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LOGISTICS POTENTIAL OF THE TOURISM RESOURCES
OF UKRAINIAN BLACK SEA REGION

The article investigates peculiarities of logistics potential of the tourism resources of Ukrainian Black Sea Region. Logistics potential of the tourism resources is considered in terms of the nature of its formation. The analysis of the touristic system of the region is made and factors that influence the effectiveness of touristic attractiveness are identified. Factors that characterize instability attractiveness are separately allocated.

Keywords: logistics potential of tourism resources, input tourist flow, Ukrainian Black Sea region.

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ЛОГІСТИЧНИЙ ПОТЕНЦІАЛ ТУРИСТИЧНИХ РЕСУРСІВ
УКРАЇНСЬКОГО ПРИЧОРНОМОР'Я

У статті досліджуються особливості логістичного потенціалу туристичних ресурсів Українського Причорномор'я. Логістичний потенціал туристичних ресурсів розглядається з точки зору природи їх формування. Проводиться аналіз туристичної системи регіону та визначаються фактори, що впливають на ефективність туристичної діяльності. Окремо виділяються фактори які характеризують нестабільність логістичного потенціалу туристичних ресурсів Українського Причорномор'я.

Ключові слова: логістичний потенціал, туристичні ресурси, вхідний туристопотік, Українське Причорномор'я.

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В статье исследуются особенности логистического потенциала туристических ресурсов Украинского Причерноморья. Логистический потенциал туристических ресурсов рассматривается с точки зрения природы их формирования, как совокупность туристических ресурсов – ресурсов природного или естественного характера и ресурсов созданных в процессе деятельности человека.

Проводится анализ туристической системы региона и определяются факторы, влияющие на эффективность туристической деятельности. Отдельно выделяются факторы, характеризующие нестабильность логистического потенциала туристических ресурсов Украинского Причерноморья. Предполагается, что ресурсы созданные в процессе деятельности человека являются показателями нестабильности логистического потенциала туристических ресурсов Украинского Причерноморья.

Ключевые слова: логистический потенциал, туристические ресурсы, входной туристопоток, Украинское Причерноморье.

Problem statement. For many countries, tourism is a source of significant income, which is caused not only by the high tourism potential and touristic attraction, but also by the state policy aimed at supporting and developing the tourism industry.

The touristic service, corresponding to modern requirements, requires primarily an adequate logistics system, the formation of which is impossible with the efforts of only individual subjects of the tourism industry. Ukraine has a high level of tourism potential. The possibility of developing maritime tourism is the peculiarity of the southern region of the country.

The history and identity of Ukrainian Black Sea region make it interesting for today's travelers. For this reason, the state of infrastructure and logistics in the region require careful study and modernization, and the region requires integrated development, financing and marketing.

Recent research and publications review. Despite the fact that tourism logistics is a relatively young scientific field, many scientists both foreign and Ukrainian are involved into studying its issues. There are works by E. Mrnjavac [1], V. Yankovenko [2], I. Smirnov [3], devoted to the basics of tourism logistics.

Under the tourism logistics it is understood the science of planning, control and managing operations performed in the process of forming a tour, carrying finished products to the consumer in accordance with the interests and requirements of the latter, as well as in the process of transferring, storing and processing the relevant information [4].

Wherein, development of tourism logistics should be based on the use of a logistics potential, which is understood as a quality, illustrating a region's readiness to absorb logistic solutions [5].

A considerable amount of domestic scientific researches made in the early days of Ukrainian independence (for example R. Morgenstern [6], N. Lynskey and J. Larkin [7]) were devoted to the Black Sea cruise shipping. Nevertheless it is noteworthy that the tourism logistics and logistics potential of tourism resources of the Ukrainian Black Sea region wasn't taken into consideration in previously mentioned studies.

Therefore the topic of the article is relevant for consideration.

Tasks of research. The purpose of this research is to determine the system of factors affecting the formation of the logistic potential of tourism resources of the Ukrainian Black Sea Region.

