends in the tourism market of the Black Sea Cooperation Region, the main ones are the following:

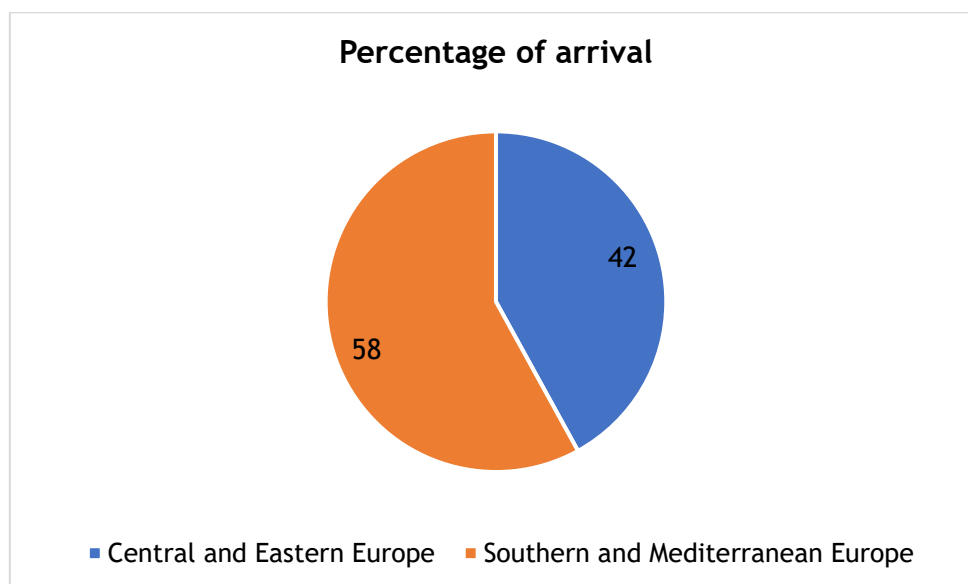
- 143 million tourists (overnight stays) arrived in the destination of the Black Sea Cooperation Region in 2018, about 20% of the total number in Europe. This indicator is 1 percent higher than in 2017 (19%).
- 58% of arrivals in the destinations of the Black Sea Cooperation Region are in Southern and Mediterranean Europe, and 42% - in Central and Eastern Europe.



According to the indicator of international tourist arrival in Ukraine, Ukraine has a share of 9.9%, in Europe the percentage is lower - 2%. Comparing the periods 2016-

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2017 and 2017-2018, the share of arrival decreased by 1.5%. The average annual growth was 4.5%.



Statistical analysis of the tourist market of Ukraine

According to the Administration of the State Border Guard Service of Ukraine for the period 2015-2018. The number of Ukrainians who have left abroad is significantly higher than the number of foreigners who have entered Ukraine. So, the number of the first changed from 23,200,000 people in 2015 to 27,800,000 people in 2018. With regard to foreigners, their number in 2015 was 12,900,000 people, and in 2018 - 14,2 million people. Despite the predominance of outbound tourism, the share of inbound tourism is gradually growing. It should be noted that the growth rates of inbound tourism flows are not significant and amount to 0.4%, and the total number of foreign tourists in Ukraine in 2017 was even higher than 2018, although the indicator changed only by 0,2 million people. In general, the dynamics are positive, and growing.

It should be noted that the indicators of tourist flow of inbound tourism until 2014 were almost twice as high as now. These changes are primarily due to the unstable political situation and military actions in the country.

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Indicators of outbound tourism have a constant positive trend, increasing from 17.2 million people in 2010 to 27.8 million people in 2018. Regarding the distribution of countries by attendance, most foreign tourists come from border countries (Republic of Moldova, Belarus, Russia, Poland, Hungary, Romania and Slovakia). Their total share is 82.3% of the total number of foreign tourists. However, in 2018 there is a decrease in tourist flows from these countries, and an increase in the number of tourists from non-border countries, mainly from the UK (+ 47.3%), China (+ 38.8%), Lithuania (+ 23.4%) , Israel (+ 21.7%) USA (+19.7), Czech Republic (16%), Italy (+ 15.4%), Germany (+ 13.3%), France (+ 9.2%), and Bulgaria (+ 7.9%).

Outbound tourism in Ukraine has a stable upward trend, primarily due to the introduction of a visa-free regime with EU countries. According to statistics for the first quarter of 2019, the increase in the outflow of tourists from Ukraine was 5.6% compared to the first quarter of 2018.



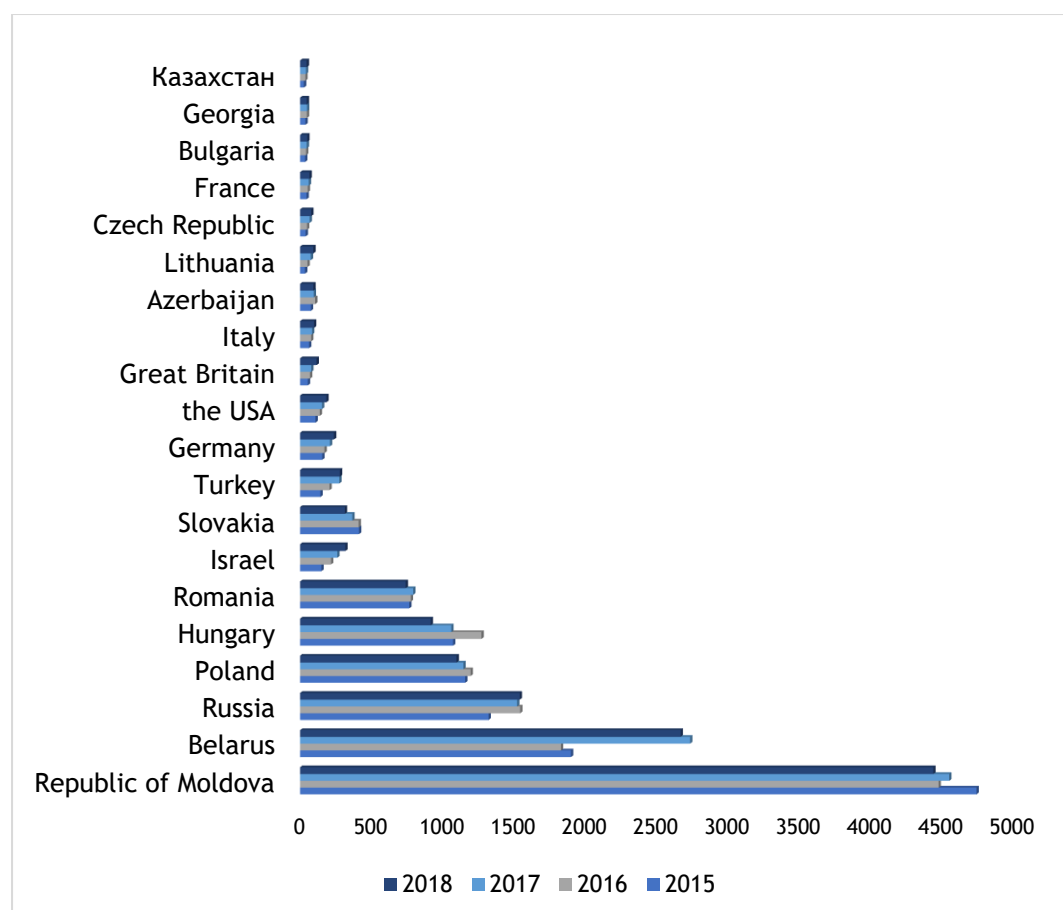
Mostly, the flows of Ukrainian tourists are directed to border countries, but this share of tourist flow is gradually decreasing. Thus, the share of tourist flow to border countries decreased from 88% in 2016 to 77.7% in 2018. The redistribution of tourist flows is explained by the introduction of visa-free regime with EU countries, the introduction of 01.01.2018 changes to the Customs Code of Ukraine, limit the duty-

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free crossing of goods across the border, the expansion of low-cost air travel and the opening of direct flights.

