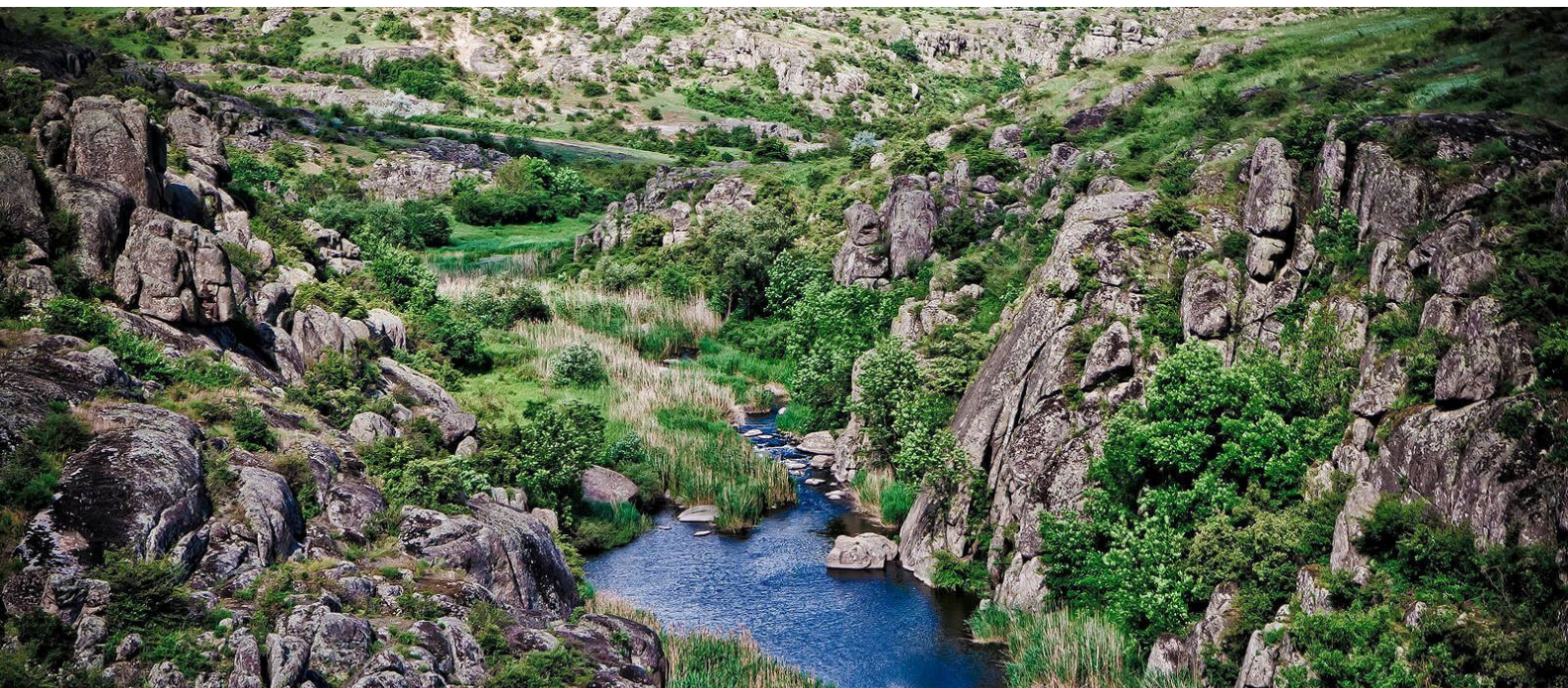




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ANALYSIS OF TOURIST POTENTIAL OF UKRAINIAN REGION OF BLACK SEA BASIN

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INTRODUCTION

The Ukrainian Black Sea Region is a region located in the south of Ukraine and partly on the Black Sea Plain. It intersects with wide (with a series of terraces) valleys of the rivers of the Dnieper, the Southern Bug, the Dniester and others. The coastal strip of the region is mainly steep and has many estuaries (Dnieper, Dniester, etc.) and sandy spits. One of the most important factors in the history of the Black Sea coast was the formation of Greek polis on the Black Sea coast - slave-owning trading city-states: Olvia, Chersonesus, Pantikapei and others.

Today, the Ukrainian Black Sea coast is famous for its natural and recreational resources: the Black Sea coast with wide, fine sandy beaches, mineral waters, curative mud, objects of the nature reserve fund (Black Sea Biosphere Reserve, Askania Nova, etc.), Monuments of nature and landscape art national significance.

In the downstream of the large rivers (Danube, Dniester) and firths, 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 has national and international, global importance. All these factors contributed to the creation of climatic resorts, the most famous of which are Carolina-Bugaz, Kuialnik, Zatoka, Koblevo, Ochakov and many others.

As a territorial recreational and tourist system, the Ukrainian Black Sea region, consisting of a part of the coastal areas mainly in Odesa, Mykolaiv and Kherson regions, is one of the most developed and attractive, in this functional area, region of the country.

However, the shorter duration of the comfortable season as compared with the Mediterranean recreational systems, noticeably less marketing promotion of tourism products as compared with similar systems in the European and part of the Asian coast of the Mediterranean Sea, contribute to the rather low flow dynamics of tourists compared to European coastal areas.

On the basis of the purpose of the trip in the region mainly therapeutic and recreation as well as informative and entertaining tourism dominates, with a predominance of domestic tourist flows. Although, today, alternative types of tourism are actively developing in the region: green tourism, active tourism, rural tourism, etc. Event tourism has also become one of the leading, along with ethno-tourism, as many of the region's nationality and the organization of ethnic and gastronomic festivals attract many foreign and domestic tourists.

So, the tourism potential caused by geopolitical, climatic and historical factors created all the prerequisites for the development of the tourism sector of the Ukrainian Black Sea region. For the development and implementation of a permanent program for the development of a region, a comprehensive analysis is necessary.

ZAPORIZHZHIA REGION

DESCRIPTION OF THE STATE AND POTENTIAL OF THE TOURIST SECTOR OF ZHAPORIZHZHIA REGION

Zaporizhzhia region is an attractive region for tourists, there is an opportunity to develop green tourism. The region has a huge tourist developing potential. In general, the resort and recreational areas account for almost 15% of the area. The presence of the Azov Sea on its south of the region contributes to the development of sea tourism, where new resorts are actively building and the Berdiansk, Primorsk, Kirillovka and others resorts are well functioning.

Agro- and ecotourism are having increasing popularity among residents and visitors of the region. Manors of green tourism are created in a number of districts of the region.

The recreational potential of the Zaporizhzhia Azov Sea region creates prerequisites for the long-term development of the resort economy of Ukraine. At the present stage, this territory is a recreational reserve of the country, located, in the majority, on the way of extensive development.

The Berdiansk mud seaside resort is located in the south-east of the region and territorially combines the Berdiansk spit with its root portion, the resort area of the city of Berdiansk, and in the future will attach to itself the Lunacharsky, located to the west of the city of Berdiansk, and Novopetrovsky - to the east of the city boundaries, recreational lands of spontaneous long and short-term rest of local significance. The Berdiansk resort has favourable socio-economic preconditions, which is based on sufficiently developed transport infrastructure, which provides the resort with all types of transport.

Kirilovsky balneoclimatic mud seaside resort is located in the southwest of the Zaporizhzhia region and territorially unites its own village Kirilivka, Spit Peresyp and Fedotov. On the territory of the resort, occupying an area of 203.3 hectares, the health seasonal rest of children and adults prevails.



The system of resettlement within the resorts is dispersed in nature. There is no system of centres of provision, which has concentrated objects of cultural and domestic services, therefore, in the long run, the most optimal is the formation of group systems of settlements with the allocation of recreational centres of provision there.

GEOGRAPHICAL LOCATION AND NATURAL RESOURCES

Zaporizhzhia region occupies a favourable economic and geographical position. It is located in the south of the East European Plain and borders on the Kherson, Dnipropetrovsk and Donetsk regions.

The territory of the region occupies 27.2 thousand sq.km, which is 4.5% of the territory of Ukraine. The length from north to south is 208 km, from east to west - 235 km. The southern borders of the region are washed by the waters of the Azov Sea, the coastline of which within the region exceeds 300 km. Along the coast stretch numerous long narrow sandy spits, washed up by the sea. The largest of them are Fedotova, Obitchnaia, Berdiansk. On the territory of the region there are 4 firths: Belozerskyi, Utlyuk, Tubalskyi and Molochnyi, the total area of which is 655.5 sq.km. There are 109 rivers on the territory of the region, 78 of them are more than 10 km long. The main of them The Dnieper is the third largest river in Europe, which is the largest in Ukraine.

Zaporizhzhia region is located in the steppe zone with a characteristic flat landscape dominated by black earth soils (75% of the region's area); 10% of the region's area is saline chestnut and dark chestnut soils (south and south-west). The area covered by forests is 1.05 thousand sq.km, or 3.9% of the territory of the region.

Zaporizhzhia is an extremely geologically rich region; It contains numerous deposits of mineral and aggregate resources. The region is rich in deposits of ore minerals, in particular iron and manganese ores. The deposits of building materials of industrial importance are gray and red granites, talc-magnesite, refractory clay, limestone, sandstone. Discovered deposits of brown coal, graphite, kaolin. There are healing mud and mineral water.

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

Demographic Composition

The population of the Zaporizhzhia region is 1765.9 thousand people, which is 4.1% of the population of Ukraine, including urban population - 1362.3 thousand people (4.6%), rural population - 403.6 thousand people (3, 0%). The population of the Zaporizhzhia region is concentrated in cities, so a significant part of the districts has a relatively low level of urbanization (regional centres are small cities or urban-type settlements). The level of urbanization in the region is 77.1%, which is higher than the average in Ukraine (69%). More than 43% of the population of the region (762.0 thousand people) live in the city of Zaporizhzhia, which is a significant industrial centre and occupies an important place in the socio-economic development of the region.

The peculiarity of the national composition of the region's population is its multinationality. Representatives of more than 130 nationalities and ethnic groups live in the region. In the national

composition of the population of the region are the overwhelming majority of Ukrainians, also many Russians, Bulgarians, Belarusians, Armenians, Tatars, and Jews.

Socio-Economic Situation

Gross regional product (GRP) on the basis of 2015 amounted to 89061 mln UAH in current price (9th place among the regions); per one person - 50609 UAH (5th place). the total contribution of the region in GRP Ukraine amounted 4.5% (in 2014 – 4.2%).

Region is included to the industrial leaders of the country by industrial construction range, taking 4th place among all the regions. There are more than 1827 huge manufacturing plants operate in the region. Metallurgy, machine-building and energy complexes are the basis of industry in the region. in 2016 37.3% of steel, 15.3% of pig iron, 26% of rolled ferrous metals, 70% of high-voltage equipment, 28.8% of electricity were produced in the region.

Zaporizhzhia region is one of the largest manufacturers of aircraft engines, pressure transformers, cars and other high-tech products in Ukraine. there are the main types of mechanical engineering in Zaporizhzhia region: motor vehicle industry, aircraft engineering, machinetool manufacture, railway machinery. Mining and smelting enterprise of the region is represented by such worldwide known enterprises of ferrous and non-ferrous metallurgy.

Region energy complex is the most powerful in Ukraine and is equal to more than a quarter of electricity production in Ukraine. Zaporizhzhia nuclear power plant is the largest nuclear power plant in Europe and Ukraine. Zaporizhzhia region is a unique region where energy is generated both by conventional and non-conventional methods: nuclear power plants, cogeneration plants, hydroelectric power plants, as well as wind and solar power plants.

Zaporizhzhia region is one of the largest producers of agricultural products and food products among the regions of Ukraine.

There are 24 independent higher institutions of all levels of accreditation in the region. 10 higher institutions of III-IV levels of accreditation were included in the rating of «Top-200 Ukrainian universities» in 2017. There are 20 higher educational institutions with I-II levels of accreditation, which are separate structural units of higher education institutions without the status of a body corporate.

The regular labour force training for the needs of the region in 140 professions and specialties is carried out by 35 vocational schools. In 2016 Zaporizhzhia region became a pilot project to implement inclusive education in preschool and general educational institutions.

On January, 1 2017 there are 152 medical facilities functioning in Zaporizhzhia region. they include 6 local hospitals, 21 municipal hospitals, 20 central district hospitals, 22 regional hospitals, 5 maternity hospitals, 38 centres of primary health care (tspmsD), 1 independent ambulance station of family medicine general practice, educational and scientific medical centre in Zaporizhzhia state medical University.

INFRASTRUCTURE

Transport system is one of the most important components of industrial and social infrastructure of Zaporizhzhia region, which includes rail, road, air, shipping and land urban electric transport.

The network of roads in length is 6986,0 km (6,817.3 km of them – hard road (97.8%)) connects all settlements. The total number of roads is 1628.2 km for public purpose, providing links with Dnipro, Kharkiv, Poltava, central and southern regions of Ukraine, the Black sea and Azov sea coasts. The territory of the region goes through a series of strategic routes: Odesa - Melitopol - Novoazovsk (M-14), Kharkiv - Simferopol - Sevastopol (M-26 / E-105), Boryspil - Dnipro - Zaporizhzhia (H-08). There are 2 airports in Zaporizhzhia and Berdiansk.

Zaporizhzhia region has a river port (in Zaporizhzhia) and sea port (in Berdiansk). Berdiansk port is the sea gate of the region. port includes 9 loading terminals. Zaporizhzhia river Cargo port deals with ore, coke, coal, salvage, hardware item, fertilizer, clay, sand, ferroalloy and bauxite processing.

The network of cultural institutions of the club type consists of 413 clubs and houses of culture, including in the village - 364 institutions. The population of the region is served by 500 libraries. There are 5 theatres in the region, of which 3 are regional; State Circus; 65 schools of aesthetic education. Regional theatres annually hold about 1.0 thousand performances and theatrical concerts, which are attended by about 150.0 thousand fans of theatrical art, the income from the main activity amounts to about 4.0 million UAH. More than 20 premiere performances are staged annually. On the territory of Zaporizhzhia region there are 8 tourist information centres and points.

ANALYSIS OF TOURISM RESOURCES BY TYPES OF TOURISM

1. Green tourism

Resource base for green tourism

On the territory of Zaporizhzhia region there are 337 territories and objects of the natural reserve fund with a total area of 124.243 thousand hectares, of which 23 are of national importance and 314 are of local importance. The percentage of reserve area is 4.57%. As part of the natural reserve fund of the region there are all categories of reserve: natural reserve, national natural parks, regional landscape park, reserves, nature monuments, wildlife sanctuary, parks - monuments of landscape art. The largest area in the structure of the natural reserve fund of the region is occupied by the national natural parks – “Velykyi Luh” and the Azov National Natural Park. Six territories and objects of the nature reserve fund became part of the National Natural Park "Velykyi Luh" with a total area of 16,756 hectares. Twenty-three territories and objects of the nature reserve fund became part of the Azov National Natural Park with a total area of 78,126.92 hectares.

The main objects of green tourism

- Reserves and national parks

The National Reserve “Khortytsia” is an unique memorial of nature, culture and history of Zaporizhzhia Cossacks. Khortytsya 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. On its territory all landscapes of Ukraine are connected: plains and meadows, real and petrophytic steppes, rocky granite detachment, beams, upland oak forests, hanging swamps, lakes. There are more than a thousand species of plants, as many species of insects, two hundred species of birds, and two dozen species of mammals. Today, the National Reserve «Khortytsia» is a powerful tourist centre of the Zaporizhzhia region.

“Velykyi Lug” National Nature Park. The total area of the Park is 16,756 hectares. The park was created with the purpose of preservation, reproduction and rational use of typical and unique natural-landscape and historical-cultural complexes of the steppe zone, which have an important environmental, scientific, aesthetic, recreational and health significance.

Velyky Lug National Park was founded in 2006. There are various vegetation types in its vast territory: steppe, forest, and, of course, water and marsh. The slopes of the beams and the shores of the Kakhovka reservoir are covered with a carpet of over 40 species of plants, some of which are listed in the Red Book of Ukraine. Among them - endemics birch and tsimbohazma of Dnipro, several types of feather grass and tulip. In shallow water, there are such relicts as floating shingle, salvia floating, water walnut. The animal world of the Great Meadow is diverse too. In the waters of the Kakhovka Reservoir and the Belozerka River there are about 56 species of fish. These are good places for spawning. Near the water you can find a muskrat, a raccoon dog, as well as many birds: crabs, duck, heron, gull, several species of kidney, goose and many others. During the trips they are joined with gullies, cormorants, some species of geese, cranes, rats, etc. In the beams you can find wild boars, hares, foxes, martens, roe deer. There are a lot of snakes in the Mayachansky Bere, especially the Red-billed Yellow-Dwarf and Steppe Viper. If the first does not hurt a person, then with the viper one should be careful. Remember, snakes never attack the first, so, walking in steppe expanses, look carefully under your feet. In the beams there are birds that are included in the Red Book: filin, marmot, lun steppe, balaban, sapsan, drophy and others. There are also can be found pheasants, chickpeas, quails.

Nature reserve "Kosa Obytochna". Sandy spit on the northern shore of the Azov Sea. Gets into the sea for 30 km between the Obitov and Berdyansk bays.

Nature reserve "Kosa Obytochna" runs into the sea for 32 km. Sandy Spit consists of a shell and quartz sand washed by the waters of the Obytochna River. The Nogai people called the sand spit as Djurulgash, which means "a precipice washed up with water". In the 18th century, the sandy spit became known under the name of "Vissarionova Kosa". Over 550 species of vascular plants and over 180 animal species, including 90 bird species, 53 fish species, 34 mammal species, 5 reptiles and 2 amphibians, are found in the protected area of about 7,200 hectares. A rich marine wetland has an endemic flora and fauna, similar to which there is no other place in the world. About 19 thousand birds nest on reserved areas. During the flights, the number of birds is tripled here.

Dendrological Park is an unusually colourful corner of nature on the island of Khortytsia, which very well fits into the natural landscape and became 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 you will learn many interesting facts about the history of this park, its interesting features, and the species diversity of trees, bushes and grasses growing here.

- Lakes and estuaries

Molochnyi Estuary is one of the reservoirs of the water area of the Azov Sea, which until the XV century was a bay. It is named after of the river of the same name, which carries its waters to the estuary, and is connected with the sea by a strait dig out by people. It is interesting that the estuary is a natural miracle, therefore it is included in the list of wetlands of Ukraine having international significance.

The main role of the Molochnyi Estuary is the health improvement of people. Its recreational possibilities allow to treat children and adults on the banks of the reservoir. But no less interesting is the estuary from the point of view of ornithology: here you can see not only birds habitual in this area, but also those that are listed in the Red Book. Steppe zone around creates an ideal mixture of wind and drops of salt water, besides there is not a single enterprise that can pollute the atmosphere and water.

This place is made for recreation. They go here for tranquility and healing water, active sports entertainment, children's recreation. Nine years ago, the maintenance of an artificial canal between the sea and the estuary was restored – the flora and fauna in the place again come to life, because now the water in the Molochnyi Liman is not so salty.

Healing springs located in the village of Terpinia are a hydrological monument with unique properties. In a small village, tourists can taste the water, that is not inferior to the famous "Naftusia".

For the water contains ions of silver, it doesn't get spoilt for a vast period of time and fully retains its healing power. The 12 springs are located at an altitude of 45 m above sea level. Water flows slowly between the stones, forming a small lake that changes its colour depending on the time: in Winter it becomes black, and in Autumn and Summer it can be either blue or green. Among all springs, the most famous are three, and each has its special properties. The first one is named after Nicholas the Wonderworker, where the water is salty and is called "dead". It has the power to overcome all the diseases, to cure illnesses of legs and bones, to give strength. The spring of the Virgin, on the contrary, is "live," its main feature is a positive energy that can cure mental disorders. And the third spring, the Panteleimon, is famous for its ability to treat diseases of the liver, kidneys and digestive organs. On a way between the springs, visitors will enjoy walking in a long tunnel of natural origin where the guerrillas hid during the Second World War.

Natural landmark "Prystiny". Botanical nature monument of national importance. This area achieved the status of the nature reserve in 1975 and amounts up to 17 hectares.

In the Natural landmark "Prystiny", on the high right bank of the Konka River, there is a picturesque Panske lake. The reservoir, covered with shell rock, is nourished by 25 natural springs, so the water here is

clean and always cold (no higher than 15 degrees). Despite the fact that the lake has a rather modest size (33 x 16 m), there are always plenty of people who want to relax on its banks, the water here never blooms and does not rot, because it seeps through limestone rocks and "silvery" clay.

The source is also known under other names: Panska well and Blue Lakes. Historians assume that it was built by Tatars in the Middle Ages. Proof of this is the technique of constructing the walls of the lake, similar to that used in the large Tatar town of Saksin, located nearby.

The Solodkyi Estuary is located on the outskirts of the city of Berdyansk, where the river Berda falls into the Sea of Azov. The tract is added to the list of natural monuments since 1972, and its total area is 25 hectares. Lyman got its name due to the properties of water, so fresh it feels like sweet. The territory of the estuary has interesting vegetation, typical for steppes and meadows, there are many animals and birds as well. The area is famous for the healing mud, that includes a large number of sulfates, as well as sodium chloride. It is exact chemical elements that give the water a grayish tinge. An interesting historical past of the tract get its roots far in ancient times. This is a place where the remains of ancient settlements, dating from the Neolithic period (3000 BC) were located, the inhabitants left the clay dishes, harpoons for fishing and tips of ancient arrows. Nature lovers will have a chance to meet the representatives of flora and fauna, listed in the Red Book of Ukraine and protected by law.

- Islands

Baida Island is a small island that, like a precious emerald, rocks in the blue channel of the Dnipro and stores ancient historical secrets.

The island of Baida was formed as a result of a major flood in the spring of 1843. Prior to this, it was connected to the mainland by a sandy isthmus. The area is 6,54 hectares. Monuments of the III-I millennium BC were discovered and explored on the island and 12-18 centuries of our era. In 1556, Prince Dmytro Vyshnevetsky built here a «wooden-earthen town» and kept with him 300 Cossacks. From its fortification, the prince repeatedly attacked the Tatar and Turkish fortresses in the lower reaches of the Dnipro, seizing cannon and ammunition to defend his fortifications. In 1558 the Crimean Khan Devlet-Girey unexpectedly approached the shores of Khortytsia. A prolonged siege of fortification forced Vyshnevetsky to leave his outpost. «Town» of the Cossacks was burnt by the Tatars. The People's Duma identifies the prince with the Cossack Baida, and therefore the island in recent years is called his name. The word «Baida» means a free, unmarried, carefree person.

- Caves and quarries

Yelyseivka pegmatite quarry covering the area of 5 hectares only is one of the most picturesque corners of the south of Ukraine, the geological pearl of the Azov Sea.

Its development began in 1926 and continued until the 1970s of the XX century. After working out, the quarry got filled with natural waters. Thus, two large lakes with a depth of 18 and 24 m and a height of

steep rocky shores of 30-40 m were formed. There are more than 150 varieties of rocks and minerals over an age of more than 1 billion years. Today Yelyseivka lakes are a great place for recreation.

The snake cave is the largest of all caves on the island of Khortytsia, with which several interesting legends are associated.

Ostensibly here before the destruction of the Zaporiz'ka Sich lived Ukrainian fire-breathing dragon, who, after the destruction of the Cossack freedom, left the Zaporizhzhia lands together with the Cossacks. According to some scholars, it is with these places that the legend of the origin of the Scythians, described by the ancient Greek historian Herodotus, is connected. The serpent goddess, the Greek wrote, forced the hero of the Hellenes of Hercules to cohabit with him. From their union, three sons were born, the youngest of whom was able to pull the bow of Hercules. That's why he inherited the modern South Ukrainian lands. His name was Scythian. A snake cave can be seen in the northern part of the island of Khortytsia. It is located under a huge cliff of rock, called the «Higher Head». The snake cave is located near the Black Rock in the northern part of the island. This is the largest known cave on Khortytsia, which is a crevice in a granite rock. Access to it is complex, so almost no one visits it. The cave is not large in size and damp, which makes it impossible for a person to stay in it for a long time.

2. Active tourism

Active tourism in Zaporizhzhia region is represented in various directions, from hiking to horseback riding. The most popular directions for sports tourism in Zaporizhzhia region are the following:

- ❖ Rafting, kayaking and canoe trips;
- ❖ Walks on yachts;
- ❖ Bird watching;
- ❖ Equestrian sport;
- ❖ Fishing;

3. Ethnographic and historical tourism

The area of the Dnieper rapids has been inhabited since the Stone Age. In the IV. BC. on the site of the Kamensky settlement there existed the capital of the mighty Scythian kingdom. Subsequently, on this land, nomadic tribes of Sarmatians, Huns, Avars, Hungarians, Pechenegs, Polovtsy walked; from the thirteenth century Tatars settled. The territory of the region fell under the power of the first Golden Horde, and then the Crimean Khans.