The objectives of the research are:

1) conduction of a study of the logistics potential of tourism resources of Ukrainian Black Sea region;

2) exploration of the nature of the formation of tourism resources;

3) analysis of the touristic system of Ukrainian Black Sea region;

4) determination of the factors that influence the effectiveness and impact of touristic activity in the region.

The basic material of research. Logistic potential of tourism resources (LPTR) of the region (figure 1) can be viewed as the aggregate of tourism resources – natural resources or inartificial resources and those, which are created in the process of human activity.

According to the actualized Strategy of economic and social development of Odessa region until 2020, LPTR of Ukrainian Black Sea region is caused not only by its economic and geographical location and advantageous natural and climatic conditions, but, also by its unique history.

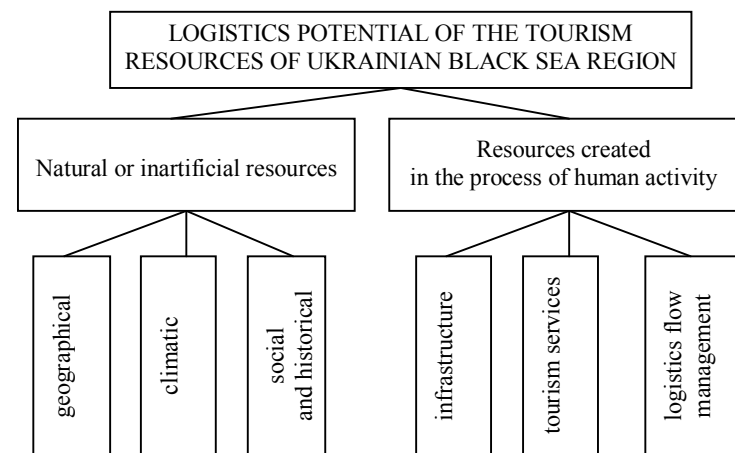


Fig. 1. Logistic potential of tourism resources of Ukrainian Black Sea region

These are exactly the factors which provide appeal and recognition of the region among the variety of the world's travel destinations.

In the lower reaches of the region's major rivers Danube and Dniester, firths, at the seacoast and in the offshore area high-value and unique natural ecosystems and wetlands are located, forming a high potential of Ukrainian Black Sea biosphere. The estimated length of the sea and firths shore, from the Danube to the Tylihul Estuary is over 300 km long and connects ports of Odessa, Chernomorsk, Bilhorod-Dniestrovskiy, Izmail and Reni [8].

There are 123 areas and sites of natural reserve fund in the area including the objects of state significance such as The Danube Biosphere Reserve, The Danube and Dniester marshy and reedy banks, landscape park «Tiligulskiy», botanical garden of the Odessa I.I.Mechnikov National University and 22 park – monuments of the Gardening art design, etc.

The diversity of tourist resources of the area is defined by a great amount of sightseeing from different periods of time, including historical – cultural reservations, monuments and museums. There are well-known in the whole world, Odessa National Academic Opera and Ballet Theater, famous Potemkin stairs, Ukrainian Venice – Vilково city, fortress of XII-XV centuries in Bilhorod-Dniestrovskiy city, Tyra and Nikon excavations, monuments of cultural architecture in Odessa, Izmail, Reni, Kiliya etc. Approximately 4500 monuments of cultural heritage and 12 cities in the region are recorded in the List of historic settlements of Ukraine. More than 100 of cultural heritage objects have the status of monuments of national importance.

Tourism infrastructure in the area has a total number of 1282 tourist and recreational facilities, including 479 companies of the hotel complex and 803 health institutions [9].

All of this, including the world repute of Odessa, not only as a center of Ukrainian Black Sea region, but also as the capital of humor, has created the image of the region as one of the most

famous and popular in Ukraine, with a global national and international significance.

The potential of tourism resources of the Odessa region is quite sufficient to attract tourist flow from Europe, Asia and America as well as domestic Ukrainian travelers.

However, despite this, Ukraine lags far behind most of the European countries in terms of the development of recreational and tourism services, and thus the input tourist flow not only in the region but also across the country is decreasing every year.

