

Recreation and Tourism

In spite of the fact that Ukraine is a dynamically developing target country for international tourism, it is lagging far behind the premier European nations in terms revenue from tourist turnover. Ukraine was the 13th most frequently visited country on the continent in 2006, outpacing such prominent rivals as Croatia, Portugal and Greece, but it came last but one when earnings from international tourism were considered. This spectacular difference stems from a poor exploitation of the tourist potential of the country, i.e. the touristic environment is far from conducive for foreign visitors to leave their money. An examination of tourist demand reveals that this is partly attributable to the specific market conditions, as inbound tourism is represented chiefly by a massive inflow of visitors from relatively poor neighbouring countries (Russia, Moldova and Belarus) (Table 21). Along with growing interest from abroad, there is sizeable internal tourism; 90% of overnight stays in registered accommodation are undertaken by Ukrainian citizens themselves. Wider international appeal is inhibited by a relative instability in the internal political situation, a scarcity of available information on the country, an inadequacy of infrastructure, and a meagre supply of services. The visa policy of the European Union, vis-a-vis Ukrainians, by no means encourages

foreign travel on the part of Ukrainians to the EU, and Ukraine is not a significant source country for EU visitors.

Natural attractions are, however, decisive for the future success of tourism in Ukraine. The geographical setting of the country, possessing a variety of natural environments, framed by seas and chains of mountains lends Ukraine considerable potential for tourism. Climatic and landscape resources underpin this potential, with the Carpathian and Crimean mountains, the attractions of the Black Sea and Sea of Azov coasts, an abundance and diversity of subsurface mineral waters, and more than 70 thousand rivers. Climatic conditions for recreation and leisure during the summer period are particularly favourable. The duration of this season fluctuates from 105 days in Polissia to 180 days along the southern coast of Crimea.

Among European countries, Ukraine has only modest quantities of *forested areas*, so woodland cannot be labelled a truly valuable natural recreational resource. Forests suitable for recreational purposes extend to around 4 million ha., and only one fourth of them is ready for development. They cover the highest proportion of land in Transcarpathia (54% of total area), in certain oblasts (Ivano-Frankivs'k (45%), Rivne (42%), Zhytomyr (36%), and in

Table 21. Foreign citizens visiting Ukraine, by country (2006)

	Number of foreign visitors	Main motivation of visit (in %)			
		Business trip	Organised tourism	Private visit	Other
Total	18,935,775	5.3	6.4	87.4	0.9
Russian Federation	6,429,264	4.4	4.3	90.6	0.7
Poland	3,979,453	3.9	3.4	92.5	0.2
Moldova	3,056,433	3.8	0.4	95.6	0.3
Belarus	2,127,250	2.5	15.0	82.2	0.3
Hungary	1,159,711	2.8	7.8	89.4	0.1
Slovakia	506,045	10.1	6.9	82.7	0.3
Romania	349,094	5.5	0.9	93.0	0.6
Germany	215,437	17.1	30.1	51.1	1.6
United States	113,507	16.5	36.5	41.0	6.0
Italy	63,337	21.9	38.7	37.4	2.0
Other countries	936,244	24.7	22.4	44.5	8.4

Source: www.ukrstat.gov.ua

other regions in the northwest of the country. They are widely enjoyed for their healthy environment, opportunities for berry and mushroom picking, and sporting activities.

Swamps can also give rise to recreational opportunities and they are widespread in Rivne (19% of the area), Chernihiv (over 11%), Volyn (over 8%), and Zhytomyr (over 5%) oblasts. Regrettably, it has not been possible to enjoy the overwhelming majority of swamps for over 20 years since the Chernobyl' accident. Short visits for scientific purposes are the only realistic use of these resources.

Surface waters, relevant for a broad spectrum of recreational activities, are found in abundance in the following oblasts: Volyn (over 22% of the territory), Transcarpathia (ca. 17%), L'viv (over 14%), Rivne (almost 14%), Ternopil' (over 13%), and Khmel'nyts'kyi (ca. 13%). There is a particular scarcity of such resources in Donetsk (2.2%), Dnipropetrovs'k (2.1%), Kherson (1.2%) and Odesa (0.8%) oblasts. Lakes naturally represent an excellent recreational resource and they are the most notable from a medicinal aspect in Crimea, Odesa and Kherson oblasts. Around 30 lakes of recreational importance are to be found in west Polissia, centered on the town of Shats'k. Limans in the mouth of the Dnister and Dnipro rivers are particularly attractive for mass tourism and leisure, as are the shallow bays of Yahorlits'ka, Tendrivs'ka and Dzharylhats'ka in the north of the Black Sea.