Natural-geographical and historical conditions of the XV-XVI centuries. contributed to the fact that the southern lands became one of the centres of the Zaporizhzhia Cossacks. One of its main strongholds and symbols was the island of Khortytsia, known from ancient Russian times. An event of All-Ukrainian significance was the formation of Zaporizhzhia Sich from individual Cossack detachments and industrial artels of the socio-political and military organization of the Zaporizhzhia Cossacks.

Zaporizhzhia Sich became the first political formation on the territory of Ukraine with all signs of the republic. It maintained its independence for a long time and occupied a prominent place in international relations – European states established diplomatic relations with it and sought a military alliance.

Zaporizhzhia region is rich in numerous sights - unique works of material and spiritual culture, which are a significant part of the all-Ukrainian and world cultural heritage. 8436 monuments of history and culture have been accepted for state registration, of which 6654 are archeological monuments, 1725 are histories, 37 are monumental art; 20 - science and technology. In the list of historical settlements of Ukraine included 6 cities: Zaporizhzhia, Berdiansk, Melitopol, Tokmak, Orehov, Guliaypole. 3 historical and cultural reserves have been created in the region, 2 of them received the status of national ones - the Khortytsia National Reserve and the Kamiana Mogyla National Historical and Archaeological Reserve. In addition, there are 25 museum institutions in the region (23 of them are communal), including the museum of 2 national reserves. They contain 410.6 thousand items of fixed assets.

The main objects of ethnographic tourism

Historical and Cultural Complex "Zaporizhzhia Sich". Zaporiz'ka Sich is the capital of the Cossack lands, the heart of the lower knighthood and the centre of the Cossack liberties that existed beyond the Dnipro rapids from the middle of the 16th century until 1775.

Caring about the reconstruction of historical memory and the return to the centuries-old traditions of the Zaporizhzhia Cossacks on the territory of the National Reserve «Khortytsia» the historical and cultural complex «Zaporiz'ka Sich» was created. This «Sich» is not a copy of one of the eight Zaporizhzhia Siches. This is a generalized image of the Cossack capital, which presents the main buildings inherent in Zaporizhzhia Sich's: church, kureni, house of the ataman, office, military piggy banks, school, gunshot. In the suburbs: smithy, pottery, tavern and «Greek house» for visiting guests. The historical and cultural complex «Zaporiz'ka Sich» is designed to give contemporaries a holistic view of such an unique phenomenon as the Zaporizhzhia Cossacks in the history of Ukraine.

Geological monument and the monument of archeology "Belmak-Mohyla". Belmak-Mohyla is one of the hills among the Zaporizhzhia steppes. The local population has always called such burial grounds graves. From the Turkic "Belmak" can be translated as "main altitude". Indeed, it is the highest point of the Zaporizhzhia region and the Priazovsky Upland - 324 m above sea level.

The flat feature of the Zaporizhzhia region often misleads even the experienced tourist. Once on Bilmac-Tomb, it's hard to believe that you are at the highest point of the area. In fact, its height above the sea level is slightly 324 m. The word "Bilmak" from Turkic is translated as "main height" or "split". Both the one and the other name are fully true. Bilmak-Mohyla is the main water year of the year, flowing south to the Sea of Azov and north-west to the Dnipro basin. At the foot of this "mountain" are light gray inhomogeneous biotite granites, the age of which scientists determine in 2 billion years. It was they who attracted the Miners to the Bilmak-Tomb. From the 1950's granite was extracted here in an open way. For more than half a century, more than 20 million tons of breed have been taken from the depths of the Belmanka. From the summit of Belmanka, a panorama of the Priazovsky steppe and a huge career reaching a length of 1.3 and a width of 500

m are opened. Historians believe that Bilmac-Mohyla could play the role of one of the most important religious centres of the Azov region in the ancient times. In the so-called "long burial mound" located at the foot of Bilmac-Mohyla, archaeologists explored the unique sanctuary of the late Bronze Age (XV-XII centuries BC). A Cemmerian burial place of the priest at the end of the VIII - VII centuries was found alongside. B.C. There are about 30 mounds of different sizes in the district of Bilmak-Mohyla.

National Historic and Archaeological Reserve "Stone Grave". This great stone hill in the steppe attracted primordial people as a shelter, and as a unusual phenomenon as well.

Near Melitopol, on the banks of the Molochna River, there is the «Stone Grave» reserve, that occupies an area of 15 hectares, and has a form of sandstones. There are no analogues to these hills, and their interpretation remains a mystery. When the Sarmatian Sea retreated back, 14 million years ago, a hill of sand was exposed, and eventually it became a solid monolith. Under the influence of natural factors, the hill was covered with cracks and boulders slipped to the ground. There appeared a large number of caves and grottoes that have always attracted people here. Ancient tribes settled alongside «Stone Grave» and used this place as a sanctuary. In total, there are 68 grottoes and caves, in which many unique drawings - from the Stone Age to the Bronze and later times. Here are depicted bulls, horse carts, boats, wild animals, hunting scenes and many other petroglyphs. Special investigations have proven that «Stone Grave» is a place of powerful energy. On the hill there are five stones with positive energy and one - with a negative. At the various times, the Supreme Lama of Nepal, the explorer of the ocean, Jacques Yves Cousteau and representatives of the Ukrainian and world political elites attended the «Stone Grave» at various times. Each year, beginning in 1932, archaeological excavations and expeditions that reveal new memories are taking place here. Incidentally, here, by the way, was discovered the most ancient in the world «protosumer script». Annually «Stone Tomb» is visited by about 50 thousand tourists. In 2007, the reserve was listed on the UNESCO World Heritage List.

Cromlechs of the Eneolithic Age is a rare memorial of archeology, which consists of 12 cromlechs and 6 stone pads of the end of the 5th – beginning of the 4th millennium BC. During the construction of the historical and cultural complex «Zaporiz'ka Sich» in 2005, a whole series of stone pads was discovered. Further archaeological excavations and researches, made in 2006-2008, made it possible to discover and study 12 cromlechs – ring structures from stones, and 6 stone bookmarks of different sizes. This cult complex is one of the most interesting among the sanctuaries of Khortytsia. Firstly, it is distinguished by a very large safety of almost all structural elements. And yet this is one of the most ancient sanctuaries, he is already over 5 500 years old! These buildings were built by representatives of the Quitan culture in the late 5th – early 4th millennium BC. After the research, the entire cult complex was reconstructed at the level of the modern-day surface, and is now available for inspection by all visitors to the island of Khortytsia.

The sanctuary-observatory is a large sanctuary, which was discovered on the island of Khortytsia and consists of objects of astrological purpose.

The sanctuary was discovered during archaeological excavations. It is found that this temple was created in the second millennium BC and was used for thousands of years. The sanctuary consists of two

circles - a large Sun and a small Moon. The sanctuary was used for astronomical observations. It has reference points to the points of sunrise and sunset, the "low" and "high" Moon. This place is located at an altitude of 31 meters above the level of the Dnipro. Ancient people performed here rites of worship to the moon, the sun and the stars. And today this place is very popular. Modern Old Believers in Zaporizhzhia today conduct their rituals of glorifying the Gods here.

The sanctuary of the Scythian era is a stone structure that is located in a pine forest near the Black Rock, and dates back to V-IV centuries BC.

This stone structure is well hidden from the eyes, because it is located right in the forest. Landmark on which you can easily find a sanctuary – a fence that limits the camp «Seagull» from the north-west. Not far from the place where the fence makes a corner turn, and this stone bookmark is located. The design is in the form of a ring with a slight convexity. Under the stowage in the central part, a contour of oval burial was revealed. The western part of the burial has traces of predatory digging. In the western part, three vertically located granite blocks have been identified, apparently, after the work of the robbers. At the time of the burial, these stones were above, above the grave. The depth of the bottom of the funeral pit is 150 cm. The cleansing opened the burial of a person up to 1.7 m, laid on the back. The robbers destroyed the upper part of the skeleton, so the safety was extremely bad. It is possible to date the construction of several fragments of antique ceramics found among the stones of the stowage above the burial.

Sanctuary Triglav - is an ancient pagan sanctuary, all objects of which are made of wood, and are on the northern slope of the Velyka Molodnyaha.

The modern sanctuary has the form of a ship. The location of the wooden figures of the gods, according to the pantheon of Prince Volodymyr in the "Tale of Bygone Years" is as follows. Belobog is located on the south side, Chernobog is on the north, Perun is the main (middle), Dazhbog (on the right), Makosh (left), in front of them is the Simargl Dog (the ship's nose points to the east). In the very centre of the sanctuary is Treba - a pillar for sacrifice, symbolizing the truncated mast of the ship - is Stribog, the God of the Winds. In the western part of the sanctuary there is a fodder - Horse, in the form of a rectangular structure of decks with images of wolves on four sides, then behind it - a place for the fodder. On the western entrance to the sanctuary is the Klyuchnik with a gap for the ax-key, and Chur-guard with a sword.

Sanctuaries of the Bronze Age – this is a unique set of stone bookmarks for the cult purpose. The found objects of the complex date back to the II millennium BC.

Khortytsia has many ancient religious buildings. In the northern part of the island, archaeologists have discovered many so-called Croatian "Stonehenges" - the sanctuaries of the Bronze Age. Some of them were transferred to museums. In one of the ancient religious complexes found a series of sacrificial vessels, the oldest of which more than 4 thousand years. Other vessels belong to different archaeological cultures that have lived on the island for thousands of years. In another complex that has the shape of an egg, archaeologists have unearthed the burial of the priest.

Zaporizhzhia Equestrian Theatre is a unique program that offers residents and guests of the city folklore and ethnographic performances, Cossack games and entertainment.

Theatrical performance takes place on an improvised stage, the program includes tricks on horses, exercises with spears, sabers and a whip, exciting Cossack games and entertainment. An ancient ritual «Dedication to Cossacks» is held with the issuance of an honorary certificate for memory. After the end of the performance, you can ride horses, as well as buy products of a blacksmith, a potter, Scythian jewelry, products with national embroidery, Petrikivsky painting, family amulets and Ukrainian souvenirs. Your attention is presented to the exposition of weapons of the times of the Civil War, as well as a very extravagant uniform of the Khortytsya warriors. In addition, you can see the unique exposition of old irons. The collection has more than 200 copies and is constantly being replenished. Other items of folk life of the 19th and 20th centuries, as well as an exposition of Ukrainian towels and a windmill, is very interesting as well. On the territory of the Equestrian Theatre there is a riding club, where fans of horses, horse riding and equestrian sport are gathering.

The theatre of the Cossack battle “Zaporiz’kyy Spas” is the embodiment of the traditions of the martial art of the Cossacks and of the upbringing of children in their children. Since February 2009, the historical and cultural complex «Zaporiz’kyy Oak» was leased to the public association «Spas». Pupils and colleagues of the organization undertook the revival of the complex. There are training sessions and a presentation of young Cossacks. In the plans of the organization «Spas» to create on the territory of the complex a horse centre, health-rehabilitation department of the school «Spas», Sunday Cossack Orthodox school and make «Zaporiz’kyy Oak» the place of mass events, festivals and competitions. Representatives of the «Spas» believe that the dried oak can still be saved. It was fenced, preserved and carefully guarded. Around are planted «children» of a 700-year-old oak tree.

The main objects of historical tourism

Tourist complex «Skyphsky stan» (Scythian Camp) – one of the most outstanding memorial and tourist complexes on the island of Khortytsia.

Employees of the Khortytsia reserve claim that the «Skyphsky stan» (Scythian Camp) has a healing energy field. The mounds settled in 6 groups. All of them were as if strung on the so-called Scythian path, which is still valid today and runs through the middle of Khortytsia, from the Naumov's beam to the melting part. The fifth group of mounds is located at the highest point of Khortytsia – the height above the Dnipro level is 59 meters, above sea level – 72 meters. On the mounds there are steles of the Bronze Age, Polovtsian statues. On the western outskirts of the complex there is a museum of stone works, which consisted of stone hurmans, stupas, troughs, grain-crops, millstones and Cossack-type crosses that were found in nearby villages and brought to Khortytsia.

The memorial and tourist complex “Protovche” is a wonderful occasion to meet with the unique nature reserve. The tract «Protovche» is often remembered in ancient annals.

There is an opinion that the settlement was a kind of outpost on the border between the Slovenian state grouping and the nomadic Steppe. Its time frame is from the X to the XIV centuries. The scale of the

memorial, its extremely important strategic location, gives good reasons to consider the Protovche to be one of the pledges, from which the military-administrative centre Zaporiz'ka Sich was later crystallized. Protovche interesting not only from the historical side, it is a unique memorial of nature, a zone of absolute reserve. A complex of more than 20 lakes, channels and bays, islets – these are the remains of the once vast massif of the «Great Meadow of Zaporizhzhia». There are more than 28 species of animals, 47 fish and 226 birds.

Vasilivsky castle or Popov's Manor - is a palace and park complex in Vasilivka, on the basis of which a historic-architectural museum-reserve «Manor Popov» was created.

The construction of a grand palace lasted from 1864 to 1884. Buildings combine elements of Baroque, Romanesque and Gothic styles. In the main building there was a ballroom, mirror rooms, a library with rare books, a picture gallery with the originals of Titian, Goya, Rembrandt. This is the only complex in Ukraine where practically all elements of the estate of the time of development of the Wild field have been preserved: jagged walls with gates, two wings, caretina, stables, sentinel tower. In the western wing there is a museum of the history of the manor house, in which, in particular, paintings by Bryullov are presented. There are five exposition halls in the northern wing. Now the funds of the museum are about 10 thousand exhibits, photos, documents of the past, layout-reconstruction of the palace. On the left side of the complex near the North Wing is a tourist tower. Of particular interest for tourists are excursions to the castle's dungeons.

The Mykytyn fortress was part of the Dnipro fortified fortress line. Its shafts, describing a square measuring 180x180 meters, are visible to the naked eye. Each side of this giant square was reinforced with bastions, wedges pushed forward.

According to the hypothesis of local lore, the Mykytyn Fortress was named in honor of the President of the Military Collegium Mykyta Trubetskoi. Inside the fortress, there were stone houses and barracks. Their foundations are still visible today. Powder pits are clearly visible in the southeastern part of the fortification.

For the entire period of existence, the Mykytyn Fortress has never taken part in hostilities. Of all the fortresses of the Dnipro fortification line, it is best preserved.

The farmstead of Julius Simens was once the property of the Mayor of Mennonite Shenviz. The building itself has a unique architecture and is very similar to the manors of Northern Europe.

This cute little house was built in 1911. Its feature – the main room, which is issued from the facade towards the street. Outside, it is highlighted by a special wooden and brick decor, which gives the side facade of the house of Siemens a very festive look. A special highlight is the carved decor of the roof above the main room of the house. If you look closely, here on the carved roof you can see two dragons.

Mennonite school for girls is the purest water of the real zest of architecture, which is one of the business cards of Zaporizhzhia. The building was built in 1904 in Art Nouveau style with elements of Dutch Renaissance and late Baroque. Its main façade is very similar to the buildings of Northern Europe, which stand on the canal banks. The building has historical value: in 1910, the first in the Russian Empire nature conservation organization – the Khortytsia Nature Conservancy Society was founded.

Bridges of Preobrazhensky. The idea of creating arched bridges across the Dnieper was considered impracticable. Especially – one arch through the Old Dnieper. It seemed that they could not stand their own weight, they would fall over. But the bridges are standing. And as they say, only thanks to the persistence of the engineer Boris Preobrazhensky and the selfless work of the bridge builders.

The construction of bridges began in the spring of 1949. Through the New Dnieper was built a 560-meter four-tier two-tiered bridge, the lower tier of which was intended for pedestrians and cars, and the upper one for a double-track railway. Through the Old Dnieper also erected a two-tiered, but one-arched bridge. A huge span of 228 meters made it unique at that time. Both crossings were commissioned in 1952, nearly under the New Year. Next to the bridges of Preobrazhensky, new ones are being built, designed to unload existing transitions and a huge denouement for them. The passage through the new channel of the Dnieper will already be suspended, and the height of the pylon, the main support will be 165 meters.

Abraham Koop's mansion was built in 1907, and today the tuberculous dispensary is located in this building. In the architecture of the mansion are connected several styles, experts refer it more to the «Art Nouveau» – the German version of Art Nouveau. The structure is also characterized by a variety of decorative details. Similarities with the palace house is attached and its roof – it is made in the style of the French chateau. Another historical feature of the building was the office of the so-called «American Mennonite Aid» here in the early 1920s. Here they helped to cope with the consequences of crop failure and drought, more simply – with hunger. The dining room or «American cuisine» was located in the neighborhood – in the house of Dick (just below the Koop house along Serikov's street).

Former Mennonite Pedagogical College. To date, there is one of the buildings of the 81st school. And once it was here that the biography of Zaporizhzhia Pedagogical College began. The building was built in 1913 to train teachers. Here was Lereseminare – a teacher's seminary or a pedagogical institute. In these strong walls, teachers were trained for the Mennonite schools. And there were many such. In each Mennonite village there was an elementary school – Dorfshule (village school). The average education could be obtained in Tsentrschule – the central school of each of the Mennonite districts. These schools all Mennonite children aged 6 to 14 years attended without fail. This was due to the confessional features of the Mennonites. To become a full member of the Mennonite community, one had to be able to read and interpret the Bible. Epiphany these Protestants took only after the examination of the knowledge of Holy Scripture.

The Kozliner Tower is one of the sights of the city, a tower house built according to the architect Kozliner's design in 1949.

The nine-story building, sometimes called the Zaporizhzhia Kremlin, was built to order from the Zaporizhzhia Coke and Chemical Plant. The tower of Sotsmísto attracts a glance. After carrying out the cosmetic repair, the Zaporizhzhia Kremlin shone in a new light: the tower was painted, prefabricated and highlighted.

Miklashevsky Manor. The manor was erected in 1853-1916 for M. Miklashevsky – state councilor, leader of the Katerynoslav nobility, whose family owned these lands since 1802. The project of the provincial

architect F. Hagen was executed in the popular pseudo-Russian style in those years and complemented by features of neo-renaissance and oriental motifs. On the territory of the estate was a splendid English park with fountains and a wonderful panorama. M. Miklashevsky was a representative of a noble family, originating from the son of the Grand Prince of Kyiv V. Monomakh Mstislav and the prince of the Grand Duchy of Lithuania Gediminas.

Karaite Kenesa. The Berdiansk Kenesa was built around 1899 on the site of the old Kenesa, on the initiative and with the active participation of Pangulov brothers, Ivan Aivaz and Boris Babay. In its architecture, the Kenesa is considered one of the most interesting buildings in the city.

At the end of the nineteenth century, more than 100 Karaite families, the Turkic-speaking adherents of Karaimism (a religious movement based on the texts of the Old Testament), lived in Berdiansk.

Back in the mid-nineteenth century, the Karaite synagogue was built with the community's funds, and in 1899 a new kenassa prayer house appeared on this site. It was built in the Moorish style. In the 20-ies of the 19th century, the kenassa was closed, and its property was sold. Today, attempts are being made to restore the building to its religious purpose.

Skelky catacombs. On the picturesque shore of the Kakhovka water reservoir near the village of Skelki, perhaps the most famous Zaporizhzhia catacombs are located – Skelky catacombs. The entangled system of moves stretches underground for more than ten kilometres. In total, about 9 entrances to the catacombs are known. They all start on a steep bank and go perpendicular to the shore inland.

The extraction of limestone in Skelky catacombs ceased a little over half a century ago. In the 1950s, after the formation of the Kakhovka Reservoir, the level of groundwater rose sharply. All the works were shut down, the technique was taken out, and the entrances to the gallery were filled in, but as time shows – not for long.

4. Cultural tourism

Cultural service in Zaporizhzhia region is provided by 1031 establishments and institutions, in which 6826 people are employed.

In the region there are:

- ❖ 5 theatres (including 3 regional);
- ❖ 22 museum institutions;
- ❖ 61 schools of aesthetic education;
- ❖ 398 cultural establishments like clubs.

There most popular museums in Zaporizhzhia region are:

- ❖ Fire Museum
- ❖ Constructivism Museum
- ❖ The gallery- of applied ceramics and pictorial art by Ilya and Alexey Burlai
- ❖ Museum of the History of Zaporizhzhia Cossacks

- ❖ Zaporizhzhia Regional Art Museum
- ❖ Shipping Museum "Chaika"
- ❖ Museum of technology "Phaeton"
- ❖ Boguslaev Technology Museum
- ❖ Museum of the History of Weapons
- ❖ Zaporizhzhia Regional Museum of Local Lore.

Theatres, Philharmonic and Centres of Aesthetic Education in the Zaporizhzhia region are represented by:

- ❖ Zaporizhzhia Regional Theatre for Young Spectators
- ❖ Zaporizhzhia Regional Philharmonic
- ❖ Zaporizhzhia Municipal Dance Theatre
- ❖ Zaporizhzhia Municipal Theatre-Laboratory VIE
- ❖ Zaporizhzhia Regional Puppet Theatre
- ❖ Zaporizhzhia Regional Academic Ukrainian Music and Drama Theatre named after Vladimir Magar

5. Therapeutic and recreation tourism

The favourable climate, the magnificent coastal landscapes of the Dnieper, the sources of mineral water and curative mud, the warm Azov Sea attract tourists. The resort of state importance Berdiansk, the town of Primorsk and the village of Kirillovka are very popular among holidaymakers as resort centres. Total on the Azov coast and in the waters of the Dnieper river in the region there are about 500 health institutions, 30 estates of green tourism.

Within the region, mineral waters and therapeutic muds of practically all known balneological types are explored and used. For health and healing purposes, ozokerite and speleotherapy are widely used. Resort and recreational areas make up almost 15% of the area.

6. Religion tourism

Representatives of more than 115 nationalities live in the Zaporizhzhia region, numerous Orthodox, Catholic, Muslim, Lutheran, Jewish churches revive. Among the most visited are:

- ❖ Church of St. Nicholas, Zaporizhzhia
- ❖ Peter and Paul Church, Vasyivka
- ❖ Buddhist stupa, Khortytsia
- ❖ Armenian Church, Zaporizhzhia
- ❖ Cathedral of St. Vladimir, Zaporizhzhia
- ❖ Synagogue Giymat-Rosa, Zaporizhzhia

7. Business tourism

Business tourism in Zaporizhzhia region is actively developing. The main activities in the MICE field are:

- ❖ Annual international specialized exhibitions: "AgroTechService"; "Energy Efficiency and Building"; "Machine-Building and Metallurgy"; "Tourist Zaporizhzhia".
- ❖ Large-scale international forums: "International Investment Forum on Integration and Cooperation"; "International Specialized Environmental Forum"; "International Technology Forum".

8. Event tourism

Event tourism also significantly developed. During the year in the region there are a number of international and state festivals of various subjects. The most popular are:

- ❖ International Festival of Children and Youth Performing Arts "Chords of Khortytsia"
- ❖ International Cossack Festival "Pokrovy Khortytsi"
- ❖ International plein-exhibition "Khortytsia through the ages"
- ❖ All-Ukrainian Festival "Potters on Khortytsia"
- ❖ Jazz Forum
- ❖ Film Festival "Golden Brig", "Doll Rainbow"
- ❖ Top-Top children's pop art festival
- ❖ Festival of Cultures of National Minorities "We are Ukrainian"
- ❖ Regional Festival - competition for the highest theatrical prize of the Dnieper "Sicheslavna"
- ❖ Regional Festival "Poetic May"
- ❖ Folk choreography competition named after Y. Bolshakov

In order to create a positive tourist image of the region and present new proposals in the tourist-recreational and recreational sphere, an interregional specialized exhibition "Recreation. Tourism. Resort. " are held annually.

ANALYSIS OF TOURISM RESOURCES BY GEOGRAPHICAL LOCATION

1. Domestic tourism

According to the statistics of the leading tourist portals of the region, mainly domestic tourists - approximately 90% come from Ukraine, in particular, from Kyiv, Dnipropetrovsk, Kharkiv, Lviv, Mykolaiv, Khmelnytsky, Chernigiv, Poltava and other regions.

2. International tourism

International tourism is presented by tourists from Belarus, other tourist visits (7%) - far abroad countries. The top 15 countries visiting Kherson region are: Turkey, Israel, Germany, USA, Italy, Spain, United Kingdom, France, Georgia, Syrian Arab Republic, Sweden, Greece, Switzerland, China.

TOURIST INFRASTRUCTURE AND SERVICES

1. Transport

The Zaporizhzhia region has a developed transport system, which includes a network of automobile and railways stations, Zaporizhzhia city electric transport, Zaporizhia airport, Zaporizhzhia river port and Berdiansk sea commercial port.

2. Food establishments

In Zaporizhzhia region, food establishments can offer a selection of dishes for tourists with different requirements, both for gourmets, and for unpretentious consumers. In recent years, the tradition of creating of democratic restaurants has been formed in the restaurant business; some of these restaurants are united in a network, which has a wide range of national cuisines.