Historically, the basis of the logistics tourism system of the Odessa region, has been maritime passenger transportations [10; 11].

Steamboats «Pobeda» and «Gruzia», passenger vessels «Ivan Franko», «Odessa» and «Azerbaijan», which belonged to the Black Sea Shipping Company, have been working on the regular lines between the Black, Mediterranean, Baltic and North Seas.

Every year, around 120-130 thousands of tourists traveled though these cruise routes including 12-17 thousands foreigners [12]. However, after the collapse of the planned economy of the USSR, the maintenance and operation of passenger ships has become economically inefficient and unprofitable. Ukraine has lost its passenger fleet, thus destroying the possibility of further development of the domestic maritime tourism for a long time.

Nonetheless since 2003, the rate of foreign passenger ships calls at the port of Odessa began to increase gradually (figure 2). In 2008 Odessa was visited by 73 cruise ships and in 2013 106 large vessels with more than 90 thousand people on board arrived.

As of 2015 the number of ship calls at the port Odessa dropped sharply only in connection with the political situation in the state.

Thus, it is worth noting that, both during the development of the sea cruise shipping, and in our time, namely Odessa is «brand», attracting, although not large, on a global scale, but significant tourist flow for the Country, leaving the region itself «in the shadows». It is not currently possible to estimate accurate data of the input tourist flow in the region, since there is no effective way of calculating it.

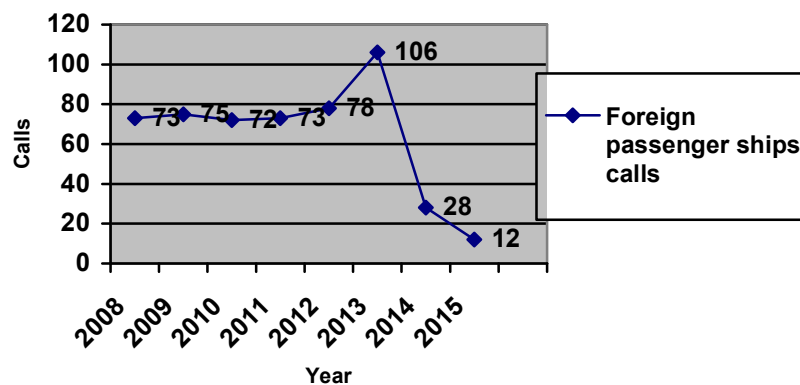


Fig. 2. Foreign passenger ships calls at the port of Odesa

This situation is caused by the lack of a common approach to the application of the principles of logistics management of the tourism industry in the region. There are also a number of other factors that reduce the competitiveness and development of the tourism system, and as a consequence the effectiveness of tourist activity in the region. They might be:

- unformed market of tourist services;
- lack of a coherent and systematic state policy for development and support of the industry;
- lack of a regional program for the maritime tourism development;
- presence of the funding problems from both the State and the region;
- incommensurate transport infrastructure regarding European standards;
- unsatisfactory state of the highways;
- low accessibility of a large number of locations and settlements;

- lack of public associations and organizations representing region interests in the touristic sphere;
- political instability of the State in general.

These factors should be referred to as the indicators of instability of the logistic potential of tourism resources of the Ukrainian Black Sea region, and every single one of them requires separate consideration.

Conclusions. Thus, considering the peculiarities of LPTR it is obvious that natural resources ensure the attractiveness and increase the effectiveness of tourist activity in the region. Meanwhile the resources which were created in the process of human activities are indicators of instability and they impact negatively on the effectiveness of tourist activity in the region and, therefore, require more in-depth study and research, gradual reformations, financing, modernization, marketing and management.

As a structure capable of ensuring the implementation of the above mentioned tasks it is possible to take into consideration the potentiality of the union of trade organizations and enterprises, brokering and transport organizations of various forms of property that are located in the region, in a form of the cluster.

Precisely this kind of territorial unification will help to introduce the principles of logistics management of the tourism industry and maximize the use of peculiarities of the LPTR of Ukrainian Black Sea region that in return will ensure achievement of high effectiveness and efficiency of tourist activity in the region.

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