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## CONDITIONS AND PERSPECTIVES OF THE TOURISM POLICY DEVELOPMENT IN THE CRIMEA

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The conditions and perspectives of the tourism policy development in the Crimea are investigated in this article. Three main aspects of this policy, such as: the state regulation and planning of tourism and recreation industry in the Crimea; future direction of the tourism development in the Crimea; and the problems of the Crimean tourist sector: measures and proposals for their solution, are pointed out in the article.

*Key words:* Tourism Policy, Crimea, state regulations, tourism development.

### ***State regulation and planning of tourism and recreation industry in the Crimea.***

The internal tourism industry needs the state support, and one of the most competent directions of its development is to build the world-level tourism infrastructure in Ukraine. This problem can be solved not only by the state. A good example of using the integrated approach to the creation of tourism infrastructure is the development of special programs for the Autonomous Republic of the Crimea.

This complex has three levels. The first level is represented by the national programs of tourism development in Ukraine, the second – by the programs developed by the regional state authorities (the Government of the Crimea, the Ministry of Resorts and Tourism of the Crimea, etc.) and the third – by the programs of tourism development in a specific city, region, etc. (for example, Big Yalta) [5].

The strategic directions of the reformation of the tourism industry in Ukraine are incorporated in the “Program of development of tourism in Ukraine till 2010”, which are aimed at the changes in the internal tourism market from the foreign outgoing tourism to the internal and foreign incoming tourism and creation of the attractive investment climate in the tourism industry in Ukraine.

This program provided:

- Increase the rate of entry of foreign tourists in 1,4 - 2 times;
- 60 thousand places in the hotels and approximately 26 thousand places in other accommodation facilities should be reconstructed in order to bring them in accordance with the international standards;

- construction of three-, four- and five-stars hotels with a total capacity to host 17.3 thousand peoples;
- creation of 932 km of high quality roads [6].

One of the fundamental document that defines the direction of the development of tourism industry in Ukraine is the Order of the President of Ukraine “On the priorities in urban development”, which states the need to promote investments for technical re-equipment and reconstruction of existing enterprises and unfinished construction.

The Department of Tourism and Resorts of the State Committee on Youth, Sports and Tourism of Ukraine has developed the draft of the “Programme of the tourism infrastructure development in the economic areas, where the national transport corridors network of Ukraine exists”.

The program provides the creation of the variety of tourist complexes in the areas of the main roads: new construction or reconstruction of existing hotels, motels, campgrounds and other facilities for tourists’ accommodation that would meet international standards.

The urgency of the development of this particular direction of tourism infrastructure is caused by the fact that it is realised in the context of approved by the Cabinet of Ministers of Ukraine “State program of creation and functioning of national network of transport corridors in Ukraine”[5].

The implementation of the program is carried out at two stages. The first phase (2000-2005) was realized in the following items:

- improvement of the legal and regulatory basis, introduction of international standards;
- creation of the scheme of location of tourist infrastructure objects, based on its effectiveness;
- improvement of the system of custom and border formalities, passed by people and vehicles, which are travelling through the state border of Ukraine for tourism purposes;
- creation of tourism and service infrastructure, tourist complexes, realisation of measures of attracting the investments.

The second phase (2005-2010) provides a large-scale realisation of investment projects to build up tourist infrastructure. The realisation of this Program is based on the usage of extra-budgetary funds: bank loans, enterprises own costs, capital of both internal and foreign investors, funds of public organizations and others.

The preparation for the European Football Championship 2012 is the most important one among many events that Ukraine and the Crimea are waiting for during the next few years [1]. The former Prime Minister of the Crimea Viktor Plakida (in March 2010 he was changed by Vasyl Dzharty) expressed the hope that the Crimean sports training bases would be used for the training of athletes for Euro-2012 and the Crimean attractions would be included in tourist routes programs for guests of the Championship. Investors effectively invest their capital into the Crimean recreation industry. The volume of

investments in recent years has amounted 12.4 million dollars and total foreign capital, which is located in the economy of the Autonomous Republic of the Crimea, according to the 1 January 2008 data, reached 4.9 million dollars.

The Decision of the Cabinet of Ministers of Ukraine “On the creation of the State Program of the socio-economic development of the Ukrainian Black Sea Region” became the most important for the Crimea. On its basis the Ministry of Resorts and Tourism of the Crimea developed the “Program of the recreational area of the Crimea development until 2005”.

This program provided the creation of the product of high quality and competitiveness in the global market tourist product. It plans to increase the income in 3,5-4 times (from 105,912,400 thousand UAH in 1999 to 370,693,400 - 423,649,600 thousand UAH in 2005) from selling tourism services, and rise the total number of tourists to 10 million people [8].