Seaside beaches are, naturally, another popular destination for mass tourism. They are numerous along the Black Sea and Sea of Azov, on the territory of AR Crimea, and in Odesa, Mykolaiv, Kherson, Zaporizhzhia and Donetsk oblasts. Crimea is the winner with beaches extending over 517 km of the 906 km long coastline. The widest beaches (30–50m) are typical of the Azov coast of Crimea. The average width is 10m along the southern coast, which is the most suitable for leisure. The bathing season in most parts of Ukraine lasts no longer than 80 days, but along the northern coast of the Black Sea it reaches, and can even exceed 120 days.

The *mountains* of the Carpathians and those of Crimea are another notable recreational resource. Due to their climatic conditions, the former are particularly favoured by winter-sports fans. The skiing season lasts 90–100 days of the year. It is here that all the resources for skiing are concentrated in Ukraine: mountains of

medium elevation with considerable gradients, a humid climate and extensive forest coverage (up to 40%). The deep valleys accommodate resorts with favourable microclimatic conditions and are protected by mountain ridges (Yaremcha, Vorokhta, Kosmach). The Crimean mountains, though less suitable for winter recreation, provide opportunities for mountain hiking, alpinism, rock climbing, speleotourism and other extreme sports.

The Carpathians, Crimea and Podillia (Ternopil' oblast) are rich in *speleological resources* (caves and karst features). Caves have formed in karstifying rocks: in limestone (Crimea), shell rock (Odesa oblast), or gypsum (west Ukraine). The caves are appealing for tourists to visit thanks to their interesting formations. Besides natural caves, there are numerous underground cavities created by humans (in Crimea, Kyiv, Odesa, Chernihiv and other oblasts). These are variously historical, with objects and structures carved into the rock or take the form of catacombs, underground fortifications, etc.

Mineral waters with curative qualities are one of Ukraine's most valuable natural resources. Examples of all the basic balneological waters are to be found and most of them do not have specific components. Carbonic waters are found predominantly in the Carpathians and to a degree in Transcarpathia. Hydro-sulphuric waters are encountered in Ciscarpathia and Crimea. Waters with chlorine and sodium content, along with radonic waters are also highly notable and are found in Vinnytsia, Zhytomyr, Kyiv, Kirovohrad and Khmel'nyts'kyi oblasts. A number of spas have been exploiting these spring waters, such as Khmel'nik.

Certain subsurface waters are considered rare: the arsenic waters of Transcarpathian springs and boric waters in Crimea and the Carpathians. Further, there are other unique water types with high organic matter content, otherwise known as the celebrated "Naftusia" waters, around which the renowned spas of Truskavets and Shkidnytsia have developed. Beyond medicinal waters, Ukraine is rich in deposits of *mud*, possessing medical qualities. Deposits of ozokerite are considered unique (L'viv oblast) and large amounts of mud are found in the limans of Kuial'nits'kyi, Khadzhybeis'kyi and Tylihul's'kyi (Odesa oblast), along with Lake Chokrats'ke in Crimea.

The success of tourism is highly influenced by the quality of the natural environment, and the living standards of the local populace, both of which can influence the perceptions of guests. A combined assessment of the natural environment providing living conditions for the population is presented on *Figure 21*.

As with other European countries, the **history** of Ukraine has been punctuated by dramatic events, leaving battlefields of both national and global importance, venues that hosted the signing of treaties and accords that have been decisive in history, and places where famous people either lived or were visited by them. The most important of these locations are to be found in the oblasts of Rivne (Berestechko), Poltava (Poltava), Chernihiv (Kruti), Kyiv (Pereiaslav-Khmel'nyts'kyi), Cherkasy (Chyhyryn, Korsun Shevchenkivs'kyi), etc., and in Crimea (Sevastopol', Yalta). The remains of ancient historical settlements can also be included in the same category. These are *archeological sites* on the Black Sea coast and in Crimea, formerly home to the communities established prior to Kievan Rus' (5th – 9th centuries), along with settlements dating from its existence (10th – 13th centuries). Over 500 human settlements in Ukraine reach back over more than 900 years of history. Several areas, particularly rich in history and culture are centred on them. The list of *UNESCO World Heritage sites* includes the following three locations: the historic centre of L'viv; Saint-Sophia Cathedral, its related monastic buildings, and Kyiv-Pechersk Lavra in Kyiv; and Struve Geodetic Arc (a chain of survey triangulations) with key geodetic points at Baranivka, Katerynivka (Antonivka), and Felshtin (Hvardiiska), all in Khmel'nyts'kyi oblast and Stara Nekrasivka (Odesa oblast).