Gourmet restaurants:

- ❖ Loft Sports Gastropub
- ❖ Restaurant La Terrassa
- ❖ One gogi
- ❖ DaVinci Meat & Seafood
- ❖ Monica Belluci
- ❖ Bar de tapas

Restaurants with average prices:

- ❖ Villa Oliva
- ❖ Tavern "By the fireplace"
- ❖ Cafe "Shelest"
- ❖ The village
- ❖ Rosemary
- ❖ Restaurant "Paradise at Troitska"
- ❖ Tibet
- ❖ Zappa

3. Accommodation of tourists

Zaporizhzhia region can accommodate a sufficient number of tourists with different requirements. A great variety of the best hotels with breakfast, budget hotels, recreation centres, private homesteads,

sanatoria, which can be booked online. Although the variety is quite large, the accommodation of hotels and churches in the region is not even. The largest number is in Zaporizhzhia and in large places. Recreation bases, sanatoriums, private homesteads mainly work only in summer, covering only a part of the autumn and spring seasons.

4. Excursion services

Excursion services in Zaporizhzhia region are represented by various tourist companies. Local companies offer domestic tours both in the region and throughout Ukraine. The list of tours is quite varied (active, green, sports, gastronomic, historical, cultural tours, etc.). But the largest part of tourist companies is represented by foreign offices, whose main activity is aimed on selling tours abroad.

5. Entertainment services

In Zaporizhzhia region entertainment centres are concentrated mainly only in large cities and in the regional centre. There are restaurants, entertainment centres, children's entertainment centres, cinemas, theatres, clubs, water parks, bowling and other entertainments.

6. Control and administrative authorities

Control and administrative bodies are represented by regional, local and rural authorities, namely: Zaporizhzhia regional state administration, Zaporizhzhia city council, District State Administration, Police departments, departments of the Ministry of Emergency Situations (MES) and medical institutions (public and private).

7. Establishment of legal, banking and insurance services

There are a sufficient number of companies providing legal, banking and insurance services in Zaporizhzhia region. There are a sufficient number of banks in most settlements for the convenience of tourists.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ a unique historical and cultural heritage of all-Ukrainian and international significance; ▪ presence of potentially branded objects and products; ▪ economically developed region; ▪ favourable transport and logistics location 	<ul style="list-style-type: none"> ▪ low quality of commercial and individual municipal services (transport, public toilets, street cleaning); ▪ significant technogenic load on the environment; ▪ low quality and insufficient range of tourist

<p>(highways and railways of international importance, the presence of airports);</p> <ul style="list-style-type: none"> ▪ presence of objects and territories of the reserve fund; ▪ high level of concentration of human capital, availability of scientific institutions and student youth; ▪ presence of a recreational zone near the Azov Sea; 	<p>services;</p> <ul style="list-style-type: none"> ▪ low activity of the city community as a whole, including in the field of tourism, services, development of client-oriented small and medium business; ▪ low level of cooperation, partnership relations, clustering of services; ▪ lack of an effective organizational structure for management of tourism development, lack of professional staff in the system of municipal management; ▪ ineffective municipal marketing; ▪ the image of Zaporizhzhia as an industrial centre with a high level of pollution and "periphery";
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ availability of modern information technologies and their further development; ▪ increased demand for tourism products in the domestic market (organized and unorganized tourism); ▪ the proximity of regional centres and other settlements with a total population of more than 10 million people (as markets); ▪ the presence of a transit tourist flow through Zaporizhzhia (to the Black Sea and Azov coast); ▪ development of public-private and international partnership; ▪ interest in tourism development projects by youth NGOs, students; ▪ the presence of demand from Zaporizhzhia residents in the field of cognitive, event, industrial "green" tourism (local tourism); 	<p>Threats</p> <ul style="list-style-type: none"> ▪ unsuccessful state of the country's transport infrastructure, poor quality of transportation services; ▪ competition from other cities and regions of Ukraine; ▪ the deterioration of the environmental situation in the region; ▪ lack of support of government initiatives in the field of tourism development by business and public, central authorities;

WAYS OF DEVELOPMENT OF TOURIST ATTRACTIVENESS OF THE REGION

Tourism development proposals

- create and organize a cluster of tourism development;

- intensify activity of public associations and business associations in the field of promoting tourism development;
- take measures to adapt existing utilities to the needs of the tourism industry (cultural, educational, entertainment and other, subordinated to the city council);
- create favourable conditions for starting and development of business in the sectors related to attraction and service of tourists (first of all - permits and other administrative services, lease of communal property, legally and administratively transparent relations with business);
- increase the volume of attraction of grant (donor), sponsor and volunteer resources for realization of public initiatives in the field of tourism development;
- expand partnership with cities and regions of Ukraine, foreign cities, partners, Ukrainian diaspora abroad;
- develop and implement a program of ensuring sanitary norms in places of mass recreation and finding tourist objects;
- start systemic improvement of territories of priority tourism development;
- improve the state and resource provision of existing infrastructure facilities;
- conduct a comprehensive diagnosis of existing tourist infrastructure objects (accommodation establishments, catering, entertainment, tourist services, etc.), to identify the needs for creating new objects taking into account the dynamics of tourism development
- industry and demand growth;
- implement the best world experience in creation of tourist-attractive areas and objects;
- organize the development and implementation of projects for the creation of new facilities for the maintenance of tourists (cinemas, concert halls and grounds, exhibition centres, museum objects, sports facilities, shopping and entertainment centres, establishments for family and children's recreation, etc.) - according to priorities of development of tourism industry and needs of consumers;

Tourist routes

Through the available favourable natural resources, the region has great potential for the development of traditional and alternative types of tourism. Access to the Black Sea through the Azov sea provides an opportunity for close cooperation with neighbouring countries in the field of tourism, and as a result of a number of tourist routes. Routes can be both thematic and traditional. The presence of a significant number of historical, archaeological monuments, a large reserve fund with various traditional and international festivals makes the region attractive for the tourism industry. International and domestic tourist routes will allow the development of inbound and domestic tourism for all participants.

KHERSON REGION

DESCRIPTION OF THE STATE AND POTENTIAL OF THE TOURIST SECTOR OF KHERSON REGION

Kherson region has enough privileges to form and develop a powerful resort and tourism complex. The region has a wide access to the Dnipro waterway, and it is the only one of the regions of Ukraine, that has access simultaneously to two warm seas – the Black Sea and the Azov Sea.

The only natural desert in Europe named Oleshkovski sands; the largest man-made forest in the world – 100 thousand hectares; unique mountain landscapes in the middle of the steppe "Stanislavski Kruchi" are situated exactly in Kherson region. There are 12 resort settlements, more than 450 km of coastline, of which 200 km are nicely equipped sandy beaches; the city of Skadovsk is a resort of state importance and a centre for children's health and recreation; the longest sand spit in the world – Arabat Spit; more than 70 deposits of curing balneological resources (mineral and thermal waters, therapeutic mud, saltwater lakes), among which the unique Lemurian lake, the therapeutic mud of which was clinically tested, certified and allowed to be used as a therapeutic and cosmetic product, in the region.

There are 80 objects of natural reserve fund of national, international and local significance on the territory of the region. Two of four biosphere reserves of Ukraine are located in the Kherson region, namely the "Black Sea reserve" and "Askania-Nova", which are the part of the World's list of natural territories that are protected by UNESCO. There are also four national natural parks in the region: Azovo-Sivaskyi, Oleshkovski Pisky, Dzharylgatskyi, and Nizhnedneprovskyi. There are more than 5 thousand objects of historical and cultural heritage in the region (among them the legendary Kamianska and Oleshkivska Sich) in addition to the natural resources of Kherson region. The following kinds of tourism are actively developed in the region, among them are: water tourism, green rural tourism, wine tourism, ecological tourism, historical and cultural tourism, gastronomic tourism, event tourism. Tourist offers satisfy the demands for atmospheric tours for



all tastes and for any age category, and at any time of the year. These include kiting, yachting, kayaking, quad-cycling tours, fishing, hunting, open-air theatre, visiting of the valley of tulips, traveling by Cozack roads and many other tourist attractions.

More than 1,000 objects of recreation, health improvement and accommodation facilities provide services for guests of the Tavria region (among them 49 for children, 60 farmsteads of green tourism, 51 hotel complexes. The total amount of places for guests is more than 100 thousand places).

The Kherson airport regularly operates following flights: Istanbul-Kherson-Istanbul (by Turkish Airlines), Kherson-Kyiv (by Ukrainian International Airlines), Bravo-international charter flights to Hurghada, Sharm El-Sheikh (Egypt), Antalya, Dalaman (Turkey), Lublin (Poland).

Today Kherson region is undoubtedly one of the most attractive territories for recreation in Ukraine with infrastructure and hospitality industry which are actively developing and invested. Various infrastructure projects are being realized and it contributes to the further development of tourism in the region, in particular: building of yacht clubs, dolphinariums, water parks, hotel-apartment complexes, horse-sports clubs, balneological centres, restoration of regular passenger transportation and excursions along the Dnieper river, etc.

GEOGRAPHICAL LOCATION AND NATURAL RESOURCES

Kherson region is situated in the southern part of Ukraine, within the Black Sea lowlands. In the north-west it borders with Mykolaiv region, in the north it borders with Dnipropetrovsk region, in the east it borders with the Zaporizka region of Ukraine, and in the south it borders with the Autonomous Republic of Crimea. The territory of the region is 458 km long, including 350 km along the Black Sea and 108 km along the Azov Sea. 19 rivers flow through the territory of the region; the largest are the Dnieper river (178 km) and the Ingulets (180 km).

The area of the Kherson region is 28.5 thousand square km, which is 4.7% of the territory of Ukraine. By the administrative-territorial division it includes 18 districts, 698 settlements, including: 4 cities of the region's significance, 5 cities of district significance, 31 urban-type settlements, and 658 rural settlements. Regional centre is Kherson city.

Due to its peripheral position in Ukraine, the region has a moderate rate of the aggregate index of transport - geographical convenience. The transport and communication routes from eastern Ukraine and the Russian Federation to the countries of Southeast and Central Europe, as well as to the Crimean peninsula go through the territory of the region. Kherson Region has an access to the Black and Azov Seas, with more than two hundred kilometres of sunny coasts with beautiful sandy beaches, along which there are about 300 health-improving establishments and recreation facilities.

As a natural and territorial complex Kherson region is located in the south-western part of the Eastern European plain, its Steppe zone, the southern subzone, the Black Sea-Southern steppe and the Black Sea Pryazovsky dry steppe provinces, which in their turn, by landscape features are divided on regions: Bug-Dniprovski, Dniprovsk-Molochanski, Lower Dnieper dry-steppe and Prisivaska-Priazovski dry-steppe.

The right-bank part of the area is characterized by rolling plain, beam, gully, sloping, flood-terraced types of areas. Geomorphologically, this region has the highest absolute markings of heights and a weak slope to the south of the Black Sea coast. The dismemberment of the relief is negligible.

Fluctuation in relative heights is 50-80 m, 20-30 m in the south. Water divisions, especially on the left bank, are plains characterized by the presence of enclosed angularity, which are likely to have a suophysical origin – of the hollows (Green, Black valley, Chapel, Agaymansky). Depth of the hollows is a few meters, and their area ranges from 3 to 160 km.

Soils of Kherson region are the important component of its landscapes, which largely determines the specialization of the economy of the region, the lifestyle of its inhabitants. There are very specific factors of soil formation on the territory of the Kherson region, which determines a unique list of soils in this region of Ukraine.

One of the main features of the soils of the area is a fairly high content of salts in them. In automorphic conditions of soil formation the main source of salts in the soils of Kherson region, is the adjacent sea area, estuaries. The amount of salt in the soil depends on the direction of the winds and the distance from the sea.

Another feature of the Kherson soils is the content of solonets, and the "physical" content of solonets is most clearly shown, which is connected with an increase in the density of the soil structure, a specific soil structure, an increase in the number of masticatory elements, etc.

The main soils of the Kherson region are black earth soils (ordinary and southern), chestnut soils (dark chestnut and chestnut in combination with solonets and salt mines), gleyed soils of the hollows and sod soils of the sandy terraces of the Dnieper river.

The Kherson region is situated in the continental region of the climate zone (belt) of temperate latitudes and is characterized by a temperate continental climate with mild, little snowy winter and hot, dry summers.

Local climatic factors. The temperature regime of the region is determined by the characteristics of atmospheric circulation, radiation factors and the nature of the nearest surface. In winter, the invasion of the arctic air masses is replaced by cyclones that lead to thaw.

The mineral raw materials base of the region on 53.1% consists of mineral resources of the building industry, 36.8% - from fresh and mineral groundwater, the rest - minerals of fuel and energy and mining-chemical direction. There are 92 mineral deposits that are of industrial value and are accounted for in the State balance of stocks, namely: 68 deposits of solid minerals (20 of them are permanently or episodically 151 are developed), 7 deposits of hydromineral resources (4 of them are exploited), 16 deposits of drinking groundwater and 1 natural gas field on the territory of Kherson region.

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

Demographic Composition

The number of the existing population as of 01.01.2018 - 1047 thousand people / in number - 21 place /, or 2,5% of the population of Ukraine,
including: rural - 405.6 thousand people, or 38.7%
 urban - 641.4 thousand people, or 61.3%

The national composition of the population of Kherson region is represented by Ukrainians, Russians, Belarusians, Tatars, Armenians, Moldovans, Turks, Crimean Tatars, Gypsies, Jews and others. The largest part of the population is Ukrainians and Russians, while Belarus are on the third place.

Socio-Economic Situation

From the point of view of industry, the Kherson region is rather socially and economically developed. The bulk of the industry is represented by extractive and processing industries.

The index of the Industrial production for 2017 in comparison with 2016 was 103.0%. The volume of the sold industrial production per one person in 2017 amounted to 24553,4 UAH.

The average export volume is 35.1% to Asia, 33.3 % to the EU and 17.7% to CIS countries. The main trading partners of the region are Turkey, Germany, Kazakhstan, China, Poland and the Netherlands. The international partnership is carried out mainly with Turkey, Italy, Belarus, Iran, Bulgaria, Hungary, Romania, the USA, Georgia. The largest share of production is agricultural products, ready-made food, base metals and metal products. The total amount of investments in 2017 amounted to 6,850 million UAH, which is 150% more than in 2016.

INFRASTRUCTURE

Infrastructure of Kherson region is rather developed. There are all kinds of transport in Kherson region. The existence of ports, airports and railway stations, as well as car highways make the region attractive as for the economical- investing development, as well as for tourist sector. The existence of educational institutions, recreation facilities and cultural institutions (theatres, philharmonic society, museums, clubs, aesthetic education centres, etc.) as well as social care and health centres provide the favourable conditions for the population and tourists from the point of view of accessibility and a wide range of services.

Kherson region occupies one of the leading places in Ukraine in terms of the availability of valuable natural and historical and cultural resources that can generate significant interest from domestic and foreign tourists. The most visited tourist resort and recreational regions are Genichesk, Golopristsansk, Skadovsk and the city of Kherson. The main purpose of citizens' travel to the region by types of tourism is the having a rest and recreation at the seaside (75%), rural green tourism (19%), historical and cultural types and other types of tourism (6%).

In order to establish a transport provision of tourist flows of Turkey-Ukraine direction and the development of health-tourism for residents of two countries in the Kherson region Istanbul-Kherson flights are implemented.

Istanbul-Kherson flights were added in Kherson region in order to establish a transport security of tourist flows Turkey-Ukraine and the development of health-tourism for residents of two countries.

The health-resort complex of Kherson region includes 247 resort establishments, 57 children's recreation centres. There are 20 farmsteads of rural green tourism, the most popular of which are "Greenhouses of Tavria" in the Golopristsansky district.

Tour operators and travel agents activities in Kherson region are performed by more than 50 tourist agencies, including 14 tour operators and 6 tour operator's affiliates. Most of them provide outbound tourism services, about 10% of tour operators and agents offer excursions to the city of Kherson, vacation on the Azov and the Black Seas' shores, and treatment in sanatoria of the region. More than 90 tourist routes have been developed on the territory of Kherson region, and a single register of inner tourism routes has been created and distributed, the most popular of which are: scientific and cognitive routes along the Askaniia-Nova biosphere reserve, hiking trails on the only desert in Europe - "Oleshkivski Sands", visiting the holy place of the Ukrainian Cossacks, a monument of national history - Kamenskaia Sich, ecological routes on the islands Biring and Dzharylgach; excursions on objects of wine and rural green types of tourism, objects of historical and cultural heritage of the regional centre and other historical cities.

ANALYSIS OF TOURISM RESOURCES BY TYPES OF TOURISM

1. Green tourism

Resource base for green tourism

The resources of the green tourism of Kherson region are represented by objects of national importance (2 biosphere reserves, 1 national natural park, 1 dendrological park and 7 different nature reserves) and of local importance (including: nature reserves, nature monuments, monuments of the garden and parks art, protected tracts).

Forest resources

The area of the forest fund of Kherson region is approximately 154 thousand hectares, including area covered with 130,7 thousand hectares of forest vegetation. Forests' areas are uneven; the largest ones are in the Tsiurupinsk, Golopristsanski districts and the city of Nova Kakhovka. Forests' areas average in the region is 4.6% and varies from 0.8% to 20.4%. The average age of trees in forests of the region is estimated at 41 years. In their age structure, the medieval is 46%, premature - 1%, ripe and old-growth - 21%, young- growth - 32%.

The area of forests is dominated by coniferous (61%) and hard-leaved (26%) breeds. The predominant groups of these species are pine and acacia.

The total area of protected territories and objects on the lands of the forest funds of the region is 15.4 thousand hectares (11.8% of the lands covered with forest vegetation). The Natural Resources Fund of Kherson region has 81 territories and objects, including 15 objects of national importance, and 66 objects of local importance.

The structure of the natural reserve fund of Kherson region has:

- Biosphere Reserve "Askania-Nova" named after F. E. Falts-Fein and the Black Sea Biosphere Reserve;
- Azov-Syvash national natural park and national natural parks Dzharylgatski, Oleshkovski Sands, the only desert in Europe, a unique natural object that has no analogues not only in Ukraine, but also in Europe, and "Nizhnedneprovski";

- 1 dendrological park of the national value Askania-Nova;
- 8 national reserves of international significance and 13 nature reserves of local significance;
- 30 nature monuments;
- 13 park-monuments of landscape garden art of local significance;
- 10 reserved tracts.

Water resources

The hydrographic net of Kherson region is represented by the Dnipro River with the Kakhovka water storage (length within the region is 200 km), Ingulets River (180 km) and small rivers with a total length of 373.7 km.

There are 430.5 thousand hectares of territory of the water fund in the region, including:

- natural watercourses (rivers, streams, etc.) - 10.7 thousand hectares;
- lakes, estuaries, coastal closed water bodies - 327,9 thousand hectares.
- reservoirs - 64,3 thousand hectares;
- pond - 12.3 thousand hectares;
- channels, collectors, ditches - 15, 3 thousand hectares.

The main objects of green tourism

- Reserves and national parks

Azov-Sivash National Natural Park was created in order to preserve the extremely rich genetic fund of flora and fauna, unique natural complexes of the northern Priazovia. It covers an area of more than 52 thousand hectares, of which only 8469 hectares is dry land, and 43,685 hectares is the water area of the Sea of Azov, Sivash Lake and Utiutski estuary.

Thanks to the softness of the climate, rich forage lands and the safety of the territories, the Azov-Sivash Park is the place of nesting of many birds and the point of a great flight path. In the park there are the great bustard, the little bustard, the steppe crane and the gray crane, the field hen harrier and steppe hen harrier, the golden eagle, the great spotted eagle, the balaban, the peregrine falcon, the lesser kestrel. There are 30 species of birds in the park, which are included in the Red Book of Ukraine. White-tailed eagle and little bustard are also the objects of the European Red List.

From the very beginning, the reserve became a place for the acclimatization of certain species of animals and birds. The common pheasant acclimatized here, among acclimatized animals are red deer, fallow deer, moufflon and onager. There are brown hare, fox, raccoon dog in the park.

The flora of the park is dominated by desert steppe and solonchak vegetation with stipa and alytrigia steppes. In the reserved areas of the Central Sivash - Churiuk and Kuiuk-Tuk the real steppe "aborigines" still preserved, such as october scythian, violet miracle, sage dry-steppe, trench bristly. There are also unique for the territory of Ukraine limonium of Churyuk, cochineal of Sivask, silene of Sivask, achillea of Buryuchansk, as well as pleistocene relic species in the park.

The Black Sea Biosphere Reserve is the largest natural reserve in Ukraine, the territory of which consists of several sites representing various landscapes of the seaside of the southern part of Ukraine: forest-steppe, sandy-steppe, desert-steppe, and seaside saline. It is located on the territory of Kherson and partly of Mykolaiv regions of Ukraine. The total area of land is 14,820 hectares, and the water area is 94,435 hectares.

The reserve includes mainland areas, more than 20 islands, and two sea gulfs - Tendrivska and Yagorlytska.

The fauna of the reserve has about 3500 species. The largest variety of insects, there are over 2200 species, as well as more than 160 species of spiders, and 65 - molluscs. There are more than 300 species of birds on the territory of the reserve. Such species as the oystercatcher, the Kentish plover, the common eider, black-winged stilt, Mergus, great black-headed gull, white-tailed eagle, bustard, pink pelican, etc are nesting here. There are more than 120 thousand species of birds in Tendrovski and Yagorlytski bays in winter. The reserve is the main place for nesting of Pallas's black-headed gull in Europe. We should pay attention that there are rare and Red Book species within the protected areas. Among the reptiles it is a Caspian whipsnake and a smooth snake, a steppe viper; among mammals - the leisler's bat, the badger, the otter river, the southern birch mouse, the Black Sea aphalina, the Black Sea dolphin and monk seal; and among the fish - the Black Sea beluga, the Black Sea salmon, the sea horse, tub gurnard, the sea pike and the laurel.

Tenderivska spit. The spit stretches for 80 km in a narrow strip, for what has been called the path of Achilles. Interesting endemic species, such as alfalfa of Tendrivsk and sea alfalfa, pearl gold bullock grow on the spit. The reserve is a research institution and a centre of environmental education in the region, therefore recreational activities in its territory are not carried out. The Tenderivska Spit is the only place in Ukraine where wild horses live.

The biosphere reserve "Askania Nova" named after Friedrich Eldarovich Falts-Fein is the oldest steppe reserve of the world, one of the 7 natural wonders of Ukraine, one of the hundred of the most famous protected areas of the planet.

It is located in the Chaplinsky district of Kherson region and occupies an area of 33.3 thousand hectares, includes a protected steppe (core), a buffer zone and a typical land use zone. It is rightly the old steppe biosphere reserve of the planet and the largest among the European steppe protected areas. Biological diversity of steppe ecosystems has more than 500 species of higher plants and over 3000 species of animals. Zebras and antelopes, bizens and buffaloes, deer and wild horses live in half-free conditions in Askania-Nova, totally more than 1000 animals. Many species that have disappeared for the past two centuries from the great territories of the past steppes of Eurasia, here continue to exist as ordinary: Ukrainian feather grass, Lessing, hairy, Scythian tulips and Schrenk tulip, Regel onion, Taliev cornflower, etc.

There are 1030 tree plants and more than 680 species of herbaceous plants in the dendrological park. It is the largest dendrological park of the steppe zone of Ukraine that has the status of a nationwide since 1983.

The Azov-Black Sea Migration Corridor passes through the current territory of the reserve for many years, which annually transfers more than 250 species of birds alone, dozens or huge clusters of 40, 150 and

even up to 500 thousand individuals. Askaniya-Nova is one of the main points of the spring-autumn accumulation of the gray crane in the Northern Black Sea region - up to 44 thousand individuals, winter staying of great bustard - up to 2,500 individuals, greater white-fronted goose, mallard and many other species.

The badgers, foxes, wolves, brown hares, and many representatives of a number of rodents permanently live in steppe from mammals. Reptiles have in their composition a number of rare species: blotched snake, steppe viper, smooth snake. In general, the animal world of the protected area includes 69 species listed in the Red Book of Ukraine, 295 protected by the Berne Convention, 104 by the Bonn Convention, 12 refer to the European Red List.

Dzharylgatski National Natural Park. The Dzharylgatski national natural park is situated on the territory of Dzharylgatski Island from 2009. Its activities are aimed at protecting natural objects located on 10, 000 hectares of land, along with 2,469 hectares of the Dzharylgatski Bay. There are all conditions for tourism on the territory of the park - there is a tent camp, allowed fishing.

- Deserts

Oleshkovski sands is the second largest desert in Europe, that covers area of about 1,600 square kilometres. The peculiarity of the landscapes Oleshkovsky sands are due to their origin. There is an assumption that the creation of the desert was the result of the massive movement of continental ice in the valley of the ancient Dnieper during the glacial era.

