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THE CRIMEA AS A TOURISM CENTRE IN TERMS OF UKRAINIAN AND INTERNATIONAL TOURISM DEVELOPMENT

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The Crimea as a tourism centre and its resource potential are described in this article. The terms and conditions of tourism development in the Crimea are investigated here. The factors which allow further development of tourist services in the Crimea are analyzed.

Key words: Crimea, tourism, tourism potential, tourism resources.

The Crimea is one of the most attractive destinations of the tourism complex of modern Ukraine. However, its maximum use is associated with the existence of a number of objective and subjective factors that also relate to the natural potential of the Crimea and its implementation.

The resource potential of the Crimea is high. There are over 11,5 thousand of monuments of history, culture and architecture, relating to different historical epochs, civilizations, ethnic groups, religions, 5 state parks, 33 nature reserves, 87 natural monuments, 10 natural reserves in the Crimea [5]. They are not practically used for tourist purposes, although they have a great potential. There are also 8 mineral water deposits and 15 deposits of curative mud, and only one of them (Saki) is used. More than 90% of recreational facilities are concentrated along three kilometres of a narrow coastal strip. The region of the Greater Yalta is overcrowded, while the coast from Alushta to Feodosiya is weakly used, and the Eastern Coast: Arbatsky boom, region of Cape Kazantip, southern and western coast of the Kerch Peninsula are the least used [4].

Tourist resource potential of the Crimean peninsula includes over 3000 natural and man-made objects, 54% of which are concentrated on the South Coast area, 18% - in the Central part (Simferopol, Bakhchisaraj and Belohorsk districts), 10% - in Northern (Djankoy, Krasnogvardeisk, Krasnoperekopsk, Razdolnensk, Pervomaysk and Nyzhn'ohirs'k areas) and Eastern parts (Lenin, Soviet and Kirov districts), and 8% - in the Western part (Saki and Black Sea regions) [1].

The main and the most competitive resort region of the Crimea is the South Coast of the Crimea - the territory between the village Foros and the city Alushta. Unique climate

factors of the Southern Coast of the Crimea are caused by the protection of movement of cold air masses from north [3].

This region has a densely branched transport network, equipped beaches, the most expensive hotels, restaurants and entertainment. Also this region is rich in attractions. Only in Greater Yalta there are over 500 historic, cultural and architectural attractions, including noble mansions, palaces and parks. This region was a favourite vacation spot of the Russian aristocracy at the XIXth – beginning of the XXth centuries and the Soviet state elite, including M.S. Gorbachov [3].

Tourism is one of the main factors that can raise and strengthen weak economy of the Crimea. There are more than 630 health centres, boarding houses, rest houses, children's camps on the peninsula. 512 enterprises received the right to carry out tourism activity. The Crimea provides a third part of travel services from the total amount provided in Ukraine. Russia is a major supplier of tourists in the Crimea among other member-states of CIS, besides tourists from Ukraine. The Crimea is also very attractive for tourists from Belarus, Kazakhstan, Uzbekistan, Moldova. The largest number of visitors from other foreign countries is tourists from Germany, Turkey, Poland, the USA and Belgium [4].

The Crimean peninsula has a number of factors which allow further development of tourist services and bring considerable profits to the Republican treasury, local governments and residents of the Crimea. These factors include:

- appropriate geographical position of the peninsula, which is a crossroad of many transport routes and has soft climate, warm sea and beautiful nature;
- the presence of deposits of curative mud and mineral water sources, which have unique properties, enables further development of medical tourism;
- sufficient number of potential labour force that could (and probably is ready) to work in this sphere;
- numerous archaeological, historical, ethnographic and cultural monuments of world importance and of vital interest to tourists;
- geoclimate features of the Crimea which allow to develop tourism areas such as: hiking, horse tourism, caving, climbing, diving tourism, etc.

The peculiarities of the geographical location of the Crimea are as follows: its proximity to Russia, Western Asia and South-Eastern Europe creates favourable conditions for the development of transport and transport network. The Crimea is available for tourists from any country. The Crimea is one of the leading places in Ukraine in the development of transport infrastructure. The international airport “Simferopol” is able to host aircrafts of any class. Railways and automobile transport play the main role in tourists transporting. Sea ports of Sevastopol, Yalta, Feodosia, Kerch connect peninsula with southern regions of Ukraine, Russia, Georgia and other countries of the Black Sea, and through the Bosphorus and the Dardanelles – with the majority of the countries in the world. The transport network within the peninsula makes it easy for tourists to reach any of its parts. The longest in Europe alpine intercity trolley bus line that links Simferopol to Alushta and Yalta is functioning in the Crimea [3].