Ukraine has tremendous potential for tourism arising from its wealth of historical and cultural attractions. The total number of the most important *historical and archeological monuments*, combined with notable *architectural and artistic attractions*, amounts to 2,334 sites. The density and diversity of these monuments is the highest in Kyiv and its oblast, the oblasts of L'viv, Poltava and Kharkiv, and in AR Crimea. Fewer are found in Luhans'k, Kirovohrad and Donets'k oblasts. The majority of sites are of the architectural type; of them 1,186 are religious and 955 are secular in nature. The architectural category has at least 10 examples of European and

global significance in each oblast. There are 145 notable examples of military architecture and are spread across 18 oblasts, whilst those falling into the group of landscape architecture (the 19 most important parks and gardens) are encountered in 10 oblasts. At least one attraction of European or global interest is found in 19 oblasts of Ukraine. The total number of sites of archeological, historical-architectural, urban architectural and other importance in the country amounts to around 50 thousand. Sacred attractions may also present a considerable draw for tourists. Of the 12,069 sacred structures in Ukraine, 3,464 are of architectural monuments. They are most widespread in L'viv (703), Ivano-Frankivs'k (541), Ternopil' (410) oblasts, and are scarce in Kharkiv (64) and Kirovohrad (47) oblasts.

Considerable tourist potential is found in *rural settlements*, where authentic national costumes are still worn by local people, and folklore customs, traditions and crafts are maintained (predominantly in the oblasts of Ternopil', Khmel'nyts'kyi, Poltava, Chernihiv).

Although international hotel chains do not consider Ukraine to be a primary target for expansion, the *infrastructure for accommodation* is broad-based, with a wide range of facilities (*Figure 74*). There is a prevalence of establishments receiving large quantities of tourists during the summer period (ca. 2,000 locations with more than 274 thousand beds in 2006). Most of the state-run institutions are sanatoriums and health resorts for people undergoing medical treatment (capacity for 150 thousand, with 37 thousand reserved for children), whilst boarding houses for leisure visits have a capacity of over 60 thousand. From a regional aspect, a great number of sanatoriums are located in Crimea (with a capacity of 55 thousand), followed by L'viv oblast (ca. 17 thousand) and Odesa (ca. 15 thousand). Kirovohrad and Sumy oblasts (with a total capacity of below 500, each) are the least well endowed.

The concentration of **leisure locations and infrastructure** in certain settlements prompted the design of a map showing which urban and rural settlements are recreational centres (*Figure 75*). Ukrainian tourists can choose between a total of 1,200 hotels, motels, campsites and tourist bases. The City of Kiev and Crimea have the highest concentrations of tourists.