At the same time, there are qualitative changes in the structure of the outbound tourist flow to non-border countries. Thus, a significant increase in flows to Austria (by 157%), Germany (by 60.9%), Spain (by 50.1%), Egypt (by 46.0%), Bulgaria (by 42.4%), Greece (by 43.8%), Italy (by 30.5%), Cyprus (by 23.6%), Georgia (by 18.4%), Turkey (by 14.6%), and the UAE (by 13, 9%) is identified.

Thus, the Ukrainian market of tourist services and related markets have a slow but positive growth dynamics. However, inbound tourism in 2018 is almost twice lower than in 2013.



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The economic and political situation of the country, especially during 2014-2015, negatively affected the tourism market, shifting Ukraine to several links in the tourist rating.

It should also be noted that the Ukrainian tourism market was not a priority in the economy, so it was characterized by significantly low rates of consumer orientation, diversity and innovation of tourism products, low service and underdeveloped infrastructure, critical lack of inclusive component of the tourism market. Important shortcomings are also the lack of transparency and sustainability of economic and business relations (a large share of the shadow sector of the economy), non-compliance with international service standards, etc.

It should also be noted that political changes have a direct impact on the institutional component of tourism development in the country. Despite the development in 2017 of the Strategy for the development of tourism and resorts for the period up to 2026, which is the main tool for reforming the tourism sector, the constant changes of the bodies that regulate tourism slow down the development of tourism in Ukraine.

However, in addition to the existing negative factors affecting the country's tourism market, Ukraine has a clear course on change and development of the tourism industry. The orientation of the modern Ukrainian economy to the European course and the constant cooperation between the country and the European Union ensures the gradual introduction of the best modern practices in the field of tourism and hospitality; The globalization processes to which Ukraine is open have become a guarantee of open dialogue and business cooperation, ensuring comprehensive growth of service levels, introduction of new effective techniques and tools for tourism business, openness and greater transparency of business through the need to comply with international standards.

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Currently, new investments in the tourism sector and related fields are gaining momentum. However, there is a great need for state support and monitoring of the activities of the non-governmental sector for compliance with the standards and norms of their activities.

Conducting an advertising campaign of the country using the developed tourist brand, and its promotion as a unique destination is an important marketing tool for dissemination and increasing the tourists' interest in Ukraine. Currently, active work is being done in this direction, but it is not fully integrated, requires more activity and coverage of a wider audience (the need for in-depth analysis of target groups), as well as the use of more resources and sites to promote locations.

There is also a need for active work at the international level on cooperation with countries, establishing partnerships and developing joint measures to increase tourist flows. At the non-governmental level, there is also a need for cooperation. Today, most of the tourism business in the country is aimed at promoting foreign locations and destinations, which slows down the growth of inbound tourism. Creating new conditions for the promotion of Ukraine as a leading tourist location in the global market, will increase the interest of national companies to focus on foreign tourists.

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ANALYSIS OF THE INSTITUTIONAL AND REGULATORY FRAMEWORK

World practice proves the need for state regulation of tourism, which ensures the stable development of the industry, protection of participants, compliance with quality standards, etc.

At the present stage of development of the tourism sector of Ukraine, especially during the period of its reformation, it is important to form and implement an effective state tourism policy, to introduce rational mechanisms for regulation of tourism business, to distribute the powers between executive authorities in the field of tourism in the context of decentralization clearly.

The association between Ukraine and the European Union requires the introduction of European approaches to the macroeconomic regulation of the tourism market, the formation of general and favorable conditions for the population, which are ensured through the development of the tourism sector.

Ukraine's tourism policy is implemented by public authorities responsible for its formation and implementation, as well as non-governmental organizations responsible for tourism activities. Public administration and implementation of state policy in the field of tourism belongs to the competence of the Cabinet of Ministers, the central executive body in the field of tourism, local state administrations, executive bodies of local self-government.

To date, Ukraine has not created a single departmental body that would form the legislative basis for the development of tourism and would determine the priority directions for the development of one of the most profitable sectors of the national economy. However, the country is in the process of reforming and the tourism sector is no exception. In recent years, the national government has been making informed decisions to solve urgent problems, testifying to the awareness of the prospects for the development of tourism in Ukraine. Thus, by the resolution of the Cabinet of Ministers of Ukraine No. 168 from March 16, 2017, the Government approved the

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Strategy for the Development of Tourism and Resorts for the Period until 2026, which provides for the introduction of the institution of self-regulatory organizations in the field of tourism and resorts (creation of a national tourism organization), improvement of legislation on the regulation of public relations in the field of tourism and resorts, the development of national standards in accordance with international, etc.

In recent years, there has been a problem of subordination of tourism to different ministries, so the development and control of the tourism market was part of the Ministry of Culture, Youth and Sports of Ukraine, the Ministry of Economic Development, Trade and Agriculture of Ukraine. The government did not clearly define the affiliation of the tourism sector to a separate ministry, which slowed down the process of tourism development, control and regulation of the country's tourism market.

However, the process of creating a specialized executive body, which will focus only on the tourism sector, is currently underway. This approach will allow in practice to make the tourism industry one of the priority sectors of the economy, stabilize the tourism market and increase its share in the economy.

Regulation of the tourism sector in Ukraine through the formation and implementation of state policy in the tourism sector is carried out by the Ministry of Economic Development, Trade and Agriculture of Ukraine, namely the Department of Tourism and Resorts. The main areas of work of the department are coordination and control of tourism, marketing and international activities, economic analysis, statistics, standardization and science, as well as the development of tourist destinations and resorts.

Based on the Law of Ukraine "On Tourism", state regulation of tourism is the implementation of a set of measures by the state to regulate and control activities

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in the field of tourism to protect the rights and legitimate interests of citizens, protect the environment, improve tourism services and ensure tourism safety.

The Law of Ukraine "On Tourism" approves the main key legislative provisions on the place and role of tourism in the country, the principles of state regulation of tourism, the main objectives, priority areas and ways (means) of implementing state policy in the field of tourism.

The regulatory function of the state is carried out by developing and adopting legislation in the field of tourism, establishing conditions for tourism (licensing, certification, standardization in tourism, permit system for the right to provide tourist support, restriction of foreign economic entities, etc.), providing favorable for the development of tourism conditions by simplifying and harmonizing tax, currency, customs, border and other types of regulation, as well as the creation of a special legal mechanism that provides state control over activities in the field of tourism. In addition, among the functions of the state, without which the effective development of tourism is impossible, we can also distinguish: executive and control ones.

Therefore, in accordance with art. 6 of the Law of Ukraine "On Tourism" implementation of state policy in the field of tourism is carried out by:

- identification and implementation of the main directions of state policy in the field of tourism, priority areas of tourism development;
- determining the method of classification and evaluation of tourist resources of Ukraine, their use and protection;
- directing budget funds to the development and implementation of tourism development programs;
- definition of principles of tourism safety;
- normative regulation of relations in the field of tourism (tourist, hotel, excursion and other types of citizen services);

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- licensing in the field of tourism, standardization and certification of tourist services, determination of qualification requirements for the positions of tourist support specialists, issuance of permits for the right to provide tourist support;
- establishment of a system of statistical accounting and reporting in the field of tourist and resort complexes;
- organization and implementation of state control over compliance with legislation in the field of tourism;
- identification of priority areas and coordination of research and training in the field of tourism;
- participation in the development and implementation of international tourism development programs.

