

**GEOGRAPHY OF TOURISM
OF CENTRAL AND EASTERN
EUROPE COUNTRIES**

The authors of this book work at universities and colleges of Central and Eastern Europe both as researchers and academic teachers specializing in tourism. Mostly they are also participants of international scientific conferences entitled "Conditions of foreign tourism development in Central and Eastern Europe" which are organized by Department of Regional and Tourism Geography of the University of Wrocław since 1990.

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Institute of Geography and Regional Development
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**JERZY WYRZYKOWSKI
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Wrocław 2012

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INTRODUCTION

On the initiative of the Department of Regional Geography and Tourism of Wrocław University, under the direction of Jerzy Wyrzykowski, since year 1990, a group of specialists on tourism has met every two years in order to exchange research experience in the scope of the development of international tourism in Central and Eastern Europe. Results have so far been presented in eleven scientific papers' books and they have been used to prepare, under the direction of P. Jordan, a map entitled "International Tourism Attractions in Central and Southeastern Europe", published by Österreichisches Ost-und Südosteuropa-Institut (Austrian Institute of East and Southeast European Studies) in Vienna (1998). Information concerning the output of these conferences and the contents of related scientific papers' books constitutes the first chapter of this book.

The authors of the idea to publish the book "Geography of Tourism in Central and Eastern Europe" were J. Vystoupil and M. Sauer from Masaryk University in Brno. Taking advantage of their experience connected with the publishing of "Atlas cestovního ruchu České Republiky" (2006) they also suggested the structure of the chapter on presenting geography of tourism in respective countries of the region.

The scope of geography of tourism in Central and Eastern Europe in the book has been limited to postcommunist countries of the region, which have had similar experience concerning tourist economy. Chapter II of the book provides the characteristics of the 20 postcommunist countries of the region on the international tourist market and it constitutes the background for chapters III to XIII, which present the condition of research on tourism, tourist attractions, tourist infrastructure, tourism movement, main types of tourism as well as tourist regionalization in the 11 countries, all illustrated with charts and pictures. Authors of the studies are mainly the participants of the aforementioned informal international research team. The book was published by the Department of Regional Geography and Tourism of Wrocław University currently under the direction of Krzysztof Widawski. It may be hoped that the presented material significantly broadens the knowledge concerning geography of tourism of this part of Europe.

Jerzy Wyrzykowski

XIII. GEOGRAPHY OF TOURISM OF THE UKRAINE

1. Geographical studies of tourism in Ukraine

For almost 200 years of geographical studies of tourism activities the subject of Geography of Tourism has transformed due to the social demand and scientific interpretations of its object. Geographical researches of tourism in Ukraine has evolved during the periods as follows.

Resource and information based studies (mid of XIX c. – mid XX c.), focused on discovery and identification of unique natural attractions and possibilities of their complex usage for the purposes of primarily active tourism being of priority that time. The majority of studies were devoted to the complex analysis of the territories, with special attention paid to nature, balneal resources (springs) in particular, for the benefit of resorts development. Basic methods involved algorithms of field studies to define areas with natural conditions favorable for leisure and further development of the recreational activities in domains of resorts and excursions. Such an approach gained recognition as a conditional one, was included in the complex studies of the locations of different level and prompted further researches as well as self-organized tourist activities. Further on it appeared reasonable to go onto spatial analysis of the resources attractive for inbound tourists and possible ways of recreation areas facilitation and specialization. In such a way the term of "Geography of Tourism" was substantiated with subjective focus on recreation and tourism resources and their complex evaluation aimed to domestic and inbound tourism development.

Facilities and economics based studies (1960–1980) relates to mass tourism and needs of infrastructure and facilities development. Geography of Tourism, providing complex knowledge on recreation and tourism potential of the territory, in particular, combined with the practice of landscape, urban and regional planning was the theoretical and methodological grounds for discourse of recreational and tourist areas specialization based on the spatial patterns of tourism – resorts, tourist centers and other elements, designed to provide recreational activity of the population. The fundamental grounds of such studies and further practice were elaborated by professor V.S. Preobrazhenskyi in category of Territorial Recreation System (TRS). It enhanced further development of Recreation Geography – "the special domain of the national economy aimed to organize services for workers during their

leisure time out of their residential areas” – and its integral part: Geography of Tourism. Thus, the latter studies were extended to recreation and “spatial patterns of tourism industry, conditions and specificity of its development in different regions and countries” according to Kraczylo (1987).

Market-based studies (1990s – beginning of XXI c.), associated with market transformations in tourism industry and specific focus on economic efficiency of tourism market entities. Geography of Tourism has substantiated market-based definition of “Tourism Industry” meaning the inter-branch complex, operation of which is aimed to satisfy diversity of leisure demand in travelling, grounded by theoretical and methodological discourse of Social Geography and inter-branch complex research (O. Shabliy, S. Ishchuk, M. Chistobaev, M. Sharygin and others). Based on system approach and doctrine of territorial production complexes the structure of Tourism Industry was identified and presented by production, territorial and institutional-organizational functional subsystems having in mind that according to Social Geography complex was the form of system functioning characterized by more intensive inner ties and interactions (Liubitseva, 2003). Such an approach is currently prospective in relation to the category of “destination” – territory (place, location) having features attractive for tourists and enabling satisfaction of their growing demand, adapted (suited) to satisfy consumer preferences of tourists with regards to quality and safety, element of tourism spatial pattern, operating as recreation and tourism cluster, to be considered as combination of tourism industry components within the specific territory of the certain taxonomy level and formation of territorial and production complex of recreation and tourism activities of certain level. This is the most topical aspect of modern Geography of Recreation and Tourism priorities both from theoretical and practical point of view.

At the same time dynamic tourism development in globalized environment requests to review earlier theoretical and methodological principles of geographical studies of tourism and causes extend of both Recreation and Tourism Geographies. “Recreation Geography has to follow wide-scope subjects and its major objective is to study spatial patterns and specificity of human behavior in process of recreation activities in social and cultural systems”, states Nikolaenko (2001), so the Geography of Tourism subject is to be “spatial organization of tourism process” (Liubitseva, 2003). Subsequently, it raises the issue of “subordination”. At the earlier stages Geography of Tourism was considered to be a part of the Geography of Recreation and the main objective for the first one was focused on the analysis of tourists movement to the places of recreation and tourism resources concentration, represented by great number of Soviet and Ukrainian scientists works da-

ted back to the end of XX century. Currently, considering the wide scope of tourism, several geographers raised the idea that the recreation activity could be considered as a part of tourism process, so the Recreation Geography is a part of the Tourism Geography providing knowledge on recreation conditions and resources of certain territory (Fomenko, 2007). There are also statements about the likeness of the above two disciplines since their objectives are tightly interlinked (Beydyk, 1997).

Extension of research subject caused the necessity to establish a new domain of geographical knowledge – the Geography of Recreation and Tourism. Its subject relates to tourist movement, factors of development, structure and spatial peculiarities of tourism phenomena and links to it nature, social and economic processes. A human as subject of tourism movement is considered by Geography of Recreation and Tourism in the context of his/her needs and motivations to travel, as well as spatial learning (environment perception), choice of travelling forms and destinations and his/her social and cultural features. Thus, Geography of Recreation and Tourism extends its subject, varies methodological approaches, deepens inter-branch geographical ties and co-operation with other non-geographical sciences.

Sustainable development studies disclose prospective for the first half of XXI century considering organization and path of recreation and tourism activities in a way and at levels and scopes, which provide for their long-term viability without degradation and changes of the nature and social and cultural environment which could hamper successful development of other kinds of activities. The essence of the sustainable development relates to the prospects of nature usage by tourism entities (tourists, tourism organizers), in which balance between levels, rates and directions of development could correspond to complex-proportional development of economic, social and ecological components, since tourism represents the resource-based activities and state of natural and social environment is both the resource and the condition for the sustainability. In this context Geography of Recreation and Tourism enriches its subject by studies of processes and phenomena of nature usage for recreation and tourism based on sustainable tourism activities.

Conclusions. Impetuous development of geographical studies of tourism at the end of XX – beginning of XXI relates both to theoretical-methodological and practical issues organically linked to the extension of the subject of the discipline. Currently there are several interpretations of the Geography of Tourism subject: a) the science related to tourism resources and their distribution in accordance with the geographical features of places; b) the science which studies the spatial patterns of tourist migrations (tourist movement – who, where and why travels?); c) “branch of geography

which studies the patterns of formation, location and spatial organization of tourism industry" (Smal, 2010); d) the interdisciplinary geographical domain, which studies the spatial organization of tourism activity, conditions and features of its development and localization (Kuzyk, 2010); e) the interdisciplinary geographical domain, which studies the spatial organization of tourism process (the latter means consumption of tourism product during tourist migrations) (Liubitseva, 2003, 2008).

Summarizing the transformations of the subjects of the geographical studies of tourism we should mention the following: the Geography of Tourism is the interdisciplinary domain of Geography related to conditions and possibilities of the territory to provide sustainable tourism development, patterns of the latter spatial organization caused by exogenous and endogenous factors.

The basic domains of the geography of tourism development are as follows:

- ◆ analysis of tourism process as the social phenomenon and a human as its subject;
- ◆ analysis of tourism (geo-recreation) space and evaluation of its suitability and adaptability to tourism process;
- ◆ estimation of recreation and tourism nature usage aimed to define directions of its sustainability (from the point of view of economic, social, ecological aspects of tourism activity);
- ◆ establishment of interlinks and interrelations between the recreation and tourism and other social and economic functions of the place aimed to estimate the role of tourism in social and economic functions of the territory.

In addition, in Ukraine there are active scientific developments related to the theory of tourism (Tourismology) and its practice (Tourism Practice disciplines). The Geography of Tourism takes one of the leading positions among Tourism Sciences based on maturity of its theoretical and methodological grounds of studies of such complex and multifunctional phenomenon as tourism is.

2. Assessment of conditions and factors for tourism development in the Ukraine

2.1. Natural preconditions for tourism

Natural conditions constitute important factor of tourism development, and it is significant that in Ukraine we enjoy comfortable environment for summer recreation and tourism from the second half of spring to half of fall period. Duration of favourable period in this context varies from 105 days per year

in northern part of the country to 180 d/y – coastal areas of Crimea. Winter-time leisure activities are reasonable during just 20–26 days across southern terrains of Ukraine, but more than 60 days in northern and north-eastern parts of Ukraine. The most favourable conditions for winter tourism during 90–100 days per year possess mountain areas of Polonyns'ky, Verkhovyns'ky and Chornogirs'ky ridge of Ukrainian Carpathians.

The relief of Ukraine is homogenous: 70% of the surface is occupied by lowlands, 25% – by highlands, and 5% – by mountains. The largest part of the territory belongs to the Eastern-European Plain; only in the south there are the Crimean Mountains, and in the west – the Ukrainian Carpathians. The Volyn and Podillia highlands are the most important; they stretch from the northwest to the southeast from the upper stream of the Western Buh river to the valley of the Southern Buh (mountain Kamula is about 471 m high). More to the east, between the Southern Buh and the Dnieper, the Dnieper highland is located (up to 323 m of height), and on the left-bank part of the Dnieper, in the southeast part of the country, the Azov highland forms a narrow stripe (up to 324 m – Belmak-Mohyla mountain). The Donetsk mountain ridge adjoins it in the northeast (up to 367 m – Mohyla-Mechena mountain).

The Ukrainian Carpathians form a narrowed (up to 60–100 km) and lowered part of the Carpathians, which consist of a number of parallel ridges which stretch from the northwest to the southeast for 270 km (the highest mountain is Hoverla, 2061 m). The alluvial Transcarpathian lowland (100–120 m high) stretches from the southeast foothills of the Ukrainian Carpathians. The Crimean Mountains occupy 180 km in the south of the Crimean Peninsula. The relief clearly shows three parallel chains with steep southern and gentle northern slopes: the Main, Internal and External. The dominant heights are 700–1200 m, with a maximum of 1545 m (Roman-Kosh).

The orographic structure is complicated by a dense hydrographic net, which forms a natural mosaic of cultivated and protected landscapes. Such landscape variety is a natural prerequisite for the development of tourism in the country.

The rivers of Ukraine mostly flow from the north to the south up to the Black and Azov Seas; the rivers of the northwest part of Ukraine flow from the south to the northwest and north to the Vistula and the Prypiat. The basin of the Black and Azov Seas embraces more than 90% of the Ukrainian territory. There such great European rivers as the Danube with the Tisza and the Prut, the Dniester, the Southern Buh, the Dnieper with the Prypiat and the Desna, and the Don with the Donets flow. The right tributaries of the Vistula – the Sian and the Western Buh belong to the effluent of

the Baltic Sea. Fishing and water tourism are now widespread on the large Ukrainian rivers, providing an opportunity of rafting from a zone of natural mixed forests to the zones of forest-steppes and steppes.