Like all deserts, it consists of a number of barchans of about 5 m in height (some of them reach the height of 20 m), moving because of the action of the wind. In summer, the temperature of the sand reaches 75 °C, besides, it seldom rains here, and sometimes there are even sandy storms. There is a freshwater layer deep in sands, but its use is strictly limited, because it is necessary to hold the growth of the desert. The desert is conditionally divided into 7 arenas; each of them has different natural and climatic characteristics.

Natural landscapes, which coexist here side by side, are very diverse: sandy steppe, meadows, groves, swamps and lakes. The fauna and flora of Oleshkovski sands are also unique - some plants and animals exist only in this territory.

Since 2010, Oleshkovski Sands has become a national natural park, which contributes to preserving the natural and ecological characteristics of the territory.

- Lakes and mud

Sivash lake. One of the most interesting places of the Azov-Sivash Park is Ukrainian "dead", or rather "rotten sea" - Sivash lake. This is the gulf of the Azov Sea, which is divided into eleven shallow reservoirs. Its total area is approximately 2500 square kilometres.

Sivash is separated from the Azov Sea by the Arabat Spit., It forms the boundary between the Crimean peninsula and the mainland together with Arabat Spit and the Perekop isthmus.

Because of extremely high salinity, water is practically not suitable for living organisms. There are only some types of bacteria, algae and invertebrates, and only in some of the eastern parts of the lake several

species of fish live. But there is a wide variety of birds here - more than 100 species: pelicans, cormorants, etc. Many of them are listed in the Red Book of Ukraine. The water contains useful minerals and acids, salts of sodium chloride, magnesium and potassium, etc.

Sivash mud. Studies have shown that the use of Sivash mud is very useful for skin, joints and is an effective way of coping with stress. It is estimated that the total stock of salt in the lake is about 200 million tons.

From ancient times people were engaged in salt extraction here, and nowadays salt-producing plants are located here. Here there are also pink salt here that is rich in carotenes - they contain algae that grow in lakes. In Perspectives, production of beta carotene from pink rape for food and cosmetic purposes is possible.

- Islands

Byriuchy Island is a "spit" in the Azov Sea with an area of 7232 hectares and approximately 20 km in length.

Byriuchy Island was formed as a result of the formation of sand and raccoon, and therefore its western coastline has numerous bays and gulfs. There are many lakes along the coast. The climate on the island is characterized as moderately continental with long, hot summers. The vascular plants predominate here, such as: reed canary, wheat grass, etc. The prairie and sandy-steppe landscapes. The forests of oleaster, elm, black locust and ash, with a total area of 232 hectares were planted in the 70-80s of the last century.

The fauna of the island is represented mainly by even-toed animals, such as noble deer, does, kulans, horses and moufflons, foxes and raccoon dogs live in Biryuchy, and among birds there are pheasants. Most of plants and animals are acclimatized, since up to 20 years of the twentieth century the poor living nature was observed on Biriuchi island.

The island is still not widely popular among tourists, so the Seaside Coast is very clean. At the same time, in order to protect the territory there are certain limits regarding the visiting of the park. Permission to travel to the island can be obtained from the Kherson Forestry Administration or the administration of the economy.

Belogrudov Island. The city of Gola Prystan is situated in the delta of the Dnieper river, and the island of Belogrudy is next to it. It is possible to get to it only by boat, because the Konka River, that separates the island from the mainland, is quite wide. About 300 people live on the island - a fishing village is located here. According to the Cossack tradition, its inhabitants call each other not by names, but by nicknames.

There is practically no motor transport on the island, and roads are only dirt, but thanks to a small area of about 40 square kilometres, there is little need for cars. And although there is electricity here, there are no fields and almost no cities, but people feed on fishing, breeding cows, pigs and poultry. In addition, many different types of herbs grow on the island, but their area is decreasing. The same thing happens with the population of different species of fish.

Dzharylgach Island. Island-spit Dzharylgach, translated from the Turkish language means "burnt wood", located in the Karkinitzky bay of the Black Sea. Covering an area of 56 square kilometres, it is the largest island in Ukraine and the Black Sea in general.

The climate on the island is moderately continental, typical for the Ukrainian steppe, but softened by the sea, making it ideal for vacation. The Dzharylgatsky lighthouse is an interesting monument on the island, designed by Gustave Eiffel himself.

Dzharylgach is rich on lakes, there are about 200 here. It is known for its therapeutic mud and salty lakes, whose water has high iodine and bromine content. Even the air here is rich in compounds of these elements and ozone.

Among the inhabitants of the sea it is worth mentioning the stone and herb shrimp and two dozen of types of crabs. There are even dolphins, Black Sea aphelin, as well as sea pig. The real value of the local waters is the sturgeon fish - sterlet and starry sturgeon. And a pond turtle can be found near fresh water.

The island is also a home to such red-book plants as the stipa borysthenica, the swamp sawgrass.

The living world of the island consists of deers, does, mouflons, wild boars, allactaga and brown hare, foxes, they can come onto an island on ice or spit. In addition, Dzharylgach is the place where migratory birds are nesting, such as - swans, ducks, geese, etc. In the winter more than 150 thousand of them are gathering here.

One of the island's calling cards is an old lighthouse that has been existing here for more than 100 years. It was established in 1902 by the project of one of Eiffel's pupils. There is a plenty of small fish and shrimp, a large number of mussels and crabs along the northern part of the island. On the other hand, it is an open sea, where there is an opportunity to catch a large gabiidae, haarder and plaice at quite accessible depths.

- Delta of the river

The Delta of the Dniپر river is located in its lower areas, where it flows into the Black Sea. It consists of many islands, lakes, floodplains and marshes formed by an extensive system of river hoses. There are over 100 species of rare animals and plants, and therefore delta is an important centre for biodiversity conservation. Many of these species are included in the Red Book, for example, European mink and common otter. In addition, the Dniپر River is the main source of drinking water in Ukraine and is also used for irrigation. Since the Delta of the Dniپر river is a popular place for fishing and hunting, the use of natural resources is limited and controlled. However, there are still threats to the ecosystem – causeway building, pollution of water basins, degradation of agricultural lands and biotypes. The establishment of cleansing systems and water protection zones is necessary in order to ensure the more effective protection of water resources.

- Spits

Arabat Spit is a unique place on Earth. This is a sand spit length of 80 km and a width from 700 m to 8 km. It is washed by the Azov Sea on the one hand, and the Sivash sea-lake on the other hand. In summer, the water warms up to 28 degrees, 90% of the season are sunny days. Sivash sea-lake is famous for its curative mud, therapeutic brines, thermal springs. It is believed that there are only four such places on our planet: the Great Salt Lake in the USA, the Dead Sea in the Middle East, the gulf of Kara-Bogaz-Gol and Sivash with Arabat Spit. Due to natural evaporation, the salt concentration in seawater here increased in 16 times. In addition to healing waters, on the Arabat Spit there are inexhaustible reserves of curative mud and brine.

- Waterfalls

Steppe waterfalls are situated under the New Kakhovka in Kherson region. Several years ago, after clearing the picturesque limestone grotto, a cascade of three waterfalls with a height from 6 to 10 meters on a rocky bank of the Dnieper was opened. There is a water source in one kilometre distance from the waterfalls that directs water to the slopes. The laboratory researches prove that the water quality is perfectly suitable for drinking.

- Geyser in the Iron Port

Kherson geyser is located near the seaside resort of the Iron Port, where the thermal water source is functioning. Basically, it is an artesian well with a depth of 1.5 kilometres, from which the water, rich with biologically active components, under high pressure, enters into three small, equipped pools. Iodine, bromine, boron and many other elements make it a source of unique natural phenomena. The water is very salty, very hot, of saturated dark brown colour here.

2. *Active tourism*

Active tourism in Kherson region is represented in various directions, from hiking to horseback riding. The most popular directions for sports tourism in Kherson region are the following:

- ❖ Rafting, kayaking and canoe trips;
- ❖ Walking on quad-bikes along Oleshkovski sands;
- ❖ Walks on yachts;
- ❖ Bird watching;
- ❖ Equestrian sport;
- ❖ Fishing;
- ❖ Rock-climbing and mountaineering.

Boat tours and water sports are represented by such establishments as Yacht club "Maxim Marine"; Kite school "Wind Extreme"; Zburievsky Kut; Delta of the Dnieper river; Eco Park "Vsiogo svogo"; World of water attractions. Horseback riding is a club of lovers of horses "Bucefal"; club of Horse Lovers "Centaur", Equestrian club "GrandPrix".

3. *Ethnographic and historical tourism*

Kherson region has a very rich potential in terms of resources of ethnographic tourism. Archaeological sites are highlighted as important places for cultural and historical tourism in the area where archaeological excavations are ongoing. Objects of ethnographic tourism are located throughout the region.

The main objects of ethnographic tourism

Ancient Scythian burial mounds. The system of the largest royal tombs of Scythia is represented by the Kozel, Solokha, Chortomlyk burial mounds and the largest Oguz mound. The treasures of the Oguz mound decorate the collections of the Hermitage and the National Museum of Treasures of Ukraine.

On the line of the system of burial mounds placement there is also Kamyansk mound, which arose from the ancient ford-crossing as a transit point on the trade route.

Oleshkovskaia Sich. The Sich in Oleshky (the territory of the current Tsyurupinsk district) was founded in 1711 and existed for 19 years. The Oleshkovskaia Sich has turned into a political centre of the Zaporozhian Army for almost two decades. At present, the Sich area is about 0.5 hectares.

Black Valley. There is the legendary tract of Black Valley on the territory of the Chaplinsky district, where in 1675 the ataman Ivan Sirko ordered to chop down about 3000 of his fellow countrymen who were released from the Tatar captivity and who wanted to return to the Crimea. This place attracts many tourists because of its historical significance.

Scythian women. Scythian first huma-form steles, which still remained in the steppes of Kherson region to these days are works of ancient art, and which played an important religious role in the life of nomadic tribes, especially in Cuman's times (the second half of the XI - the beginning of the XIII century). The mandatory attribute of each statue is a bowl with a sacred drink. The closing, hairstyle, jewelry and weapons on these stone women is depicted in details. Basically, the statues were set in small groups on hills. Stone women were placed on the mounds by representatives of ancient people such as the Scythians or Cumans.

Falz-Fein family crypt. The crypt of the Falz-Fein family in the village of Novochornomoria today is a halfly destroyed stone chapel-tomb. It is located on a mound, which offers a large view on the suburbs.

Kamenskaia Sich. Kamenskaia Sich is located in the Berislav district of the Kherson region. It was founded by the Cossacks of the legendary ataman Kostia Gordienko on the banks of the Dnieper river in 1709 after the destruction of the Royal troops of Peter I of the Chortomlitskaia Sich. Today, the Kamenskaia Sich is a unique historical and archaeological monument, since before the beginning of the XXI century it remained almost the only one Sich in the Zaporozhian Army whose territory was not flooded or built. According to the decision of the Cabinet of Ministers of Ukraine dated September 30, 2009, No. 1043, the Kamenskaia Sich as monument of national significance, the cemetery of zaporizh Cossacks and the tomb of the Koshevoy Ataman Kostia Gordienko became a affiliate of the National Reserve "Khortyt'sa".

The main objects of historical tourism

Historical and entertaining complex "Green Farmhouses of Tavria". Green Farmhouses of Tavria is the only complex in eastern Europe, located on the pristine nature of the Tavria forest-steppe area it is Ukraine in its historical and cultural miniature. The territory of the farms occupies more than one hundred hectares. A lot of farms are "scattered" throughout the complex. In the farms it is possible to get acquainted with a blacksmith's craft and a potter's craft, craft of making things from glass, weaving, to make a rag doll, to go to the shooting and cannon yards, to visit the horse yard and to ride a horse, to paint on an artistic farm, to make a guard or get acquainted with beads products; to find out the history of money of Ukraine and to make a coin for luck by your hands on the Cossack farm, to try the home-made kvass on a fishing farm, to get acquainted with wool making, candles making, soap making, or to try yourself in rock climbing.

Kherson lighthouses. Among the dozens of lighthouses of Kherson region, there are some that particularly attract attention by their origin, aesthetics of the construction and also numerous legends connected with their places of origin. All lighthouses of Kherson region can be divided into three groups:

- ❖ Lighthouses of the Dnieper-Bug estuary;
- ❖ Lighthouses of the Black Sea coast;
- ❖ Lighthouses of the Azov Sea coast.

Remains of Kherson fortress. The strengthening of the fortress began to be erected by the order of Catherine II in 1778. There were marine shops, port, barracks, wells, gunpowder cellars, arsenal, etc. The fort has never been used in a real battle. The fortress had to defend the southern borders of the empire. However, during all its existence, there were no attacks from land or from sea.

In the original form Kherson fortress did not reach the present day. Just a few hundred meters of earthen berm now remind about once a magnificent building. However, the Ochakiv and Moscow gates through which it was possible to enter the fort are in good condition. The Catherine's Cathedral is situated on the territory of the former fortress.

Centre for Historical Reconstruction "Oleshie". The centre of the living history and reconstruction of Olesie is named after the fortress-port founded in the 10th century. The centre includes a camp, recreated according to the historical references of the past; There is its own wharf here, whose special pride is the active tower of Freya, a workshop of traditional crafts. Food and drink are cooked on the open fire, and imaginary staging fights in the armor corresponding to the epochs.

4. Cultural tourism

Cultural tourism in Kherson region is represented by a sufficient number of museums, historic-entertainment centres, theatres, fortresses, lighthouses, churches, cathedrals and other objects of culture. A large number of festivals of different directions are held in Kherson region.

The largest number of museums is located in the regional centre, among them are:

- ❖ Kherson regional local museum
- ❖ Kherson Regional Art Museum
- ❖ Kherson Literary Museum
- ❖ Museum of Contemporary Art
- ❖ Museum of totalitarianism
- ❖ Theatres and Philharmonic are represented in Kherson by the following institutions:
- ❖ Kherson Regional Academic Music and Drama Theatre named after. M. Kulish
- ❖ Kherson Regional Puppet Theatre
- ❖ Kherson regional philharmonic

5. *Therapeutic and recreation tourism*

Because of the abundant supply of natural resources, Kherson region is one of the leading medical and health tourism regions in Ukraine. The distribution of institutions of sanatorium and resort farms in the districts of Kherson region confirms the fact that the basis of their placement is the natural-resource potential, in particular, their largest number is concentrated in the coastal areas (Genichanski, Golopristsanski, Skadovski, Kalanchatski districts) and those located along the rivers and Kakhovski reservoir (Tsyurupinsk, Kakhovsk, Novovorontsov districts). The most developed in terms of therapeutic and recreation tourism are Golopristsansk, Tsyurupinsk, Gornostaevsk, Beryslavsk, Chaplinsk districts and Kherson. The least developed are the Upper Rogachevsk, Velikoleksandrivsk, Velikolepechets and Vysokopilsk districts. By degree of homogeneity there are several districts (Beryslavsk, Belozersk, Verhnyogorachansk, and Chaplinsk).

The analysis of factors influencing the distribution, security and the possibility of using tourist and recreational resources of Kherson region showed that the most influential are three factors:

- socio-economic factor, its strongest effect is characteristic for Kherson city, which is explained by the greatest concentration of objects of socio-economic activity in the regional centre. The effect of this factor is positive for Kakhovka district and Novokakhovsk city council; for all other regions, its action has a reverse sign, that is indicating their significant backwardness in this aspect;
- a medical-recreational factor. Due to their favourable geographical location and significant recreational resources the medical-recreational factor can be seen quite strongly in the Skadovsk, Genichesk and Golopristsansk districts. For Kherson city the positive value of this factor remains, for all other regions its factor has a negative value.
- territorial-infrastructure factor. The effect of this factor on the territory of the region is even - for 10 of 20 cities and districts its effect is positive, the most influential it is in Kakhovsk, Golopristsansk, Belozersk, Beryslavsk and Velikolepetysk districts.

The tourist-recreational complex in Kherson region was formed in the Soviet Union's times, aimed mainly at the recreation of the population, and the sanatorium and resort economy (sanatoriums, boarding houses and children's summer camps) was the most developed.

Favourable natural conditions are the basis of health-improving tourism. Thus, there are more than 70 explored deposits of medicinal mineral balneological resources, perspective for use in the region. These are mineral and thermal water, curative mud, salt lakes.

- ❖ The Lemurian pink lake
- ❖ Geothermal source in the open air near the Schaslyvtsevo village
- ❖ Sanatorium "Gopri"
- ❖ Resort Skadovsk
- ❖ Lazurne
- ❖ Genichesk
- ❖ Iron Port
- ❖ Arabat Spit

The structure of health resort recreation consists of sanatoriums, children's sanatoria, holiday resorts, rest houses, boarding houses with treatment, tourist's hotels.

6. Religion tourism

Representatives of more than 115 nationalities and nations live in Kherson region. Numerous Orthodox, Catholic, Muslim, Lutheran, Jewish churches are being revived. There are two monasteries in Kherson region, one of which belongs to the Moscow Patriarchate, and the second belongs to the Ukrainian Greek Catholic Church.

The largest Orthodox churches and monasteries in Kherson region are:

- ❖ Church of the Nativity of the Virgin (Greco-Sofiyivska)
- ❖ Holy Spirit Cathedral (Private Church)
- ❖ Catherine's Cathedral
- ❖ Vvedensk Church (Beryslav)
- ❖ Holy Grigoryevsky Bysyukov monastery
- ❖ Oleshkov Monastery

7. Business tourism

Business tourism (MICE) in Kherson region, although presented at the local, regional, and international levels, this type of tourism has not been sufficiently developed.

8. Event tourism

More than 20 festivals are held in Kherson region annually. In addition to the festivals of theatrical direction, song, jazz and bandura, there are also a festivals of bikers, an eco-festival, a festival of tourist journalism of Ukraine, festivals dedicated to watermelon, festivals dedicated to fishing, festivals dedicated to family colours and traditions.

At the local, regional and state levels such festivals are being held:

- ❖ Festival of German Culture "Kronau Fest"
- ❖ Children's Bandurist Festival "Tavria Meetings"
- ❖ Festival "Tavria Family" - All-Ukrainian Festival of National Cultures
- ❖ Festival of children's art "Tavria Wave"
- ❖ Children Jazz Festival "Jazz over the Sea"
- ❖ All-Ukrainian Charitable Children's Festival "Black Sea Games"
- ❖ HERSON FEST - Street Food Festival, of southern communication and bright emotions
- ❖ At the international level, the following festivals have been organized in the Kherson region:
- ❖ International festival of amateur cinema "Kinokimeria"
- ❖ International festival of kites "Multicolored sky"
- ❖ International Theatre Festival "Melpomena of Tavria"

ANALYSIS OF TOURISM RESOURCES BY GEOGRAPHICAL LOCATION

1. Domestic tourism

According to the statistics of the leading tourist portals of the region, mainly domestic tourists - approximately 90% come from Ukraine, in particular, from Kyiv, Dnipropetrovsk, Kharkiv, Lviv, Zaporizhzhia, Mykolaiv, Khmelnytsky, Chernigiv, Poltava and other regions.

2. International tourism

International tourism is relatively young: about 3% of tourists come from Belarus, other tourist visits (7%) - far abroad countries. The top 15 countries visiting Kherson region are: Turkey, Israel, Germany, USA, Italy, Spain, United Kingdom, France, Georgia, Syrian Arab Republic, Sweden, Greece, Switzerland, China.

TOURIST INFRASTRUCTURE AND SERVICES

1. Transport

There are bus and trolleybus types of transport as well as by taxi in Kherson. The city is connected by rail, bus routes, sea transport and airport with various cities and ports. There is a modern international airport with a capacity of up to 100 passengers per hour. Regular flights are operated between Istanbul-Kherson-Istanbul (Turkish Airlines), Kherson-Kyiv (Ukraine International Airlines), company "Bravo" - international charter flights to Hurghada, Sharm El-Sheikh (Egypt), Antalya, Dalaman (Turkey), Lublin (Poland) at "Kherson" airport. Water transport of Kherson is represented by a sea and river port and two Maritime stations.

2. Food establishments

In Kherson region, food establishments can offer a selection of dishes for tourists with different requirements, both for gourmets, and for unpretentious consumers. In recent years, the tradition of creating of democratic restaurants has been formed in the restaurant business; some of these restaurants are united in a network, which has a wide range of national cuisines - Ukrainian ("Puzata Khata", "Zdorovye Kodyk", "Kurkul"), Japanese ("Yakitoriya", "Sushi Planet"), Italian ("Celentano", "Patio-Pizza"), Russian ("Pancakes", "Two goose"), eastern ("Eastern Express"), Latin American ("Potato hut") and others. They are relatively inexpensive and allow to accommodate a large number of people for a long time, quite comfortable for recreation, give tourists the opportunity to get acquainted with the peculiarities of national cuisine or not to change their habitual diet, but do not provide sufficient level of individualization of service, special festive and elegant atmosphere.

It should also be noted, that a large number of catering facilities, as well as a sufficiently high level of service, are mainly presented in large cities. In small towns, the choice of dining establishments and the level of service is much lower.

3. Accommodation of tourists

Kherson region can accommodate a sufficient number of tourists with different requirements. A great variety of the best hotels with breakfast, budget hotels, recreation centres, private homesteads, sanatoria, which can be booked online. Although the variety is quite large, the accommodation of hotels and churches in the region is not even. The largest number is in Kherson and in large places. Recreation bases, sanatoriums, private homesteads mainly work only in summer, covering only a part of the autumn and spring seasons.

4. Excursion services

Excursion services in Kherson region are represented by various tourist companies. Local companies offer domestic tours both in the region and throughout Ukraine. The list of tours is quite varied (active, green, sports, gastronomic, historical, cultural tours, etc.). But the largest part of tourist companies is represented by foreign offices, whose main activity is aimed on selling tours abroad.

The most popular tours in the Kherson region are:

❖ Green tourism (active tourism)

- Tour to Biosphere Reserve "Askaniya-Nova";
- Tour to the national park "Oleshkovski Sands";
- Tour to the Kinburn Spit;
- Tour to Dzharylach Island;
- Tour to the Kherson Mountains;
- Kayaking in Kherson;
- Kayak Quest;
- Walk on a yacht;

- Rafting tour.

❖ Historical tourism (cultural tourism):

- Kherson de Mason (tour of Masonic Kherson);
- Khersons' yards;
- Historical tour over Kherson;
- Lesson of living history (historical tour for children);
- Mystical Kherson

❖ Gastronomic and comprehensive tours

- Wine Tour (Estate of duke Trubetskoy);
- Tour to the House of Tavria's brand cognacs
- Tour to the eco-park "Vsiogo svogo";
- Tour to "Green Tavriya Farms"

5. *Entertainment services*

In Kherson region entertainment centres are concentrated mainly only in large cities and in the regional centre. There are restaurants, entertainment centres, children's entertainment centres, cinemas, theatres, clubs, water parks, bowling and other entertainments.

6. *Control and administrative authorities*

Control and administrative bodies are represented by regional, local and rural authorities, namely: Kherson regional state administration, Kherson city council, District State Administration, Police departments, departments of the Ministry of Emergency Situations (MES) and medical institutions (public and private).

7. *Establishment of legal, banking and insurance services*

There are a sufficient number of companies providing legal, banking and insurance services in Kherson region. There are a sufficient number of banks in most settlements for the convenience of tourists.

SWOT ANALYSIS

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ▪ favourable geographical location, warm climate; ▪ significant reserves of natural resources (sea, rivers, steppes, forests, therapeutic sources and mud, etc.); ▪ good ecology condition; ▪ significant potential for the development of various types of tourism (ecological, therapeutic and recreational, active, etc.); ▪ the presence of combinations of state and international importance; ▪ a great historical and cultural heritage; ▪ availability of the brand of the region; ▪ significant opportunities for investments; 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ▪ insufficient development of infrastructure and transport outside the big cities and regional centre; ▪ lack of skilled workers in the field of tourism; ▪ absence of investments in the sphere of hotel chains of international and national brands; ▪ low seasonality; ▪ insufficient awareness of tourist's products of the region at the international and state levels; ▪ insufficient number of tourist routes that can satisfy the international standards; ▪ overriding discrepancy in quality of services provided to customers; ▪ insufficient advertisement of the region at the international level. low level of use of recreational and historical and cultural potential of the region in tourist activity. ▪ unsatisfactory level of management; ▪ weak marketing skills of personnel at tourist business enterprises; ▪ lack of sufficient funding for tourism projects ▪ the use of outdated technologies (for example, technology of treatment at resorts);
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ▪ Influence of investments in the tourism industry, which will increase and improve the level of tourism infrastructure; ▪ growth of the market of international tourism; ▪ preparation of highly professional personnel for the service industry and hospitality; ▪ expansion of the range of products (tours, hotel services) to meet a wide range of consumers' requirements; ▪ development of alternative types of tourism (rural, ecological, etc.); ▪ increasing the diversity of interconnected tourist products (goods and services); 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ▪ weakness of the tourist brand of the region; ▪ lack of strategic vision in development of the tourism industry for managers and ordinary employees in the industry; ▪ changing the needs and tastes of consumers; ▪ unfavourable country's policy for the development of international tourism; ▪ worsening of financing and credit conditions; ▪ further worsening of the infrastructure;

<ul style="list-style-type: none"> ▪ adding related products to international tourists; ▪ development of international cooperation in the economic and cultural spheres; ▪ realization of investment projects on the conditions of co-financing from the state budget and participation in international grant programs; ▪ development of transport infrastructure; ▪ creation of a tourist cluster of the Black Sea region; 	
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WAYS OF DEVELOPMENT OF TOURIST ATTRACTIVENESS OF THE REGION

Tourism development proposals

Kherson region has sufficient potential for development of tourist sphere. Its priority is that the Kherson region is the only one from all regions of Ukraine, which has access to two seas - the Black and Azov ones. The main proposals for the development of the tourist attractiveness of the region are the following:

- improvement of cooperation between different levels of government;
- attraction of foreign investment in the region on favourable terms;
- development of entrepreneurship and work with entrepreneurs of tourism and related fields in order to increase standards of service provision;
- realization of large-scale measures on restoration and preservation of monuments of history, culture, reproduction of traditions and customs of the people;
- access to the international level through active participation in international tourist exhibitions and other events, and search for investors to expand the range of tourist products;
- cooperation with neighbouring countries in order to create common cross-border tourism routes in different directions;
- development of a comprehensive tourism development strategy;
- improvement of marketing policy (development and distribution of high-quality tourist advertising of the region);
- ensuring effective management of tourism development and implementation of state policy in the field of tourism;
- creation of special conditions for the development of tourist activity at the objects of the natural reserve fund, historical and cultural heritage;
- introduction of modern information and marketing technologies.