Formulating the principles of state regulation of tourism, the above-mentioned Law imposes on the state the responsibilities to promote tourism business and to create appropriate conditions for its effective development, to identify areas of tourism, to form an idea of Ukraine as a country with huge potential tourism opportunities, to support and to protect Ukrainian tourists, tourist enterprises and their associations.

Taking into account the provisions of the Law of Ukraine "On Tourism" and taking into account the above-mentioned, the state regulation of tourism is determined by several directions: direct participation of the state in the development of tourism; legislative support for the formation and development of tourism, protection of the national market for tourism services and the creation of a competitive national tourism product; state control over activities in the field of tourism; protection of fair competition in the tourism market and prevention of monopoly.

Another legal document that regulates tourism in terms of the use of medical and health resources is the Law of Ukraine "On Resorts". This Law defines the legal, organizational, economic and social principles of resort development in Ukraine and is aimed at ensuring the use of natural medical resources, natural areas of resorts

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of Ukraine and their protection for the purpose of treatment and rehabilitation of people. Thus, the law determines the requirements and procedure for the creation of resorts, their development and use of natural resources, etc.

Legislative support, regulation and regulation of the tourism sector of Ukraine is also carried out on the basis of other regulatory documents. Thus, the Strategy for the Development of Tourism and Resorts for the Period until 2026, which was adopted by the Order of the Cabinet of Ministers of Ukraine No. 168-r from March 16, 2017, creates conditions for ensuring the accelerated development of tourism and resorts, with the aim of its modernization into a highly efficient, integrated into the world market industry. The implementation of the Strategy is expected in areas, among which the main ones are: ensuring the safety of tourists and protecting their legal rights and interests, implementing EU legislation in the field of tourism, ensuring the integrated development of territories, including creating favorable conditions for attracting investments in the development of tourism infrastructure, improving the system professional training of specialists in the field of tourism, the formation and promotion of a positive image of Ukraine as an attractive country for tourism.

Related to the Law of Ukraine "On Tourism" are legal documents governing the activities of tour operators, the procedure for issuing licenses, ensuring the creation of conditions for people with disabilities (inclusive component of tourism), etc. Also control and regulation of the tourist market in terms of rural green tourism (not excluding other types, as well as the hospitality sector), is based on the Law of Ukraine "On personal farming" (with amendments), the Decree of Cabinet of Ministers of Ukraine from 15.03.2006 № 297 "On approval of the Procedure for providing temporary accommodation (accommodation) services "(with amendments); as well as the resolution of the Cabinet of Ministers of Ukraine from 29.07.2009 № 803 "On establishing categories of hotels and other objects intended for the provision of temporary accommodation (accommodation)".

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In the context of decentralization and European integration (Association Agreement between Ukraine and the European Union, including the tourism sector), to ensure effective development and promotion of tourism at national and regional levels, through the order of the Ministry of Economic Development and Trade of Ukraine №204 from 09 February 2016 Regulation "On the establishment of the Council of Tourist Cities and Regions" was adopted. This institution is a permanent advisory body of the Ministry of Economic Development, which is established to ensure the implementation of powers in the field of tourism and resorts. Thus, the activities of this body are aimed at forming and improving the effectiveness of state policy in the field of tourism and resorts, its implementation at the regional and local levels; identification of problematic issues that arise during the implementation of state policy in the field of tourism and resorts, and ways to solve them; improving the coordination of local executive bodies; development and implementation of an effective management model for tourism and resorts at the regional level; improvement of the current legal framework in the field of tourism and resorts, implementation of EU legislation, harmonization with international standards; formation of competitive national, regional and local tourist products, their promotion in domestic and international markets, etc.

Also, the Government of Ukraine through the order of the Ministry of Economic Development and Trade of Ukraine №1263 from August 23, 2017 adopted the Regulation "On the establishment of a working group on statistics in the field of tourism and resorts." This working group was established to prepare proposals for improving the system of statistical accounting and reporting in the field of tourism and resorts; and facilitating the coordination of executive action on statistics, in particular on the implementation of the satellite account system in tourism and resorts recommended by the United Nations World Tourism Organization (UNWTO).

It should also be noted that the gradual reform of the tourism industry and the introduction of measures to create a stable sustainable and effectively functioning

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tourism market have developed and created strategies for tourism and resorts at regional (regional) and local levels, which allows to differentiate tasks and identify the most important objects for upgrading. At the same time, such a mechanism ensured the creation of unique tourism products through an active policy of promoting regions and small towns through in-depth analysis of existing potential and active marketing activities to create tourism products on the European model.

STATE OF TOURISM DEVELOPMENT IN ODESA REGION



GENERAL DATA

Area	33,3 thousand km ²
The share of the region in Ukraine	5,5%
The length of the state border	1362 km
Permanent population	2379,5 thousand persons
The share of the region's population in the population of Ukraine	5,6%
Urban population	1604,7 thousand persons
Rural population	850,997 thousand persons

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Population density

71,5 persons/km

Odesa region is the largest region of Ukraine by area and occupies the territory of the North-Western Black Sea region from the mouth of the Danube to the Tiligul estuary (the length of the sea coastline within the region exceeds 300 km) and stretches from the sea to the north, inland for 200-250 km. In the north it borders with Vinnytsia region, in the northeast - with Kirovohrad region, in the east - with Mykolaiv region, in the south and southeast it is washed by the waters of the Black Sea.

The peculiarity of the economic and geographical position of the region, favorable natural and climatic conditions, a variety of natural medicinal resources, the presence of sandy beaches, a developed network of waterways, railways and highways determine the development in the field of tourism and recreation. In the lower reaches of large rivers (Danube, Dniester) and estuaries, on the sea coasts and in the shelf zone, there are valuable and unique natural complexes, wetlands, ecosystems that form the high biosphere potential of the region, which is of national and international global importance. Among the natural resources that are actively used in the resort and recreational economy of the region, an important place is occupied by therapeutic mud and brine of the Kuialnyk, Budak estuaries, hydrogen sulfide, hydro-carbonate, iodine-bromine and sodium mineral waters, which make it possible to effectively treat diseases of the circulatory system, nervous system, non-tuberculous respiratory organs, digestive organs, metabolic disorders, etc.

The strong potential of the coastal territories of Odesa region, including natural resources, is a significant factor in expanding international, especially cross-border, cooperation as a mechanism for advancing into EU integration. Five international transport corridors pass through the territory of Odessa region: the seventh and ninth Cretan, the transport corridor TRACESA (Europe-Caucasus-Asia), the corridor "Baltic Sea - Black Sea", "Black Sea Transport Ring" - transport corridor around the Black Sea of the Black Sea Economic Cooperation Organization.

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As of January 1, 2019, the nature reserve fund of Odesa region has 123 objects, including 16 objects of national importance, and 107 objects of local importance. The total area of the nature reserve fund is 159974.1992 hectares. Taking into account the fact that 12 objects with a total area of 9133.25 hectares are part of nature reserves, the actual area occupied by the NRF in the region is - 150840.9492 hectares. The ratio of the area of the NRF to the area of the Odessa region ("reserve indicator") is 4.5%.

As of 2018, there are 321 sanatoriums and health establishments in the Odesa region, which can accommodate more than 40,000 tourists. Bilhorod-Dnistrovsk (141 units), Tatarbunary (80 units), Kiliia (75 units) and Ovidiopol (56 units) districts are among the best provided with sanatorium and resort establishments.

The largest number of children's health and recreation establishments is concentrated in Odesa (138 units), Bilhorod-Dnistrovsk (65 units) and Lyman (62 units), Podolsk and Sarata districts (52 units each). The rest of the districts of Odessa region are poorly provided with sanatoriums.

On March 6, 2019, the Law "On declaring the natural territories of the Kuialnyk estuary of the Odesa region a resort of state importance" came into force, which will ensure proper protection and sustainable development of the resort. To date, a road map, a strategic portfolio of projects and a scheme for the long-term development of the resort "Kuialnik» are developed.