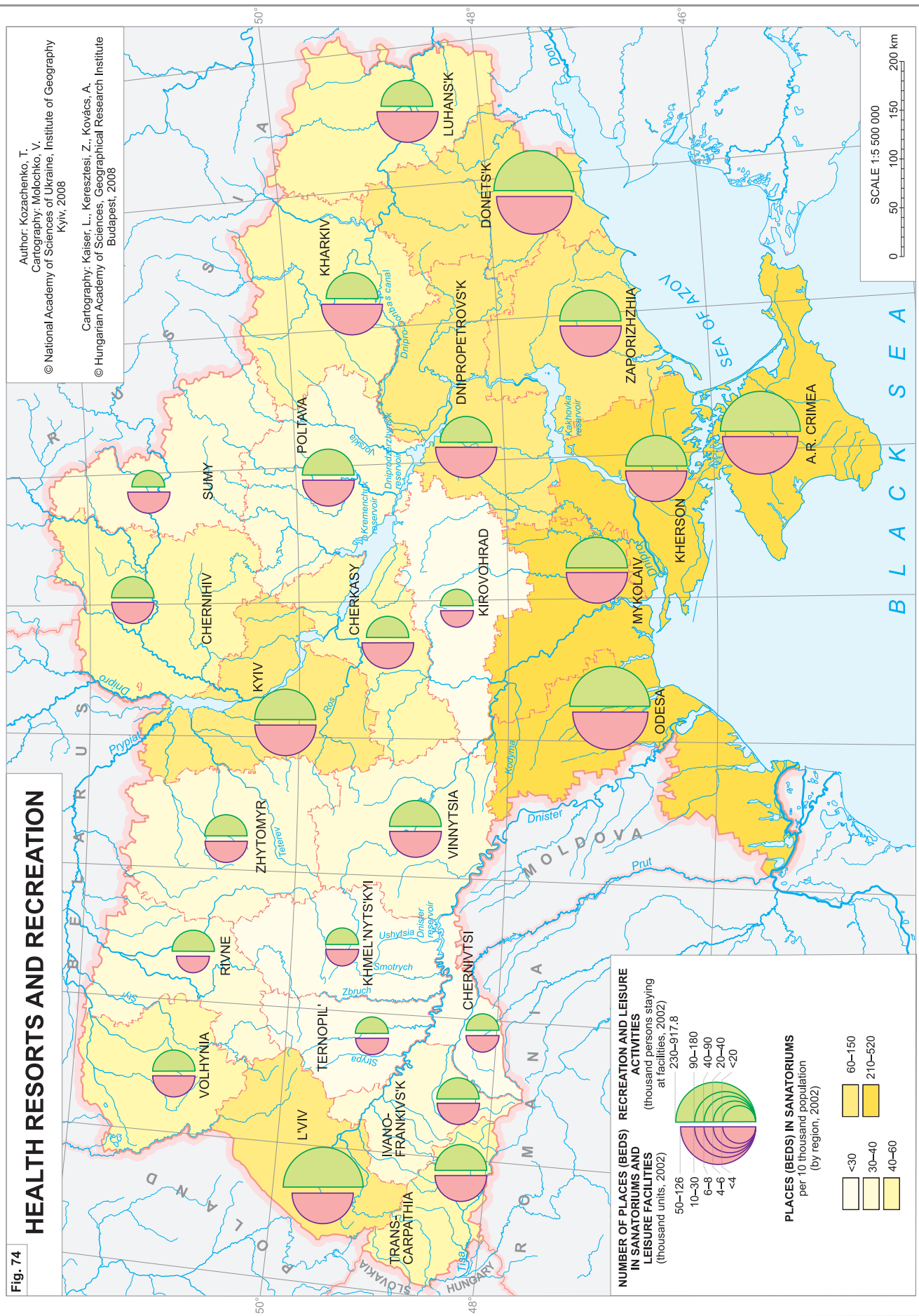
According to data released by the National Institute for Leisure and Tourism,

Fig. 74

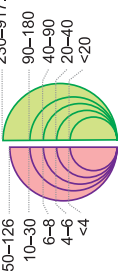
HEALTH RESORTS AND RECREATION

Author: Kozachenko, T.
 Cartography: Molochko, V.
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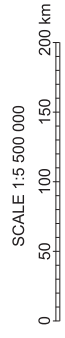
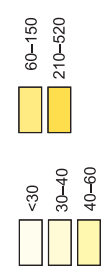
Cartography: Kaiser, L., Keresztesi, Z., Kovács, A.
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NUMBER OF PLACES (BEDS) RECREATION AND LEISURE IN SANATORIUMS AND LEISURE FACILITIES
 (thousand units, 2002)



PLACES (BEDS) IN SANATORIUMS
 per 10 thousand population
 (by region, 2002)