The plains of Ukraine are represented by three climatic and landscape zones: Polissia, Forest-Steppe and Steppe. The landscapes of mixed forests and swamps are widespread in Polissia. A large part of them is protected by the state as natural reserves with a regulated access of ecotourists. Oak-forests (oak, hornbeam-oak and lime-oak forests) were formed on the forest-steppe highlands, while meadow-steppe landscapes with black earth appeared on the flatlands. The agricultural cultivation of these landscapes began in the 5th century BC (Buh-Dniester and Trypillia archaeological cultures), and, therefore, the traditional Ukrainian agricultural landscape a mosaic of wheat fields framed by green forest stripes, meanders of small rivers and small-square woods has been formed here. Such an aesthetically attractive agrolandscape mosaic is an important natural prerequisite for the development of recreational and agricultural tourism in the country. The ploughing-up level of the natural landscapes of feather and fescue grass steppes in the south of Ukraine reaches 90%. That is why nature potential for ecotourism development is localized here only in the steppe biosphere and state reserves and in landscape parks.

There are several large nature-protected areas that represent a compact complex of nature-oriented preconditions for tourism development. These are areas with high concentration of natural attractive features for the development of different types of tourism and recreation.

The most attractive areas of Ukraine in terms of recreation are mountain areas (the Crimean Mountains and the Carpathians – the Upper-Dniester Beskids, Skole Beskids, Horhany, Chornogora, Pokuttia-Bukovyna Carpathians, Svydovets', Marmaros massif, Verkhovyna Watershed Ridge, Polonyna Ridge, Volcanic Carpathians) as well as their foothills (Transcarpathian and Carpathian). Among highly attractive areas there are also sparsely populated woodland areas (Volyn, Rivne, Zhytomyr, Kyiv, Chernihiv and Sumy regions).

According to the national law, a net of nature-protected territories of Ukraine consists of different objects: biosphere reserves, nature reserves, national parks and wildlife reserves. The total territory of protected Ukrainian territories equals 2.8 mln ha. Biosphere reserves, such as Askania-Nova, Carpathian, Chornomorskyi and Dunayskyi that represent unique landscape, floral and faunal variety of Eastern Europe from the Carpathians to the Black Sea, possess the highest touristic potential.

The oldest one is Askania-Nova (founded in 1874), where unique, never ploughed-up steppe landscapes of Ukraine have been preserved. The Carpathian Biosphere Reserve was founded in 1968. It includes always uninhabited mountain massifs (53,630 ha.) with unique flora and fauna. The Chornomorskyi Biosphere Reserve was founded in 1927. It includes a water area and small islands of the Dnieper mouth and the north coast of the Black Sea (64,806 ha.). The Dunayskyi Biosphere Reserve located in Ukraine and Romania was established in 1976 in the mouth of the Danube. Its Ukrainian territory has a square of 120,000 ha. A net of designated ecological tracks, mountain and water touristic routes, visitors' centres, nature museums, hostels and agritouristic guest houses provide relatively comfortable facilities for tourists on these protected territories.

A net of reserves demonstrates the variety of all landscape areas of Ukraine. There are nature-protected reserves with a total area of more than 160,000 ha. Roztochchia, Medobory, Kaniv, Crimean Mountain and Forest, Kara-Dag and Martian Cape are the largest of them. Tourist access to reserves is limited by the norms of the national law. Tourism is not very widespread there, although the organized groups of tourists are offered daily tours and trekking eco-tours guided by the reserve personnel.

A net of 40 national parks of Ukraine with a total area of more than 10,000 km² (1.8% of its territory) located in 14 out of 24 administrative regions serves the interests of ecotourism, weekend- and sport tourism and recreation under natural conditions. They include reserves themselves surrounded by old agricultural zones which nowadays serve the purposes of organized recreation.

Natural parks: 1. Azov-Syvaskyi 2. Biloozerskyi, 3. Biloberezhzhia of Sviatoslav, 4. Buzkyi Hard, 5. Verkhovynskyi, 6. Vyzhnytskyi. 7. Velykyi Luh, 8. Galytskyi, 9. Hetmanskyi, 10. Hosiivskyi, 11. Homilshanski forests, 12. Hutsulshchyna, 13. Dvorychanskyi, 14. Dermansko-Ostrozkyi, 15. Desniansko-Starohutskyi, 16. Dzharylhatskyi, 17. Zalissia, 18. The Enchanted Land, 19. Ichnianskyi, 20. Carpathian, 21. Kremenetski Hills, 22. Mezynskyi, 23. Nyzhniodynstrovskyi, 24. Nyzhnosulskyi, 25. Northern Podillia, 26. Podolian Tovtry, 27. Prypiat-Stokhid, 28. Pyriatynskyi, 29. Pryazovskiy, 30. Holy Tops, 31. Synevir, 32. Skolivski Beskids, 33. Slobozhanskyi, 34. Tuzla Coastal Salt Lake, 35. Uzhanskyi, 36. Khotynskyi, 37. Magic Harbour, 38. Cheremoskyi, 39. Shatskyi, 40. Yavorivskyi.

The largest national park has been founded in the Carpathians to improve touristic infrastructure and to regulate tourist movement in the mountainous ecosystems which are sensitive to anthropogenic influence.

Due to old agricultural cultivation of territories in Ukraine, wildlife preserves are the most popular type of protected territories. They differ from reserves by a more compact area and protect local ecosystems and habitats of the endangered species of a biota. A net of such objects has 2632 preserves with a total area of more than 1 mln ha, that comprises 37% from a total area of protected territories of Ukraine. A majority of them are open for organized daily tours. Nature sights of Ukraine which consist of 3025 objects are still more local. The rest of the nature protected territories (23.5%) include regional landscape parks (44), protected tracts (774), botanical gardens (22), zoos (13), parks-sights of landscape architecture (538) and dendrologic parks (39).

Tourism in the Ukraine has traditionally flourished in national parks. The high quality of natural conditions in these areas is reflected in the intensive recreational utilization. As much as 9% of the capacity in collective accommodation facilities is located in large-size protected areas. From the point of view of realised attractiveness, the scale is dominated by mountain areas. This is mainly due to the relief that is suitable for tourism development and winter recreation: the most popular in the country zones of winter and summer tourism are located in recreational areas of the Carpathian, Vyzhnytskyi, Skolivski Beskids, Synevir, Hutsulshchyna and other national parks.

Tab. 118. National parks most popular among tourists

Name	Square, ha	Characteristic features	Prevailing forms of tourism
Carpathian	50303	mountains, resorts, ethnographic village	winter and summer active recreation, ethnic tourism
Hutsulshchyna	32271	mountains, resorts, Hutsuls village	ethnic tourism, winter and summer active recreation
Skolivski Beskids	35684	mountains, winter resorts, Boiko village	winter and summer active recreation, ethnic tourism
Synevir	40400	mountains & lake	winter and summer active recreation
Vyzhnytskyi	7928	mountains, Hutsul ethnographic village	ethnic tourism, summer winter and active recreation
Shatskyi	32515	lakes, forests	summer water recreation, nature and rural tourism
Holosivskyi	4525	forests	sub-urban recreation
Yavorivskyi	7079	hills, rocks, forests, countryside	summer water and active recreation, ethnic tourism
Holy Tops	40609	hills, rocks, floodplain forests	pilgrimage tourism, summer active recreation

Podolian Tovtry	261316	hills, rocks, forests, river valleys and canyons, karst caves, countryside	summer active recreation, nature and rural tourism, visiting caves, castle and architectural tourism
Pryazovskyi	78127	sand-stone rocks, steppe	nature and archaeological tourism, seaside recreation
Dzharylhatskyi	10000	sea island, steppe	summer seaside recreation
Azov-Syvaskyi	52154	seaside wetlands, nesting birds	nature tourism, summer water recreation
Homilshanski forests	14315	river valleys, forests	nature tourism, winter and summer active recreation
Uzhanskyi	39159	mountains	winter and summer active recreation, ethnic tourism
Galytskyi	14685	forests, river valleys	nature tourism
Kremenetski Hills	6951	hills, rocks, forests, castles, church	nature tourism, castle and church tourism
Hetmanskyi	23360	floodplain forests, palace, countryside	nature, historical and rural tourism
Prypiat-Stokhid	39315	floodplains and floodplain forests, moorland	nature tourism
Desniansko-Starohutskyi	16215	floodplains and floodplain forests, moorland	nature tourism

Source: author's own analysis.

Every year each of these Carpathian parks accepts from 30 to 90 thousand tourists from all regions of Ukraine and from abroad. National parks of the plain part of Ukraine attract, with small exceptions, a much smaller number of tourists. As a rule, they satisfy the recreational needs of local population, mostly of the residents of large neighbouring cities and urbanized districts with a complicated ecological situation. It should be noted, however, that tourist attractiveness is not determined by only one factor or uniqueness of a natural feature; rather, it is a complex of components including the shape of a landscape and character of settlements.

Main objects of Ukrainian natural heritage

The Ukrainian Carpathians represent an area of the Carpathian Biosphere Reserve. They have received international recognition due to their entry to the UNESCO Biosphere Reserves Network. Also, it was awarded by the European Diploma of the Council of Europe. In the Carpathians, there are pre-

dominantly forest massifs ranging from piedmonts up to alpine and sub-alpine belts (180–2061 m above sea level). This is the largest area of primitive beech and spruce/larch/beechn woods in Europe. The famous “Apron plain of Narcisses” lies within the Carpathians as well as the highest mountaintop of Ukraine, Mount Goverla. Here, more than one thousand vascular plants are protected including 64 plant species (and 72 animal species) which are entered into the Red Data Book of Ukraine.

The Shatski Lakes are located between the western Bug and Prypiat river. Described as the “Blue Eyes of Volyn”, these 30 lakes are fantastic collection of forest and lake scenery. The natural beauty of orderly pines and curly willows surrounding the lakes has attracted naturalists for centuries. Svytiaz is the largest of the Shatski Lakes having an area 27,5 km². All the lakes are predominantly fed by atmospheric and underground water. The majority of the Shatski Lakes lie within the boundaries of the Shatskiy National Nature Park. These are surrounded by bilberry-green-moss/pine forests and eutrophic swamps.

As a part of this object the natural complex, the Polissian Swamps, are represented. These mystical swamps are protected in the Polissian Nature Reserve and the Hydrological Zakasnik “Didove Lake”. The other part represents the unique geological phenomenon – Slovechno-Ovruch Ridge. The Slovechno-Ovruch Ridge extends for 60 km and has maximum true altitude up to 316 m, which rises above the swamps approx. 50–60 m. It contains folded quartzite, sandstone and pirofilitic shale. The rock-oak primitive forests and pine forests with rhododendron yellow understory have a great value within the ridge. Ferns, moss and bryophytes are also unique. Rare birds including black stork, wood grouse, grey crane, and eagle owl are widespread.

Roztochchia is a hilly ridge on the border between Ukraine and Poland (within the border of Ukraine it has a length of 60 km), the Main European watershed begins at Roztochchia. The ridge is the source of the Western Bug, the Dniester, and the Sian rivers, which flow into the Black and Baltic Seas. Beech, hornbeam-beech, pine and beech-oak-pine forests are widespread throughout the ridge. Among the largest nature protection areas of the ridge are the Nature Reserve “Roztochchia” and National nature park “Yavorivskiyi”.

On the northern border of the Podillian hills, Kremenetski Hills rises 100–200 m (an absolute value of 406 m) above sea level. The mountains Castle, Chercha, Maiden Rocks, Strakhova, Maslyatyn, and Buzha make up the Kremenetski Range or Kremenetski Hills. Their length reaches 45 km. Here, there is a branch of the Nature Reserve “Medobory” or “Kremenetski

Hills". Among numerous historical and cultural monuments, the most well known is the complex of Pochyivska Lavra dating from 1450.

Podolian Ridge or Podolian Tovtry extends for 200 km and has true altitude of up to 440 m it is comprised of placated limestone with underground caves, mines and grottoes. The ridge is home to approximately 1700 plants species including 60 species and 29 animal species that are listed in the Red Data Book of Ukraine. The Nature Reserve "Medobory" and the National Nature Park "Podolian Tovtry" encompass the Podolian Ridge. Within the area, the city of Kamyanets-Podilskyi and the ancient Kamyanets-Podilska Fortress are located, which date back to 1374. In Tovtry, spas of mineral water with medical properties have been discovered.