In total, there are 46 tourist routes in the region. In 2018, 19 new routes have been developed and are in operation (7 ecological, 5 gastronomic, 5 religious, 2 entertaining). The largest tourist flows go along the following well-known routes of the tourist Odesa region: Kaiaks on Turunchuk; Bessarabian estate "At Melania"; Dniester Amazon; Uncle Bo's Ranch; The Secret Life of Severin Pototskyi; Valley of Roses; "How the Cossacks went for salt..."; "On the waves of Bessarabia"; Chumak

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way; Shabo and Ackerman; New Vasyuky Ethnopark; Frumushyka-Nova; Danube Delta - 0 km, and many other bright attractions.

The tourist and excursion potential of the region is also determined by numerous monuments of different times with famous historical and cultural reserves, monuments and museums. These are the world-famous Odesa National Academic Opera and Ballet Theater, the famous Potemkin Stairs, Vilkov, the fortress of XII - XV centuries in Bilhorod-Dnistrovsk, excavations of the ancient cities of Tira and Nikon, monuments of religious architecture in Odesa, Izmail, Reni Cells and more. About 4,500 monuments of cultural heritage and 12 cities of the region are included in the List of historical settlements of Ukraine. More than 100 cultural heritage sites have the status of monuments of national importance, which created the image of Odesa region as one of the most famous and popular, due to its originality, places to visit by tourists and vacationers.

On September 16, 2019, the UNESCO World Heritage Center officially confirmed the inclusion of the site "Thira - Bilhorod (Ackerman) - on the way from the Black to the Baltic Seas" to the Preliminary List of UNESCO.

Green tourism in Odesa region

Green tourism combines eco-tourism, rural and agro-tourism, which also have a number of sub-types. It should be noted that in Ukraine the largest share is rural and eco-tourism, which is most developed in the west of the country in mountainous areas. But, the signing of the Association Agreement between Ukraine and the European Union, as well as basing on the Strategy for the Development of Tourism of Ukraine, which is grounded on international trends in the tourism sector, rural tourism has become one of the priority areas of development, including Odesa region.

Rural tourism can be considered as spending free time in a rural environment, which is characterized by appropriate buildings, rural life, ethnocultural color of the area

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and so on. This is a specific form of recreation in private farms in rural areas with the use of property and labor resources of personal peasant, subsidiary or farm, natural and recreational features of the area and cultural, historical and ethnographic heritage of the region. This type of tourism involves the stay of tourists in the owner's own house, a separate (guest) house or on the territory of a personal farm.

Agro-housing is a prerequisite and basis of the tourist product of rural tourism. On its basis, a package of comprehensive services to the client is formed: a tourist-attractive area, traditions and customs of rural hospitality in the area, historical and cultural heritage, gastronomic diversity and more. The Ukrainian village is able to offer tourists an extremely diverse rural tourist product: original life, a huge historical and architectural folk heritage, ecologically clean food, picturesque landscapes, etc.

At the present stage, one of the areas of improving institutional mechanisms is rural tourism, as the interest of the world community in the EU as a tourist region is growing every year. Carrying out joint actions in this area, and thus the formation of a common policy, will strengthen its position on a global scale and help to establish cooperation between EU Member States.

Article 403 of the draft of Association Agreement between Ukraine and the European Union provides the conclusion of agreements on bilateral cooperation on rural green tourism development between the regions of Ukraine and relevant administrative-territorial units of EU member states, organization and holding of trainings for rural population, relevant conferences and meetings, round table, seminars with EU experts, organization of study trips to EU member states.

Thus, at the present stage, the relevance of rural tourism in the Odesa region is growing every year. The development of this type of tourism is included in the Strategy for the development of tourism and resorts of Odesa region for 2017 - 2020,

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as well as laid down in the Concept of development of subregions of Odesa region. The analysis conducted by the Department of Tourism, Recreation and Resorts of Odesa Regional State Administration in cooperation with leading Ukrainian specialists and scientists from NTOU and universities, associations, etc. revealed that the most effective is the development of cluster-type tourist destinations, and the main most attractive types of tourism are the following: ecological and ethno-tourism (rural), cultural-cognitive, event, extreme (cycling and hiking), quest tours, etc.

The concept of clustering is a vector of development of the region to create innovative products with added value. On the territory of Odesa region 2 clusters were formed: agro-ecological-recreational cluster in Tarutyn district "Frumushyka Nova" and "Agro-industrial cluster on beekeeping development". Agro-ecological-recreational cluster in Tarutyn district "Frumushyka Nova" unites:

- Scientific expert-advisory group on the development of steppe territories;
- Center for ethnographic, rural green tourism and open-air museum "Bessarabian village Frumushyka-Nova».

The national courtyards of Bessarabia of the 19th-20th centuries (Moldavian, Ukrainian, Russian, Bulgarian, German, Gagauz, Jewish) were recreated. A memorial complex "HALL OF MEMORY" was opened on the territory, which is dedicated to the disadvantaged residents who were evicted from the villages of Frumushyka-Nova, Roshiiia, Hofrumstal, Kantemir and Zurum. A military training ground was built on the site of these villages.

Also in the Odesa region, the implementation of a pilot project "Agro-industrial cluster for the development of beekeeping" has begun, which will make it possible to improve the level of collection and processing of honey and increase the competitiveness of the finished product. Biliaievskiyi and Razdelnianskiy districts are defined as the project territories for a period of 3 years.

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Creating a honey cluster will allow you to reach a new level of honey processing and get a quality product. The project implementation involves not only beekeepers, but also leading scientists, representatives of local and regional authorities.

Thus, the Concept of Development of the Danube Subregion proposes the introduction of such tourism products as:

"Get to know Ukraine!" - tourist product is based on such resources of the territory as: natural resources - water resources (Danube river and system of Danube lakes); unique natural locations - Danube floodplains, Izmail islands; biodiversity on the territory of the Danube Biosphere Reserve; multinational population on the territory; a significant number of festivals and other cultural events organized on the territory; a significant number of folk artists; rich history of the region and the presence of a significant number of cultural monuments, in particular, unique monuments of sacred art. With the participation of the local population, it is possible to develop special thematic proposals related to local traditions, with a set of training programs and workshops.

"Be active!" - tourist offers are characterized by active ways of movement. The characteristics of the territory allow visitors to spend time traveling, first of all, on different types of vehicles designed to travel off-road, bicycles, on foot. It is possible to organize horseback riding and canoeing, kayaking, etc.; these proposals are compatible with inpatient recreation. The combination of inpatient recreation with active recreation allows to attract tourists of different levels of training, age and financial capabilities.

"Live great!" - this is, first of all, the promotion of a healthy / ecological lifestyle and the formation of ecological consciousness through the promotion of local traditional cuisine; knowledge of the natural features of the territory and the offer of different types of rehabilitation in natural conditions.

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It should be noted that active work between the executive authorities and self-government bodies is actively working on the development and writing of projects to attract investment in order to develop and improve the tourist infrastructure, such as the reconstruction of parks and city gardens, ecological recreation areas, the creation of campgrounds and recreation centers in green areas, etc. So, green tourism has active institutional support from the state, but it should be noted that today this is a new approach to the development of the tourism sector, therefore, the development of this type of tourism is carried out slowly and gradually. Now active work is underway to promote the relevance of this type of investment for small and medium-sized businesses, conducting active marketing activities to attract interested parties. Thus, working groups within the region have been formed to develop tourism products and promote tourism in general, brand books of subregions are developed, commercials of tourist destinations of the Odesa region are filmed and broadcasted, an active advertising campaign is carried out through all social media, the regional potential are presented at scientific conferences, tourist exhibitions, forums.