Tourist routes

Through the available favourable natural resources, the region has great potential for the development of traditional and alternative types of tourism. Access to the Black Sea provides an opportunity for close cooperation with neighbouring countries in the field of tourism, and as a result of a number of tourist routes. Routes can be both thematic and traditional. The presence of a significant number of historical, archaeological monuments, a large reserve fund with various traditional and international festivals makes the region attractive for the tourism industry. International and domestic tourist routes will allow the development of inbound and domestic tourism for all participants.

MYKOLAIV REGION

DESCRIPTION OF THE STATE AND POTENTIAL OF THE TOURIST SECTOR OF MYKOLAIV REGION

The main points that create favourable conditions for the development of tourism are: favourable economic and geographical position of the region, favourable climatic conditions, first of all, the access to the Black Sea, the presence of historical and cultural monuments, unique landscapes, rich natural heritage, priceless recreational resources.

Mykolaiv region has significant recreational potential, in particular, it is: sea sand beaches in length of about 140 km, sources of mineral water with approved reserves up to 1 thousand cubic meters, reserves of therapeutic mud, especially Tiligul and Beykushski estuaries with geological reserves of more than 2 million cubic meters, 141 objects of the natural reserve fund, an area of about 75,5 thousand hectares or 3,07 percent of the territory of the region.

The good location of the Mykolaiv region as one of the largest maritime regions of Ukraine, which has maritime links with the countries of the Mediterranean, the Middle East and Asia, promotes the integration into the world economic space. A unique position is a factor for the creation of a competitive transport and logistics infrastructure capable of providing one of the main aspects of the positive image of the region on the world stage in the field of tourism - high-quality transport services for tourists.

There are 5914 immovable monuments, of which: 4490 archeological monuments, 1199 historical monuments, 67 of monumental art, 145 architectural monuments, 11 of garden and park art, 1 landscape monument, 1 science and technology monument. Thirty monuments have the status of "national significance" in Mykolaiv region.



At the same time, there are 1356 newly discovered objects of cultural heritage under the protection of the state, included in the corresponding lists - 429 archaeological sites, 295 historical, 13 - monumental art and 619 - architectural.

Objectively assessing the tourist and recreational opportunities of Mykolaiv region, we can conclude that the region has the factors for the long-term development of: cultural and cognitive, medical and recreational, children's, natural sciences, scientific and educational, religious, hunting, rural, ecological, water, ethnic, sports and health, gastronomic, business, event, leisure and entertainment, active, sightseeing and industrial types of tourism.

GEOGRAPHICAL LOCATION AND NATURAL RESOURCES

Mykolaiv region is located in the south of Ukraine within the Black Sea lowlands in the basin of the Southern Bug River's downstream. According to the size of the territory, it is on the 15th place among the administrative-territorial units of Ukraine

In the west, the area borders with Odesa region, in the north with Kirovograd region, in the east and north-east with Dnipropetrovsk region and in the south-east with Kherson region.

By the natural environment, Mykolaiv region is located in the south part of the country within two physico-geographical zones - the forest-steppe (Kryvozerski and the western half of Pervomaiski district) and the steppe (the rest of the territory) in the basin of the Southern Bug River's downstream. For the most part, the territory belongs to the Black Sea Lowland; in the northern part it is the spurs of the right bank of Pridneprovska highland (height up to 240 m) with a heavily separated range of gullies, arroyos and valleys. The wide inter-year space is characterized by the presence of significant rounded downs ("hollows"), which in the spring are filled with water and form temporary lakes.

The northern part of Mykolaiv region is occupied by the Ukrainian shield, consisting of hard rocks - granites, gneisses, quartzites, etc. The southern part is located in the Black Sea Lowland.

The climate in Mykolaiv region is moderately continental. Summer is hot with strong winds and frequent dry winds. There are dust and black storms sometimes, winter is soft and slightly snowy. Chernozem soils prevail here. The forest-covered area constitutes 5.05% of the territory.

There are 121 rivers on the territory of Mykolaiv region (more than 10 km in length), one of which is the Southern Bug River and seven medium-sized rivers: Kodyma, Siniukha, Chorny Tashlyk, Chichikleia, Ingul, Ingulets and Visun.

There are Berezansky, Baikou, Buzky, Dnieper-Bug, Karabushsky (western and eastern parts), Tiligulsky and Sosytsky estuaries on the territory of the region.

Among the minerals the largest part take industrial minerals. Although the sources of mineral waters and therapeutic mud were found in the region, it is insufficiently provided with mineral resources.

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

Demographic Composition

The number of evident population on 01.08.2018 is amounted to 1 136 072 people. The national composition of Mykolaiv region is represented by Ukrainians, Russians, Moldovans, Belarusians, Bulgarians, Armenians, Jews, Koreans, Azerbaijanis and other nationalities.

Socio-economic situation

The regional centre of the region today is a sufficiently developed industrial centre. This is a powerful port city in which there are three sea ports and a river port. Machine building and metal working dominate in the industry of Mykolaiv, including such industries as shipbuilding and engineering machinery.

There is a powerful transport system in Mykolaiv region, which includes rail, sea, river, automobile, air transport and pipeline transport. For a long time the territory of the region has been one of the important centres of international economic and transport links through which the railway, automobile and pipeline international corridors pass. The automobile transport plays a major role in intercity and regional transporting. The European route E 58 passes through Mykolaiv region. The geographic position of the region, the presence of navigable routes contributes to the development of water transport and the development of the position of Mykolaiv as a transit transport hub. The Mykolaiv Sea Commercial Port is one of the most powerful ports of the region, connected with the Black Sea by the Buzko-Dniprovsky Lyman in length 44 miles.

Agriculture is the second largest in terms of volumes and the first in terms of employment of labor resources is the material production area of the region.

INFRASTRUCTURE

Infrastructure of Mykolaiv region is sufficiently developed. There are all types of transport here. The presence of ports, air and railway stations, as well as highways makes the region attractive both for economic and investment development, and for the tourism industry.

1077 cultural and art institutions provide organization of leisure activities for the citizens of the region, including: 3 professional theatres and philharmonic, 507 club facilities, 504 libraries, museums and institutions of cultural protection for monuments (museum-type institution), 2 educational and cultural institutions, 2 others institutions of education, 45 primary specialized art schools (29 children's music schools, 13 children's art schools and 3 children's art schools (painting school)), communal organization "Mykolaiv parks", Pervomayski city park, children's town "Fairytale", Mykolaiv Zoo, and etc.

There are 5914 immovable monuments in Mykolaiv region, of which: 4490 archeological, 1199 historical, 67 of monumental art, 145 architectural, 11 of garden and park art, 1 landscape monument, 1 science and technology monument. Thirty of the monuments have the status of "national significance".

At the same time, there are 1356 newly discovered objects of cultural heritage under the protection of the state, included in the corresponding lists - 429 archeological sites, 295 historical, 13 - monumental art and 619 - architectural.

ANALYSIS OF TOURISM RESOURCES BY TYPES OF TOURISM

1. Green tourism

Resource base for green tourism

- Nature Reserve Fund

The nature reserve fund of Mykolaiv region includes biosphere and nature reserves, regional landscape parks, zakazniki, nature monuments, protected natural areas, botanical gardens, dendrological parks covering an area of over 5.5 thousand hectares. Thanks to its natural wealth, Mykolaiv region is extremely picturesque and ideal for relaxation.

The variety of natural conditions in Mykolaiv region has influenced its wealth of animal's world. There are about 50 thousand species of animals, most of them small invertebrates. During the twentieth century and by this time there were observed the following quantity of species of vertebrates: mammals - 65, birds - 280, amphibians - 11, reptiles - 12, fish -100.

Almost 150 species of birds nest in the region. Ichthyofauna includes both freshwater and salt-water (sea) species. The largest variety of fish and other aquatic living resources is observed mainly in coastal areas, including estuaries.

There are about 130 species of vertebrate animals in the region that are included in the Red Book of Ukraine, including: 30 species of mammals, 72 species of birds, 1 species of amphibians, 6 species of reptiles, 21 species of fish.

There is a border between the Forest-steppe and the Steppe in the north-west of the region, which shares also the floristic areas - European and Pannonian-Black Sea-Caspian, as well as geobotanical - European-Siberian forest-steppe and European-Asian steppe areas.

In Mykolaiv region, 54 species of plants listed in the Red Book of Ukraine and the Red List of Europe.

The region belongs to the East European plain country. 17 landscape areas are identified within the boundaries of 8 landscape areas on the territory of Mykolaiv region. There are landscape complexes of the plain landscapes class of two types: forest-steppe and steppe with subtypes - northern-steep, middle-step, southern-steppe.

The objects of the recreation within the boundaries of the nature reserve fund are: the National Natural Parks (NNP) "Buzky Gard", "Biloberezhia Sviatoslava", Regional Landscape Parks (RLP) "Granite Steppe Pobuzhia", "Kinburska Spit", "Tiligulski" "Pringulski", a forest reserve of national significance "Ratsinska Dacha".

4 tourist routes and 2 eco-routes were created, certified and arranged in order to create a tourist and recreational infrastructure on the territory of the NPP "Biloberezhia Sviatoslav".

- Water resources

Mykolaiv region territorially belongs to the basins of the Southern Bug River (59.5%), the Dniro River (23.5%) and the Black Sea (17%) rivers. There are 121 rivers and arroyos (more than 10 km length) with a total length of 3619.84 km on the territory of the region. Not only rivers but also lakes, reservoirs, ponds and swamps are included in the surface water resources of the region. Natural lakes are located unevenly. The

main number of them is concentrated on the Kinburn peninsula, there are the largest lakes among them, they are the lake Chernine (56.0 ha) and Cherepashyne (186.0 ha).

The main objects of green tourism

- Reserves and national parks

National Park "Buzsky Gard". The park was created in 2009 by the Decree of the President of Ukraine on the territory of Arbuzinsk, Bratsk, Voznesensk, Domanivsk and Pervomaisk districts of Mykolaiv region with an area of 6138,13 hectares. The park covers the river valley of the Southern Bug river and canyon-shaped valleys of its tributaries - Great Ship, Bakshal, Mertvovod.

The seaside of the villages of Migia, Kuripchyny, Grushivk of Pervomaysk district is one of the best in Europe natural trails of water slalom, attracting fans of rafting and riding on catamarans and kayaking. The favourite place for competitions for climbers is the granite rocks of the canyons. Picturesque landscapes attract many lovers of tourism and active rest give an unforgettable experience of communicating with nature.

Natural Reserve "Elanetsky Steppe". The Yelanets steppe is a protected area in the Novo-Odesa and Yelanets districts of Mykolaiv region. The reserve is intended for conservation and reproduction of the steppe natural complexes of the Right-Bank part of Ukraine. It was organized to protect the largest in the North-west Black Sea region territory of the untouched steppe and is the first and still the only steppe reserve in the Right-Bank part of Ukraine. Its goal is to preserve and restore the steppe, which is not represented in other protected territories of Ukraine.

A specific feature of the relief of the "Elanetsky Steppe" is the little amount of the watershed parts that were sown in the early 20th century., The extremely diverse landscapes spread on the territory of the reserve despite their relatively small size, which determines the richness of its flora and fauna.

National Nature Reserve "Biloberezhia Svyatoslava". This is a protected peninsula located on the territory of the Ochakiv and Berezan districts of the Mykolaiv region between the Dnipro-Bug estuary and the Black Sea. The total area of the park is 35223.15 hectares.

There are more than 300 lakes with fresh and salty water on the Kinburne River. Several lakes have curing mud, as well as deposits of blue clay. Most of the lakes in the coastal zone of the sea and the Yagorlytski Bay have access to the sea, which regulates their water exchange. These reservoirs are shallow, rather warm, with pure seawater. Their depth does not exceed 1.5 m. Periodically, the ducs to the sea are sanded. Some closed salty lakes can serve as a source for obtaining therapeutic sea "brine" and curing mud. In hot water, the water evaporates, forming a layer of salt. Sometimes curing mud can be found here. There are also lakes with fresh water, which are fed by rainfall or groundwater. They often dry up and are known as "sweet saga".

There are remnants of settlements of the late bronze and antique epochs on the territory of the national park. Most of the territory of the peninsula belonged to Prognioiev palanka of Zaporozhie republic. There was a famous Cossack portage near the lakes, through which they were passing the Turkish fortresses Kinburne and Ochak. Kinburn salt lakes are situated near the portage, exactly from this point boats delivered

salt all over Ukraine and many countries in Europe. The remnants of the Kinburn Fortress confirm the Black Sea Cossacks' feats.

On the territory of the National Park visitors will have various types of active rest: car trips by marked tourist routes, horseback riding (on the territory of the Centre for the rehabilitation of wild animals), visits to therapeutic mud lakes, summer beach tourism. Bird watching and photo- tourism are becoming very popular among visitors.

Regional landscape park "Kinburn Spit". The Kinburn Spit Regional Landscape Park is unique for Europe's natural and territorial complex of ancient plain, sand and coastal landscapes, the habitat of many species of plants, mushrooms and animals, among which there are those that are not found anywhere else in the world. The park covers the western part of the Kinburn peninsula and the adjoining strip of one kilometre of the waters of the Dnieper-Bug estuary, the Black Sea and the Yagorlytsk Bay.

Spit has an interesting geographic location. The most important sea route "from the Vikings to the Greeks" was laid along it long ago.

The priority protection objects are highlighted within the park, covering the most valuable areas from the point of view of the nature protection. Among them: "Pokrovsk Spit", the area "Green Kuchuguri", "Kovaliv Saga" and others.

Kinburn's natural conditions are favourable for beach-swimming, mud treatments, fishing, mushroom picking, as well as for scientific and sports tourism. But despite this, the Kinburn ecosystem is very vulnerable and in case of an increase in anthropogenic pressure, may become unsuitable for life not only for its wild inhabitants, the representatives of the flora and fauna, but also the local population.

Every year in June, the coastline of the Kinburn peninsula starts the traditional ecological regatta "Cup of the Kinburn Spit", during which the championship of Ukraine among racing yachts is held. The ecological regatta is the most massive in Ukraine, and at the same time it is unique, because its participants compete in several types of reservoirs at once: on the river, in the estuary and in the sea.

The regional landscape park "Tiligul" includes the coast and adjoining waters of the Tiligul estuary within the Berezan district of Mykolaiv region with a total area of 8195.4 hectares. It also includes the ornithological reserve of local significance "The downstream of the Tiligul estuary".

The park provides for the preservation of valuable natural complexes and historic and cultural objects of Tiligul, the conditions for organized tourism and recreation, conducting scientific research, and promoting ecological knowledge.

As a unique natural complex, the Tiligul estuary is included in the list of wetlands of international importance, mainly as an environment for the existence of waterfowl. The Tiligul estuary is located on the border of Mykolaiv and Odesa regions and is considered one of the cleanest estuaries of the North-Western Black Sea. Its length reaches 60 kilometres, width - up to 4.5 kilometres, maximum depth - 21 meters, transparency of water - up to 7 meters. This is the deepest and most transparent estuary of the region, which is separated from the Black Sea by a wide sand border. They are connected only by a man-made channel.

There is the Kobleve climate resort with the appropriate infrastructure on the crossroads of the estuary along the Black Sea coast. The curing mud of Tiligul is an important resource for the development of this recreational complex. It can be widely used for the treatment of diseases of the musculoskeletal system, nervous system, skin diseases, etc.

Five recreation areas in the park are maintained in proper condition: Koblevska, Chervonoukrainska, Anatolijska, Atamanska and Tashinska.

All mentioned points provide a wide range of opportunities for development within the park of ecological tourism and various types of recreational activities, whose activity in the world grows annually. Beach holidays, amateur fishing, boat trips and kiting, hiking, cognitive excursions, scientific expeditions, field practice and bird watching have become traditional on the Tygulyk estuary and its picturesque shores.

The regional landscape park "Pryingul" was established in 2002 with the purpose of preserving in the natural state the parts of the valley of the river Ingul with its typical and unique natural complexes, fragments of the untouched steppe, granite outcrops, watercourses, forests, etc. The area of the park is more than 3 thousand hectares. There is the largest artificial waterfall in Mykolaiv region here.

National Historic and Archaeological Reserve "Olivia". Olivia is an ancient city-state founded by the Greek settlers in the beginning of VI century BC, was one of the largest ancient centres of culture, trade and economics in the Northern Black Sea region. Today, "Olivia" is a national historical and archaeological reserve, which attracts thousands of tourists every year.

The territory of the reserve is 33 hectares, 330 hectares of necropolis, as well as 23.6 hectares of the territory of Berezan island. The reserve has a museum, a storage facility, a lapidarium (a stone museum) and a scientific library.

Annually the open festival of the author's song, Greek culture and tourist recreation "Olivia" is held on the territory of the reserve.

Regional Landscape Park "Granit-Steppe Pobuzhia". RLP "Granitn-steppe Pobuzhia" is located on the border of the Podolsk and Pridneprovsk hills. Granite-steppe Pobuzhia is the remnant of the spur of the mountains once were mighty (like the modern Himalayas), that crossed the territory of present-day Ukraine for more than 1000 km from the north-west to the south-east. As a result of prolonged destruction, only the roots, represented by solid crystalline (magmatic and metamorphic) rocks remained from them.

- Islands

Berezan. This small pearl of the Black Sea was an important point in the famous trade route "From the Vikings to the Greeks", which run by the Dnieper-Bug estuary. Exactly here there was the first Greek settlement in the Northern Black Sea coast in the VII century. B.C.. Now Berezan is not only a popular tourist attraction, but also a permanent archaeological centre attracting the attention of many archaeologists, geologists and geographers.

- Spits

Kinburn spit is located in the western part of the peninsula opposite the city of Ochakiv. In its narrowest position, so to reach to the sea and to the firth take a short period of time. This is an important link of the seaside ecocorridor, a place of mass nesting and concentration of birds during seasonal migration.

- Tracts

The tract "Kachine" or "vovche ligvo" in the regional landscape park "Kinburskaya Kosa". "Vovche ligvo" in its broad sense is the place for the wolf offspring. Usually, it is located in a permanent place, among the cozy parts of the forest and near the reservoirs, where people do not appear.

"Ossetian" tract. In the 60's and 80's of the last century, there was one of the most productive fishing boats in Kinburn, specializing in sturgeon catches and black caviar production. Recently, one of the boundaries of the Kinburn Spit Regional Landscape Park was arranged on the site of the fishing industry. It overlaps the access to the young part of the sand and shellfish sediments, which are intensively built up by the sea towards Dovgy island. It should be noted that the tract of Ossetia is a convenient place to take to the island of Tendriv spit, which is separated from the coast of Kinburn for one and a half dozen kilometres.

- Canyons

There is a system of canyons not far from the Trikratsky forest: Arbuzinsk, Aktovsk and Petropavlovsk. The most famous is the Aktovsk Canyon, it is located on the river Mertvovod next to the village of Aktov Voznesensk district.

The Canyon system consists of obsolete weathered granites cut by the Mertvovod and Arbuzynka rivers at a depth of over 40-50 meters. The canyon area exceeds 250 hectares and is a unique complex of granite rocks, boulders and steppe and aquatic ecosystems, located on one of the oldest fragments of land of Eurasia.

Every year, rock climbing enthusiasts, caving and even rafting enthusiasts come here. The natural complex and the system of canyons are part of the national park "Buzky Gard".

- Forests

Trikratsky forest is an artificial forest in the Voznesensk district of Mykolaiv region near the village of Trikraty, in the place of the falling of Arbuzynka into Mertvovod, established in the 70's of the XIX century by duke V.P. Skarzinsky.

The forest is an integral part of the national park "Buzky Gard" and is an artificial ash grove with area of 247 hectares with a lake, an innumerable quantity of host of intricate paths and bridges which cross the arm of the river, as well as man-made channels. Because of this tract was called "Labyrinth".

According to that plans an ancestral park has been creating here with a system of canals, dams, artificial waterfalls arranged along the river Arbuzynka. The park is equipped with a network of paths, bridges, pavilions.

Vilkhov gay. Vilkhov gay is located near village Pokrovka and occupies the bottom of the basin, which was formed on the place of reservoir earlier excited near the Dnieper river and covers an area of about 10 hectares.

Volshniak is a fairly watered megatrophic swamp with a domination of sedges. Such island forests, in contrast to artificially created, are of particular importance for the conservation of the biodiversity of the territory. The Vilkhov gay near the Kovalivka farm is one of the largest in the Lower Dnipro region and assigns to the Volga forest. The group of sticky alder is torn off from their main places of distribution for hundreds of kilometres.

Volzhin forest is the largest natural forest in the lower region of the Dnieper River. Its area reaches 203 hectares together with the lake and unspoiled steppe areas. This area belongs to the Black Sea Biosphere Reserve. The giant oak, which miraculously survived on the estuary coast, is perhaps the oldest tree in Mykolaiv region.

- Kuchuguri

Sandy hills or dunes are sandy hills that are created by the wind. The huge volumes of sand that have accumulated at the mouth of the Dnieper River since the time of the last glaciation and continue to accumulate now, the wind picks it up and transports to considerable distance from the coast to the ground. Dune ranges are spread out along the coast. The strong winds that prevail here can make sandy hills up to half a meter in a day. Over time the dunes capture new areas.

Types of green tourism

On the ground	Rock climbing	Granite rocks of the canyons of Mykolaiv region are best suited for rock climbing. The sports competitions are held here.
	Hiking	Landscapes of Mykolaiv region attract many hikers. The territory of natural parks of the region is the object of scientific research, a place of cognitive and educational excursions.
	Cycling tourism	The best place to cycling tourists in Mykolaiv region is the nature parks and nature reserves.
On water	Rafting	Among the professional raftsmen, it is considered that the best place for rafting in Ukraine is in Southern Buh of Mykolaiv region. There are also rocky banks, and rapids, chaotic spread stone boulder, barrels, rolls, mudlands, old half destroyed dams. There is one of the best routes in Europe for whitewater "Integral" or "Red Gate" In Southern Bug.
	Alloys (kayaks, canoes, rafts)	The place for rafting along the river on a catamaran, kayaks, boats in Mykolaiv region is the Myhiyi rapids of the Southern Bug (the territory of the National Natural Park "Buzky Gard"). Alloys are held on the river for all those who wish.

	Windsurfing	Convenient location, good wind and waves of Mykolaiv region contribute to the great popularity of this sport among sportsmen and fans from all over Ukraine.
	Kiteboarding, Water skiing, Wakeboarding	Kitesurfing and wakeboarding are quite popular in Mykolaiv region because of the presence of a coastline with small waves and a flat bottom, as well as seasonal winds.
	Fishing	Fishing in Mykolaiv region is popular in Southern Buh. There are mainly: crucians, bream, roach, carp, common rudd, squalius, misgurnus, pike, common bleak, tench, perch, gobio, sunbleak, spined loach, bitter lings, ruffe, goby, and also in the middle part of the river there are a zander, nase, barb, wels catfish, asp fish and burbot. Sometimes there is a vyrezub, rarely sturgeon, clupeonella, Rutilus lacustris, eel, beluga, sabre carp, starry sturgeon, vimba coming from the estuary and the Black Sea.
In air	Skydiving	Jumps are held at airfields in Mykolaiv and in the region where everyone can try themselves strength and go up against the laws of gravity.
	Rouppjumping	Very popular among the roup-jumpers of Ukraine is Ivanivsky or Pervomaisky bridge in the village of Ivanivka in Mykolaiv region.