Tourism could become a quick rescue for the destroyed Crimean economy because tourism is “quick money”, and the rate of tourism profit around the world almost does not depend on the level of state economic development. A good example of this can be developed countries such as France, Italy, Spain as well as developing countries such as Tunisia and Egypt.

Thus, having summarized the factors of investment attractiveness of the Crimean tourist region, we can define several advantages, which can be used in the struggle with other regions of Ukraine and Eastern European countries for investors and they are the follows [2]:

- Advantageous geographical location (peninsula, as well as Greece is the “territorial heart” of the Organization of Black Sea Economic Cooperation (OBSEC);
- Favourable climatic conditions;
- Sufficiently developed infrastructure;
- Occurrence of a large legal basis, which regulates investment activities.

However, according to western experts, there are some restraining factors for the involvement of potential investors to the Crimea:

- Contradictory Ukrainian laws;
- Unstable investment legislation;
- Poor public policy in the investment area that doesn't protect the rights of the investors.

The solving of these problems in this sphere would lead to increasing interest in tourism sector of the Crimea from the investors' side, both Ukrainian and foreign. Having analyzed the data of the media, we can notice their constant attention to these matters, but investors are waiting for the removal of obstacles and setting of the favourable environment for business.

According to this, foreign tourism in the Crimea primarily develops today under the influence of the transitional state of economy in Ukraine and the internal political situation. Political and economic instability in the country, the rise of social tensions, the aggravation of criminal situation and ethnic conflicts are the main reasons for reducing the flows of foreign tourists to the region. The situation is worsened by the lack of necessary material resources, because since the early 1980's the leisure, entertainment and travel in the Crimea and generally in Ukraine have not practically developed. As a consequence there is a lack of necessary financial framework that meets international standards. The reasons for such dramatic changes in the volume of incoming foreign tourists flow to Ukraine and the Crimea have common features. Thus, the peak of foreign visitors flow to the country occurred in 1990. That year Ukraine hosted about 2 million tourists who came on business and on private trips, among them 143,612 people visited the Crimea [6]. The majority of temporary visitors from foreign countries were attracted by fundamental changes which began in all spheres of the society. But soon the interest to the reconstruction process passed, and foreigners visited Ukraine and Crimea less

actively. The analysis of statistic data shows that the attraction of the Crimea for foreign tourists is determined primarily by the variety of its tourism development: it can serve on the international tourist market not just as a supplier of the only product - vacation on the sea. The possibility of combination of health, medical, educational, business and, partly, sport tourism favourably distinguishes this region from other regions of Ukraine.

Socio-economic component of tourism and sightseeing potential of the Crimea consists of the placement of foreign tourists (hotel enterprises), additional accommodation, transport, communications and consumer services. More than 600 recreational enterprises (resorts, hotels and etc.) are in total in the Crimea. They are 1% of the resorts of the CIS member-states, 10% - Ukrainian and 55% of the Southern economic region of Ukraine. Only 4 subjects of tourist industry (hotels "Oreanda – Tavrida", "Kylym", hotel complex "Yalta - Intourist" and a motel - camping "The Meadow of the Fairy Tales") have the ability to host foreign tourists from the far abroad countries [7]. In general, the Crimea is characterized by the low comfort level of health centres, as well as their uneven regional distribution with the concentration on the most explored areas where the recreational activity has a low environmental level. This localization factor has a significant impact on the intensity and stability of migration flows of foreign tourists who are characterized by high requests for this index when choosing a place of recreation. It may explain the passing character of the tourism services of the Crimean resorts.