Historic tourism in Odesa region

Tourism is currently blurring the usual distinctions between its types, due to both economic processes and the development of certain related industries, as well as the tendency to penetrate and mix types and forms of tourism. The tourist is now becoming more demanding and prefers complex tourist products. Thus, historical tourism is often combined with cultural tourism. The study of culture, history, traditions, customs, life, architecture are usually a complex component of the tourist product. Moreover, today the tourists need not only ordinary excursions, but also aims to get acquainted with a certain people, region, etc. on their own experience. Therefore, historical productions, the opportunity to live among the life of the people for a certain period of time, crafts are becoming increasingly popular. The importance of combining tangible and intangible is an unconditional trend in

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the tourism market, which involves both museums and exhibition halls, as well as public courtyards, craft lands, etc.

Historical tourism is a rather broad and aggregate concept. Historical tourism is not a unique or new type of tourism, it exists in every country and every nation, but the historical richness is important and, as a result - the unique synergy of peoples caused by the influence of eras, governments, relationships between peoples and many different factors.

Despite the rich history of Ukraine as a whole, Odesa region is a rare and original example. Modern experts position this region as a unique historical layer of epochs from the medieval to the modern. One of the most advantageous geopolitical positions in Europe, unique soils and climate have always made this region attractive to different peoples and empires. The south of Odesa region still keeps in its waters and lands the remains of Scythian and Greek household items, museums have large collections of numismatics, jugs, accessories, defense items, boats, etc. The intersection of trade routes created in the Odesa region unique preconditions for the resettlement of peoples, the combination, absorption, assimilation of peoples with all their features and ways of life and life in general. Now it is home to more than 100 nationalities, which still retain the authority of tradition and customs. The region is full of dozens of cultures, unique traditions, crafts, gastronomy, etc.

It should be noted that historical tourism is not the most popular in Odesa region and in Ukraine as a whole, because it does not meet all modern requirements (most objects are not modernized, modern methods of promoting tourism products do not use). However, this type of tourism is beginning to revive due to the ethnic attractiveness of the region and the development strategy of the regions as a whole. New tourist routes are gradually being developed, the existing infrastructure is being improved and more and more ethnic groups are being involved, which makes it possible to develop new tourist products that have a component of gaining experience for tourists.

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The ethnic attractiveness of the region should be considered in more detail. Unique in the number and variety of ethnic artifacts is Odesa region, which contains numerous ethnic artifacts associated with many ethnic groups. Former German colonies are promising for the development of cultural (especially ethnic and historical) areas of tourism. The southern region is marked by a combination of Ukrainian, Bulgarian, Moldavian, Russian, including landscapes of a special sub-ethnic group - Russian Old Believers, Gagauz and Albanian ethnic landscapes. It includes a number of settlements founded by German settlers.

Among the ethnic artifacts associated with the Bulgarians, there are those that characterize the culture of the entire Bulgarian ethnic group, and those that relate more to the history and economic development of the Bulgarians of Southern Bessarabia. In the group of objects of Russian ethnic tourism, we can mention the monuments of the Russian-Turkish wars, the location of famous ethnophores. Ethno-tourist resources include individual objects created by ethnic groups that were in the area in the prehistoric period of development. They are the ethnohistorical substrate of modern ethnic landscapes.

Most of the Ukrainian, Moldovan and Russian settlements were founded by spontaneous colonization. Their inhabitants were unauthorized settlers - state and serf peasants who fled from their landowners, retired soldiers, Old Believers, sectarians. Ukrainian ethnic landscapes are located throughout the region and are the most numerous, among them settlements associated with the Ukrainian Cossacks can be distinguished. A significant part of the ethnic border between the Ukrainian and Moldovan peoples passes through the territory of the Odesa region. Moldovan ethnic landscapes are concentrated in Kotovsk, Ananiv, Okniansk, Tarutyn, Sarata, Izmail, Reni and other districts. Russian landscapes are located in Velykomykhailivsk, Artsyz, Sarata, Kiliia and Izmail districts.

There are settlements on the Danube, founded by representatives of a special sub-ethnic group of the Russian people - Old Believers, among whom a significant part

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were Cossacks - Nekrasivtsi. These are Kiliia, Lypovanske (now Vylkove), Zhebriany (Prymorske), Kariachka (Myrne), Podkovka (Vasylivka) of Kiliia district, Izmail, Muravliovka, Nova and Stara Nekrasivka of Izmail district. An important component of the resources of ethnic tourism are the settlements established due to the external colonization of the region in the XIX century.

So, historical tourism, especially in combination with ethnic tourism, is a promising direction in the Odesa region. The development of ethnographic tourism is becoming a new interesting area of activity, the demand for ethnic tours, which can be carried out to native places for tourists or in order to familiarize themselves with the culture and historical heritage of a particular region, is constantly growing. Of course, an integrated approach to the development of this type of tourism, institutional support and an active position of stakeholders are needed. It is important to introduce new practices and trends, modernize infrastructure and an active marketing campaign. However, this type of tourism can become the leading one in this region.

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OBJECTS OF GREEN AND HISTORICAL TOURISM OF ODESSA REGION

On the territory of the Odesa region, more than a hundred objects function as separate locations and destinations for green and historical tourism. Odesa region has numerous monuments from different times with well-known historical and cultural reserves, monuments and museums. These are the world-famous Odesa National Academic Opera and Ballet Theater, the Potemkin Stairs, the Ukrainian center of Old Believers - the city of Vylkove, the Akkerman fortress (XII-XV) in the city of Bilhorod-Dnistrovsk, excavations of the ancient cities of Tyra and Nikoniia, monuments of cult architecture in the cities of Odesa, Izmail, Reni, Kiliia, etc.

About 4500 monuments of cultural heritage, 12 cities of the region are included in the List of historical settlements of Ukraine. More than 100 cultural heritage sites have the status of monuments of national importance, which created the image of Odesa region as one of the most famous and popular, primarily due to its originality, places to visit by tourists and vacationers.

On the territory of the region there are 123 territories and objects of the natural reserve fund, including ones of state significance - the Danube biosphere reserve, the Danube and Dniester floodplains, the Tyligulsk landscape park, the botanical garden of the Odesa National University named after I.I. Mechnikov, 22 parks-monuments of landscape gardening, etc.

Most often, groups from them are combined into one tourist product, but they also function independently. The selection of the main objects was carried out on the basis of several indicators, namely: popularity; the connection of the location with the heritage sites of the local, regional, national or global level; uniqueness of the product, etc. So, the main objects are the following.

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Objects of the green tourism

Name of the object	Danube Biosphere Reserve of the National Academy of Sciences of Ukraine
Type of ownership and status	<p>The state organization, which is an environmental, scientific research institution of international importance, carries out its activities taking into account international programs and treaties.</p> <p>By the decision of UNESCO from 02.02.99 the Danube Biosphere Reserve is included in the World Network of Biosphere Reserves as a part of the bilateral Romanian-Ukrainian biosphere reserve "Danube Delta".</p>
Distinctive features	<p>The Danube Biosphere Reserve, with an area of almost 50,000 hectares, is considered to be the largest wetland reserve in Europe. The territory of the biosphere reserve includes islands in the upper and lower parts of the Danube, reed thickets north of the Danube, delta reservoirs and the sea (2 km from the shore). There are hundreds of species of rare plants, exotic animals and fish, many of which are on the endangered species list. About 100 species of fish live in delta waters. The Danube Delta is also home to more than 40 species of animals and a huge number of reptiles and insects. The flora of the Danube Delta is rich and diversive. There are about 1.5 thousand species of plants.</p>
Accessibility	<p>It is possible to get to the reserve by motor transport: intercity Kyiv - Vylkove, Odesa- Vylkove, Izmail - Vylkove; own car. Nearest highways: E 95, M 05.</p> <p>Communication methods: via the official website: http://www.dbr.org.ua/search/label/home_ua</p>

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Tourist Information Center: 4Nakhimova, st.; Vylkove, Kiliia district, Odesa region, Ukraine

tel.: (04843) 3-23-40

Email: itc_club@ukr.net

**Object
protection**

Protection of this object is carried out in accordance with the Regulations on the Danube Biosphere Reserve of the Ministry of Ecology and Natural Resources of Ukraine, as well as the Law of Ukraine "On Nature Reserve Fund of Ukraine" and "On Cultural Heritage Protection" which establish and regulate zoning, creation of an individual governing body, etc.