Kaniv Hills (dislocation) are unique plicate geological formation for flat areas. They are dissected by ravines (with depth up to 100 m) and powerful sliding bodies of rocks from both old and modern genesis. The thought prevails that these mountains were formed due to the pressure of the Dnieper glacier during its degradation from the right decline of the Dnieper River Valley. Here in 1923, the Kanivskyi Nature Reserve was established. In 2000, the Regional Landscape Park "Trakhtemyrivskyi" (nearby the Trakhtemyriskyi Historical-Culture Reserve with 63 archaeological monuments) was also established. On Tarasova Mountain there is the burial place and memorial museum of poet, write and artist Taras Shevchenko, prophet of the Ukrainian spirituality.

Similar to a mountain range (altitude up to 200 m), Holy Tops is located on the right bank of the Siverskyi Donets River. The chalky ridge was formed from sedimentary of the sea, which existed here 80–100 million years ago (Cretaceous period). The erosion of the Siverskyi Donets River has exposed the high chalky slopes and steep rocks. The slopes are covered with mixed wood and pine forests including chalky pine (a relict species from the preglacial time that is entered into the Red Data Book of Ukraine). There are also steppe areas with vegetation growing on chalky outcrops as well as many endemic plants growing on the tops and slopes. In 1997, the National Nature Park "Holy Mountains" or Svyati Gory was established.

The steppe area, known as Askania Nova, was one of the first to be protected in Ukraine (in 1898). Since 1985, it is the Biosphere Reserve. It ensures conservation of the only virgin fescue-feather-grass steppes and boggy meadows from the vegetation composition. The Reserve includes 1316 species of vascular plants, 67 species of mammals, 272 species of birds and about one thousand species of insects. Also, the reserve is recognized for its zoo that contains 44 species of ungulate animals and arboretum.

The Khortytsya Island (length 12 km, width 2,5 km) is located on the Dnipro River below Dniprovskia electric power station. Here all landscape zones of Ukraine, from steppes to mountains, are represented. On rocky rises and in ravines, more than thousand species of higher plants grow, 11 of which are listed in the Red Data Book of Ukraine. Of these, 41 species are relict and endemic. Khortytsya island is within the Geologic Zakaznik "Dnipro Thresholds". Here the archaeological and historical monuments of different historical times are also detected: epoch of late bronze, Chernyakhivska culture of II–VI centuries,

Kyiv Rus IX–XIII centuries, Zaporizhzhia Cossak period of XV–XVIII centuries. Since 1965, the Island has been a part of the State Historical-Cultural Reserve "Khortytsia".

The Great canyon of Crimea lies within the boundaries of main ridge of the Crimean Mountains. Its length is about 3 km, width predominantly 2–4 m and a depth of up to 350 m. It was created as a result of erosive activities of surface water along tectonic cracks. In the canyon there are thresholds, waterfalls, and numerous hollows that are so-called gigantic coppers. To ensure conservation of rare flora, in particular plants of the yew berry family, the Landscape Zakaznik "Great Canyon of Crimea" was established here.

Red Cave (Kyzyl-Koba) is a karst cave in the Mountain Crimea karst area. The length of the cave is 13700 m with amplitude of up to 135. It was used for cult purposes in 7–6 centuries BC and later as a hiding place. The Red Cave contains 4 levels with separate crumble halls of 30–40 m in altitude. Further in the cave one can see a gallery of 12 m in width and 4–12 m in altitude, and in some places it extends to huge underground halls. The river existing in the Cave consists of flowing lakes (total amount of water, 15.5 thousand m³); its drain can exceed 20m³/sec. In tract, where the entrance to the cave is located, forest from hornbeam, maple field, an oak fluffy grows. The Cave is a nature monument of national importance.

The formation of mud volcanoes in Crimea (on the Kerch peninsular) is influenced by features of the geological structure and the oil-gas presence of this region. In relief volcanoes are conical hills or inclined rises with an altitude up to 60 m. 50 volcanoes are known in total on the Kerch Peninsular, the majority of which are inactive and occupied by lakes. The Volcanoes Dzhautepe and Voskhodskiyi periodically erupt considerable masses of dense breccia. The eruptions happen during several days and are accompanied by explosions, gentle tremors of soil, and spontaneous combustion of gases.

Chatyrdag or Marquee-Mountain is located in the central part of the Main Ridge of the Crimean Mountains. Altitude of 1000–1300 m prevail, the highest being Eklizi-Burun (1527 m). From west, south, and east, Chatyrdag is

limited by tectonic faults with fluvial river valleys pleated in them. Here about 150 karst caves, mines, wells, and about 800 large limestone hollows (length up to 250 m and depth up to 60 m) are known. The most well-known caves are: Tysyachogolova (Thousands of Heads), Cold, bottomless, Suuk-Koba, Binbash-Koba and Marble. The massif is also a reserved tract. Flora includes 57 species, which are endemic of Crimea. Also there is geologic Zakaznik "Mountain Karst of Crimea" with an area of 4316 hectares.

Photo 91. Crimean

Photo 92. The Swallow's Nest, Crimean



Source: W. Maciejewski.

The mountain massif "Karadag" is located in the eastern part of the main Ridge of the Crimean Mountains on the coast of the Black Sea. This inactive, underwater, volcano dates from the Jurassic period and was raised above the Earth's surface by later orogenic processes. On Karadag, original forms of weathering (exotic formations, turrets, piles, and spikes) are widely spread. Many characteristic features of volcanic activities still exist. The mineralogical heritage is represented by crystal, amethyst, carnelian, agate, jasper, and opal. In 1979 the Karadag's Nature Reserve was established here.

2.2. Cultural and historical preconditions of tourism

Cultural and historical prerequisites of tourism are divided into three groups: cultural and historical monuments, cultural centres and cultural events. Cultural and historical monuments represent material heritage of people who have been living in Ukraine and who have left various archaeological, sacral, defence and architectural monuments. Cultural centres have been formed during centuries, and nowadays they attract tourists due to original features of urban architecture, temples and theatres, museums

and art galleries, national cuisine and traditional fests. Cultural events represent non-material heritage of the population of villages and towns, ethnographic regions and geographical parts of Ukraine.

Cultural and historical sites are important evidence of historic evolution and societal life from prehistoric times up till now. They demonstrate creativity and potential of people in all spheres of human life.

In 1972 UNESCO World Heritage Convention (WHC) concerning protection of the world cultural and natural heritage began its countdown. In 1988 the Supreme Council of Ukraine ratified it and Ukraine undertook the responsibility to provide identification, protection, conservation, restoration of natural features and properties of its cultural and natural heritage for coming generations.

Presently Ukraine has been given world recognition through the sites already included in UNESCO World Heritage List due to their outstanding properties as follows:

- ◆ Kiev
- ◆ L'viv

Saint-Sophia Cathedral and Related Monastic Buildings, Kiev-Pechersk Lavra was inscribed to WHC in 1990 covering the area of 29 ha with a buffer zone of 220 ha.

Designed to rival Hagia Sophia in Constantinople, Kiev's Saint-Sophia Cathedral symbolizes the "new Constantinople", capital of the Christian principality of Kievan Rus', which was created in the 11th century in a region evangelized after the baptism of St. Vladimir in 988. The spiritual and intellectual influence of Kiev-Pechersk Lavra contributed to the spread of Orthodox thought and the Orthodox faith in the Russian world from the 17th to the 19th century.

St Sophia, a Greek-cross church, is one of the major edifices representing the culture of Eastern Christianity in the 11th century, inspired by Byzantine models. The stylistic features of its decoration were spread throughout Kievan Russia in the 11th century by the icon painters working in Kiev. Kiev-Pechersk Lavra is of outstanding significance in the Ukrainian national heritage, and the ancient monastic foundation plays a very important role in the spiritual and intellectual life of the Russian world.

The construction of St Sophia Cathedral was begun in the first half of the 11th century, probably in 1037 by Yaroslav the Sage. It was meant to replace Kiev's very first church, the Dessiatinnaya (Our Lady of the Tithes), built by his great-grandmother Duchess Olga in 952. Conceived in *opus mixtum*, with 12 columns dividing the interior into five naves, the church represents a perfect fusion between symbolic image and architecture: the big central

gilt cupola and twelve smaller cupolas which crown it evoke Christ and the 12 Apostles in a pyramidal composition so strongly expressed that it was not diminished in the restoration of the onion domes in the 18th century.

A complex of monastic buildings surrounds the church. Built originally of wood in 1633, the buildings were destroyed by fire in 1697 and reconstructed in stone. The four-storey bell tower, overhung by a gilt onion cupola, the Metropolitan's house, the refectory, the west gate, the tower at the south entrance, the Brothers' building, and the seminary were built. A stone enceinte encircled these buildings, which are typical of Ukrainian Baroque style, the influence of which can also be seen in contemporary restoration work on the cathedral. Designated an 'Architectural and Historical Reserve of the State' in 1934, St Sophia was spared the widespread devastation of the Second World War. It is now administered as a monument museum.

In a wooded area on two hills overlooking the right bank of the Dnieper River is Kiev-Pechersk Lavra, a monastery complex consisting of numerous monuments and grottoes. Now the area is surrounded by the urban agglomeration of Greater Kiev, which has undergone rapid expansion since 1980.

The Lavra boasts very ancient origins and rapidly became the seat of a community governed by the abbot St Theodosius. With the support of the Princes of Kiev, the monastery immediately began to prosper. Devastated by the Mongols and the Tatars, Lavra was almost entirely rebuilt in the 17th century and afterward. A print shop was founded in 1615, mainly issuing devotional literature and history. The Lavra played a highly important intellectual role: these were times of great prosperity, when pilgrims flocked to the site, and the grounds were filled with numerous Baroque monuments. The Clock Tower and the Refectory Church are two of the main landmarks in a monastic landscape totally transformed by the construction or the renovation of numerous churches. Declared a 'Historical and Cultural Reserve' in 1926, the Lavra was very severely damaged in 1941 when its oldest edifice, the Dormition Cathedral, was almost fully destroyed.

Today the major elements of the very old historic heritage are Trinity Church, whose 12th-century structure is hidden by the extremely rich Baroque decor, and especially the catacombs, which include the Near Caves and the Far Caves, whose entrances are respectively at All Saints' Church and at the Church of the Conception of St Anna. Over the years the monks' cells became a necropolis where hundreds of their mummified bodies have been preserved.

Most of the monuments of the Lavra had new cultural functions in 1926: the Metropolitan's residence is now the State Museum of Ukrainian Decorative Folk Art, the printshop houses the Book and Bookbinding Mu-

seum, the Refectory Church is a museum of Christianity, and the Church of the Exaltation of the Cross is the museum of the history of the catacombs.

L'viv – the Ensemble of the Historic Centre was inscribed in 1998 with the stated property area of 120 ha and buffer zone 2,441 ha.

Photo 93. Lychakiv Cemetery, Lviv

Photo 94. St. Michael's Golden-Domed Monastery, Kiev



Source: W. Maciejewski.

The city of L'viv, founded in the late Middle Ages, was a flourishing administrative, religious and commercial centre for several centuries. The medieval urban topography has been preserved virtually intact (in particular, there is evidence of the different ethnic communities who lived there), along with many fine Baroque and later buildings.

Photo 95. Old Town with Latin Cathedral, Lviv

Photo 96. Lviv Opera Theatre



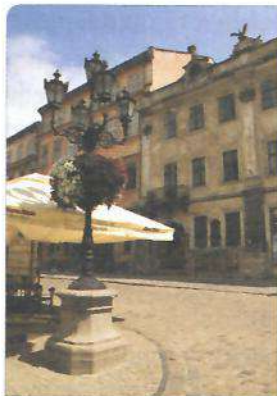
Source: J. Wyrzykowski.

The justification for inscription was based on the fact that, in its urban fabric and its architecture, L'viv is an outstanding example of the fusion of the architectural and artistic traditions of Eastern Europe with those of Italy and

Germany. The other reason was that the political and commercial role of L'viv attracted to it a number of ethnic groups with different cultural and religious traditions, who established separate yet interdependent communities within the city, evidence for which is still discernible in the modern townscape.

Photo 97. Lviv Marketplace

Photo 98. Armenian cathedral in Lviv



Source: M. Stepowicz.

The political and commercial role of L'viv attracted to it a number of ethnic groups with different cultural and religious traditions, who established separate yet interdependent communities within the city, still to be seen in the modern townscape. In its urban fabric and its architecture, L'viv is an outstanding example of the fusion of the architectural and artistic traditions of Eastern Europe with those of Italy and Germany.