The spatial localization of the represented tourist flows to the Crimea shows their broad geographical scope, which covers more than 50 countries. When by 1991 the majority of tourists came from Europe, now the majority of flows are from the CIS countries. This particularly applies to visitors from Russia. Russians constitute 80% of foreign tourists who annually visit the Crimea. And this figure has not changed for several years. 74% of total incoming tourist flows to the Crimea belong to citizens of Ukraine. A sharp increase of tourists was in 2007-2008 - it was about 15-20% in comparison with 2006. The year 2008 was the best for the Crimea over the last decade. However, the level during the Soviet times - 10 million tourists per year - the peninsula has not reached yet [6].

In the structure of tourist flow, without CIS, the first place of incoming tourists belong to Europe - 65% of the total number of tourists (in particular – from the Western Europe - 59% and from the Central Europe - 6%). 20% of incoming tourists are the tourists from Asia, 12% - from the USA and Canada and only 1% - from Africa, Latin America and Australia [6].

Within the incoming flows of tourists from the "far abroad" countries the trips with official purposes are dominated, while in the structure of tourist flows from the former Soviet republics the visits to friends or relatives (90% of total arrivals) prevail. In general the motivational structure of travels to Ukraine from year to year is characterized by the reduction of the level of cognitive tourism (70% - in 2004) due to the growth of business and religious tourism (20% and 2% respectively in 2004).

In terms of gender and age, women in the age group over 45 years old (from 52% to 63%) and men at the aged from 25 to 44 years old (60%) dominate in the structure

of international flows to Ukraine. The older age group is the most active consumer of the services of international tourism (up to 45% of incoming flow). The gender and age compounds of foreign tourists who arrive in the Crimea are similar. 60% of tourists are people over 50 years old. In recent years, the number of visits of specialized groups of foreign tourists such as the representatives of different trends and movements, environmental protection organizations, religious movements, school-youth groups, youth organizations has increased.

Having analyzed the current state of foreign tourism in the Crimea, we can conclude: a new phase, which requires absolutely other conceptual approaches that meet economic realities of nowadays, has come in the recreational development of the region.

The system of values that has changed in the society and the priority of income category in connection with the high cost of material and technical basis and the need of its maintaining in working condition as well as its appropriate modernization require the introduction of new market mechanisms in the organization of recreational activities. The introduction of the market mechanisms in the region will allow to create a flexible system of economic relations of pricing and privileges, which will correspond to the amount, timing and nature of the services provided in tourism instead of strict distribution and normalisation of the price of travel passes, finances, etc. In this regard, it should be considered about giving the Southern Coast of the Crimea the status of tourist and recreational zone free of taxes with a wide range of preferential taxation. In these conditions the Southern Coast of the Crimea will be able to earn funds as for its own development and also for national needs.

International practice shows that tourism is beneficially developing in mixed forms of ownership: state, stock, private, cooperative, rental at the same time maintaining the state priority in the management of recreation system. The state should primarily build tourist infrastructure facilities such as highways, airports, arrange settlements and beaches, reconstruct and renovate the monument.

The increase in flows of foreign tourists in summer, when the demand for travels to the Crimea for having rest and treatment is particularly high, is possible only by the construction of facilities for tourists. It refers to the constructing of such types of buildings as bungalow, expansion of campings, which will increase the volume of services for foreign tourists in peak season without attracting considerable means.

The achievement by the Crimea the world level tourism development is impossible without a creation of proper infrastructure. The lack of tourism infrastructure in the region has a negative impact on the development and effectiveness of recreation. The infrastructure development requires considerable financial investments while their turnover is very slow. In conditions of financial crisis in the country it is necessary to improve tourism infrastructure, attracting to it all possible sources of funding on the most favourable terms.

Appropriate attention should be paid to the development of maritime transport when developing new and improving old programs of sustainable reception of foreign

tourists in the Crimea. Despite the presence of large ports that can host foreign vessels in Evpatoria and Feodosia, cruise tourism is not practically developing in the Crimea. There is not any international passenger port in Kerch. It is necessary to construct and reconstruct berths in Kerch, Gurzuf, Mykolayivka and Chornomorsk for the intensive development of small maritime transport.