The state support of tourism industry of the Crimea is not limited just by the state programs. In 1998 the Crimean government and NGO CATA (Crimean Association of Travel Agents) created fundamentally new in the Ukrainian tourist business structure – the Crimean Tourism Development Centre (CTDC) [2]. The main objectives of CTDC are:

- implementation of the world leading experience in the practice of tourism enterprises in the Crimea;
- creation of local information infrastructure;
- preparing of the necessary analytical and economic materials for strategic government decisions;
- creation of the system of contacts and partnerships of CTDC with relevant agencies of the EU and its placement in the centre of the Crimean tourist infrastructure [5].

CTDC was created with the support of TACIS Program. This program promoted the creation of the “viable structures, which in future can exist without financial support from outside”. The Crimean TACIS Project lasted two years: from 1998 till 2000. The total funding amounted 1,75 million Euros. In addition, 25 mini-projects, on the total amount of 190 thousand dollars, were funded by the European Union under the innovative scheme “grants in exchange for partnership”. The Project of “Big Yalta” development, where more than 150 recreation companies out of 400 existing in the Crime are located, became a good example of the extension and realisation of the Programs between the Government of the Crimea and TACIS Program [9].

***Future direction of the tourism development in the Crimea.*** The Crimea, despite its enormous potential and tourist resorts, occupies a very modest place in the world tourism market. Less than half of percent of the total amount of such services is located on the peninsula.

There are several directions in tourism, development of which, according to the forecasts and specialists analysis, may be perspective and positive for tourism and recreation industry and the economy of the Crimea in general.

One of these directions is the development of sanatorium and resort industry in the Autonomous Republic of the Crimea. It is based on the usage of mineral water (with potential production rate of 14 thousand m<sup>3</sup> per day); curative mud (with deposit of 22,4 million m<sup>3</sup>), beaches (517 km length); climate and landscape resources, sea and mountain air, which are the most valuable natural and renewable resources of the Crimean tourist region [7].

The second direction is based on the development of green (rural) tourism, which is a new and promising direction in the tourism industry of the Crimea. This kind of tourism is a type of a small business; it raises the role of local history, balances the activity and the rest, and creates the living environment close to nature [10].

Due to the fact that 50% of the Crimean population is rural population, the rural tourism can be recommended as a perspective direction. This type of tourism is also called eco- bio-tourism. The green tourism of Ukraine is currently under formation. While developing the local economy, it can positively affect agriculture, enhance employment, and create new jobs in rural areas. As a specific kind, the rural tourism combines the elements of activity and recreation, recreational life creates an environment closer to nature. It should be noted that rural tourism is the only branch that does not require much investments and can bring good income for the citizens.

For the Crimean conditions there are two possible directions of the development of rural tourism. The first is the ability to explore the potential of existing rural areas, houses of village residents, information and organizational infrastructure, developed historical and ethnographic and other routes etc. The second direction is based on the creation of new rural facilities and houses by reconstruction of existing buildings in the villages, as well as construction of new ones to meet the needs of families, youth, children, cultural, hunting tourism etc. The gradual formation of the new infrastructure of green tourism, including such areas as microtourism, minihotels economy, building of hunting and fishing cabins, mini-stores etc. should be done in perspective. In social terms the development of rural tourism helps to employ those groups of population, who are lack of job in rural areas on the conditions of rapid development of market relations. They are women, especially those who are bringing up children, retired people, and also the employees of public organizations that can provide hunting and fishing. This activity, according to the experience of the Western countries, needs only from 8 to 40 hours of training and preparing people for work in the rural tourism, updating their knowledge about the local area, teaching hospitality and tact towards guests. The formation and development of rural tourism should be based on the material basis for both participants and employees of this sector [7].

***The problems of the Crimean tourist sector: measures and proposals for their solution.*** The situation in the tourist sector of the Crimea recently requires an active search for means to overcome the crisis and the intensification of tourism product to ensure the required quality. The problems, which can be observed today in the tourism

industry of Ukraine and the Crimea, are the consequence of the economic past, which our country received after the Soviet Union collapse and economic stagnation that Ukraine is experiencing today. Therefore, these phenomena are quite deep, and their solution requires a comprehensive and thoughtful approach. It is clear, that this should be managed at the state level by specially created governmental organizations. And also we should emphasize those factors that led to such situation in the tourism sphere. We can achieve a gradual improvement of the tourism industry of the Crimea just through their understanding and learning.

First of all, we should examine the national strategy for tourism and recreation complex of the Crimea. The incoming and internal tourism, as an important factor of improvement of the quality of life in Ukraine, creation of new jobs, fulfilment of foreign exchange reserves of the state and increase of its prestige on the international arena, was identified as the priority direction of its development. The understanding of the impact of tourism on other important economic sectors in Ukraine, such as transport, trade, communications, construction, agriculture, manufacturing, and consumer goods production was stressed in the “State Program of tourism development in 2002-2010” [3].