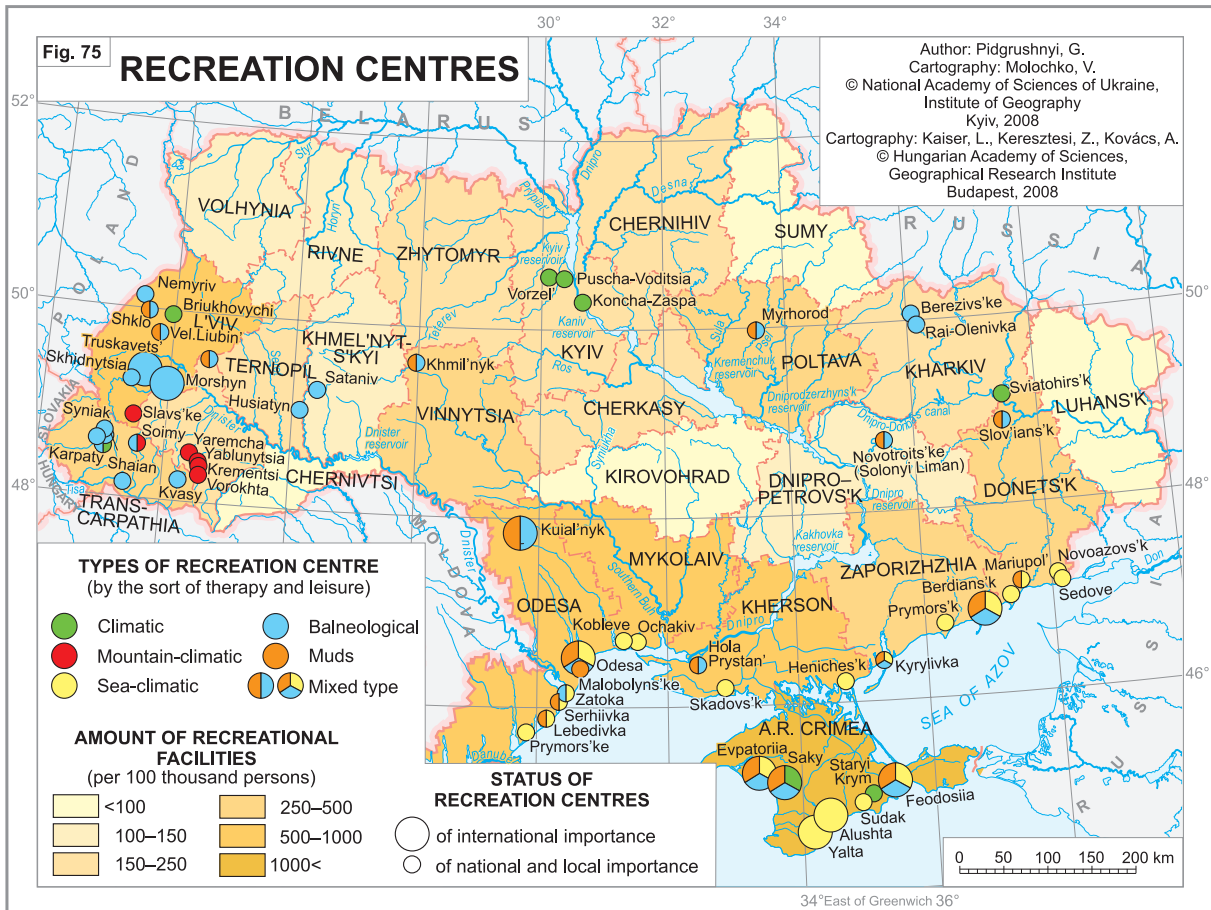
28° East of Greenwich

30°

32°

34°

36°



Ukraine was visited by 18.9 million **foreign tourists** in 2006, which is a 7.4% increase compared to the data for 2005 (Figure 76). Around 60% of tourists arrived from CIS countries, and one third from the European Union. Of all foreign visitors, 34% were from Russia, and 21% were Polish nationals. Further, a significant proportion was represented by visits from citizens of Moldova (16.1%), followed by those of Belarus

(11.2%), Hungary (6.1%), Slovakia (2.7%), and Romania (1.8%). 16.9 million of Ukrainian citizens travelled abroad in 2006. Of them 49% visited CIS countries and 44% headed for the EU member states (Figure 77).

The future development of tourism in Ukraine chiefly depends on the social, economic and political environment. Long-term stability could act as a magnet not only for potential tourists, but for investors in the tourism industry as well. Efficient marketing communication, a higher level of education and training of experts, combined with product orientated thinking could be a guarantee for the competitiveness of the country in international tourism.