The settlement on the banks of the Poltava River below Zamovka hill began in the mid-5th century, at the crossing point of important trade routes linking the Baltic, central Europe, the Mediterranean, and Asia. It gradually developed by the 13th century into an organized and well-fortified town known as L'viv. It was the main town of the lands of the Eastern Slavs on the Bug, Sian, and Dnister, when it became a vassal state of the Kingdom of Kiev. King Roman Mstynoslavovych united Halychyna and Volyn' in a single state.

L'viv had become the capital of the joint kingdom in 1272 and remained so until that disappeared in 1340, when it was annexed to Poland by Casimir III the Great. It was made the seat of a Roman Catholic archbishopric in 1412. The Ukrainian, Armenian, and Jewish communities were self-governing, unlike the Catholic (German, Polish, Italian and Hungarian) groups. There was intense rivalry between them, which resulted in the creation of many architectural and artistic masterpieces.

It was badly hit by the Ottoman siege in 1672 and sacked by Charles XII of Sweden in 1704. With the First Partition of Poland in 1772, L'viv became the capital of the new Austrian province. Under Austrian rule, the fortifications were dismantled and many religious foundations were closed down, their buildings being used for secular purposes; there was also considerable reconstruction of medieval buildings. The revolutionary year of 1848 saw serious damage in the centre of the city as a result of military action. In 1918 L'viv became part of the new Republic of Poland, but it returned to Ukraine after the Second World War.

The heart of the city is the High Castle and the area around it, which developed in the later Middle Ages. Only the castle mound still survives, with five churches. The Seredmistia (Middle Town) preserves intact its original layout, an exceptional example of town planning in Eastern Europe at that time. Among the notable features are:

- ◆ the Rynok Square with a tower at its centre and around it fine houses in Renaissance, Baroque, and Empire style, many of them retaining their original medieval layout. There is a fountain with figures from classical mythology at each corner of the square, dating from 1793;
- ◆ the Uspenska (Assumption Church) complex, exceptional in that it combines Renaissance building in stone with the local tradition of tripartite wooden places of worship, consisting of narthex, nave, and chancel;
- ◆ the Armenian Church complex – the church itself (1363), the bell tower (1571), the column of St Christopher (1726), Armenian Benedictine convent, and Armenian archbishops' palace (17th–18th centuries);
- ◆ the Latin Metropolitan Cathedral in Gothic style, with some Baroque features;
- ◆ the fortified complex of the Bernardine Monastery, which combines Italian and German Renaissance elements with Mannerist details;
- ◆ the Jesuit Church (1610–1630) and its college, and the Dominican Church, one of the most grandiose Baroque buildings in L'viv, with monastery complex and bell tower;
- ◆ parts of the 14th-century defensive walls, with the City and Royal Arsenals and Gunpowder Tower.
- ◆ the Ensemble of the Church of St Yuri the Dragon Fighter lies outside the medieval city on a hillside terrace. The existing church was built from stone and brick, combining Italian Baroque with the traditional Ukrainian spatial layout. It is richly decorated with monumental sculpture and carvings.

Struve Geodetic Arc is a chain of survey triangulations stretching from Hammerfest in Norway to the Black Sea, through 10 countries and over 2,820 km (Belarus, Estonia, Finland, Latvia, Lithuania, Republic of Moldova, Norway, Russian Federation, Sweden, Ukraine). These are points of a survey, carried out between 1816 and 1855 by the astronomer Friedrich Georg Wilhelm Struve, which represented the first accurate measuring of a long segment of a meridian. This helped to establish the exact size and shape of the planet and marked an important step in the development of earth sciences and topographic mapping. It is an extraordinary example of scientific collaboration among scientists from different countries, and of collaboration between monarchs for a scientific cause. The original arc consisted of 258 main triangles with 265 main station points. The listed site includes 34 of the original station points, with different markings, i.e. a drilled hole in rock, iron cross, cairns, or built obelisks.

The Arc was inscribed to WHC in 2005 because it provided the first accurate measuring of a long segment of a meridian, helping in the establishment of the exact size and shape of the world exhibits an important step in the development of earth sciences. It is also an extraordinary example for interchange of human values in the form of scientific collaboration among scientists from different countries. It is at the same time an example for collaboration between monarchs of different powers, for a scientific cause. The other reason was that the Struve Geodetic Arc is undoubtedly an outstanding example of technological ensemble – presenting the triangulation points of the measuring of the meridian, being the non-movable and non-tangible part of the measuring technology. In addition, the measuring of the arc and its results are directly associated with men wondering about his world, its shape and size. It is linked with Sir Isaac Newton's theory that the world is not an exact sphere.

Since around 500 BC it had been known that the Earth was not flat, but of some spherical shape. In the 3rd century BC, the surveying technique and theory for determining the size of the Earth was developed by Eratosthenes. This theory remained in use until the era of satellite geodesy. Eratosthenes's theory, using length measurement and angles determined by star observations, made it possible to determine the size of the Earth, while the measurements themselves were still not accurate, mainly owing to inadequate methods and equipment.

In the 17th century better measuring equipment was developed, together with a new method using triangulations. According to this method, a much shorter line could be measured accurately, while the long distances were covered by a chain of triangles. These triangles each spanned several hundred

kilometres, with each of their sides (base lines) as long as 100 km and each triangle in the chain having one common base line with at least one other triangle and two common corners (station points) with another triangle.

The triangulation method helped to establish in the 1730s and 1740s the true shape of the Earth, by means of long arcs in Peru and Lapland. The problem of the size of the Earth remained unsolved and had become even more complex, as it was known that it was not a perfect sphere. The different early arcs in France, Peru, Lapland, Italy, South Africa and Austria had various shortcomings that did not allow for an accurate solution of this issue. The defeat of Napoleon, followed by the Congress of Vienna and the decision in 1815 to establish agreed international boundaries in Europe, required accurate mapping. These needs were strongly felt in Russia, where Tsar Alexander I provided the astronomer Wilhelm Struve with all the resources for his project for a new long geodetic arc. This can be seen as the first step for the development of modern geodetic framework and topographic mapping.

A very long arc, completed in 1840, had been measured in India by Lambton and Everest, and a shorter arc in Lithuania by Carl Tenner. Struve, who was working at the Dorpat University in modern Estonia, decided that the arc he would establish would follow a line of longitude (meridian) passing through the observatory of the university. The new long arc, later to be known as the Struve Arc, was finally created by connecting earlier, shorter arcs to the southern one measured by Tenner, and their extension to the north and south. The arc covered thus a line connecting Fuglenæs near Hammerfest in the far north, along 2,800 km, with Staro-Nekrasowka, near Ismail, on the Black Sea shores.

The World Heritage site consists of 34 of the original station points established by Struve and his colleagues between 1816 and 1851 – four points in Norway, four in Sweden, six in Finland, one in Russia, three in Estonia, two in Latvia, three in Lithuania, five in Belarus, one in Moldova and four in Ukraine. These marks take different forms: small holes drilled in rock surfaces, and sometimes filled with lead; cross-shaped engraved marks on rock surfaces; solid stone or brick with a marker inset; rock structures (cairns), with a central stone or brick, marked by a drilled hole; single bricks; and specially constructed ‘monuments’ to commemorate the point and the arc.

The Struve Geodetic Arc is an extraordinary example of interchange of human values in the form of scientific collaboration among scientists from different countries, as well as an outstanding example of a technological ensemble.

Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany, represent examples of on-going post-glacial biological and

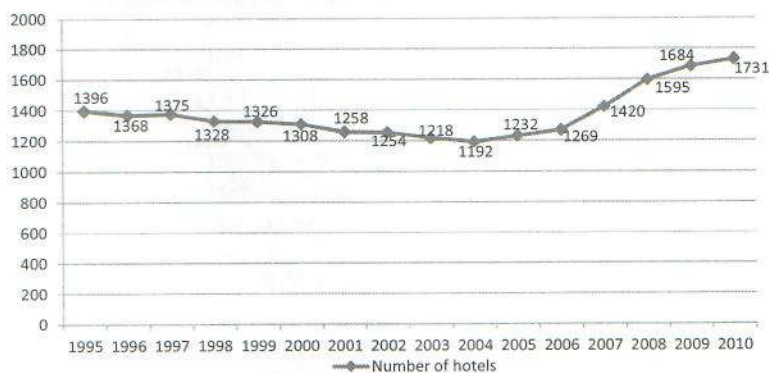
ecological evolution of terrestrial ecosystems and are indispensable to understanding the spread of the beech in the Northern Hemisphere across a variety of environments. The new inscription represents the addition of five forests totaling 4,391 hectares that are added to the 29,278 hectares of Slovakian and Ukrainian beech forests inscribed on the World Heritage List in 2007. The tri-national property is now to be known as the Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany (Slovakia, Ukraine, Germany). Inscribed in 2007.

Residence of Bukovinian and Dalmatian Metropolitans is just (2011) inscribed 8 ha property with buffer zone of 245 ha object, which represents a masterful synergy of architectural styles built by Czech architect Josef Hlavka from 1864 to 1882. The property, an outstanding example of 19th-century historicist architecture, also includes a seminary and monastery and is dominated by the domed, cruciform Seminary Church with a garden and park. The complex expresses architectural and cultural influences from the Byzantine period onward and embodies the powerful presence of the Orthodox Church during Habsburg rule, reflecting the Austro-Hungarian Empire policy of religious tolerance.

3. Primary and secondary tourist infrastructures

Lodging services are provided in Ukraine by hotels (51% of all accommodation options), motels, hotel and office centres, camping sites, holiday and mountain camps, hostels and private sector. In statistical data, all of them fall into a category of the "Hotels and other temporary lodging".

Fig. 115. Dynamics of the number of hotels in 1995–2010 in Ukraine

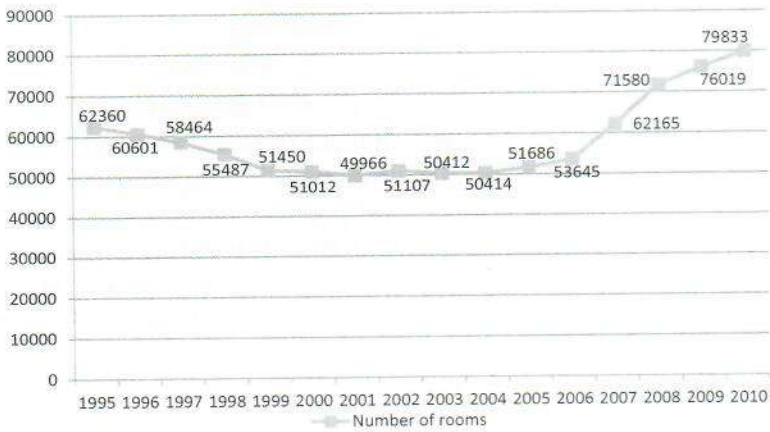


Source: author's own analysis based on literature.

During the period of 1995–2004, the number of hotels decreased by 204, and only since 2005 their number has begun to grow and reached 1731 in 2010 (Figure 115). The number of rooms and their square area have also increased together with the number of hotels (Figures 116, 117).

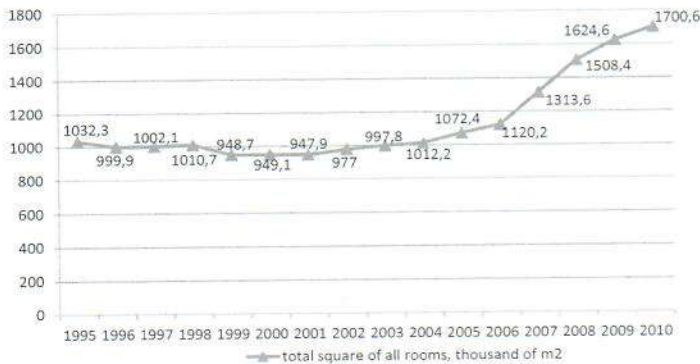
Hotels which comprise 51.0% of all lodging services and other options of temporary accommodation constituting 32.6%, which offer a full range of services including booking, reception and food, are most widespread in Ukraine. For example, in 2009, 858 hotels, 26 motels, 5 hotel and office centres, 9 camping sites, 54 youth holiday and mountain camps, and other 732 accommodation providers offered lodging services.

Fig. 116. Dynamics of the number of room hotels in 1995–2010 in Ukraine



Source: author's own analysis based on literature.

Fig. 117. Dynamics of the room space in the hotels in 1995–2010 in Ukraine (thousand of m²)



Source: author's own analysis based on literature.