2. Ethnographic and historical tourism

The brightest historical-archaeological place in Mykolaiv region is the Olivia reserve, which began its work in 1926. The city-state of Olivia was founded by the Greeks in the 6th century BC and lasted for a thousand years. The mention about him remained in the works of Herodotus. Officially, the city was named Olivia, although there are some ancient authors found another name - Borisphen. Probably this is due to the closeness of the settlement to the Dnieper, which the Greeks called Borisphen.

On the territory of the historical and archaeological reserve the following interesting places are located: Gorodishche, which consisted of the upper, terraced and lower city. There was a port in it, but it was buried under the waters of the Bug estuary; Necropolis (the city of the dead) with characteristic burials and ritual buildings; Also is Berezan Island not far from Ochakov is included in the reserve; The fragments of the Olivia water pipe - a stone gutter, a water reservoir are still preserved; Agora is the area typical for ancient cities, around which were placed cultural, educational, administrative, sports facilities; There was a court in Olivia, from the building of which only the stone balls were left. On its territory archaeologists have found plates with the names written on them. Such were used during voting; also there is a museum in the reserve where fragments of walls of the fortress, temenos (sections devoted to a certain deity), crypts and the Roman citadel are kept. In addition, the findings of Olivia can also be seen at the National Museum of History of

Ukraine, the Odesa Archaeological Museum, the Hermitage Museum (Russia), the British Museum (Great Britain), the Louvre (France), etc.

The main objects of ethnographic tourism

The residence of Nicholas I. In the city of Voznesensk of Mykolaiv region, there is a rather interesting building, which is called the Residence of Nicholas I. Indeed, the building in the depths of the Marin Grove was built in 1837, before the emperor arrived there. The palace is built in a style typical for those times. The snow-white plaster gives the structure graceful ease. The majestic trees protect the palace from the surrounding world. Another monument of the Royal Empire named Royal Rotunda was preserved in Voznesensk, its opening was held on the occasion of emperor's arrival. Rotunda is a spherical arbour with eight columns.

The mansion of merchant Krivosheiev. One of the oldest buildings in Mykolaiv, preserved till now, is the house of merchant Krivosheiev. The house is a one-storey building with high, narrow windows. The rounded shapes of all elements of the house give him softness. Mikhey Krivosheiev owned this house until the revolution. In future the owners changed several times, now the house is in desolation.

Mansion of the Skarzhynsky family. There is an ancient mansion of the Skarzhinsky family in the village of Trikraty of Mykolaiv region, built in the XVIII century. The estate was built by the hero of the Russian-Turkish war, colonel Skarzhynsky. The estate of the Skarzhinsky family is a two-storey building, the generic family emblem has been preserved over the main entrance. In 1778 a well-known botanist, duke V. Skarzhynsky was born here, and later he organized the farm there that was novelty for that time, founded a pomological garden, an arboretum, a fruit garden with a vineyard and forest nurseries, where a number of wood species and shrubs from South America and Western Europe has acclimated. Now his farm and park are the state protected nature area called "Trikratsky forest".

Mansion of Tropinins. One of the oldest houses of Novobuzhzhia, the estate of merchants and philanthropists Tropinins is situated on the bank of the river Ingul. The Tropinins's estate was built in 1912 and used as a summer residence. The most attractive place for tourists is the root cellar, now a banquet hall is arranged there. The works for restoration of the estate are being carried out now. The park surrounds the mansion of Tropinins.

Fortresses

Kinburn fortress is located in Pokrovsk village at the mouth of the Dnieper river. It was built by Turks in the 15th century. It had a huge strategic significance for Russian troops, that is why there were so many reasonable battles between the troops of Suvorov and Turkish troops. In the distant past, the fortress occupied a bigger area, where garrisons, towers were located. In October 1855, the Kinburn fortress was defeated by the English-French fleet and has not been restored since then. Contemporaries argued that the fortress was not just a military building. It is said that there was a port, a large market and even hotels there.

Georgievsky redoubt. During the Crimean War, the problem of the defense of Mykolaiv was one of the most important, so it was decided to create fortresses buildings here. The redoubt construction dates on 1855 years. The Georgievsky redoubt is still impressive in its scale. The fortresses building was fully built manually. The height of some shafts nowadays reaches several tens of meters. A stone wayside cross with a memorial plaque was recently installed on the hill in memory of all the participants of the Crimean War and of the builders of a redoubt. A recreation area for tourists is equipped around the cross with benches and flowerbeds.

Architectural monuments. Mykolaiv region has a large number of architectural monuments. The most popular among tourists are:

The house of the merchant Krole. There is no detailed information about the building of Krol's house and its architect. It is known that in 1899 a merchant from Kremenchuk Khaim Krol became its owner. The design of the facade of Krol's house in Mykolaiv is eclectic. It combines the architectural elements of pseudobarroco and classicism, which makes the building look like a small palace. Both floors are decorated with complicated stucco molding. 2 large and 3 small attics complete the construction and conditionally divide it into 5 pieces.

The House of Grachiov is one of the main historical and cultural monuments of Mykolaiv. The building of the house is dated on the end of the 19th century. It was completed in 1899. Alexander F. Grachiov, a well-known political figure, a state councilor of the city council became the owner of the house. He lived here for a short while, Alexander Fedorovich was shot by the Bolsheviks during the revolution.

3. Cultural tourism

Cultural and cognitive tourism in Mykolaiv region is represented by a sufficient number of museums, historical and entertainment centres, theatres, fortresses, churches, cathedrals and other cultural objects.

The largest number of museums is located in the regional centre, among them are:

- ❖ Shipbuilding and fleet museum;
- ❖ Mykolaiv Museum - a city of sailors and ships;
- ❖ Museum of Underground Partisan Movement;
- ❖ Mykolaiv Regional Museum;
- ❖ Krivoyozersk Historical Regional Museum (Mykolaiv region);
- ❖ Pervomaysk Regional Museum (Mykolaiv region);
- ❖ Novobuzh National Historical Museum;
- ❖ Kibryk Museum of Art;
- ❖ Historical Museum in Voznesensk;
- ❖ Staroflotsk barracks (Regional Museum) (Mykolaiv);
- ❖ Mykolaiv Art Museum named after V.V. Vereshchiagin;
- ❖ Museum of military glory of sailors-paratroopers;

- ❖ Museum of the History of Police, Mykolaiv;
- ❖ Memorial museum of Guerrilla Spark;
- ❖ Museum of fire department in Mykolaiv;
- ❖ Museum of Mykolaiv Zoo;
- ❖ Museum of Rimsky-Korsakov;
- ❖ Military History Museum named after. A. Suvorov
- ❖ Theatres and Philharmonic, showrooms are represented in Mykolaiv by the following institutions:
- ❖ Mykolaiv Academic Art Russian Drama Theatre
- ❖ Mykolaiv Philharmonic
- ❖ Cultural and exhibition centre Rainbow (Mykolaiv region)
- ❖ Theatre of drama and musical comedy
- ❖ State Puppet Theatre
- ❖ Theatre STUK
- ❖ Exhibition Centre of ExpoMykolaiv
- ❖ Art gallery Valer
- ❖ Russian Art Drama Theatre
- ❖ Theatre-studio Island
- ❖ Municipal exhibition hall
- ❖ Faleevskaya Gallery
- ❖ Gallery on Spasska 45
- ❖ Exhibition Hall House of Artists
- ❖ Regional Palace of Culture
- ❖ Palace of Culture "Zorya"

4. Therapeutic and recreation tourism

Therapeutic and recreation tourism in Mykolaiv region has been poorly developed due to the small reserves of treatment minerals. However, there are a number of therapeutic and recreation institutions in the region mainly located in the Koblevo area. Also, there is a mud-salt lake Solonets-Tuzla on the territory of Mykolaiv region, located near the Black Sea coast, in the recreation area of the Rybakivka village, Mykolaiv region. According to the analyses of the Ukrainian Scientific-research Institute of Balneology and Physiotherapy, the mud and salt of the lake have therapeutic effect. The area of the water surface is constantly changing, sometimes it completely dries up.

5. Religion tourism

Different nations lived in Mykolaiv, worshiped various deities and built temples in the distant times. One of the ancient temples in Mykolaiv region, found by archaeologists, is located in the city of Nova Odesa (45 km to the north from Mykolaiv). The altar found there is attributed to the copper age by 4-3 centuries B.C.

The only known settlement for now in the Wild Garden in the city of Mykolaiv is related to the XII - X centuries B.C. several temples of different types were found on its not very large area.

In the fifth century BC the inhabitants of the ancient Greek city - state of Olivia, that is 49 km from Mykolaiv, built the temple of Apollon, the son of Zeus, the god of the healer and the soothsayer, whose altar can be observed today by all those who wish.

The oldest orthodox temple on the territory of modern Mykolaiv is known from ancient documents. This is the Glorious Virgin monastery in Vitkovka (district of the city), which was ruined by the Tatar-Mongols in 1233 - 1236 years.

Modern Mykolaiv region represents a number of areas of Christianity and Judaism. The following religions as Christianity, namely Orthodoxy, Catholicism, Protestantism, and Judaism, Messianic Judaism are represented in Mykolaiv region.

6. Business tourism

Business tourism (MICE) in the Mykolaiv region, although is presented at the local, regional, and international levels, has not been sufficiently developed.

7. Event tourism

Event tourism in the Mykolaiv region is present, although not sufficiently developed in comparison with neighbouring regions (Kherson, Odesa), and is presented by several festivals attracting tourists, namely:

- ❖ Festival "Relax actively";
- ❖ International festival-competition of arts "Sea breeze";
- ❖ Regional festival of slavic peoples;
- ❖ International festival of kites;

ANALYSIS OF TOURISM RESOURCES BY GEOGRAPHICAL LOCATION

1. Domestic tourism

Since 2017 Mykolaiv region is in the top five most visited regions of Ukraine from the perspective of domestic tourism. Although it lags behind the number of domestic tourists from Odesa and Kherson regions, the dynamics of domestic tourism development has significantly increased. The greatest number of tourists comes from Kyiv, Donetsk, Kharkiv, Lviv, Zaporizhzhia, Vinnitsa, Khmelnytsky, Kirovograd, Poltava regions. The percentage of domestic tourists in comparison with foreign visitors is on average 80-90%.

2. International tourism

International tourism is also characterized by positive dynamics, although its rates relatively low, especially in comparison to Odesa region.

TOURIST INFRASTRUCTURE AND SERVICES

1. Transport

Transport infrastructure is not well developed in Mykolaiv region. Although there are almost all types of transport in Mykolaiv and major cities, and the great advantage is the presence of ports, the overall quality and condition of the roads is considerably low, and the lack of the airport is a major disadvantage for the tourist attractiveness of the region. Mykolaiv region is mainly oriented on green tourism and active vacation, as well as health and treatment on the seaside. At the same time, these tourist facilities are located mostly outside large cities, so the transport infrastructure there is poorly developed.

2. Food establishments

Food establishments region are quite diverse in Mykolaiv. Mainly, a large variety of establishments is also located in large cities, although there are various restaurants and bars, pizzerias and cafes in the resorts and small towns. Pricing policy is quite wide: there are both budget options and high-priced establishments.

3. Accommodation

As of 2016 in the region there were 66 hotels, 12 boarding houses, 195 recreation centres, 35 children's health camps, 74 rural tourism (green) tourism. Price policy is wide; it will fit absolutely any customer, taking into account all his needs.

According to the latest large-scale analysis of the hotel and restaurant sector (2014), hotel services in the region provide 89 hotels and similar facilities for 2878 places, of which: hotels - 50, motels - 2, hostels - 1, campings - 1, dormitories for visitors - 3, tourist centres and student summer camps - 32. Traditionally, the largest enterprises of the hotel industry are located in the regional centre 36 (41 percent from the total), in Yuzhnoukrainsk city - 14 (15 percent), Voznesensk city - 7 (8 percent), Berezansky district and city of Pervomaik - by 5 (6 percent), Krivoyozsk and October districts - 4 and 3 respectively, in other districts of the region per 1-2 objects.

Recently, rural (green) tourism has become an alternative to sanatorium vacation and an essential part of the infrastructure of tourist accommodation and recreation in the region. There are 74 objects of rural (green) tourism in the region, the largest of which are: the farm "Savanna" (village Stavki of Veselinovsk district); ostrich farm "Kremenovsk ostrich" (village Kreinivka of Veselinovsk district); PPIBAT complex of fishing and recreation "Golden Horseshoe" (village Kandibin of Novoodesa district); entertainment centre "Kozatska zastava" (Konstyantynivka village of Arbuzinsk district).

The largest number of objects of rural (green) tourism is concentrated in Berezansk district - 41 objects (55 percent). Ochakivsk district is represented by 10 rural farmsteads (14 percent), Pervomaik district - 5 objects (7 percent), Kryvomyzsk and Mykolaivsk per 4 objects (5 percent), in other districts there are 1-2 objects.

It should be noted that the level of comfort and service is a big problem. There are mostly hotels and recreation centres either of high comfort or of bad conditions at all (old Soviet recreation centres) in the Mykolaiv region. The situation is somewhat different in cities; here the choice of places where it is possible to accommodate tourists is much bigger.

4. Excursion services

Excursion services in Mykolaiv region are represented by various tourist companies. According to the State Register of Tourist Activities in Mykolaiv region, 11 subjects of tour operator activities (tour operators) and 59 travel agents were registered. Local companies offer domestic tours both in the region and throughout Ukraine. The list of tours is quite varied (active, green, sports, gastronomic, historical, cultural tours, etc.). As of 2016, only 10 tour operators worked in Mykolaiv region. The largest share of tourist companies is represented by foreign offices whose main activity is aimed at selling abroad tours.

The development of a network of tourist routes and excursion programs in the region is facilitated by a large number of archaeological, historical, cultural and tourist and recreational facilities such as: the best in Ukraine, Mykolaiv Zoo; the oldest yacht club in Ukraine; the museum of strategic missiles troops, there are only two of them in the world (one in Mykolaiv region, the second in the USA); the first in Ukraine Mykolaiv Astronomical Observatory; the only museum of shipbuilding and fleet in Ukraine; Mykolaiv Regional Historical Museum "Staroflotski Kazamy "; national historical and archaeological reserve "Olivia" and the island Berezan (remains of settlements of the ancient Greeks) and many other objects that provide a constant travel interest to our region.

The most popular tours in Mykolaiv region are:

- ❖ Tour "Amazing Mykolaiv region";
- ❖ Rafting tour;
- ❖ Tour of the canyons of Mykolaiv;
- ❖ Tour "Ships, wine and stars";
- ❖ Tour to the Kingsburn spit;
- ❖ Flight on a balloon;
- ❖ Excursions of Mykolaiv;
- ❖ Wanderings with Admiral.

5. Entertainment services

In Mykolaiv region, entertainment centres are concentrated mainly only in large cities and in the regional centre. There are restaurants, entertainment centres, children's entertainment centres, cinemas, theatres, clubs, water parks, bowling and other entertainments.

6. Control and administrative authorities

Control and administrative bodies are represented by regional, local and rural authorities, namely: Mykolaiv regional state administration, Mykolaiv city council, District State Administration, Police departments, departments of the Ministry of Emergency Situations (MES) and medical institutions (public and private).

7. Establishment of legal, banking and insurance services

There is a sufficient number of companies providing legal, banking and insurance services in Mykolaiv region. There is a sufficient number of banks in most settlements for the convenience of tourists.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none">▪ favourable geographical location, warm climate;▪ access to the Black Sea (large seaside) and a large number of national parks;▪ significant potential for the development of various types of tourism (ecological, therapeutic and recreational, active, etc.);▪ the presence of combinations of state and international importance;▪ a great historical and cultural heritage;▪ significant opportunities for investments;	<ul style="list-style-type: none">▪ imperfection of the legislative and normative base in the field of tourism;▪ insufficient quantity of qualitative tourist products in the tourist market;▪ low level of recreation and tourism infrastructure development;▪ low quality of service and non-compliance with the standards of accommodation facilities;▪ insufficient engineering infrastructure in tourist and recreational areas (lack of water supply and water disposal systems, unsatisfactory road conditions and lack of access to many tourist objects, etc.);▪ unsatisfactory status of monuments of historical and architectural heritage that may be involved in tourism;▪ lack of interaction between local executive bodies and local self-government bodies in ensuring the development of tourism and recreation in the region;▪ there is no effective unified approach to the rational use of available resort resources;▪ lack of awareness of potential tourists about the recreation and tourism potential of the region;▪ lack of identification of the regional product in the national and international tourist markets;▪ - lack of professional staff in the field of tourism and recreation;▪ imbalance of social and economic efficiency of the use of recreational resources and the necessity for their preservation;▪ lack of methodological, organizational, informational and material support of entities of tourism activity from the state, which organize the reception of tourists in the region;

	<ul style="list-style-type: none"> ▪ low quality and insufficient range of tourist services; ▪ improper condition of tourist routes (shortage of equipped places for short-term rest, mountain refuges, lack of a unified system of signing of active tourism routes (pedestrian, bicycle, water, etc.); ▪ insufficient tourist information for both tourists and enterprises providing services in the field of tourism; - tourist maps, advertising products, information about the region, imperfections of the database on tourist and recreational facilities; ▪ Inefficient use of tourist and recreational potential in rural areas as one of the factors reducing unemployment.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ▪ influence of investments in the tourism industry, which will increase and improve the level of tourism infrastructure; ▪ growth of the market of international tourism; ▪ preparation of highly professional personnel for the service industry and hospitality; ▪ development of alternative types of tourism (rural, ecological, etc.); ▪ increasing the diversity of interconnected tourist products (goods and services); ▪ adding related products to international tourists; ▪ development of international cooperation in the economic and cultural spheres; ▪ realization of investment projects on the conditions of co-financing from the state budget and participation in international grant programs; ▪ development of transport infrastructure; ▪ creation of a tourist cluster of the Black Sea region; 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ▪ weakness of the tourist brand of the region; ▪ lack of strategic vision in development of the tourism industry for managers and ordinary employees in the industry; ▪ changing the needs and tastes of consumers; ▪ unfavourable country's policy for the development of international tourism; ▪ worsening of financing and credit conditions; ▪ further worsening of the infrastructure;

Tourism development proposals

Mykolaiv region has sufficient potential for the development of tourism. The main proposals for the development of the tourist attractiveness of the region are the following:

- improvement of cooperation between different levels of government;
- attraction of foreign investments into the region on favourable terms;
- development of entrepreneurship and work with entrepreneurs in the tourism and related fields in order to increase standards of service provision;
- improvement of infrastructure, especially in rural areas and in small towns;
- Implementation of large-scale measures for the restoration and preservation of monuments of history and culture, and reproduction of traditions and customs of the nation;
- reach the international level through active participation in international tourist exhibitions and other events, and searching for investors to expand the range of tourist products;
- cooperation with neighbouring countries in order to create joint international tourist routes in different directions;
- creation of a comprehensive tourism development strategy;
- improvement of marketing policy (development and distribution of high-quality tourist advertising of the region);
- ensuring effective management of tourism development and implementation of state policy in the field of tourism;
- creation of special conditions for the development of tourism activities at the objects of the nature reserve fund, historical and cultural heritage;
- Implementation of modern informational and marketing technologies.

Tourist routes

Due to the available natural resources, the region has great potential for the development of various types of tourism. Access to the Black Sea provides an opportunity to work closely with neighbouring countries in the field of tourism and, as a result, to create a number of tourist routes. Routes can be both thematic and traditional. Although in the Mykolaiv region there is a greater potential for the development of green and active tourism. International and domestic tourist routes will allow the development of international and domestic tourism to all market participants.

ODESA REGION

BRIEF DESCRIPTION OF THE STATE AND POTENTIAL OF THE TOURIST SECTOR OF ODESA REGION

The peculiarity of the economic and geographical position of the region, favourable climatic conditions, various natural therapeutic resources, and sandy beaches, developed network of water, rail and automobile highways determine the development of the tourism and recreation sphere of the region. In the downstream of large rivers (Danube, Dnister) and firths, 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 has national and international importance. Among the natural resources that are actively used in the resort and recreational economy of the region, therapeutic mud and brine of the Kuialnik, Shabolat firths, hydrogen sulfide, hydro-carbonate, iodine-bromine and sodium mineral waters, which make it possible to effectively treat diseases of the circulatory organs, the nervous system, respiratory organs of non-tuberculosis nature, digestive organs, and metabolic disorders.

The peculiarity of the tourist-excursion potential of the region is also defined by numerous sights of different times with famous historical and cultural reserves, monuments and museums. This is the world famous Odesa National Academic Opera and Ballet Theatre, the famous Potemkin Stairs, Ukrainian Venice - the city of Vilkovo, the fortress of the XII - XV centuries in the city of Bilhorod-Dnistrovskyi, the excavations of the ancient cities of Tira and Nikonia, monuments of religious architecture in the cities of Odesa, Izmail, Reni, Kiliya, etc.

About 4500 monuments of cultural heritage, 12 cities of the region are listed in the List of Historic Settlements of Ukraine. More than 100 objects of cultural heritage have the status of monuments of national importance, created the Odesa image of one of the most famous and popular, primarily through their originality, places to visit by tourists and vacationers.



GEOGRAPHICAL LOCATION AND NATURAL RESOURCES

Odesa region is the largest region of Ukraine located in the South-West of the country. One of the most developed areas of the country in the economic, tourist, cultural and scientific directions. In the North and East it borders (clockwise) with Vinnitsa, Kirovograd and Mykolaiv regions, in the South with Romania, in the West with Moldova, and washed by the Black Sea.

The area of the region is 33.3 thousand sq. km (5.5% of the country). The largest cities of the region are Odesa, Bilhorod-Dnistrovskiy, Chernomorsk, Izmail. On the territory of the Odesa region flows 225 rivers. The main ones are the Danube (its Kiliia estuary), the Dniester, Southern Bug. In the floodplains of the Danube and the Dniester are the lakes Kagul, Kotlabukh, Safyan, Yalpug, etc. Most of the territory of the Odesa region belongs to the Black Sea Lowland gradually decreases to the Black Sea.

The river network of the region belongs to the Black Sea, Dniester, and Southern Bug basins. There are about 200 rivers more than 10 km long in the region, many of which are prone to drying out in the summer. The Danube Delta and the Dniester swamps are swampy in places. The length (estuary and) of the sea coast from the estuary of the Danube River to the Tiligul firth exceeds 300 km.

There are many freshwater (Cahul, Yalpug, Katlabukh) and salt (Sasyk, Shagany, Alibei, Bournas) lakes in the coastal strip. Also on the coast there are a large number of firths (the largest are Dniester, Kuialnik and Khadzhibei) completely or partially fenced off from the sea by sand and shell spits.

The most characteristic soils are Southern and ordinary chernozems, medium and low humus; in the North, black humus and podzol soils predominate. In the coastal part of the region there are Southern solonetz soils. In the valleys chernozem and meadow soils as well as solonchak are common. The climate is humid, moderately continental. In general, the climate combines the features of continental and sea ones.

The wealth of resort resources Odesa region occupies a leading place among the regions in Ukraine. Favourable climatic conditions of the seaside zone, extensive beaches and warm sea allowed creating here good climatic resorts. The healing properties of sea air on the coast are due to the saturation of its salts of chlorine, bromine, iodine, and breezes circulation. All this contributes to aeroionotherapy, heliotherapy, thalassotherapy and sea bathing. The climate as the main therapeutic factor is used in the form of air and solar baths, night sleep on the beach, and other procedures.

Numerous firths on the Black Sea coast are a source of valuable therapeutic mud and brine. The main reserves of mud are concentrated in firths and lakes, such as Kuialnik, Khadzhibei, Budak (Shabolat), Alibei, Shagany, Bournas - and is the main treatment method at resorts; moreover, the mud of the Kuialnik firth is distinguished by high therapeutic activity (and large reserves), and is used in almost all sanatoriums of the Odesa group of resorts. Brine of the firths is used for baths, mainly in the resorts of Kuialnik, Khadzhibei, Malodolinsk.

Almost all Odesa resorts widely use baths, showers, irrigation, wiping, etc. Procedures from seawater, as well as artificial gas baths (carbon dioxide, nitrogen, etc.), radon and other baths prepared with the help of seawater.

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

Demographic Composition

The population on 2017-2018 in the Odesa region is 2,382.9 million people, or 5.6% of the whole population of the country. The national composition of the population is very diverse. The main nationalities represented in Odesa region are Ukrainians, Russians, Bulgarians, Moldovans, Gagauz, Jews, Byelorussian, Romanians, Albanians and others.