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Name of the object	Frumushyka-Nova
Type of ownership and status	Private organization. Center for ethnographic, rural green tourism and family recreation.
Distinctive features	This complex combines rural green and ethnographic aspects with a gastronomic component. "Frumushyka-Nova" is a complex that includes one of the largest in Europe sheep-breeding complexes for raising sheep of the Karakul breed, an ethnographic open-air museum "Bessarabian village Frumushyka-Nova" that demonstrates the national courtyards of 19th-20th century (Russian, Bulgarian, German, Gagauz, Jewish). Also, in the center there is the highest granite monument in the world "Chaban Frumushyka-NOVA" (the monument officially became the highest in the world and was entered in the Guinness Book of Records, as well as in the National Register of Ukrainian Records. The height of the monument is 16 meters 43 centimeters (17.93 m with a

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pedestal), and the weight is 1080 tons.) There one also finds zoo, the opportunity to try oneself in various national crafts, try traditional organic dishes, get acquainted with the traditions of different peoples living in the territory of Bessarabia.

Accessibility

Because of the low road infrastructure, it is quite difficult to get to this object and it is possible only by your own car or by booking a minibus. It is possible to get there by other means of transport, but it is quite difficult. Map with the route: <https://frumushika.com/>.

Contact details: Odesa region, Tarutyn district 6.5 km from the villages of Starosillia and Vesela Dolyna, 180-220 km from Odesa

Email: frumushika@ukr.net; tel.: (048) 709-16-76, mob. tel.: (067) 519-42-62 (Viber / WhatsApp)

Facebook: <https://www.facebook.com/FrumushikaNova/>

Object protection

This object is private property; therefore, the protection of the object is carried out within the framework of the legislation of Ukraine at the request of the owner.

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**Name of the
object**

Kuialnyk estuary

**Type of
ownership and
status**

Resort of national importance.

**Distinctive
features**

Kuialnyk estuary is a unique object of green and ethnographic tourism. Since 2018, Kuialnyk estuary is recognized as a resort of national importance, because the layers of silt that lie at the bottom of the estuary, contains many different mineral particles and organic matter. Kuialnyk is one of the oldest mud resorts in Ukraine, founded in 1834. Mud of Kuialnyk that is of sulfide silt, is recognized as a reference for its medicinal properties. They help reduce inflammation, strengthen the immune system and more.

But, in addition to the unique healing properties of the Kuyalnik mud, this territory also has a historical aspect. The remains of a settlement were discovered here, the foundation of which dates back to the beginning of the 1st millennium BC. Scythian burial mounds and the remains of a Greek settlement of the 3rd-4th centuries BC were also discovered in the vicinity of the Kuialnyk estuary. At the beginning of the second millennium AD, this area was controlled for a long time by the Mongol-Tatars. After the estuary separated from the sea (around the 14th century), the salinity of the water began to grow. As a result, during the Middle Ages, the estuary was a large salt fishery; Chumaks regularly appeared on its banks.

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Accessibility

Kuialnyk estuary is located at a distance of 13 km from the center of Odesa. It is possible to get to the estuary by car or other means of transport (bicycle, motorcycle, etc.). It is also possible to use city public transport along the route of the village of Kotovsk, and after the stop "Nonwovens Factory" go to the estuary on foot.

Object protection

The protection of the object is carried out in accordance with the Law of Ukraine "On the declaration of natural areas of the Kuialnyk estuary of Odesa region as a resort of state importance" dated December 5th, 2018, and the Law of Ukraine "On resorts" dated October 5th, 2000, which establish and regulate the procedure, features of protection, zoning, creation of an individual governing body, etc.



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Name of the object	Savran forest
Type of ownership and status	Landscape reserve of national importance in Ukraine
Distinctive features	Savran forest is the largest forest massif of Odesa region, the largest watershed forest between the Dniester and Southern Buh rivers, covering an area of almost 8,400 hectares. Its uniqueness and phenomenal nature lie in its geographical location - in the middle of the Black Sea steppe. Only here nests the burial eagle listed in the Red Book of Ukraine. In the Savran forest grow giant oaks that are more than 500 years old, there are guerrilla dugouts, and the Hydrological natural monument of local significance "Haidamatska krynytsia". This location is attractive for lovers of birdwatching, active tourism, ethnographers, etc.
Accessibility	You can get by intercity transport from Odesa to the village Savran, or by own car from Odesa on the route in the direction of Kirovohrad.

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Object protection

The object is protected in accordance with the Law of Ukraine "On Nature Reserve Fund of Ukraine" and the order of Ukraine "On approval of the Regulations on the landscape reserve of national importance" Savran Forest" №532 of December 12th, 2011, which establish and regulate the procedure, features of protection, zoning, creation of an individual governing body, etc.



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Name of the object	Uncle Bo's Ranch
Type of ownership and status	Private property / Equestrian Center
Distinctive features	This is an object of rural tourism; it focuses on horseback riding. Built and operating in a country style but retaining the unique aspects of the region. The equestrian center offers entertainment services for different age groups, has, in addition to horses, a mini zoo. This establishment serves local traditional cuisine and local wine.
Accessibility	The horse-riding center is located in the village Nerubaiske, Odesa region, 4b Prykordonna str. It is possible to reach here by intercity transport and by own car. Contact information is posted on social networks on the official website of the center: https://www.facebook.com/ranchodyadyushkibo/ and https://www.instagram.com/rancho_dyadyushki_bo/
Object protection	This object is private property, so the protection of the object is carried out exclusively within the laws of Ukraine at the request of the owner.



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Objects of historic tourism

Name of the object	Akkerman Fortress
Type of ownership and status	State property / museum
Distinctive features	<p>This object is a historical and architectural monument of the XIII-XV centuries. Akkerman Fortress was one of the largest and most powerful fortifications of the North-Western Black Sea region in the 13th-15th centuries. The fortress was built on the remains of the Greek city of Tire. In 1484, after a long siege, the fortress was captured by the Turks and named Akkerman (White Fortress). It was under Turkish rule for over 300 years. The fortress today is one of the most popular tourist sites in the south of Ukraine. Performances, song festivals and other events are held here. The fortress is an excellent film set for various films.</p>

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Accessibility

The fortress is located in the Bilhorod-Dnistrovsk city, Odesa region. As this building is a museum, the entrance to it is paid. You can get to the fortress by car, city and other types of transport.

Object protection

The object is protected in accordance with the Law of Ukraine "On Protection of Cultural Heritage", which establishes and regulates the procedure, features of protection, preservation, use of cultural heritage sites in public life, protection of the traditional nature of the environment in the interests of present and future generations.