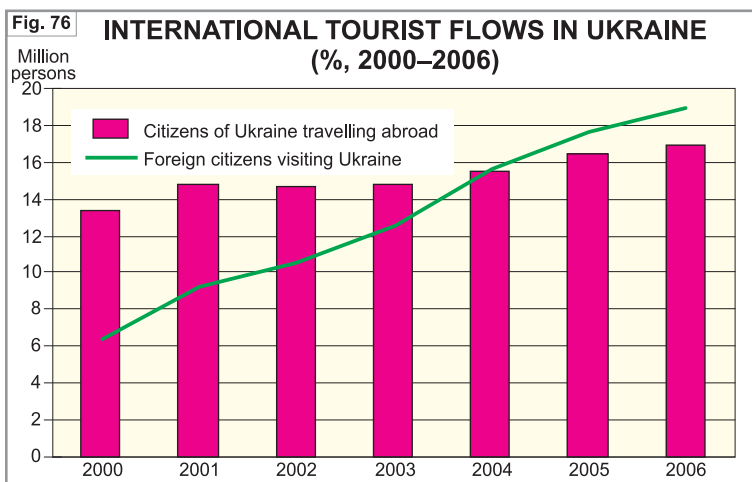
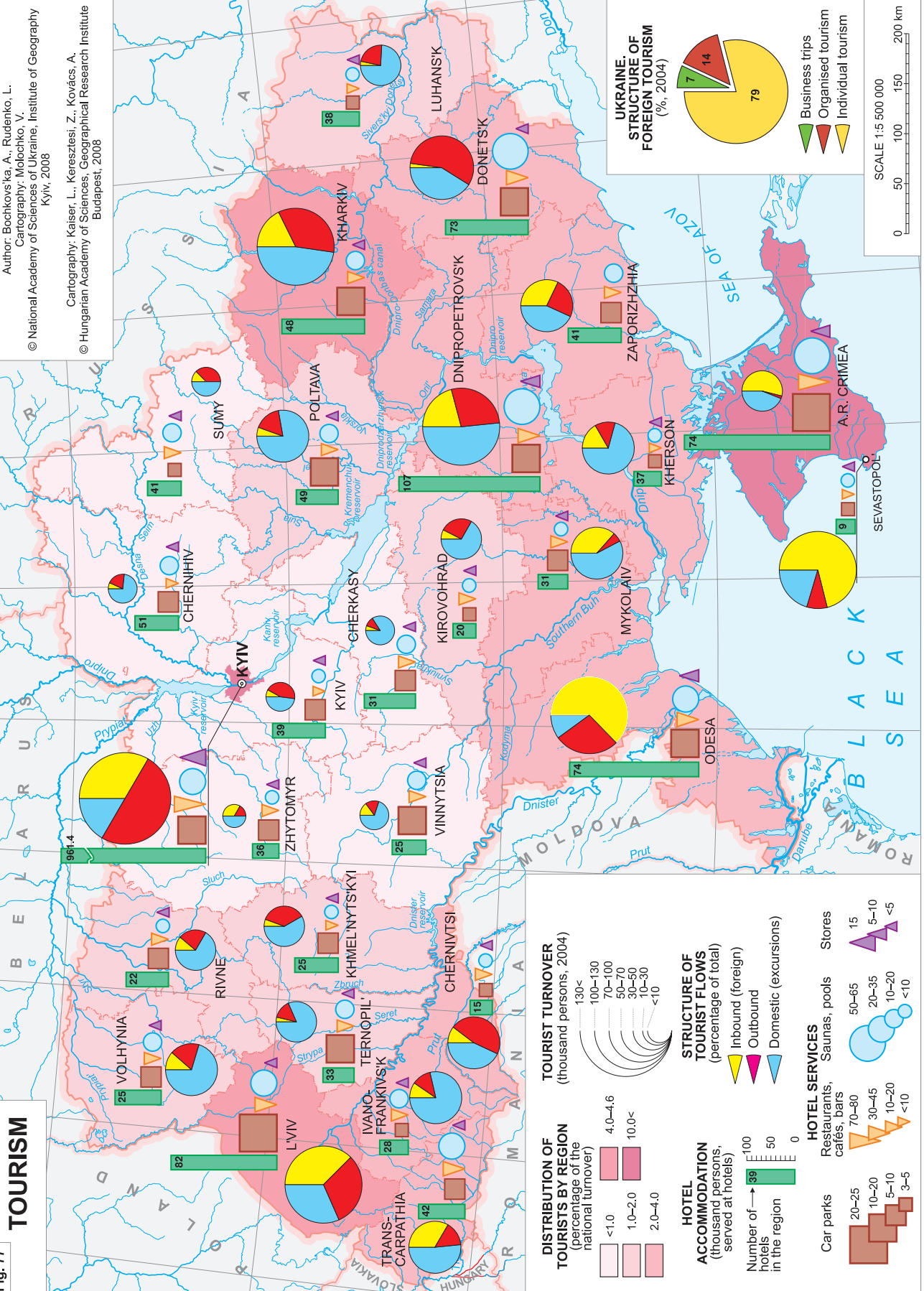


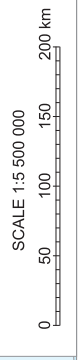
Fig. 77

TOURISM



Author: Bochkov's'ka, A., Rudenko, L.
 Cartography: Molochko, V.
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36°
34°
32°
30° East of Greenwich

26°
28°
30°
32°
34°
50°
48°
50°