Socio-Economic Situation

In the field of industrial specialization, Odesa region is the country's main maritime foreign trade route; serves international transit cargo and passenger traffic, performs the most important transport and distribution functions at the national and international levels; it is the leading region of Ukraine in terms of the development of the marine sector and industries related to the use of sea and ocean resources; is one of the most promising regions of Ukraine for the development of foreign economic activity, joint venture, the formation of special (free) economic zones; has a significant scientific and technical and design potential, is a centre for training, as well as the implementation of scientific, technical, information, innovation and investment activities of regional and national scale; is one of the most promising seaside-type recreational regions for the development of tourism; it stands out as an important region of intensive agriculture with a high share of irrigated agriculture and an agricultural processing industry; it is one of the centres of engineering, light and chemical industries of regional and national scale.

The main industrial sectors of Odesa region are engineering and metalworking, the fuel industry, the chemical and petrochemical industries, the medical industry, the light industry, and the food industry. On the territory of the region there are unique industrial enterprises of national importance. There is an enterprise producing diamond boring, coordinate boring, radial drilling and honing machines, an enterprise producing ferrous and non-ferrous metals for mechanical engineering, enterprises of the machine-building industry that produce machine tools with numerical program control, multi-purpose drilling and milling boring.

Odesa region is a seaside border region located in Southwestern Ukraine. In strategic terms, the territory of the region is located very advantageously - at the intersection of the most important international waterways: the Danube, Dniester, and Dnieper ones. The total length of the region's railway network is almost 1,100 km; it is served by 100 railway stations. Odesa region also crosses by 7 highways. All this in combination with the seaside location of the region, its transport and geographical uniqueness make the Odesa region a powerful export and import potential, the participation in projects for the creation of international transport corridors of the European communication infrastructure of the unified transport system of the Black Sea economic cooperation countries is also an important factor. Odesa region stands out among other regions as a leading inter-sector marine economic complex, the degree of development of which reflects the level of the region's socio-economic development.

The marine sector of the region includes 7 seaports, 5 shipyards, large state shipping companies and more than 20 private shipping companies, nearly 80 private crewing companies and more than 90 forwarding and agency companies.

The system of sea trading ports consists of 7 production units located along the whole sea coast of the region, and at the estuary of the Danube River. According to the geographical location and role in transport services of the region's economy and its foreign economic relations, as well as the location of ports in the system of international transport routes, the regional ports can be divided into two main groups. Danube ports: Reni, Izmail, Ust-Dunaisk; Black Sea region: Bilhorod-Dnistrovskyi, Chernomorsk, Odesa, Yuzhnyi.

Odesa region is located at the intersection of the most important international waterways: the Danube waterway, after the construction of the Danube-Main-Rhine Canal in 1992, is the shortest way from Europe to the Black Sea, then to the South Caucasus, Central Asia, to the Middle East; The Dniester River connects the region with Moldova, and the Dniper- with Central Ukraine and Belarus, and after the reconstruction of the Dniper-Bug and Dniper-Neman canals have been completed - with Poland and the Baltic countries. The Volga-Don system connects the Azov-Black Sea basin with Russia (up to St. Petersburg and Murmansk), Kazakhstan, Turkmenistan, Azerbaijan, and Iran, providing access to the Caspian, Baltic and White seas.

INFRASTRUCTURE

In addition to the industrial sector, in the Odesa region, compared with other areas of the Black Sea region, there are quite developed other infrastructure sectors. The presence of educational institutions, recreation centres and cultural institutions (theatres, philharmonic societies, museums, clubs, aesthetic education centres, etc.) together with social assistance and health centres create favourable conditions for the population and tourists in terms of accessibility and a wide choice of services.

Today, the tourist infrastructure of the region has more than 1,070 tourist facilities with recreational and therapeutic purposes, including more than 296 hotels and similar temporary accommodation facilities and more than 300 tour operators and travel agents who create a regional tourist product.

The tourist infrastructure of the region allows to simultaneously accommodating more than 104.0 thousand tourists and holidaymakers throughout the year. If in summer tourists are attracted to rest on the sea coast, in winter, Odesa is positioning itself as a centre of business tourism as the number of modern hotel complexes with infrastructure and equipment for business meetings, conferences and seminars increases every year.

ANALYSIS OF TOURISM RESOURCES BY TYPES OF TOURISM

1. Green tourism

Resource base for green tourism

The State Nature Reserve Fund of the Odesa region, on the 01.01.2017, has 123 objects, 16 of which are of national importance, and 107 are of local importance. The total area of the natural reserve fund objects is 159,974 ha. Taking into account the fact that 12 objects with a total area of 9133 hectares are within the natural reserve areas, the actual area occupied by the NRF in the region is 150,840 hectares. The ratio of the area of the NRF to the area of the Odesa region ("reserve index") is 4.5%.

Exceptional from the point of view of providing services of green tourism in the Odesa region are: Danube and Dniپر marshes, forests in the Northern regions of the region (Savranskyi district), mud estuaries of the suburban micro-zone (Kuialnik, Khadzhabei, Shabolotsk), cultural and historical centres of the Bulgarian, Albanian, Gagauz, Moldavian culture (Bolgrad, Tatarbunary, Izmail, Reni districts). On the territory of the region there are unique reserves, beauty and picturesque views of which attract tourists from other regions of Ukraine and foreign countries: Danube Biosphere Reserve, Lower Dniپر National Natural Park, regional landscape Tiligulskyi Park, Botanical Garden of Odesa National University named after Mechnikov et al.

The main objects of green tourism

- Reserves and national parks

The Danube Biosphere Reserve exists from 1973. Located near the city of Vilkoу, its territory extends from the lake Sasyk in the North, the city of Kiliia in the West and borders with the Black Sea in the East.

The entire territory of the reserve lies in the Danube River delta. The vast part of it is reed marshes, the depth of which ranges from 1-2 to 3-4 meters. Among the most interesting places to visit are the following:

- ❖ The secondary (sea) delta of the Kiliia arm of the Danube is considered valuable through active processes of delta formation. Zhebrianska ridge is sand with artificially planted forest of Crimean pine. There are also freshwater lakes, which are especially popular among the local population.
- ❖ Sentsovsko-Zhebriansk Marshes are the place where the bulk of the birds of the Danube Delta nests. The reserve is famous for its variety of birds. Here there are pink pelicans (more than 5000 in the summer period), white-fronted brants, Chernovola geese, small cormorants, white eagles, red herons.
- ❖ "Zero Kilometre" - a place where the Danube flows into the Black Sea. The water lily canal is one of the most attractive places in the Danube Biosphere Reserve. Flowers bloom at dawn with the first ray of sunshine.
- ❖ In the village of Vilkoу instead of water roads are canals, and instead of cars are boats. In the central part of the village of Vilkoу there is an information and tourist centre of the Danube Nature Reserve, which offers sightseeing routes: "New Land", "Reserved Sea Coast", "Zero Kilometre". Also on the reserve laid tourist route.

Lower Dniپر National Natural Park is a conservation area, national natural park in Ukraine in the downstream of the Dniپر and located within the Bilhorod-Dnistrovskyi, Beliaevka and Ovidiopol districts of Odesa region. The park was founded on November 13, 2008.

One of the greatest values of the Park is water grounds. The park is located within the wetlands of international importance: "The Northern part of the Dniپر estuary" and "The Dniپر-Turunchuk interfluvium", which are the Ramsar grounds.

Unique in their status are the territories of the Dniپر and Turunchuk rivers, the lake-flooded system within the Park, therefore, scientists pay special attention to studying the influence of the hydrological regime on ecosystems, flora and fauna.

The Lower Dnister National Natural Park, which is one of 49 national parks of Ukraine, according to media ratings is among the top ten national parks of Ukraine. The department of eco-education and recreation of the Lower Dnister National Natural Park developed and approved four ecological routes: "The Kingdom of Birds", "Dniester Amazonia", "Old Turunchuk", and "Brilliant Ibis" as well as one ecological trail - "Path of Yevsei Grandfather".

- ❖ Tourist route "Kingdom of Birds". The length of the route is about 20 km. The water route on the boat is from the village of Maiaki, the main channel of the Dnister, then along the channel Deep Turunchuk with access to the Dnister estuary. The return trip is through the Kilara Strait with access to Deep Turunchuk, then through the Dnister to the village of Maiaki. During the excursion there is an opportunity to see pelicans, swans, large and small cormorants, herons, marsh terns, as well as thickets of rare plants and the largest water lily plantation in Europe.
- ❖ Tourist route "Dniester Amazonia". The length of the route from the town of Beliaevka - 8 km, from the village of Maiaki - 20 km. This river route runs through the main channel of the Dnister, the riverbed of Turunchuk and the picturesque "Amazon" strait with floodplain forest.
- ❖ The tourist route "Brilliant Ibis" is a car (bicycle, pedestrian) route along the Maiaki-Palanka motorway, which it would be expedient to start from v. Maiaki. Its length is 10 km. The duration of the route is about 3-4 hours. This route includes one sightseeing stop "Aristocrats of the Sky", which is located not far from the border checkpoint "Maiaki".
- ❖ The tourist route "Path of Yevsei Grandfather" is a walking route on the slopes of the Dnister estuary near the village of South Bilhorod-Dnistrovskiy district. The route includes four observation stops; its length is about 5 km. The duration of the route is from 3 to 5 hours. The path runs through the rarest steppe communities and picturesque forest, formed by a tireless enthusiast - forester Evsei Pavlovych Kostecki.

The regional landscape park "Tiligulskyi" was created in 1995. The territory of the protected area includes the coast and the adjacent waters of the Tiligul firth with a total area of 8195.4 ha. The ornithological reserve of local significance "The lower reaches of the Tiligulskyi firth" also became part of it.

The park ensures the preservation of valuable natural complexes and historical and cultural sites of Tiligul, conditions for organized tourism and recreation, research, and the promotion of environmental knowledge.

As a unique natural complex, the Tiligulskyi firth is included in the list of wetlands of international importance, mainly as a living environment for waterfowl.

The territory of the protected object is of cultural importance. On the coast of the firth, a number of settlements of the Late Bronze Age, ancient times, and Chernyakhov culture were revealed. Tiligul was one of the areas of the earliest Ukrainian-Cossack colonization. It has long been used by people for fishing and navigation.

At the crossroads of the firth, along the Black Sea coast, the Koblevo climate resort with the appropriate infrastructure is located. The medicinal mud of Tiligul is an important resource for the

development of this recreational complex. Their reserves exceed 14 million tons and are the largest not only in Ukraine but also in the countries of Eastern Europe. This mud can be widely used for the treatment of diseases of the musculoskeletal system, the nervous system, skin diseases, etc.

All of this provides a great opportunity for development within the park of ecological tourism and various types of recreational activities, the prevalence of which in the world grows annually.

Beach-rest, amateur fishing, boat trips and kites, hiking trips, exploratory excursions, scientific expeditions, field practice and bird watching have become traditional on the Tiligulskyi firth and its shores.

Botanical Garden of ONU named after I.I. Mechnikov was founded in 1867 at the Imperial Novorossiysk University (now the Odesa National University named after I.I. Mechnikov) and now is one of the oldest parks in Odesa. In 1820, a botanical garden was laid behind the Kulikovo Field, which became the ancestor of the parks of the steppe part of Ukraine.

The exposition of the garden was known as a kind of textbook for the Department of Botany. Under the guidance of professors, plants brought from different corners of the globe, including Paris, Singapore, Melbourne, Saigon, Berlin, Palermo, were collected here.

Today there are about 3000 species of green plantations of all ages. The collection of the park is replenished and covers an area of 16 hectares, which houses the old and new collections.

- Lakes and Firths

Kuialnik firth. Kuialnik firth, not far from Odesa, at the beginning of the second millennium AD, was controlled by the Mongol-Tatars for a long time, who called it Kungalik. Today, researchers believe that the name of the resort and firth is associated with a high concentration of salt in the water. Greek settlements and Scythian burial mounds, dating from 3-4 centuries before the beginning of our era, were found in the vicinity of the bay. In the 14th century, the firth became a large salt mine, so Chumaks were frequent guests here.

As a mud resort firth is known from 1834. The firth's area is 60 sq. km, the length is 28, and the width is 3 km. Its average depth is about 3 meters, but now the bay has become shallow and in some places does not reach 20 centimeters. In the firth area there is the lowest elevation above the sea level in Ukraine 5 meters. The water temperature in summer here reaches +28 ... + 30 degrees. At the bottom of the firth there are layers of medicinal clay, which contains many minerals.

The business card of the estuary is the famous mineral water. It runs from a well that is more than 90 meters deep and is effective for treating many diseases.

Tiligulskii firth. The firth is one of the most interesting natural sights of Ukraine. The rich world of flora and fauna, as well as the lack of a developed infrastructure make it almost the only untouched part of the Ukrainian Black Sea coast. The firth is located in Kominternovskiy district of Odesa region and partially in Mykolaiv region. The Tiligul River fills it with water. On the territory of the firth there are 2 landscape parks with the same name. The difference between them is only in the administrative affiliation: one refers to the Odesa region, and the second - to the Mykolaiv. This firth is an important international natural object and is included in the list of protected wetlands where the stopping places for migratory birds are located.

Lake Cahul. Lake Kagul is located near the village of Nagorne, Odesa region, but a small part of it belongs to Moldova. Scenic views and warm water with wild beaches attract tourists from all around. The lake is one of the largest in Ukraine. The bottom of the estuary is slimy; closer to the shore goes into the sand. Reed grows on the shore. From the Danube floodplain, the lake is fenced off by a dam. Not far from the reservoir is a canyon.

Khadzhibei firth. Khadzhibei firth is located in 7 km in South-West of Odesa. Although it is very close to the Black Sea, it is not connected with it. It is separated by a five-km strip of sand and shells. This natural landmark was known in the Middle Ages. History shows that Cossacks and Chumaks from Zaporizhzhia often visited this place. Such popularity of the Khadzhibei firth is due to the fact that there were huge deposits of salt.

From the time of the Russian Empire, the firth began to actively develop as a mud resort. On the coast, sanatoriums began to open, where people from all over the country came to improve their health. Sanatoriums are working now, attracting tourists and vacationers, because the black clay at the bottom of the firth really helps in the treatment of many diseases of the musculoskeletal system.

Lake Yalpug. The largest firth lake in Ukraine is located in the Odesa region near the city of Bolgrad. It is fresh, its length is 39 km, its width is up to 15 km, and the maximum depth is 5.5 m. The area of Yalpug is approximately 149 km² and it is located in three districts, namely Izmail, Bolgrad and Reni. In the Southern part of the lake there is a strait that leads to Lake Kugurlui. The underground source of Lake Yalpug is located in Moldova in the village of Yalpug of the same name. The height above sea level is only 2.4 m. This water body is the only one that supplies water to the city of Bolgrad.

- Islands

Izmail Islands. Izmail Islands - a regional landscape park in Ukraine. The park includes the islands of the Kiliia estuary of the Danube: Tataru (738 hectares), Big Daler (370 hectares) and Small Daler (258 hectares) located in Izmail district, near the village of Old Nekrasovka (Odesa region). Established in 1993. The islands of the regional landscape park have alluvial origins. The relief of the islands is formed by channel beds on which a floodplain forest grows (Salix Alba, Populus Alba and P. Nigra, Ulmus Laevis, Fraxinus Lanceolata, Quercus Robur) in combination with meadow vegetation. Thickets of Rubus Caesius are common in the underbrush. Vitis Sylvestris and Periploca Graeca also grow in the floodplain forest. The central parts of the islands are reduced and flooded with water (smooth). The open water surface of the islands is different.

A unique island ecosystem in the Danube Delta with a peculiar landscape, flora and fauna has been preserved here. Of particular interest is the island of Tataru, which amazes with its pristine beauty thanks to the picturesque inner lake and intact floodplain forests, where there are a wild boar, a fox, an otter, a raccoon dog, a badger, etc. On the islands, plants are growing from the Red Book of Ukraine.

- Delta of the river

Delta of the Danube river. The vast part of it is reed marshes, the depth of which ranges from 1-2 to 3-4 meters. Here, associations of rare plants such as Trapa Natans, Nymphaea Alba, Nuphar Lutea and others are developing. The most massive species of fish in the freshwater corners are Carassius Auratus Gibelio, Scardinius Erythrophthalmus, Misgurnus Fossilis, Esox Lucius, Silurus Glanis, Perca Fluviatilis.

Among amphibians and reptiles, common species are Natrix Natrix, Emys Orbicularis Turtle, Bombina Bombina, Pelophylax Ridibunda, P. Lessonae and P. Esculenta. Aquatic birds in the reserve are estimated to be about 120 species; the most popular are Anser anser, Cygnus Olor, Fulica Atra, various species of ducks, herons, and waders. Thanks to its good forage base and the presence of cozy hideouts, the area is important for a large number of birds of the wetland complex both during migrations and during nesting. In these territories during the year there are about 250 species of birds, which is almost 90% of the species composition of the ornithofauna of the Danube Biosphere Reserve as a whole.

2. Active tourism

Among the most active recreational activities for eco-tourists, the most popular destinations are:

- Rafting, kayaking.
- Walks on yachts.
- Bird-watching.
- Equestrian sport.
- Fishing.
- Climbing and climbing.

3. Ethnographic and historical tourism

Many nationalities and long history (from ancient times) have created preconditions for the development of ethnographic and historical tourism. Although ethnographic tourism, as compared to the historical one, only begins to gain popularity (due to the gradual development of infrastructure for this type of tourism), it today attracts many both domestic and foreign tourists.

The main objects of ethnographic tourism

Frumushyka Nova - ethnographic complex (Tarutino district). In this complex, the culture and life of the Bessarabians of the 19th and 20th centuries were revived. The complex includes:

- Open-air Ethnographic Museum "Bessarabian Village Frumushyka-Nova" is a museum complex, which featured national courtyards (Moldavian, Ukrainian, Russian, Bulgarian, German, Gagauz, Jewish) of the 19th and 20th centuries. The Ethnographic Museum is designed to convey the entire feature of the multinational region as a whole. There is also a church here - an indispensable attribute of rural life.
- Memorial "Memorial Hill" is a tribute to the memory of all the destitute people who have been evicted from the land, including the Frumushyka, Roshia, Gofungstal, Kantemir and Zurum villages.

- Park-museum of monuments of socialist realism.
- Wine cellar with tasting of local varieties of grapes. The wine cellar became one of the first buildings in Frumushyka-Nova. This is a unique opportunity to get acquainted with the wines of Bessarabia. Here it is possible to find out and see the whole technological way of grape berries from the clusters on the vine to turn it into a dizzying beverage.
- The world's largest statue "Chaban of Frumushyka-Nova".
- Park-museum of sculptures "The History of Bessarabia Land".
- Museum of agricultural machinery.
- Local history museum.
- Art Gallery.
- Herding complex: a place of withdrawal of exceptional Karakul sheep, with which the development of sheep farming in Ukraine is inextricably linked. In Frumushyka Nova, one can learn everything about this craft, see how sheep are milked, sheared, and try home-made cheese, for the preparation of which sheep milk is used.
- Pheasantry.
- Mini zoo: pheasants - not all the animals living in the village Frumushyka Nova. Horses, donkeys, wild boars, fallow deer, peacocks and even lamas are all residents of the Bessarabian village.

Ethnopark "New Vasiuky". This is an ethnographic centre near Odesa, in which there are also a zoo, a craft yard and other items of ethnographic heritage.

- Contact Zoo. In the contact zoo are a variety of representatives of domestic and wild inhabitants of nature. In separate, specially equipped places there are various species of monkeys, donkeys, birds and rodents, as well as such exotic animals as ostriches
- Ostrich farm.
- Artisans' village. The village consists of various buildings, each of which is made in accordance with the national traditions of the peoples living in the Odesa region.
 - ❖ Forge. Masters work in the forge, forging various ironworks. Blacksmiths conduct master classes. In the forge also sells various wrought iron items.
 - ❖ Pottery. In the pottery workshop, master classes are held in the modeling and painting of clay products, and there is also the opportunity to purchase various unique clay products.
 - ❖ Candle workshop and soap factory.
 - ❖ Art workshop. Another one from interesting and fascinating activities, which can be found at the master class "Pictures from coloured sand." It is designed for children, of almost any age, and even for adults. With the help of a special base and coloured sand, it is possible to create an unusual "sand" picture.
 - ❖ Distillery. Once, this complex technological process, along with secret chemical formulas, was passed down from generation to generation. In our time, the master class provides an opportunity to get acquainted with the work of the distillery on their own experience.

The main objects of historical tourism

In the Odesa region there are many objects of historical heritage, in each district, in each city and in villages. It is impossible to list all of them, but the main ones are:

The Akkerman fortress is located on the rocky cape of the city of Bilhorod-Dnistrovskiy. Partly the fortress is located on the place where the ancient Greek city of Tira flourished. It was founded in the 6th century BC. Numerous streets and buildings, defensive towers and other structures of the ancient city were discovered by archaeologists, which makes it possible to call Tira the most important trading centre of the North-Western Black Sea region. To the right of the entrance to the fortress, excavations are still underway. At the time of Kiev Rus, the Slavs called this city Belgorod. And in the 14th century, becoming part of the Moldavian principality, construction of Bilhorod-Dnistrovskiy fortress began on its territory, which lasted about two hundred years. In the 15th century, the fortress became a Turkish possession and was named Akkerman, which means "white stone". This is no accident, because the fortress is built of limestone. The name is preserved to this day.

Hotel "Passage" is a historic building of the late 19th - early 20th century, located in the centre of Odesa, at the intersection of Deribasovska and Preobrazhenska streets. Near the monument to Utesov and Potemkin Stairs, the hotel is considered the main attraction of the city. The building harmoniously intertwines lines of Baroque, classic and modern. The highlight of the complex is its decor and indoor atrium with a glass roof. Magnificent stucco, a variety of sculptures of ancient heroes makes the "Passage" a museum rather than a shopping centre. The main figures of the sculptural group are Mercury and Fortune, which are often repeated in the elements of the hotel decor.

In the suburbs of Odesa are ancient underground workings of the late 19th - early 20th century. This unique stone quarry system is called the Odesa Catacomb and is a grandiose and amazing labyrinth. The length of the catacombs reaches three thousand km, but even the approximate topography of the Odesa underground is still not known. In the catacombs all year round the same temperature is maintained, equal to fourteen degrees of heat, their depth in some places reaches one hundred meters. The real story of this mysterious place is not known until now. It is proved only that the Odesa catacombs are the most entangled in the world due to the intricacies of many moves.

The Kuris Palace is an architectural monument of national importance, and before that it was a unique building of the family estate of Lieutenant Colonel Ivan Onufrievych Kuris. The estate was not built immediately. In the 1810-1820s its eastern wing was designed, and in 1891-1892-ies - the main part of the building. The palace was completed after the death of its first owner. The author of the project was an eminent Russian-Polish architect Nikolai Konstantinovich Tolvinskiy.

The architectural composition of the palace ensemble embodies the Moorish style using elements of the Gothic style. This type of structure contrasted sharply with other ancient buildings that were erected at that time in Ukraine. The building material for the Kurisov Palace was a shell rock, which was also an external

decoration for the walls. The shape of the structure also differs sharply from the classical style, as it lacks symmetry. In addition, the Palace Kurisov was divided into small components, which differed in the number of floors. There were several small terraces and one common semi-circular shape.

Vorontsov Palace. In the middle of the 19th century, the city of Odesa was rapidly developing, and the Vorontsov Palace built in 1827 attracted the attention of passers-by. The palace complex with the belvedere was the residence of Governor-General Mikhail Vorontsov. The imperial couple stayed here. The buildings were built in the Empire style and the classics designed by Italian architect Francesco Boffo. Massive tall columns, panels on the facade, patterned frieze - details speak of severity and greatness.

House of Faltz-Fein (house with Atlantes). The house of the barons Faltz-Fein or, as the people call it, the house with the Atlantes, made under the guidance of architects Lev Vlodok and Semen Landesman, appeared in Odesa in 1899. The mansion was built for a family of German colonizers barons Faltz-Fein. The House of the Falz-Fein is known for its sculpture by Tovius Fishel. She portrays the two Atlanteans who keep the globe covered with stars.

Market Privoz, Odesa. The historical references to Privoz in Odesa date back to 1827. In these years, the market was not yet independent. It was a dirty but not paved area without capital buildings. Here traded imported goods from carts. By the middle of 1860, traders from the wheels paid no taxes on market fees. Subsequently, wooden benches began to appear on the market, and then combined retail space. They built the so-called "razdnitsy" with stone plinths, concrete floors and weirs. An exceptionally small sale of livestock and poultry was slaughtered on them. In the beginning of 1870 years, a significant part of the area and the adjacent territory was paved with granite rubble. However, a thorough market "Privoz" was built only in 1902, after it was burned due to the outbreak of the plague. Further, numerous stone structures appeared here. The most famous is the "Fruit passage", built by the project of architect Fedor Nesturkh, consisting of four two-story buildings connected by arches.