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Name of the object	Odesa National Academic Opera and Ballet Theater
Type of ownership and status	State property / monument of cultural heritage of Ukraine
Distinctive features	<p>This object is the center of culture and history of Odesa. Theatrical Odesa traces its history almost from the moment the city was founded. The Opera and Ballet Theater can rightfully be called the elder among a number of its cultural institutions. Odesa received the right to build a theater in 1804 (becoming the third city with a theater in the Russian Empire), and in 1809 it was already built. The author of this project was the French architect Thomas de Thomon, the author of a number of buildings in St. Petersburg.</p> <p>After the fire, it was proposed to the Viennese architects Ferdinand Fellner and Helmer to create a project for a new city theater, according to whose design's theaters were built in many cities of Austria-Hungary (Vienna, Salzburg, Zagreb, etc.). The project was ready in 1882. The model was the consolidated four years earlier Dresden Opera by architect Gottfried Semper, with an unconventional foyer that echoed the curvature of the auditorium.</p>
Accessibility	The theater is located in the city center near the sea station, namely at Chaikovskyi Lane 1. Information about the theater and tours are posted on the official website

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<http://www.opera.odessa.ua/ru/> and on social networks.

**Object
protection**

The object is protected in accordance with the Law of Ukraine "On Protection of Cultural Heritage", which establishes and regulates the procedure, features of protection, preservation, use of cultural heritage sites in public life, protection of the traditional nature of the environment in the interests of present and future generations.



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Name of the object	Odesa Museum of History and Local Lore
Type of ownership and status	State property / monument of cultural heritage of Ukraine
Distinctive features	The architecture uses the forms of the late Italian Renaissance. After the revolution, there was a club, a library, party courses and so on. The museum was opened in 1956. The basis of the exposition was made up of documents, printed publications, objects of applied and fine art, numismatic collections, weapons of the 17th-19th centuries. from the collections of the Museum of the Odesa Society of History and Antiquities, the Museum of Books, the Museum of Old Odesa, etc. Of particular interest is the museum's courtyard with a miniature park

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and an elegant fountain "Grotto". Fragments of the monument to the founders of Odessa, erected in 1900 on Yekateryninska Street and destroyed under Soviet rule, are kept here.

Accessibility

The museum is located in the city center at 4, Havana str. Information about the museum and tours are posted on the official website <http://www.history.odessa.ua/> and on social networks.

Object protection

The object is protected in accordance with the Law of Ukraine "On Protection of Cultural Heritage", which establishes and regulates the procedure, features of protection, preservation, use of cultural heritage sites in public life, protection of the traditional nature of the environment in the interests of present and future generations.



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**Name of the
object**

Scythian tomb

**Type of
ownership and
status**

State property / Monument of archeology of national
importance

**Distinctive
features**

The Scythian tomb in Bilhorod-Dnistrovsk is a stone tomb-crypt of the 4th-3rd centuries BC, an archeological monument of national significance. The ancient burial was looted, but has not lost its historical value in our time.

There is an assumption that an underground passage from the Akkerman fortress was laid to the Scythian tomb. The ornaments, which scientists call "wrong", because their meaning and origin is still unknown are interesting. The patterns are neither geometric, nor imitation of plants or animals, it was typical for those masters.

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Accessibility

It is difficult to get to the monument due to its location near the seaport, near the railway tracks. The Scythian tomb is located on the Shabska str, Bilhorod-Dnistrovsk.

Object protection

The object is protected in accordance with the Law of Ukraine "On Protection of Cultural Heritage", which establishes and regulates the procedure, features of protection, preservation, use of cultural heritage sites in public life, protection of the traditional nature of the environment in the interests of present and future generations.



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**Name of the
object**

Odesa Archaeological Museum of the National Academy of Sciences and the Ministry of Education and Science of Ukraine

**Type of
ownership and
status**

State property / Museum - a cultural heritage site of national importance / architectural monument

**Distinctive
features**

The Odesa Archaeological Museum is an architectural monument and is located in the historic center of the city - in a building designed in 1883 by Polish architect Felix Honsiorovskyi. The institution was founded in 1825 on the basis of a private collection donated to the city. This is the oldest specialized museum in Ukraine.

The main fund of the museum is the largest collection of sources on the ancient history of the Northern Black Sea coast, it has more than 170 thousand archaeological sources of ancient history of southern Ukraine from the Stone Age to the Middle Ages, including 55 thousand coins, the only collection of monuments of Ancient Egypt in Ukraine, the largest collection of ancient rarities in the country.

The finest examples of antique sculpture are exposed in the lobby of a house specially built for the Public Library in 1883. The first two rooms expose materials covering the period from the appearance of human to the 2nd millennium BC. Of particular interest are findings from settlements and burial grounds of the Humelnitsa, Tripillie, Usatovo cultures, burial mounds and treasures of the Bronze Age, for example, the Antonivskyi treasure.

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Accessibility

The Odesa Archaeological Museum is located at 4, Lanzheronivska str. Near the Opera Theater. Contact information and information about exhibitions and tours are posted on the official website of the museum: <http://archaeology.odessa.ua/ua/index>

Object protection

The object is protected in accordance with the Law of Ukraine "On Protection of Cultural Heritage", which establishes and regulates the procedure, features of protection, preservation, use of cultural heritage sites in public life, protection of the traditional nature of the environment in the interests of present and future generations.



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INCENTIVES AND RESTRICTIONS OF GREEN AND HISTORICAL TOURISM ESTABLISHED BY NATIONAL / REGIONAL RULES

Green tourism	
Incentives	Restrictions
<ul style="list-style-type: none"> - Incentive for small and medium enterprises. Rural tourism is a fairly new type of tourism in the Ukrainian market, thus acting as a new platform with relatively low competition. - Rural development. The flow of tourists to the countryside causes the intensification of the work of the business sphere, thus solving macroeconomic issues such as massive unemployment, foreign earnings, a difficult social climate, etc. - Creating a unique product. The ethno-cultural identity of the historical regions of the state is an exclusive international tourist, competitive advantage in the tourist market through a unique combination of cultures and rich history. So, the business has a unique resource base not so much to create, but to develop marketing support for the tourism product of rural tourism. - Integration (cooperation of farms / producers). Farms and producers of authentic and traditional products are 	<ul style="list-style-type: none"> - Insufficient legal framework. Today green tourism is not sufficiently covered in legislation; thus, it is insufficiently regulated, controlled; agricultural holdings engaged in tourist activities are not fully protected by law. Thus, the concept of green tourism is defined in the Law of Ukraine "On Tourism". However, the legislation does not define the features of green, eco, rural tourism in terms of its implementation, certification, compliance with international, European and national standards, etc. Rural tourism is more or less based and regulated by the Law of Ukraine "On Personal Farming", however, the specifics of tourism activities are absent in this regulatory document. So, there is a pronounced urgent need to reform and / or develop an effective regulatory framework for green tourism with its types and characteristics.

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generally small businesses. Integration by creating an association of any form (public organization, travel association, etc.) allows you to create a unique product, increase profits by implementing a marketing / advertising campaign, improving infrastructure and developing international and domestic green tourism; organization and licensing of business activities in the field of domestic and international tourism and geographical indications; contribute to the rational use of recreational resources and lands, coordination of measures for their protection, restoration and increase of recreational attractiveness, which will increase the competitiveness of the regional economy, etc.

- **Creation of a tourist cluster.** International practice demonstrates the relevance and effectiveness of tourism clusters. Combining locations and destinations, as well as creating new tourism products that combine different types of tourism, will increase the flow of tourists and attract new target groups. Thus, rural tourism (eco-tourism) can be promoted more actively in combination with the

- **Lack of qualified staff.**

Nowadays, personnel in the field of tourism in the country are being trained with insufficient focus on the market of green and rural tourism. It is important to retrain or train personnel, taking into account world experience, which will allow the introduction of new tools and products. It should be noted that the owners of rural estates, peasants who are planning or are already engaged in tourism activities in the context of the aspect of hospitality and entertainment, do not have sufficient experience, education or awareness of the modern realities of the market and advanced world and European practices.

- **Insufficiently developed infrastructure and logistics.** In Ukraine, there is a big problem with the infrastructure component. In general, most establishments, estates, campgrounds, etc. do not meet the modern requirements of tourists, are insufficiently equipped or have a low quality of arrangement and related services. Also, the transport infrastructure to locations in rural areas can be described as undeveloped or in disrepair.