Throughout 2011, lodging services in Ukraine were certified, hotel complexes were categorized, and new hotels opened. According to the data of the Public Office for Tourism and Resorts, nowadays there are 2573 certified accommodation options, 503 of them having a category. There are 15 five-star hotels, 77 – three-star, 100 – two-star, and 96 – one-star; 2070 accommodation options are not categorized. In the cities – hosts of the UEFA Euro 2012 (Kyiv, Donetsk, L'viv and Kharkiv), 12 hotels were built in 2011: altogether they have 975 rooms and 2044 beds. Out of them, two hotels are five-star, three – four-star, six – three-star, and one – not categorized.

Broad involvement of international experience in developing both a national hotel network and in opening internal market for transnational hotel corporations must become one of the ways of developing hotels in Ukraine. Transnational hotel chains which develop based on their own marketing research, started to enter Ukrainian hotel market at the end of the 1990s. They began, however, to build up at the beginning of the 21st century. Nowadays, hotel market of the country includes some brands of popular hotel chains (Table 119), but their number does not exceed 1%.

Tab. 119. International hotel chains in Ukraine

#	Hotel chain	Hotel	City	Number of rooms	Year
1.	Radisson Hotels Worldwide	Radisson SAS Kiev	Kyiv	255	2005
2.	Rixos Hotels	Rixos Prykarpattya	Truskavets	370	2005
3.	Hyatt Regency	Hyatt Regency Kiev	Kyiv	234	2007
4.	Radisson Blu	Radisson SAS Resort Alushta	Alushta	63	2008
5.	InterContinental	InterContinental Kiev	Kyiv	272	2009
6.	Best Western	Best Western Hotel Sevastopol	Sevastopol	106	2010
7.	Fairmont Hotels & Resorts	Fairmont Grand Hotel Kyiv	Kyiv	258	2011
8.	Ibis	Ibis Kiev Shevchenko Boulevard	Kyiv	212	2011
9.	Holiday Inn	Holiday Inn Kiev	Kyiv	210	2012
10.	Hilton Hotels Corporation	Hilton Kiev	Kyiv	257	2012
11.	Starwood Hotels & Resorts	Four Points by Sheraton Zaporozhye	Zaporizhzhia	164	2012
12.	Starwood Hotels & Resorts	Sheraton Kiev Olympiysky Hotel	Kyiv	209	2012

Source: author's own analysis based on literature.

Territorial development of popular hotel brands tends to be connected to certain tourist destinations – the capital city of Kyiv, the Crimean and Carpathian regions – that shows the orientation of hotel business at the market of mass demand in such kinds of tourism as cultural, entertaining and medical ones.

The number of beds in sanatoria, holiday houses and holiday hotels is an important indicator of tourism development. In the period of 1990–2009, there was a stable tendency towards the decrease of number and capacity of holiday houses and medical establishments in Ukraine. In 1990, there were 646 holiday houses and sanatoria with 3841 beds, by 2002 their number had decreased by 502 with 3327 beds, from 2002 to 2009 the decrease of their number and capacity was gradual, and already in 2009 there were 453 sanatoria and holiday houses with 3041 beds in Ukraine.

Availability and number of places to eat is another important factor of tourism development. The number of restaurants and cafes on January 1, 2011, was 24.03 thousand that is 3.7% less than in the previous year. There were 16.34 thousand of them in cities and urban areas, and 7.69 thousand – in rural areas. On average, there were 74 places to eat in cities and urban areas, and 53 seats – in rural ones. Cafes and snack bars were most prominent (40.9%) in the general structure of the places to eat. Their number was 9.8 thousand; as compared with the previous year, it had reduced by 8.7%. At the same time, there were 10.39 thousand of cafes and 2.44 thousand of bars.

Services and output provided by hotels and places to eat comprised 0.4% of all state output in 2010. According to regions, this indicator was as follows: hotels and restaurants of the Autonomous republic of Crimea – 17%; Kyiv and Chernivtsi regions, and the city of Sebastopol – 6% each; L'viv, Rivne and Chernihiv regions – 5% each; Zhytomyr, Zakarpattia, Odesa and Kherson regions–4% each.

The number of certified tour operators increased in 2011. There are now 2426 licenses for this type of activity in Ukraine: 2035 – for tour operators of home, inbound and outbound tourism and 391 – for tour operators of home and inbound tourism. The Kyiv tour operators have the largest number of licenses– 1221; there are 157 licenses in Odesa region, 149 – in L'viv region, and 226 licenses in the Crimea.

Transportation services occupy an important place in the touristic infrastructure of the country. The advantageous geographic location of Ukraine on the main transit routes between Europe and Asia, the availability of sea and river ports and of the diversified network of railways and roads create favourable conditions for the growth of transit and home passenger flows. Within the period of 2009–2011, the length of transport ways insignificantly fluctuated (Table 120).

Tab. 120. Length of transport ways of general use in 2009–2011 in Ukraine

Types of transport ways	2009	2010	2011
Railways, thousand km	21,7	21,7	21,6
River navigable ways, thousand km	2,2	2,2	2,1
Trolleybus lines, thousand km	4,5	4,4	4,4
Tramlines, thousand km	2,0	2,0	2,0
Underground lines, thousand km	102,6	108,4	109,9
Roads, thousand km	169,5	169,5	169,6

Source: author's own analysis based on literature.

Ground transportation was most prominent among passenger transportation with 6964 million of passengers, which is 298 million less than in 2011 (Table 120). Three thousand six hundred and twelve people travelled by bus in 2011, and by railway – 8.5 times less (430 million).

As compared to 2009, the number of passengers who used water transport in Ukraine decreased from 9 million people to 8 million, with 7 million people annually using sea transport and 1 million travelling by river transport. Overall, the river transport of Ukraine requires significant investments to reconstruct river ports and renovate river fleet. The situation with air transportation is cardinally different – in 2011 it was used by 8 million of passengers which is 3 million more than in 2009. The annual number of transit flights of international air companies has grown almost by 2 times. In 2011, there were 28 Ukrainian companies on the market of passenger air transportation. Eleven Ukrainian companies offered regular flights. There was a direct passenger air route between Kyiv and 98 cities of the world and 12 Ukrainian cities. Forty-five international and 9 Ukrainian companies offered regular flights to Kyiv in 2011. To cross comfortably the border, there are now 252 checkpoints in Ukraine, out of which 130 are car, 39 – railway, 31 – sea, 35 – air, 10 – river, 4 – pedestrian and 3 – ferry ones. A majority of them are of international importance (158), while 34 have interstate and 60 – local importance.

Mountain resorts. Mountain resorts are very popular in Ukraine. Their largest number is located in the Ukrainian Carpathians, where there are extremely favourable conditions for skiing – rather long, snowy and frosty winters and various slopes and expositions that allow building alpine skiing tracks of different levels of complexity. Today there are three main ski-resorts in Ukraine: Bukovel, Slavske and Drahobrat.

The tourist complex “Bukovel” is the newest ski resort in Ukraine. It is located on the altitude of 920 m in the village of Polianytsia, Ivano-Frankivsk

region, 30 km away from the popular tourist destination of Yaremche. The complex has 14 ski lifts – «vytiahy». The alpine ski tracks of more than 50 km length are built on grassy slopes and equipped with security systems. Some slopes are lighted and, therefore, it is possible to ski in the evening. Today Bukovelski tracks can simultaneously accept more than 30 000 tourists. They can stay in 25 comfortable 4-room cottages with suites and rooms as well as in private holiday homes and hotels of the neighbouring villages and settlements.

The settlement of Slavske (L'viv region) is located in the picturesque valley, at the place where two rivers – Opir and Slavka – merge, on the altitude of 600 m over the sea level surrounded by mountains. During the season it accepts about 10–15 thousand people. The hotel infrastructure ranges from private holiday homes (“kolyby”) to VIP-hotels with entertaining programmes. The favourite mountain of skiers – Trostian (1232 m) – is located 2 km away from the centre of the settlement. The tracks of 1500–2000 m length and different complexity stretch in eastern, northern and western directions. There are six tracks there, giant slalom and super slalom in particular, which are certified by the International Skiing Federation.

Drahobrat is the highest skiing centre of Ukraine. It is located on the Drahobrat mountain meadow of Rakhiv district, Zakarpattia region, on the 1360 m over the sea level. It is the only Ukrainian resort which accepts skiers from the middle of October to the middle of May. The quality of its tracks satisfies the Olympic requirements. Drahobrat is usually visited by trained skiers and snowboarders. They mainly ski on mountain Stih (1700 m) and on the mountain massif “Blyzniuky” (1833 m). Mountain tracks, which stretch for 10 000 km, may simultaneously accept up to 1000 skiers.

In addition to the abovementioned ones, the Carpathian ski resorts also include:

- ◆ *L'viv region*: Zakhar Berkut alpine skiing complex (the village of Volosianka), Tysovets sport centre (the village of Tysovets), and “Plai” hotel (near the village of Plaviye).
- ◆ *Zakarpattia region*: Zhdeniyevo (Volovets district), Krasiya resort (the village of Vyshkiv, Velykyi Bereznyi district), Podobovets alpine skiing centre (Mizhhiriyia district), Pylypets ski resort (Mizhgiriyia district), and Uzhok (the village of Uzhok, Velykyi Bereznyi district).
- ◆ *Ivano-Frankivsk region*: Yablunytsia resort (Yaremche town council) – one of the oldest and most popular in Ukraine, Ukraine (the town of Kosiv), and Sokilske tourist complex (the village of Tiudiv, Kosiv district).

- ◆ Chernivtsi region: Myhovo skiing complex (the village of Myhovo, Vyzhnytsia district), Nimchych tourist complex (the village of Pidzakharychi, Putyl district), and Horbovo skiing complex (the village of Horbovo, Hertsayiv district).

It is also possible to visit ski resorts in the Crimean Mountains. For example, the Angarskyi Pereval ski resort is the most interesting place in the Crimea for winter recreation. Ski tracks and toboggan routes are built on the slopes of Chatyr-Dag. The skiing and skating season lasts from January till the beginning of March (the thickness of snow cover is 30–50 cm). There are only 3 rope turns for yokes with the total length of 1550 m and elevation of 750 m.

Touristic routes. All regions of Ukraine have a network of sightseeing and touristic routes. All of them are divided according to their types. Nature routes are present on all most important natural territories of Ukraine. They include touristic routes and ecological and educational paths in national and regional landscape parks, and paths to the most significant natural objects, such as Podillia caves, Crimean caves, Carpathian mountain paths, Crimean mountains, Southern Coast of the Crimea, to caves and rock and cave complexes, waterfalls, mountain and plain lakes, etc. Historic and cultural trips, such as Famous Fortresses, Archeological Sights of Ukraine, Famous Scientists and Inventors, Outstanding Travellers and Explorers and Holy Places of Europe embrace an extremely broad spectrum of objects in all regions of the country.

The Carpathians and Crimea are the main regions for hiking. There the variety of natural obstacles allows tourists to master the techniques of hiking and terrain orientation and to conduct educational events. The hiking season lasts from early spring to late autumn, and when weather conditions are favourable – even in winter. The most interesting routes in the Carpathians are on the ridges of Chornohora, Gorgany and Svydovets. The “Carpathian Paths” oldest touristic route goes through Zakarpattia, Torun pass, Vyshkivsky Gorgany and the whole southern border of Dolyna district, and turns from Yayko-Ilemskyi Gorgan to Osmoloda into Rozhniativ district.

A number of routes have been developed and used in the administrative regions of Ukraine. The routes of Donetsk region include Sviatogirskyi Historic and Cultural Reserve, History of Ukrainian Railway, Village of Krasne – Motherland of Composer Sergiy Prokofiyev, Stone Tombs Reserve Meteotida Regional Landscape Park, etc. The visitors to L'viv region can learn history through From Paleolith to the Iron Age tour, participate in the Galych-Volyn Principality tour, Old Slavonic Holy Places of the Carpathians and Tracing the Adventures of the Brave Soldier Svejek excursions,

and visit architectural masterpieces – wooden churches, traditional houses and natural attractions of the region. There are routes of sentimental tourism – trips to German colonies in Galytchyna, Polish, Jewish, Armenian and Austro-Hungarian heritage places. In Kharkiv region, tourists may choose such routes, as Archeological Sites of Kharkiv region, Poles in Kharkiv, Orthodox Holy Places in Kharkiv, and The First Capital of Ukraine. Additional routes have been developed for Cherkasy, Chernihiv, Zaporizhzhia, Dnipropetrovsk and Poltava regions. The routes Brayiliv treasury, the State Historical and Cultural Reserve Busha (Trypillia, Scythian, Cherniakhiv, Old Ruthenian cultures of the 11th–12th centuries and pre-Christian and Christian temples of the 5th–16th centuries), “Gaidamatskyi Ravine” geological reserve, and trips to monasteries are popular in Vynnytsia region. Soon the tours to the military object –Werwolf, the headquarters of Adolf Hitler, will be organized in Vynnytsia region.