The main problems, identified in the program, are as following:

- lack of an integrated system of public administration of tourism in regions;
- subordination of accommodation, spa, health and recreational facilities that provide travel services to various Ministries and other central executive authorities;
- unclear definition in the law of the firms, which belong to the hotel management companies, providing travel services;
- inadequate legal basis;
- lack of technical, organizational, informational and financial support of subjects of tourism industry from the state;
- slow growth of investment in the development of material basis of tourism;
- lack of adequate facilities for the development of tourism activities in rural areas;
- discrepancy of the overwhelming majority of tourist facilities to international standards;
- tendency to reduce the number of hotel enterprises;
- the poor state of tourism, service and information infrastructure in the areas of roads and international transport corridors;
- imbalance of social and economic efficiency of recreational resources and the need to safeguard them;
- inadequate tourism infrastructure, inefficient use of recreational resources;
- lack of innovative projects and researches on the development of perspective types of tourism;
- inadequate statistics on tourism;

- insufficient supply of highly qualified travel industry;
- lack of government support and integrated approach to promote national tourism product on the internal and international tourism market;
- insufficient level of development of information infrastructure;
- inadequate databases of the tourist industry objects.

Further development of the tourist complex of the Crimea is not possible without deeper scientific investigation of adequate measures of organizational and financial nature. It is perspective to create the inter-sectoral cooperation on the basis of recreational and commercial structures with common elements of market infrastructure and formation of various consortiums and tourist corporations, joint-stock companies on the basis of associated forms of tourist activity, when the general interest is joint with the financial, material and intellectual efforts for sustainable economic effect.

In terms of market relations, it is necessary to pay special attention to the construction of supporting facilities, construction of which during the Soviet times was sent to the second place, such as pools with heated sea water, sauna and Russian bath, indoor and outdoor sports fields, bowling alley and casino and conference rooms. This will create real prerequisites for diverse and interesting tourist offers, and also for rational use of tourist resources, maximize the use of bases throughout the year and improve the economy of tourism in general by reducing the payback period of tourism facilities that are being built.

Modern market economy is impossible without creating regulatory and coordinating bodies (government, community, industry). Currently coordination mechanism, regulating tourist market in Ukraine, is in the process of formation. Ukraine should form an adequate system of tourism industry, which should take great benefits from studying foreign experience, knowledge of the coordinating principle of construction of the structural hierarchy of economy regulation, bilateral vertical communication and support for equal relations between the government administration, NGOs and industry associations of producers.

At the present stage above-mentioned aspects are particularly important for the Crimea, where the process of regional tourism development program, establishment of a new system of state regulation of industry structure and efficient interaction of state, society and enterprises in tourism are taking place.

One of the main instruments for implementing the strategy of the Autonomy Republic of the Crimea is the “State program of socio economic development of the Autonomous Republic of the Crimea until 2017”, adopted on the 30<sup>th</sup> of August 2007 (number 1067) by the Cabinet of Ministers of Ukraine [4]. According to it, the socio-economic development of the Republic will be supported by 22 billion UAH - 16.3 billion UAH (75%) of which are the off-budget means, more than 4 billion the local budgets. The Crimea, which offers one of the shortest transit routes to the Europe, increasingly integrates into international transport network and network of tourist routes.

The construction of the transport transition “Crimea-Kuban”, reconstruction of the airport “Simferopol” and implementation of other projects will favour this.

Also together with the above-mentioned measures of the sustainable development of foreign tourism it is necessary to look for the perspective new areas of recreational development outside the developed modern recreation centres, but they should be situated on the coast and in compliance with the environmental regulations of natural environment protection. Therefore, further development of tourism in the Crimea should be built with the intense methods of nature using, which involve the development of measures for protection and reproduction of tourist resources, carrying out reclamation work, standardization and regulation of loads on the territory, the selection of protected areas.

Nowadays Ukraine is in the process of reorganisation of its institutional structure and legal basis in all spheres and at all levels and it will have a significant impact on the further development of tourism policy of the Crimea.

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## СТАН І ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИСТИЧНОЇ ПОЛІТИКИ КРИМУ

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Досліджено стан і перспективи розвитку туристичної політики Криму. Проаналізовано три основні аспекти цієї політики, такі як: державне регулювання та планування розвитку туризму та індустрії відпочинку в Криму; перспективні напрями розвитку туризму в Криму, а також проблеми туристичної сфери Криму: заходи та пропозиції щодо їх вирішення.

*Ключові слова:* туристична політика, Крим, державне регулювання, розвиток туризму.

## СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИСТИЧЕСКОЙ ПОЛИТИКИ КРЫМА

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