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leading types of tourism on the market.

- **Revival of old production technologies and traditional crafts.** The rural tourism market is just beginning an active phase of development in Ukraine. Taking into account the signed association between Ukraine and the European Union, this type of tourism has moved to a leading position in terms of priority of development and promotion. Thus, new mechanisms for supporting rural areas and business by the state are currently being developed, as well as European support, which makes the creation of tourism products in the field of rural tourism the most relevant. Rural tourism most often includes ethnotourism, which is very popular among foreign tourists. Thus, the revival of old crafts will provide an increased flow of tourists.

Roads are mostly in poor condition, a sufficient percentage of roads are unpaved; intercity communication does not always pass through the locations of rural tourism, reduces their attractiveness due to the difficulty of getting to objects.

- **Insufficient cooperation between the state and business.** Now in Ukraine there is a significant distrust of society in general, and business in particular, to the state. The developed programs for the development of regions and individual industries are often not fully implemented. Business does not feel support through a sufficiently large number of restrictions and barriers, corruption and periodic monopolization of the market. Now, the dialogue between government and business is gradually improving, but the situation cannot yet be called stable or resolved.
- **Insufficient financing and investment.** The tourism sector, although recognized as one of the priorities in the Ukrainian economy, is not financed to a significant extent due to the lack of funds in the country's budget and their distribution to more

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needed industries and sectors. This is due to the large percentage of the shadow sector of the economy, which leads to an insufficient pumping of the country's budget up. However, the country needs new mechanisms of cooperation and control of the tourism sector, which will make it possible to practically implement the developed strategies and programs for the development of tourism. There is also a problem of insufficient awareness of business about obtaining financing, business and entrepreneurs are not interested in developing projects and submitting them to competitions for obtaining additional financing.

- Investment is also insufficient due to the country's unattractive investment climate. However, the situation in this aspect is gradually changing.

Historic tourism

Incentives

- **Increasing the popularity of museums.** The introduction of new approaches and techniques is the main tool to increase the attractiveness of museums, which are the main objects of historical tourism. World

Restrictions

- **Lack of qualified staff.** Unlike the European market, in the Ukrainian one, museum activity, together with the training of experts in the field of culture and art objects, is not popular among young people. So, there are too

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experience demonstrates the need to introduce new approaches and techniques for expositions and excursions. Thus, currently one of the leading trends is the introduction of tangibility, the ability to touch objects, feel their shape, materials. Also, museums are introducing the possibility of audio accompaniment at exhibitions. This creates an opportunity for the visitor to control and choose the duration and order of viewing exhibitions. These are the main techniques that can be integrated into museums in Ukraine. This approach will help increase the attractiveness of visiting museums and their popularity.

- **Incentive for small and medium enterprises.** Nowadays, private exhibition centers, small private museums and so on are popular. The increasing demand for the study of ethnography, traditions and customs of peoples attract the interest of tourists to private collections of household items (even small ones), which are accompanied by historical stories, not in the usual sense, but stories from life through the primary source.
- **Creating a unique product.** In addition to the museums of

few specialists in this sector. The state is not sufficiently engaged in the promotion and popularization of these areas, creates a deficit of interest. Also, it should be noted that museums are mostly owned by the state, and the number of personnel in them is significantly small. The state is not interested in increasing the staff, and the specialists who now work in such institutions are mainly people of retirement age.

- **Insufficient financing and investment.** The museum activity, as well as the promotion of historical sites and monuments, is financed by the state to a small extent due to the lack of funds in the state budget and their distribution to more necessary industries and sectors. This is due to the large percentage of the shadow sector of the economy, which leads to insufficient pumping of the country's budget up. However, the country needs new mechanisms and approaches to support, develop and promote historical heritage, cultural and architectural heritage sites, museums, etc. There is also a problem of lack of awareness and lack of interest of museum institutions in obtaining funding

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ethnography, history, local history, literature, archeology, etc. existing in each country, unique specific museums that reflect a certain historical component are becoming popular, for example: a museum of contraband, a museum of an individual historical figure or group, etc. an area that has a long and rich history. This approach is relevant.

- **Creation of a tourist cluster.** International practice demonstrates the relevance and effectiveness of tourism clusters. Combining locations and destinations, as well as creating new tourism products that combine different types of tourism, will increase the flow of tourists and attract new target groups. Thus, historical tourism can be promoted more actively in combination with the leading types of tourism on the market.

through grants and attracting investment; development programs and strategies, etc. Investment is also insufficient, due to the unattractive investment climate of the state. However, the situation in this aspect is gradually changing.

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SWOT - ANALYSIS OF THE TOURIST POTENTIAL OF ODESA REGION

STRENGTHS

- Favorable conditions for combining various types of tourism and health improvement.
- Significant recreational and balneological resources.
- Attractive tourist image of Odesa and the region.
- Opportunities for diversification of the market of tourist services: green, ecological, gastronomic, ethnographic, medical, business, event tourism.
- A wide range of opportunities for organized recreation and wellness.
- The presence of historical and cultural heritage and other attractions.
- Prospective conditions for the development of new types of tourism (rural, green, gastronomic, ethnographic, event).

WEAK SIDES

- Unsatisfactory condition of roads and access roads to tourist objects, unattractiveness of the associated infrastructure.
- Low level of information support of tourist activity.
- Insufficient equipment of recreational areas and low level of tourist service.
- Lack of an integrated system of state policy for the development and support of the industry.
- Limitations on ensuring the growth of the number of tourists and recreationalists due to the lack of development of territories and objects of the recreational and tourist sphere.
- Poor coordination of the work of various specialized institutions for the provision of tourism, recreation and other related services.
- Insufficient development of the infrastructure of the tourism industry.
- Lack of young qualified staff.
- Insufficient business interest and shadow schemes.
- Insufficient financing of the industry.
- Lack of effective dialogue between government and business.
- Insufficient implementation of modern best practices and tourism products.
- Business orientation on outbound tourism.

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EXTERNAL OPPORTUNITIES

- Increasing the importance of the region in providing recreational and health services in connection with the annexation of Crimea.
- Active cooperation with the states of the Black Sea region.
- Membership in European interregional associations.
- Transit opportunities in the region.
- Opportunities for active development and expansion of services.
- Opening new opportunities through the signing of the Association with the EU.
- Reforming key elements of public administration.
- Active position of local authorities to improve the investment climate in the region.

EXTERNAL THREATS

- Threat to Ukraine's national security and sovereignty due to the situation in Crimea and the East.
- Presence of a frozen conflict in the joint border area with Moldova.
- Competition from other regions and countries.
- Corruption and instability of the "rules of the game" in the economy.
- Insufficient innovation of enterprises.
- Significant flows of displaced persons and the need to organize their reception and accommodation.
- Weak state guarantees for domestic and foreign investors.
- Distrust of foreign business circles to guarantee the state protection of investments and economic interests.
- Unsatisfactory structure of foreign investment.
- Poor awareness of potential partners about the opportunities of the region.

At the same time, tourists pay attention to a significant gap between the attractiveness of natural and recreational resources and the availability of tourist infrastructure in the Odesa region. There is a phenomenon of "shadowing" of small business in the field of hospitality and tourism, it is an obstacle to its legal expansion and industrial development. As a result, local budgets do not have sufficient financial resources to invest in the structural modernization of the regional tourist and recreational complex. Rational and efficient use of all resources of the region requires long-term programmatic measures, balanced management decisions and effective practical actions. These measures should be aimed at the comprehensive

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development of tourism, ensuring the rational use of the region's tourism resources, as well as addressing the issues of infrastructure and information arrangement of tourist objects.

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