Touristic routes on the national level were developed in different years in Ukraine. The National System of Tourist and Sightseeing Routes, called “Slavutych Necklace”, was elaborated in 2002. It includes more than 250 national touristic and sightseeing routes to the historical, cultural, and architectural sights and to the places related to life and activities of outstanding people of Ukraine. The “Slavutych Necklace” programme is based upon the resources of the Dnieper-Slavutych, the largest river of Ukraine. The system of touristic routes embraces 12 regions of Ukraine: Dnipropetrovsk, Zhytomyr, Zaporizhzhia, Kyiv, Kirovohrad, Mykolayiv, Odesa, Poltava, Sumy, Kherson, Cherkasy, and Chernihiv regions, and the city of Kyiv.

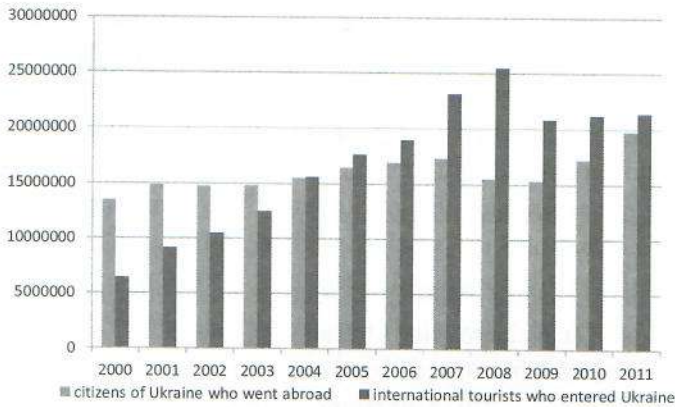
In 2011, the Public Office for Tourism and Resorts presented more than 100 sightseeing routes lasting from 3 to 12 hours, and also two-day tours. These tours embrace historical, cultural, and architectural sights and the places related to life and activities of outstanding people of Ukraine.

4. Tourist movement

Tourist movement is one of the most informative indicators of tourism development in a country. The number of international tourists entering Ukraine has changed in recent years: since 2000 (with almost 6.5 million people), the movement of international tourists has been uniformly increasing every year up to 2008 and has become 4 times larger (Figure 118). However, after 2008, the number of visits to Ukraine sharply decreased by 5 million, which is probably connected with consequences of the world crisis in the majority of countries, and during the last three years (2009–2011) it has not been able to reach its peak. A quite different situation was

observed with Ukrainians going abroad during the same period. From 2000 to 2007, the dynamics of visits abroad was demonstrating slight but stable growth. However, in 2008–2007, the movement of tourists going abroad decreased by 2 million people, and in 2010 it returned to the level of 2007 – 17.2 million people. The year 2011 showed a record – 19 773 143 Ukrainians went abroad, which is 1.5 times more than in 2000.

Fig. 118. Dynamics of the number of trips of Ukrainian citizens abroad and of the number of entries of international tourists to Ukraine in 2000–2011 (persons)



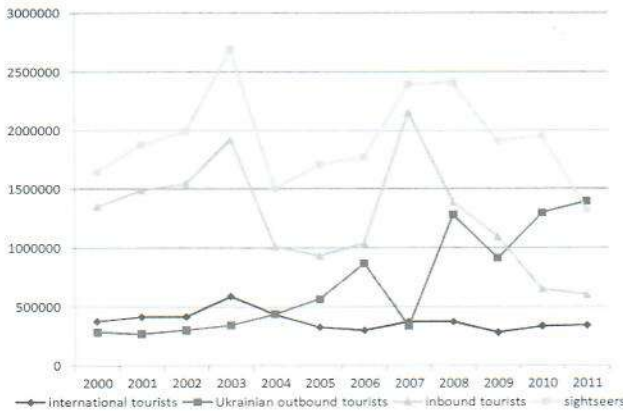
Source: author's own analysis based on literature.

A majority of tourists who used Ukrainian tourist business services in 2000–2011 were sightseers (Figure 119), with the largest number of 2.69 in 2003. One can easily see the periods of increase from 2000 to 2003, a sharp decline in 2004, new increase in 2005–2007, the period of stagnation in 2008 and of decline in 2009–2011.

The number of home tourists demonstrates approximately the same dynamics (Figure 119). Thus, in recent years, home tourists and sightseers have been economizing their financial resources at the expense of tourist business services and prefer to arrange their trips themselves. This process is facilitated by the availability of tourist information on the Internet, with the number of its users and tourist portals steadily increasing.

Quite different dynamics is demonstrated by Ukrainian outbound tourists who use travel agencies for going abroad: from 2000 to 2011 their number increased by 5 times, only in 2007 and 2009 there was a serious decline. In 2008, 2010 and 2011, the number of tourists who used tourism business services for going abroad was about 1.3–1.4 million people. Overall, the peak of Ukrainian visits abroad was in 2011, comprising 1.4 million people. As analysts indicate, travellers prefer, as before, beach resorts with the “all inclusive” system.

Fig. 119. Dynamics of tourists who used tourist business services in 2000–2011 in Ukraine, number of people



Source: author's own analysis based on literature.

During the period of 2000–2011, the largest number of international tourists who used travel agencies visited Ukraine in 2003 – 591,000 people. The increasing, since 2004 up till now, number of international tourists has been fluctuating within 300–400 thousand people. It should be noted that in 2001 the number of international tourists who used travel agencies was 17 times less than the general number of foreign visitors who entered Ukraine during this period, and in 2011 – 62 times less. This shows that Ukrainian tour operators are not popular among international tourists – they prefer to organize their trips themselves or with the help of their friends or business partners in Ukraine.

The largest number of foreigners comes to Ukraine on private purpose, tourism is on the second place, business and diplomatic trips are on the third one, and all other types of trips are very small in number. In 2011, 90% of foreigners privately visited Ukraine, 6% came on a tourist trip, 3% made business visits, and only 1% travelled with the aim of studying, employment, moving to permanent residence, with cultural, sport or religious exchange visits.

As to the countries, from which the majority of tourists came, 10 top countries in 2006 were Belarus, Russia, Poland, Hungary, Germany, the USA, Slovakia, the UK, Italy and Turkey. In the following years, Russia became the top one, with Poland and Belarus alternating. Since 2007 Germany has been on the fourth place, and the USA – on the fifth one. In 2011, the number of Italian tourists slightly increased, the number of Romanian tourists unexpectedly rose (they never were in this rating list in the previous years),

and the tourist movement from Turkey grew up. However, the number of travellers from the UK and Northern Ireland fell down to the 9th place (in the previous years they were on the 6th place), as well as from Israel – there had been more tourists from this country before.

According to the purpose of a visit, private trips (80%) dominated in 2006–2011, organized tourism was on the second place, and business trips were on the third one. In 2006, private visits comprised 87%, in 2007 – 85%, in 2008 – 82%, in 2009 – 85%, and in 2010 – 87%. The organized tourist groups comprised 9% in 2006, 11% in 2007, 12%, – in 2008, 9% – in 2009, and 7%. – in 2010. Business trips were least prominent: 4% in 2006 and 2007, and 6% annually in 2008–2010. In 2011, private visits comprised 87% of all trips, organized tourism – 8%, and business trips – 5%.

During the years of 2008–2011, Ukrainians mostly went to Turkey, Egypt, Russia and Poland. The popularity of the United Arab Emirates is increasing, although costs of travelling to this country are rather high – from 3000\$. Israel is also becoming more popular. Due to the drop in prices, Greece was popular in 2011. The number of trips to Germany and the Czech Republic also decreased.

According to the regional distribution, the largest number of tourists came to Kyiv – 52%, the Crimea – 6%, Sebastopol – 5% and L'viv region – 4%. The tourist movement in Dnipropetrovsk, Donetsk, Odesa and Kharkiv regions comprised 3% of the total movement, while it was 2% in Zaporizhzhia, Kher-son, Khmelnytskyi and Chernivtsi regions and 1% – in the rest of the regions (although it was less than 1% in Zhytomyr and Kirovohrad regions).

As to the tendencies in home tourism, during the last 5–7 years the number of tourists who went to the Crimea, the Black and Azov sea areas (the south of Ukraine) changed their destinations to Turkey and Egypt. This is due to the quality of the rest abroad as well as lower prices. The south of Ukraine competes with local rest and the Carpathians. Shatsk lakes, the Dnieper, other rivers (the Desna, the Dniester, the South Buh, the Smotrych) and spa resorts – Truskavets, Morshyn, Svaliava and others – are popular home resorts.

5. Main types of tourism

Winter recreation and tourism

Winter recreation and tourism are developed in the mountain massif of the Ukrainian (Eastern) Carpathians. Their history began in the 20th century, when the first Polish and Ukrainian Skiing Associations were established and the first skiing centres were built in the mountains of L'viv and Ivano-Frankivsk regions. Winter recreation received a new impetus in the end

of the 1990s, when the process of the reconstruction of skiing infrastructure in accordance with European standards began in the Ukrainian Carpathians.

Ukrainian mountain recreational centres are mostly considered as regional and local resorts under the conditions of severe service and price competition with more developed and popular winter resorts of Poland, Slovakia and Austria. Only one winter and summer recreational centre – Bukovel – is of international importance.

Tab. 121. Rating of major mountain resorts and their importance for winter recreation and tourism (2010)

Status	Location
International	Bukovel
National	Slavske, Drahobrat
Regional	Pylypets, Podobovets, Polianytsia, Yablunytsia, Tatariye, Vorokhta, Vyzhnytsia
Local	Ai-Petri, Tysovets, Verkhovyna, Vyshkiv, Kosiv, Krasiya, Syniak, Volovets, Zhdeniyev, Poliana, Nimchych, Myhovo

Source: author's own analysis.

The main territory of winter recreation and tourism in the Ukrainian Carpathians is the recreational system Bukovel-Yaremche. It accepts 73% from the total number of winter tourists of Ukraine. The number of beds provided together with private apartments reaches 100 thousand. Bukovel, located on the altitude of 860 m, unites three skiing arenas of mountains Dovha (1372 m), Chorna Kleva (1246 m) and Bukovel (1127 m). Its infrastructure consists of sport and spa hotels, fitness & wellness centres built after 2000, sport equipment rental centres and skiing schools, more than 20 restaurants and night clubs, and 3 panoramic bars on mountain tops. The facilities for winter sports include: 61 skiing tracks of all complexity levels (the longest track 5G is 2106 m) of 50 km total length, 14 ski lifts, and a park of snow cats and snow guns. During winter, a number of open championships and prestigious festivals of extreme sports are conducted. *Après-ski* programs include folklore shows with Hutsul ethnographic groups participating.

Slavske is the main centre of winter recreation and tourism in L'viv region, and Drahobrat – in the Transcarpathian region. They are visited by 18% of all winter tourists of Ukraine, and the number of beds they offer together with private apartments is about 14 thousand.

Under favourable weather conditions (periods with low temperature and significant snowfall) Ai-Petri plateau becomes a centre of winter recreation for local population in the Crimean Mountains.

Summer water recreation

Water recreation and water tourism are the most typical and popular forms of tourism. Every summer, during holidays and weekends, more than 50% of Ukrainian population has a rest near water objects – seas, lakes, artificial ponds and rivers. On many popular territories, anthropogenic load on natural resources reaches threshold or over-threshold levels due to the excessive concentration of water tourists per unit of a beach zone. That is why one can observe violation of sanitary norms of recreational capacity per square unit of free city beaches on the most popular sea resorts of Ukraine in July and August. There not only Ukrainian tourists but also tens of thousands guests from Russia and Belarus concentrate.

The Black and Azov Seas with a coastal line of more than 1000 km are the main resource of summer recreation. The coastal line is favourable for summer recreation almost during all its length and possesses unique small-pebble and sand beach resources. The sea basins are located in temperate and subtropical latitudes that determine climatic conditions favourable for recreation and health improvement. The usual July temperature in the north west (in Odesa resort) is +22°C, on the south coast of the Crimea +26°C, in the east (on resorts of the Azov coast) +24°C. The south coast of the Crimea is closed by mountains from northern winds and maintains temperatures over 0°C (up to +6 +8°C); the “velvet” season of popular beach recreation lasts there till the middle of October.

The history of summer sea recreation dates back to the 19th century, when the first sea resorts for wealthy strata of the Russian Empire were established. The infrastructure of the Crimea had started to actively develop after the construction of summer residencies of several last Emperors of the Russian Empire, and since 1919 of sanatoria for the Communist elite of the USSR. The popularity peak of the Ukrainian Black Sea resorts was in 1980-s – about 60% of all tourists from the whole USSR improved health there.