Kurisov Palace is a monument of architecture of the early 20th century in Isaev. According to the plan, this is the family house of Alexander Kurisov, built after the birth of the fifth child in his family. For the construction of the estate a wonderful place - the bank of the river Tiligul was chosen. Work continued for 2 years, and already in 1905, construction and interior decoration was completed. Kurisov Palace is an excellent example of provincial romanticism, where all the most important details are present: carved windows, cornices, asymmetrical roofs, balconies from bedrooms and much more. There is still a unique decor with elements of the fashion of those times. There are floor tiles in some rooms, ceiling stucco with skillful patterns, dozens of different patterns, wooden furniture. All this is in excellent condition and continues to serve to this day. On the walls of the rooms there are works by the French artist Lucien Monodia, who visited and worked in Kurisov.

Park Museum "Fortress", Izmail. The fortress in Izmail is a former Turkish military building of the mid-16th century. It repeatedly moved from one opponent to another. Until now, only the mosque and the gates

of the former cemeteries have been preserved. The citadel was built by the Turks on the territory of modern Izmail, on a massive hill above the Danube. It had the shape of an irregular triangle and was protected from three sides by Eastern moats (6 km long and 6–8 m high). On the South side, the fortress had the natural protection of the Danube waters. Inside were many earthen buildings and three stone bastions. For a long time, the building served as the defense and support of the Turkish Empire on the Northern borders.

The Scythian tomb in Bilhorod-Dnistrovskyi is a stone tomb-crypt of 4-3 centuries BC, an archaeological monument of national importance. The ancient burial was plundered, but not lost its historical value in our time.

The construction consists of two chambers - small and large. Even in ancient times, the crypt was robbed. Although, on this occasion, scientists have some doubts. The small chamber is almost completely destroyed. In the floor of the second, the burial, two rectangular deepening are clearly visible, where husband and wife were obviously buried. The Scythian tomb was built with a fairly large limestone slab, about 3 meters long and almost a meter thick. The ceiling in the crypt is vaulted. On the back wall there is an ornament in the form of a wood pattern, which caused a lot of questions, because it does not look like any other.

4. Cultural tourism

Cultural and educational tourism in Odesa region is represented by a large number of museums, historical and entertainment centres, theatres, fortresses, lighthouses, churches, cathedrals and other cultural objects. In Odesa region held a large number of festivals of various directions.

The largest number of museums is located in the regional centre, among them are:

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| ❖ Odesa Museum of Western and Oriental Art | ❖ Museum of the Navy |
| ❖ Secrets of underground Odesa | ❖ Museum of the History of Jews in Odesa |
| ❖ Museum of Wax Figures "U Teti Uti" | "MIGDAL-SHORISH" |
| ❖ Museum of Cognac Affairs of Shustov | ❖ Museum of Contemporary Art of Odesa |
| ❖ Museum of Smuggling | ❖ Odesa House-Museum named after. N.K. Roerich |
| ❖ Museum of cinema in Odesa | ❖ Museum "Holocaust - Victims of Fascism" |
| ❖ Literary Museum and Sculpture Garden | ❖ Museum of Interesting Science |
| ❖ Odesa Archaeological Museum | ❖ Museum of Minerals |
| ❖ Odesa Historical and Local History Museum | ❖ Museum of Human Anatomy |
| ❖ Memorial Museum of O.S. Pushkin | |

Among the popular museums of the Odesa region, one can distinguish the following:

- ❖ Bilhorod-Dnistrovskyi museum of local lore
- ❖ Museum of O.S. Suvorov (Izmail)
- ❖ Izmail Local History Museum of the Danube Region
- ❖ Diorama "Assault of the fortress of Izmail "

Theatres and philharmonic societies in the Odesa region are represented by the following institutions:

- ❖ Opera Theatre (Odesa)
- ❖ Odesa Regional Philharmonic
- ❖ Ukrainian Theatre named after Vasil Vasilko (Odesa)
- ❖ Odesa Academic Theatre of Musical Comedy
- ❖ Russian Drama Theatre (Odesa)
- ❖ House of clowns (Odesa)
- ❖ Odesa Regional Puppet Theatre

It should be noted that mainly in each city of the region there are cultural houses, where various performances of state and foreign theatrical corps are held.

There are many showrooms and galleries in the area region, but mostly located in Odesa.

- ❖ Art Centre of Alexander Korobchynskyi (Odesa)
- ❖ Exhibition Hall "Union" (Odesa)
- ❖ Art Studio «Peach» (Odesa)
- ❖ Art Centre Gallery (m. Odesa)
- ❖ Experimental Centre for Contemporary Art "Tea Factory" (Odesa)
- ❖ Centre for Contemporary Art Aurum (m. Odesa)
- ❖ Regional Centre of Aesthetic Education (Izmail)

5. Therapeutic and recreation tourism

Therapeutic and recreation tourism in the Odesa region is mainly represented by rest on the Black Sea coast. In the region the main areas of marine recreation are: Odesa, Bilhorod-Dnistrovsk—Dnestrovskyi, Chernomorsk, Karalino-Bugaz, Vapniarka, Primorskoe, Gribovka, Katranka, Sanzheika.

The structure of specialized accommodation facilities from 1990 to 2014 has tendencies of redistribution and reduction: the number of sanatoriums and boarding houses with treatment has decreased by 65.1%, sanatoriums and preventive clinics - 47.4%; homes and rest homes - by 40%. At the same time, the share of recreation facilities - recreation centres and children's health camps has stabilized and tends to increase.

6. Religion tourism

Representatives of more than 113 nationalities and ethnic groups live in the Odesa region, numerous Orthodox, Catholic, Muslim, Lutheran, Jewish temples are being revived. The most visited temples by tourists are:

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| ❖ The main synagogue of Odesa | ❖ Arabic Cultural Centre (Odesa) |
| ❖ Temple of Nativity of the Blessed Virgin Mary, Vilково | ❖ Holy Ascension Cathedral (Bilhorod-Dnistrovskyi) |

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| ❖ St. Paul Kirkha (Odesa) | ❖ Evangelist-Lutheran German Kirch |
| ❖ St. Panteleimon Monastery (Odesa) | (Velykodolinskoe) |
| ❖ Ruins of the Church of the Nativity of the | ❖ Pokrovsky Cathedral (Izmail) |
| Blessed Virgin Mary (Kamianka) | ❖ Holy Assumption Cathedral (Odesa) |

7. Business tourism

Compared with neighbouring regions and a large number of regions of the country, business tourism in the Odesa region is actively developing. In Odesa, there are all prerequisites for holding business conferences, meetings, seminars, and the like. A large number of conference halls, hubs, a sufficient number of high-class hotels, are there. The regional economy, participation in a large number of international projects and active trade with partner countries makes Odesa the main place for the development of business tourism. In the districts of the city, business tourism is present (Izmail, Bilhorod-Dnistrovskiy), but the infrastructure still does not allow this type of tourism to be one of the leading ones.

8. Event tourism

In Odesa region annually a large number of festivals of various subjects take place both at the state and international levels. A significant number of tourists come to visit these events. The largest festivals in the region are the following:

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| ❖ International Festival of Contemporary Art
"Two days and two nights of new music" | ❖ All-Ukrainian festival "Star Rally" |
| ❖ Body Art Carnival | ❖ Festival of colors "ColorFest" (Odesa) |
| ❖ International biker rally «GOBLIN SHOW» | ❖ Fan Expo Odesa |
| ❖ World Day of Laughter and Humour
("Humorina") | ❖ Odesa International Dance Festival |
| ❖ Odesa International Film Festival | ❖ Festival Event-industry |
| ❖ Festival "Odesa JazzFest" | ❖ Festival of festivals "I want to Odesa" |
| ❖ International festival-contest "Star Palmyra" | ❖ Summer Weekend by Odesa Fashion Day |
| ❖ Art Festival "Province near the Sea"
(Chernomorsk) | ❖ Lindy Summer Days |
| ❖ Salsa Festival "Seasky Salsa Fest"
(Chernomorsk) | ❖ Festival of Urban Food (Odesa) |
| ❖ International Festival "Bessarabian Tsara"
(Sergeevka) | ❖ "Tsimes" (Odesa) |
| ❖ International Art Festival "Sergeevska Stars"
(Sergeevka) | ❖ Festival of Georgian culture "GEORGIA fest"
(Odesa) |
| ❖ International Festival - Art Contest "Summer
Rhythms" (Zatoka) | ❖ Ethnic festival "The Wreath of the Danube"
(Odesa) |
| | ❖ Gastronomic festival "Danube guests" (Vilkovo) |
| | ❖ Festival "Bessarabian Fair" (Beliaevka district) |
| | ❖ Festival "Kubei Megdan" (p. Kubei) |
| | ❖ "Iron way" (Bilhorod-Dnistrovskiy) |
| | ❖ Festival of Ideas (Odesa) |

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| ❖ Odesa Classics (Odesa) | ❖ International Wine Festival "Bolgrad Wine Fest" (Bolgrad) |
| ❖ Organ Festival in Kirha (Odesa) | ❖ Ecofestival of cheese and brynza (Beliaevka district) |
| ❖ The silent film festival "Silent Nights" (Odesa) | ❖ Festival-Fair "Danube Rhapsody" (Izmail) |
| ❖ Literary festival "Green Wave" (Odesa) | ❖ Rock festival "Danube Sich" (Izmail) |
| ❖ Koktebel Jazz Fest (Black Sea) | |
| ❖ Embroidery Festival (Odesa) | |

ANALYSIS OF TOURISM RESOURCES BY GEOGRAPHICAL LOCATION

3. Domestic tourism

Odesa and the Odesa region is one of the leaders of the summer holiday among Ukrainians. Compared to the Mykolaiv and Kherson regions, the number of tourists who come to rest in the summer is much higher. It should be noted, that the number of resorts in the Odesa region is also much larger. In addition to the summer season, unlike the Kherson and Mykolaiv regions, Odesa region is taking measures to create conditions for a tourist flow all year round. In Odesa region, the diversity of activities to attract tourists throughout the year is wider.

4. International tourism

Unlike the Kherson and Mykolaiv regions, Odesa region is more popular among foreign tourists. Mostly tourists come to Odesa, but the modern approach of tour operators and the policy of the Odesa regional administration promote a tourist flow through the cities of Odesa region. The top 15 visitor countries of the Odesa region are: Turkey, Israel, Germany, USA, Italy, Spain, United Kingdom, France, Georgia, Syrian Arab Republic, Sweden, Greece, Switzerland, and China.

TOURIST INFRASTRUCTURE AND SERVICES

1. Transport

The transport infrastructure of the region is at the stage of reconstruction and development. Although all types of transport are present, it is still difficult to reach certain areas. But every year there is a reconstruction of key tracks of the region. Air transport, the presence of the airport, the presence of a permanent automobile connection between Odesa and the regional centres characterizes the transport infrastructures positively. The presence of ports (Odesa, Izmail, Yuzhnyi, Chernomorsk, Reni, Kiliia) allows to get to the region by sea transport.

2. Food establishments

In the Odesa region, mainly in the city of Odesa and regional centres are catering establishments for every taste and budget. The business card of the region is themed restaurants, especially of an ethnic character with Bessarabian cuisine. In general, they are represented by restaurants for tourists with an

average or large budget. International and national networks are also fully represented. In small towns there still remains the problem of service and types of food establishments, mainly local small cafes and restaurants are present.

3. Accommodation

Odesa region can accommodate a sufficient number of tourists with different requirements. A great variety of the best hotels with breakfast, budget hotels, recreation centres, private hostels, sanatoria, which can be booked online. Although the choice is quite large, the location of hotels and hostels in the region is not uniform. The largest number is in Odesa and in big cities. Recreation bases, sanatoriums, private homesteads mostly work only in the summer season, covering part of the autumn and spring seasons.

4. Excursion services

Excursion services in the Odesa region are represented by various travel companies. Local companies offer domestic tours both in the region and throughout Ukraine. The list of tours is quite varied (active, green, sports, gastronomic, historical, cultural tours, etc.). But the largest share of tourist companies is represented by foreign representations, whose main activity is aimed at selling tours abroad.

The most popular destinations in the Odesa region:

Odesa is an administrative, educational, cultural and industrial centre of Odesa region. In addition, there is the largest trading port and trading centre in Ukraine. According to European standards Odesa is a young city. It was founded by Catherine II in 1794. Once upon a time there was an ancient Greek settlement on the site of today's Odesa city, and then Crimean Tatars lived there. They were replaced by Ottoman Turks who founded the Hadjibey Fortress, which was captured by Russian troops in 1789.

Well located geographically, Odesa quickly evolved from a small settlement into a trade, industrial and scientific centre of European significance. By the 100th anniversary of its foundation, Odesa occupied the 4th place in the Russian Empire by population and level of economic development after St. Petersburg, Moscow and Warsaw.

Today, Odesa is an architectural, artistic, scientific, and business centre of the Ukrainian Black Sea coast. There are many monuments of art and history. Developed infrastructure, a large selection of tourist services and destinations are there.

Shabo – one of the oldest areas of Europe, where the tradition of winemaking was laid in antiquity. The Swiss settlers founded Shabo wine colony in 1822.

The Shabo wine culture centre is a tourist destination in Ukraine, where vineyards and wine complexes, a large high-tech enterprise, two hundred-year wine cellars, and a storage facility with a total area of 10,000 sq m., a unique museum, an art ensemble "Trilogy of the vine", modern tasting rooms, original architectural complexes and an exhibition of landscape design. Tours to Shabo are exciting and diverse are

located. Visitors have the opportunity to take part in wine and family travels, educational programs to enhance the wine culture, and weekend holidays.

Guests are accompanied by highly skilled guides; the duration of wine tours is about 3 hours. Wine boutique represents a range of products of trademark "Shabo" - more than 70 kinds of products with the highest quality. Here "Shabo" souvenirs shop is also located.

In April 2011, Shabo was recognized as the opening of a decade in the field of tourism. In September 2011, on the recommendation of the Council of Europe, the Centre for the Culture of Wine was named "Cultural Heritage of Europe" and included in the European map of wine museums.

Bilhorod-Dnistrovskyi. The Akkermann Fortress was one of the largest and most powerful fortifications of the Northwest Black Sea in the XIII-XV centuries.

In 1484, after a long siege, the Turks captured the fortress and called it the Akkerman (White Fortress). For more than 300 years it was under the Turkish rule.

Akkermann's fortress covers an area of 9 hectares; the length of the walls is almost 2 km. The height is from 5 to 15 m, the width is 1.5 to 5 m. The fortress is surrounded by a deep moat (about 14 m). The building resembles the wrong polygon. The construction consisted of the remnants of the Greek city of Thira, built 2500 years ago. After the Greeks there lived a large number of different tribes and peoples.

The walls of the fortress strengthened 34 towers, differing in shape - rectangular, round, octagonal, and triangular. Each of the towers even had names: the Dungeon, the Commandant Tower, Pushkin's Tower, and Ovid's Tower. 26 towers have been preserved.

The fortress is divided into walls by several yards: Garrison, Civic and Quarantine, which could be independent fortification objects.

The extreme South-Eastern tower of the fortress has two names - Dyvocha and Ovidiev. It stands to the left of the main gate. Beside the estuary, opposite the Ovidea Tower, Pushkin's tower rises.

Fortress today is one of the most popular tourist destinations in the South of Ukraine. Performances, song festivals and other events are held here. The fortress is a great shooting area for various movies.

Zatoka is a village in the Odesa region, which can serve as an illustration of the classic summer holiday: sea, beach, entertainment and excursions to neighbouring cities.

Geographically, the village is located partly on the Budak spit, which separates the firth from the sea, and partly on the Carolino-Bugaz spit. Tourists come here for the sake of a 20-kilometre beach, clear sand and warm sea. Due to the fact that the sea is very warm, the resort is great for relaxing with children.

The entertainment, offered to guests, is classic for resort towns and villages: catamaran rides, hang gliders, trampolines and water slides.

There is also a yacht club with windsurfing, wakeboarding and kite surfing. For fishermen there is a great opportunity to get rid of catching pike perch, crucian and flounder.

Zatoka is not rich in architectural masterpieces or other attractions. But all this can be found in several tens of kilometres. In Zatoka the tours to Bilhorod-Dnistrovskyi, Odesa and Shabo-village are offered.

Vilkovo is a city where instead of streets there are canals, and boats serve as transport, not minibuses. The greatest attraction in Vilkovo is National Danube Biosphere Reserve area of almost 50 thousand hectares, which is considered the most marshy nature reserve in Europe.

The Danube Delta is the ecological heart of Eastern Europe, as well as one of the largest wetlands with water channels, reeds, numerous lakes, meadows, marshes, flooded forests, sand and remnants of the steppes.

Izmail is a city on the border with Romania, which has a long history, which begins at the time of the settlement of the Northern Black Sea region by the Greeks. Because of its geopolitical location, for many centuries, the city became the goal of various powerful states of the world. It was ruled by the Galicia-Volyn principality, the Moldavian principality, the Ottoman Empire, Romania and the USSR. The historical background of the settlement of the city territory by different nationalities formed a multinational composition of the population with different traditions and cultures. Representatives of more than 30 nations live in Izmail: Ukrainians, Bulgarians, Russians, Romanians, and the like.

The historic attraction of the city is presented by Museum of O.V. Suvorov, which includes the second largest collection in the world and Diorama "The Izmail Fortress Assault". A small domed mosque is a model of Muslim architecture. This is the only building preserved from the Turkish fortress. Diorama, a monument of panoramic art, dedicated to the assault on the fortress of Izmail, was opened in 1973. It was created by the famous Studio named after Grekov. Diorama is a canvas with a length of 20 meters and a height of 8 meters. It depicts the decisive moment of the assault on the fortress of Izmail.

But besides such a landmark of history and architecture in the city there are many other historical and liquid monuments, funds of paintings and monuments of art from various historical eras, which are represented in the Regional Centre for Aesthetic Education; the history of the whole Danube region is represented in the Izmail History Museum of the Danube Region.

Izmail today is a developed city with good infrastructure, which allows receiving tourists from different directions and with different budgets.

5. Entertainment services

In Odesa region, mainly in the big cities and in the regional centre, the objects of the entertainment industry are concentrated. There are restaurants, entertainment centres, children's entertainment centres, cinemas, theatres, clubs, water parks, bowling and other entertainments.

6. Control and administrative authorities

Control and administrative bodies are represented by regional, local and rural authorities, namely: Odesa Regional State Administration, Odesa City Council, Regional State Administrations, and Police Departments, Medical establishments (public and private).

7. Establishment of legal, banking and insurance services

In Odesa region there is a sufficient number of companies providing legal, banking and insurance services.

SWOT ANALYSIS

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ▪ Favourable conditions for combining different types of tourism and health improvement. ▪ Significant recreational and balneological resources. ▪ An attractive tourist image of Odesa. ▪ Opportunities for the diversification of the tourist services market: green, ecological, gastronomic, ethnographic, medical, with the organization and holding of business events, event tourism. ▪ A wide range of opportunities for providing organized rest and recreation. ▪ A large number of beaches on the coast. ▪ Presence of historical and cultural heritage and other attractions. ▪ Promising conditions for the development of new types of tourism (rural, green, gastronomic, ethnographic, event). 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ▪ The unsatisfactory condition of roads and access roads to tourist destinations, the unattractiveness of the accompanying infrastructure. ▪ Low level of information support of tourist activity. ▪ Insufficient arrangement of recreational areas and low level of tourist service. ▪ Absence of a holistic systemic state policy of development and support of the industry. ▪ Restrictions on ensuring the growth of the number of tourists and recreation due to the lack of arrangement of territories and objects of recreation and tourism. ▪ Weak coordination of the work of various specialized institutions to provide tourist, recreational and other related services. ▪ Lack of infrastructure development in the tourist industry.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ▪ Increasing the region's importance in providing recreational and health services in connection with the annexation of the Crimea. ▪ Active cooperation with the states of the Black Sea region. ▪ Membership in European Interregional Associations. ▪ Transit opportunities of the region. ▪ Opportunities for active development and expansion of services. ▪ The opening of new opportunities through the signing of the Association with the EU. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ▪ Presence of frozen conflict in the common border zone with Moldova (PMR). ▪ Competition from other regions and states. ▪ 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 placement. ▪ Weak security of state guarantees for domestic and foreign investors.

<ul style="list-style-type: none"> ▪ Reform of key elements of public administration. ▪ Active position of local authorities in improving the investment climate in the region. 	<ul style="list-style-type: none"> ▪ Distrust of foreign business circles to guarantee state protection of investments and economic interests. ▪ Poor structure of foreign investment. ▪ Weak awareness of potential partners about the possibilities of the region.
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WAYS OF DEVELOPMENT OF TOURIST ATTRACTIVENESS OF THE REGION

Tourism development proposals

For the development of tourist attractiveness of the region, the main proposals are as follows:

- creation of a comfortable environment for tourists and realization of tourist activity in the Odesa region by improving the quality and competitiveness of the tourist product;
- promotion of tourist product due to the development of regional information infrastructure for recreational and tourist services;
- the creation of a system of international, interregional ties and cooperation in the field of tourism and resorts, aimed at increasing tourist flows to the Odesa region;
- orientation of the transport infrastructure on the maintenance of tourist flows;
- development of regional information infrastructure for recreational and tourist services
- improvement of the status of recreational areas on the seaside, development of recreational area infrastructure, maintenance and improvement of parks and beaches;
- increase of overtaking capacity and quality of service of border crossing points jointly with the State Border Guard Service of Ukraine;
- cataloging routes and tourist attractions;
- development of an extensive network of organizations and institutions providing excursions, cultural and entertainment, health and other services;
- formation of competitive clusters in recreational and tourist spheres;
- encouraging the rural population to develop a private initiative on the development of forms of rural and agrarian tourism;
- improvement of general awareness of potential investors about the possibilities of investment investments in objects of recreation and tourism complex of the region;
- popularization of the tourist product through fairs, exhibitions and festival activities.

Tourist routes

Through the available favourable natural resources, the region has great potential for the development of traditional and alternative types of tourism. Access to the Black Sea provides an opportunity for close cooperation with neighbouring countries in the field of tourism, and as a result of a number of tourist routes. Routes can be both thematic and traditional. The presence of a significant number of historical, archaeological monuments, a large reserve fund with various traditional and international festivals makes the

region attractive for the tourism industry. International and domestic tourist routes will allow the development of international and domestic tourism for all participants.

CONCLUSIONS

An analysis of the tourist status and potential of the Ukrainian Black Sea region revealed a number of positive and negative factors. The geopolitical situation of the region, climatic conditions, and natural resources created all the prerequisites for the development of health and recreation, green tourism, eco-tourism, active tourism, etc. From a historic point of view, this territory is attractive because of the many nationalities of the region (more than 113 nationalities) and as a result the rich cultural heritage. Consequently, the preconditions for the development of ethno-tourism, as well as gastro-tourism in the region are fully present.

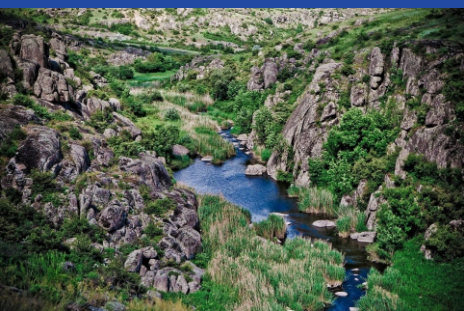
Negative factors hindering the development of the tourist industry of the region are the following: insufficient quantity of qualitative tourist products in the tourist market; low level of recreation and tourism infrastructure development, first of all hotels with 3.4 and 5 star standards; low level of service; lack of awareness of potential tourists about the recreation and tourism potential of the region; lack of tourist information for both tourists and enterprises providing tourism services - tourist maps, advertising products, information about the region, imperfections of the database on tourist and recreational objects; improper state of tourist routes (shortage of equipped places of short-term rest, mountain refuges, absence of a unified system of signing of active tourism routes (pedestrian, cycling, water, etc.); lack of database of the tourist routes and their small number; absence of international tourist routes.

The main proposals for the development of the tourist attractiveness of the region are:

- Awareness rising through the introduction of a comprehensive marketing campaign and development of the brand of the regions, tourism products;
- Access to the international level through active participation in international tourist exhibitions and other events, and the search of investors to expand the range of tourist products;
- Active cooperation with neighbouring countries in order to create common international tourist routes in different directions;
- Development and implementation of infrastructure projects from the state budget and by attracting investments in order to increase the level of infrastructure of the region.

One of the main tasks of the modern tourist sphere of the Black Sea region should be the development and improvement of tourist routes, their modernization in accordance with European standards. Taking into account the potential of the region and the main ways to improve it, the development of tourist routes is a key task.

The creation and development of international thematic routes is the best option for increasing the tourist flow of foreign visitors. Thus, the most popular among tourist routes may become routes with the following topics: gastronomic routes (Bessarabian cuisine, wine routes); eco-routes (reserves and national parks of the Black Sea); ethnographic routes (handicrafts of Bessarabian people); event routes (festivals of the region). These types of routes can bring together districts of the region, create new tourist products and increase the level of entrepreneurship development in the field of tourism services.



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