The decline in the number of incoming foreign tourism is caused by insufficient propaganda campaign of Ukraine and, particularly the Crimea, as an attractive tourist destination. The most important aspects of advertising the Crimea are: the expanding of a number of advertised objects, orientation of the advertisement to a certain range of customers (differentiated advertising), the use of different methods of advertising. Particular attention should be paid to the Internet and participation in it as many as possible numbers of rest organizers. Foreign tourists of highly developed countries prefer to attend expensive and comfortable Mediterranean resorts, leaving there much of their cash. Only a small part of it (less than 0,3%) owing to the Intourist system settle in the Crimea. Meanwhile, in many countries of the world, advertising activity is a major expenditure item of the national Ministries of Tourism. Half of their budgets is directed to these goals. For example, the annual budgets of tourism administrations for promoting national tourist product in recent years, according to the UNWTO were as follows: Spain - 77-85 million \$, Turkey - 27-50 million \$, Tunisia - 8,6 - 10,6 million \$, Poland -27-50 million \$, while at international tourism fairs and exhibitions the Crimea is represented only by individual enterprises [6].

Business, exhibition and congress tourism which are not practically developed in the Crimea need the advertising campaigns. In our opinion, the business tourism should be the first step to do by the entrepreneurs of Ukraine and the Crimea to breathe a new life into the sector of industry of contacts.

Due to the fact that it is difficult in a short time to achieve widespread international tourism, it is necessary to define those centres where the tourism enterprises of high level on the basis of natural and socio-economic components will be created. It should be clear a separation of functions between various tourist centres: for example, Simferopol should have not only transit functions in connection with its transportation value for the Crimea, but also should become the centre of specialized cognitive tourism; Yalta and the Southern Coast of the Crimea should have the functions of the region of recreation and treatment due to the high concentration of the material basis in the city and its suburbs; Bakhchysaraj should become a tour centre in connection with a wide range of the places of interest; Kerch, after the restoration of numerous monuments of culture and architecture, should become the centre of cognitive tourism (by the decision of UNESCO, the city was included in the Program "Silk Road").

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2. Курортна інфраструктура господарства Автономної республіки Крим. Доступно з: <<http://studentbank.ru/view.php?id=33760>>

3. Курортно-туристичний потенціал Автономної Республіки Крим. Доступно з: <<http://old.crimea-portal.gov.ua/index.php?v=5&tek=5&f=ua>>
4. Переваги рекреаційного потенціалу Кримського регіону. Доступно з: <http://vechervkarpatah.at.ua/publ/test/perevagi_rekreacijnogo_potencialu_krimskogo_regiону/6-1-0-1391>
5. Рекреаційно-туристичний потенціал Кримського півострова/ Доступно з: <<http://www.crimeantourism.net/rekreatsijno-turystychnyj-potentsial-krymsko-ho-pivostrova/>>
6. Сучасне полягання і проблеми розвитку іноземного туризму в Криму. Доступно з: <http://vechervkarpatah.at.ua/publ/test/suchasne_poljagannja_i_problemi_rozvitku_inozemnogo_turizmu_v_krimu/6-1-0-1399>
7. Туристичні можливості і основи перспективного розвитку територіально-рекреаційного комплексу Автономної Республіки Крим. Доступно з: http://vechervkarpatah.at.ua/publ/test/turistichni_mozhливosti_i_osnovi_perspektivnogo_rozvitku_teritorialno_rekreacijnogo_kompleksu_avtonomnoji_respubliki_krim/6-1-0-1389

КРИМ ЯК ТУРИСТИЧНИЙ ЦЕНТР З ТОЧКИ ЗОРУ УКРАЇНСЬКОГО І МІЖНАРОДНОГО РОЗВИТКУ ТУРИЗМУ

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Крим як центр туризму і його ресурсний потенціал, описані в цій статті. Терміни та умови розвитку туризму в Криму досліджені тут. Фактори, які дозволяють подальший розвиток туристичних послуг в Криму аналізується.

Ключові слова: Крим, туризм, туристичний потенціал, туристичні ресурси.

КРЫМ КАК ТУРИСТИЧЕСКИЙ ЦЕНТР С ТОЧКИ ЗРЕНИЯ УКРАИНСКОГО И МЕЖДУНАРОДНОГО РАЗВИТИЯ ТУРИЗМА

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Крым как центр туризма и его ресурсный потенциал, описаны в этой статье. Сроки и условия развития туризма в Крыму исследованы здесь. Факторы, которые позволяют дальнейшее развитие туристических услуг в Крыму анализируется.

Ключевые слова: Крым, туризм, туристический потенциал, туристические ресурсы

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