Tab. 122. Rating of major sea resorts and their importance for summer sea recreation and tourism

Status	Location
International	Yalta, Odesa, Yevpatoriya, Alushta, Sudak, Koktebel, Feodosiya
National	Saky, Sebastopol, Foros, Cimeyiz, Alupka, Miskhor, Goursuf, Novyi Svit, Sergiivka, Zatoka, Koblevo, Zaliznyi Port, Lazurne, Skadovsk, Genichesk, Berdiansk
Regional	Chornomorske, Olenivka, Okunivka, Myrnyi, Shtormove, Mykolaivka, Kacha, Katsiveli, Koreiz, Livadiya, Partenit, Soniachnohirske, Rybalske, Morske, Kurortne, Prymorskyi, Kerch, Shcholkino, Mariupol, Ochakiv, Chernomorka

Source: author's own analysis.

Under conditions of severe service and price competition with more developed and popular among Ukrainians sea resorts of Bulgaria, Turkey and Montenegro, Ukrainian centres of beach recreation refer, as to their service level, to the categories of national and regional resorts. Nevertheless, the number of Russian visitors does not go below 20–15% even in small settlements on the Black Sea coast, and in larger towns each fourth visitor is an international tourist.

The recreational system of the Crimea is the main territory of summer sea recreation and tourism in Ukraine. It comprises 69–74% from the total number of summer sea tourists and simultaneously provides 1.5 mln beds together with apartments of the private sector. Every summer more than 3.5–4.0 mln people (0.9 mln people of them being international visitors) have rest and improve their health in specialized sanatoria and holiday homes as well as in the private sector.

The territory of the north-west coast of the Black Sea, which includes Odesa, Mykolayiv and Kherson regions is the second one as to the amount and popularity of tourist movement. The infrastructure of more than 20 settlements mostly corresponds to the level of 1–3* (inexpensive social tourism), but beginning with the 2000-s, the process of land withdrawal for the construction of tens of elite wellness, spa and park hotels of the 5* category and water parks has begun. According to statistical data, more than 1.0–1.4 mln tourists stay on this resort territory every summer.

The third territory is the north coast of the Azov Sea in Kherson, Zaporizhzhia and Donetsk regions. There are 12 main resorts with a developed infrastructure of private apartments, holiday homes, sanatoria, 3–5* hotels, children's holiday camps, and territories for campers. According to statistical data, more than 0.7–1.1 mln tourists rest there every summer.

Summer water tourism on Ukrainian rivers is determined by their ecological conditions. Popular beach recreation is developed in the neighbourhood of large cities located on the largest rivers – the Dnieper, the Siverskyi Donets, the Desna, the Pivdennyi Buh, the Ros, the Dniester, the Inhul, the Inhulets, the Horyn, the Sluch, the Zbruch, etc. Only in Kyiv, the capital of Ukraine, up to 350 people daily (more than 50% of them being children and youth) spent time on the Dnieper beaches during August weekends in 2010–2011.

Above- and underwater sports are developed based on about 120 societies and amateur clubs. They are mostly connected to the regulated by dams so-called “artificial seas” on the Dnieper river. A cascade of the Dnieper reservoirs includes Kyivske, Kanivske, Kremenchutske, Dniprodzerzhynske, Dniprovske and Kakhovske “seas” with a total water level of 6 979 km² and volume of 43.8 km³ of water.

The largest mountain rivers of the Ukrainian Carpathians (the Cheremosh, the Prut, the Tisza, etc.) are used for amateur and organized by travel agencies rafting, kayaking and canoeing. In recent years, these water sports are becoming more and more popular among a young generation of Ukrainian tourists.

Certain reserves specialize in the organization of beach recreation and ecotours on protected water objects, among them biosphere reserves (Chornomorskyi, Dunayskyi), state reserves (Kazantypskyi, Karadagskyi, Dniprovsko-Orilskyi, Poliskyi, Rivnenskyi, etc.) and national parks (Synevir, Shatskyi, Prypiat-Stokhid, Azovo-Syvaskyi, Dzhyrylhatskyi, Desniansko-Starohutskyi, Biloozerskyi, Velykyi Luh, Buzkyi Hard, etc.).

Geography of rural tourism

Rural tourism is considered to be a priority type of tourism in Ukrainian legislation in the context of the revival and socioeconomic development of rural areas. In Ukraine, rural tourism had certain traditions of development in the 20th century: recreation in the homes of Carpathian villagers at the beginning of the 20th century and stay in villages near sea and mountain recreational centres in the 60–80-s of the 20th century. During the last decade, rural tourism in Ukraine demonstrates a broad spectrum of forms and the broadening of territorial development, embracing almost all regions of the country. The most popular tourist activities on rural territories include short- and long-term recreation in private homes and cottages, qualified tourism (alpine skiing, hiking and boating), cultural (ethnographic) and natural (ecological) tourism. Such forms of rural tourism as agrotourism based on villages and farms, culinary tourism with wine and cheese routes and participation in culinary festivals, as well as visits to Cossack farms and historical objects on rural territories are being developed.

Sacral objects (especially wooden churches), traditional rural buildings and cultural landscape, rural mode of life and traditions, local feasts as well as proximity to natural resources (woods and water) are main attractions of Ukrainian rural tourism.

To provide lodging services, private homes (>70%), cottages and cottage settlements as well as rural holiday homes, hotels and hotel complexes with places to eat ("kolyby", pubs and living-yards) are used. Lodging in old traditional houses is extremely popular. From a spatial perspective, rural homes have a dispersed character of location in the centres of rural tourism and agrotouristic places.

✓ It should be noted, however, that social and technical infrastructure in many centres of rural tourism and agrotouristic places is not sufficiently developed: local roads are in unsatisfactory state, and social services, centralized water supply and draining are absent.

✓ The most developed centres of rural tourism and agrotouristic places are located in the Carpathian region (Zakarpattia, Ivano-Frankivsk, L'viv and Chernivtsi regions), on the Black and Azov seas coasts, the Dnieper territory, on Polissia and the Podillia Uplands. In particular, there are more than 2.500 rural homes and cottages in four Carpathian regions, where the number of beds ranges from 3 to 25, with 7–9 beds on average. The most basic services in Carpathian rural homes include lodging, homemade food, water health treatments, rent of alpine skiing equipment and organization of excursions.

The most popular territories of rural tourism in the Carpathian region are Yaremche and Kosiv with neighbouring villages, village settlements near main skiing and balneologic resorts as well as places with winemaking, traditional crafts and preserved ethnographic traditions.

✓ Polissia villages near Shatsky Lakes (Volyn region), Podillia villages near the Dniester (Ternopil and Khmelnytskyi regions), central Ukrainian villages near the Dnieper (Kyiv, Cherkasy and Kherson regions), the Black and Azov Seas villages as well as villages in mountainous regions of the Crimea are popular sites of Ukrainian rural tourism. A survey conducted at agrotouristic centres and places has shown that the majority of tourists come from the cities-millionaires (Kyiv, Odesa and Dnipropetrovsk) and regional centres of Western Ukraine.

✓ During the last decade, new organizational and territorial trends in the development of rural tourism have appeared in Ukraine. Special thematic centres of rural tourism – Cossack farms, ethnographic farms, rural zoos, and model mountain meadow farms that are simultaneously tourist attractions and service providers have appeared. Innovative forms of rural tourism functioning as cooperatives, clusters and agrotouristic networks are being introduced.

The routes of green tourism that are used by travel agencies and local history societies have been elaborated for main districts of rural tourism. The Carpathian Green Ring, Carpathian Wine and Cheese tour, Talisman of Kherson Region, Kyiv Wisp, The Ethnographic Crimea and others are among the most popular routes. These routes and tours successfully combine natural and cultural attractions on rural territories, rural homes and traditional agricultural activities and crafts.

✓ The Association for the Promotion of Rural Green Tourism in Ukraine (created in 1995), which has its sites in the majority of administrative cen-

tres, provides informational and advertising support for this kind of tourism. It unites about 30% of rural tourism enterprises. The activities of the Association are realized via a webpage, publication of catalogues and guidebooks, and organization of the Annual Ukrainian Fair of Rural Tourism.

Business tourism

During the last decade, one can see in Ukraine a vivid world tendency towards the increase of the number of business visitors and the quantity of business events. The most popular forms of business trips to Ukraine are as follows:

- ◆ participation in conferences, congresses, exhibitions and fairs;
- ◆ trips of business partners to participate in negotiations, presentations or marketing activities;
- ◆ trips to sport competitions, especially in the context of UEFA EURO 2012.

The statistical data 2010–2011 show an essential part of business tourism in Ukraine. In 2010–2011, the number of business tourists who made use of travel agencies was 7.5–8% of the total number of tourists. During UEFA EURO 2012, 325,000 international football fans came to Ukraine.

Active development of exhibitions in Ukraine is also representative. The number of participants of exhibitions in 2005–2011 was ranging between 60–80,000 people every year (Table 123). During this period, the annual number of exhibitions and fairs was more than 1,000. Many visitors attend exhibitions and fairs – from 9.3 to 13.3 million people.

Tab. 123. Exhibitions and fairs in 2005–2011 in Ukraine

	2005	2006	2007	2008	2009	2010	2011
Total number of events	1094	1107	1088	1174	1076	1127	1116
Out of the total number of events:							
exhibitions	572	566	593	653	512	510	497
fairs	522	541	495	521	564	617	619
Total area used by exhibition organizers, thousand, m ²	1231,1	1539,6	1476,3	1836,4	1267,2	1268,1	1282,7
Total exhibition area of exhibition centres, thousand, m ²	202,6	209,6	169,5	192,5	196,1	206,0	202,0
Number of participants	66376	74082	74937	82453	68745	73367	69616
international	3571	3862	4684	4940	3168	3164	3275
Number of visitors, thousand people	9834	11891	11006	13309	10629	11161	9351

Source: author's own analysis.

The elements of infrastructure of business events are important part of business tourism. This primarily refers to exhibition halls. The most popular conference and exhibition halls are located in Kyiv (International Exhibition Centre, 10,000 people), Donetsk (Donbas-Arena stadium), Kharkiv (Britannia hotel), Odesa (the "Renaissance" Banquet House), L'viv (Palace of Arts), Yalta (Oreanda hotel)» Truskavets (Rixos-Prykarpattia resort).

The annual catalogue of business tourism, "Conference service in Ukraine," shows 167 hotels, sanatoria and holiday homes that provide for rent conference halls, accommodation and services to business tourism in different regions of Ukraine. The majority of them are concentrated in the Crimea (31), the city of Kyiv (30), Odesa (21), Zakarpattia (14) and L'viv (11) regions.

The exhibitions and fairs related to tourism industry are often held in Ukraine, for example, the "Ukraine" International Tourist Salon (Kyiv), the "Black Sea Odyssey" International Tourist Fair-Exhibition" in Odesa, the "TourExpo" International Tourist Exhibition in L'viv, etc. The UITT (*Ukraine International Travel and Tourism Exhibition*) holds a special place in the presentation of tourism business. More than 500 companies from 70 countries of the world participate in it.

Incentive-tours, aimed at providing services by travel agencies to corporate clients, are becoming more widespread. Several tens of travel companies in Kyiv, Odesa, and L'viv are united into the Association of Business Tourism.

Spa tourism and wellness

Spa tourism is one of the oldest and most popular types of tourism in Ukraine. The first resort Shklo in L'viv region was mentioned in the documents as early as in 1576. Now there are 46 spa resorts of international significance and 13 resorts of local importance in Ukraine. They comprise 532 sanatoria and holiday houses with medical services, which can provide simultaneously more 150 thousand beds. There are also 265 territories for recreation and tourism.

Ukraine possesses a resource base represented by mostly all balneological types of mineral water: carbonic; radonic; sulphidic; ferric; bromidic, iodine-bromidic and iodic; siliceous; water with a heightened content of organic substances; waters without specific components, etc. Mud resorts use peat, silt and sapropelic muds deposited in large quantities in lakes and salt lakes of the Crimea, Odesa, Kherson and Zaporizhzhia regions.

Sanatoria are unevenly distributed over the country territory. A majority of them are concentrated in the Crimea (16.1%), Donetsk (16.1%), Odesa (10.5%) and L'viv regions (5.1%). The most popular are the two following

wellness and spa tourism locations – the Crimea and L'viv region. The Crimea boasts of 5 spa resorts – Yevpatoria, Saky, Yalta, Alushta and Gourzuf. In L'viv region, there are three spa resorts – Truskavets, Morshyn and Skhidnytsia. Among other resorts, the largest ones of international level are Odesa, Sloviansk, Berdiansk, Myrhorod, Khmilnyk, Svaliava, Solotvyno and Yaremche.

In 2009, 3.4 mln people visited Ukrainian sanatoria, among them 12% – international visitors who came from neighbouring countries: Russians (71.6%), Belorussians (15.4%), Moldovians (8.5%) and Poles (1.1%). The most popular among international visitors are sanatoria of the Crimean (72.2%), Odesa (10.5%) and L'viv regions (8.2% from the total number of international visitors).

A specialized net of children's sanatoria (26.1 thousand beds normally and up to 35 thousand beds during the most intensely visited month) comprises 38.5% from the general number of sanatoria. Every year more than 200 thousand children improve their health in sanatoria.

Tab. 124. Rating of main spa resorts and their importance for the development of spa tourism (2010)

Status	Location
International	Truskavets, Yalta, Yevpatoriya, Odesa
National	Saky, Alupka, Alushta, Miskhor, Goursuf, Skadovsk, Genichesk, Sloviansk, Berdiansk, Myrhorod, Khmilnyk, Svaliava, Solotvyno, Yaremche, Vorokhta
Regional	Syniak, Slavske, Mariupol, Kuyalnyk, Zatoka, Serhiivka, Ochakiv, Chernomorka, Koblevo, Zaliznyi Port, Lazurne
Local	Shklo, Velykyi Liubin, Nemyriv, Cherche, Sataniv, Novyi Mizun, Kvasy, Carpathians, Shayan, Vyzhenka, Prymorsk, Novoazovsk

Source: author's own analysis.

Spa and wellness tourism in the current understanding of the concept of health-improving service was introduced in the beginning of 2000s in Ukraine based on the borrowed international experience. Modern spa complexes and resort & spa hotels of the country appeared as a result of a) building new objects with a five-star level of service, and b) modernization of separate classical sanatoria in popular resorts with valuable balneological resources. The examples of the first model are VIP Resort & Spa Hotels of the Crimea: Palmira Palace, Respect Hall, Seasons Resort, Sea Spa Resort, Park Hotel SPA Seaside Park and 1000 and one Night, etc. The examples of the second model are € Resort & Spa Hotels of Truskavets: Rixos Prykarpattia, Luxury Resort Geneva, Royal Grand Hotel Truskavets, Royal

Promenade, Mariot Medical Центр, The Fifth Ocean, etc. The development of the infrastructure of spa and wellness resorts is one of the main strategies of the development of spa resorts and recreational territories of Ukraine. Nowadays it is seen as a dynamic business with very good perspectives.

Wine tourism

Trips to the south and west of Ukraine aimed at visiting vineyards, wine-making centres and wine cellars attract Ukrainian and international tourists. Wine tours to Zakarpattia, the Crimea, Odesa, Kherson and Mykolayiv regions, where traditional centres of wine-making are located, enjoy increasing popularity.

The Institute of Grapes and Wine "Magarach" (Yalta), National Industrial and Agrarian Association "Massandra", wineries "Soniachna Dolyna" (Sudak, Soniachna Dolyna), "Novyi Svit" and "Koktebel," which have unique enotecas and offer tours to wineries with wine tasting rooms, facilitate the development of wine tourism. Wine festivals, the Festival of Copyright Wine "Lively Wine of Ukraine", Art Wine Fest and others are annually conducted there.

Various exhibits and wine tasting rooms have been established to stimulate the marketing of producers (Shabo, Izmail winery, Odesa champagne winery, Inkerman winery, "Koktebel" and others). The wine tasting complex "Massandra" was opened in 2001 in the Main Cellar built in 1894–1897 by Prince L. Golitsyn. The enoteca of the Association which contains more than one million of vintage wines is recorded in the Guinness Book. Every year about 50,000 tourists visit its unique cellars, where dry, dessert, strong and liqueur wines are kept.

The Shabo Centre for the Culture of Wine (the village of Shabo, Odesa region) is the first and only educational complex in Ukraine which combines a museum labyrinth, original cultural objects, historical wine cellars and modern high technology production. The Shabo Centre for the Culture of Wine is a social project of the Shabo Company included into the first European Map of Wine Museums. Its main aim is to facilitate the culture of wine consumption in Ukraine and to draw attention to the quality of wine. In the Crimea, there is the project "Great Wine Road" (initiated in 2002) which includes visits to vineyards, wineries and tasting rooms of the "Zolota Balka" company, S. Perovska winery, Inkerman winery and others.

Wine tourism is somewhat different in Zakarpattia. As wine-making has been traditional here, there are many small private wineries in Berehove, Mukachevo, Uzhgorod, Vynogradiv and Irshava districts which produce wine only from local grapes.

Wine cellars in the village of Serednie, Uzhgorod district, are the oldest in Zakarpattia. They were built in the 16th century and will be 455 years old in 2012. As they were dug in tuff, the ideal conditions for wine aging are created by natural ventilation through the capillaries of the rock. The wines of Serednie wine cellars are included by the UNESCO into the ten of the best wine cellars of Europe.

Tasting rooms in private wine cellars, stylized restaurants, tasting rooms in the Medieval style in the cellars of the Palanok, Vynogradiv, and Schönborn palaces are extremely popular in Zakarpattia. Tourists are offered, together with visits to wineries and tasting rooms, the trips to the closest natural, historical and cultural attractions, creameries and other local businesses. In Irshava district, it is possible to make a "Wine Trip" by a narrow-gauge railway of the beginning of the last century, where one see everyday life of local residents along the route and to taste wines. Every year several wine festivals are held: White Wine in Berehove, Sunny Drink, Red Wine and the autumn festival of new wine "Zakarpattia Beaujolais" in Uzhgorod, Ugochanska vine in Vynogradiv, etc., where winemakers have an opportunity to demonstrate and sell their produce. According to the data of their organizers, about 150,000 tourists visit these festivals every year.

Some tour operators developed their own wine tours, for example, "Wine Pearls of Ukraine", "Zakarpattia Wine and Cheese Tour", "The Crimean Sun in the Wine Glass", "An Anthem to a Vine", "The Talisman of Koktebel", "Yalta May Tour" and others. The number of the participants of such tours is increasing every year. Recently, a project of the Council of Europe on wine tourism development has been initiated. Odesa, the Crimea and Zakarpattia will become its centres, and Lviv will manage the project implementation. For example, the number of tours to Zakarpattia will double by 2025 - to 2.6 million people every year, and the planned income to the budget of the city will increase by three times (to 12 billion of hryvnia annually).

Geotourism

Geotourism is a relatively young kind of tourism in Ukraine. Although pedestrian, water, bicycle and car trips to picturesque and unique geological objects and places have been popular for a long time in all regions of the country, it is only now that informational and educational aspects of such trips have started to attract attention.

The Carpathians, the Crimean Peninsula and Podillia Upland are the most popular geotouristic regions of Ukraine. The objects most visited by tourists are concentrated there.

It is possible to outline the most popular geotouristic objects and routes in the *Ukrainian Carpathians*. There are several tourist paths in their highest part – the Chornogora: 2000 m Mountains of the Carpathians, Mountainous Lakes – Brebeneskul, Nesamovyte, and Maricheika, and a number of mountain routes in the Carpathian Biosphere Reserve and National Park “Karpatskyi”. The region of the Volcanic Carpathians (Zakarpattia region) is interesting and not difficult for visitors. Geotouristic objects include there the domes of extinct volcanoes and other traces of volcanic activity: mountains Antalovetska Poliana and Palanok, and the Enchanted Valley rock complex (Fir-Tree Stone). Skole and Upper Dniester Beskids are rich in geological heritage. The most popular and visited geotouristic objects there are the Dovbush Rocks (a rock complex near the village of Bubnyshche made of Yamna sandstones up to 80m of height, 200m of width and up to 1 km of length) and Urych rocks (erosion relics of massive Yamna Paleocene sandstones up to 50 m of height) with valuable geological, geomorphological, historical and cultural heritage.

The Crimea Peninsula can be called an alfresco geological museum. The southern part of the peninsula is occupied by the Crimean Mountains which stretch along the Black Sea coast for 180 km from the south-east to north-east with the width of 60 km. There are more than 1000 sinks, 135 caves, mines and pits on the Chatyr-Dag massive. The majority of them are inaccessible for regular visitors, and only two caves – Marble on the Chatyr-Dag and Kyzyl-Koba (Red) on Dolgorukivska yaila are visited by tourists. The Ghost Valley on the south-eastern slope of Demerdzhi mountain – a complex of chimera rocks (more than 100) formed as a result of the weathering of upper Jurassic conglomerates (weathering niches, cornices, subsided and bastion forms) are among the most popular geotouristic objects of the Crimean peninsula. The Kara-Dag Natural Reserve, mountains-laccolites Ayu-Dag and Kastel, the Great Canyon of the Crimea and the valley of the Bodrak river often become the objects of geotouristic tours.

On the Kerch peninsula, to the north of the village of Bondarenkove, there is the well-known Bulganatske field of mud volcanoes.

The Podillia Upland is popular due to its variety of well studied objects of geoheritage, which are concentrated on relatively small territories and are accessible for tourists. The most popular are the Podillia Tovtry, a canyon of the Smotrych river, gigantic Karst labyrinths in gypsum and the canyon of the Dniester river. Tovtry is an arch-like ridge, 50–60 m of height, the relics of coast reefs, formed by parallel coastlines of old Miocene seas. The Karst gypsum caves of the Podillia Dniester area are popular among tourists. There are more than 100 caves there, and the majority of them

are protected: the Optymistychna cave (214 km, the longest gypsum cave in the world), Ozerna (116 km), Cryshtaleva (22.6 km), Verteba (8 km), Mlynky (36 km), Atlantis (1.8 km), Yuvileyna (1.7 km), Dzhuryńska (1.2 km) have been announced to be of national geological value. In the canyon-like valleys of the Dniester and its left tributaries of the Strypa, Dzhuryń, Seret and Zbruch, a strong complex of sedimentary sequences is being exposed off the youngest ones – anthropogenic, and the oldest ones – Silurian sediments of the Paleozoic Era. In the lower part of the Dniester canyon, Silurian and Devon sediments are exposed, and above them – Cretaceous and neogenic sediments. The Silurian and Devon sediments in Trubchyn, Zalyshchyky, Ivan-Zoloty, Ustechko and Vistra deserve special attention. They have a great scientific value, and some of them are of global significance. The canyon of the Smotrych river (80 ha) and outcrops of Wend and Silurian in the neighbourhood of the city of Kamyanyets-Podilskyi (Khmelytskyi region) are the other popular geotouristic places.

On the *Dnieper Upland*, the Kaniv Hills, Butskyi and Tiasmynskyi canyons in Cherkasy region seem to be promising geotouristic objects. The Kaniv Hills (the most known of them are Chernoča, Kniazha – 221.2 m, Maryany Hills – 224.4 m) were formed in the district of Kaniv dislocations, known for the dislocation of the sediments of its sedimentary cover, which are folded and form scaly and sleeve structures.

The places of the oldest rock outcrops – sediments of the Ukrainian Crystalline Shield – will be interesting for geotourists. Such a phenomenon can be observed in the valleys of the rivers Sluch, Southern Buh and in the exposed parts of open pits. The Southern Buh river is the only in Ukraine where rapids have been preserved in their natural form that add a mountainous character to the river. The Southern Buh cuts the crystalline rocks of the Ukrainian Crystalline Shield, which outcrop here to the surface.

Overall, the territory of Ukraine is extremely promising for the development of geotourism. Nowadays, the interest in geotouristic attractions is growing due to the improvement of information supply and the development of touristic infrastructure. The Geological Service of Ukraine, scientific institutions specializing in earth sciences, Ukrainian Branch of ProGEO, administrations of nature-protected territories with rich geoheritage as well as some tour operators actively popularize geotouristic trips and objects. In general, geotourism in Ukraine is in infancy: the appropriate infrastructure is insufficient, some interesting objects are located in inaccessible places, and there is a lack of informational and educational materials, as well as experts in geotourism. Now specialists develop the mechanisms of management of promising geotouristic objects and of establishing new

for Ukraine forms of geoheritage protection and use – geoparks. In the west of Ukraine, two geoparks can be opened in the mountainous part of the Ukrainian Carpathians – Rocky Beskids and Volcanic Carpathians, one geopark in the Precarpathians – The Galician Dniester region, and three geoparks in Western Podillia – Fossil Barrier Reef, Podillia Gypsum Karst and The Dniester Canyon.