

The prospects of the marine and coastal tourism development in Ukraine

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Abstract. The state of the marine and coastal tourism development in Ukraine has been analysed. It has been substantiated that in Ukraine marine tourism has significant potential for the development. In this context, the paper objective is to identify the problems of marine and coastal tourism in Ukraine and to develop the directions of their solutions. In the paper, the social, economic, political, ecological and institutional problems of the marine and coastal tourism development have been defined. The justification of stimulants and restraints of the marine and coastal tourism development in Ukraine have been also considered. The authors of the article have developed and proposed a conceptual model of the marine and coastal tourism development in the context of the sustainable development strategy using the methodology of structural analysis and SADT design. The proposed model takes into account the specifics of the Ukrainian conditions.

1 Introduction

The importance of tourism as an industry that provides competitive advantages, promotes economic growth and creates a positive image of countries is constantly growing nowadays. In terms of economic efficiency, cruise shipping is the most profitable segment of maritime tourism. World experience demonstrates that the development of cruise shipping has a positive multiplier effect on the development of the country's economy at the expense of revenues from the provision of port services and from the consumption of additional tourism services on the land, such as sightseeing, shopping and food. According to the Cruise Lines International Association (CLIA), global cruise demand in 2016 reached 24.7 million passengers, up from 5.6 million in 1995. Between 2005 and 2016, the average annual increase in demand for cruise tourism in the world was 5.2%, which is higher than the similar indicator of international tourist arrivals (3.9%). As of 2017, the distribution of the world cruise market by the world tourism regions is as follows: 56% are US citizens, 35% are Europeans, 19% are other countries. In Europe, demand grew from 1 million passengers in 1995 to 6.7 million in 2016. The largest European markets are Germany and the UK, which account for more than half of European passengers, as well as Italy, France

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and Spain with more than 0.5 million passengers. Baltic countries have also shown growth in recent years: Lithuania, Latvia, Estonia [1].

One of the most promising tourist regions in terms of the marine tourism development is the Black Sea region, which is characterized by the concentration of favourable tourist recreational resources and favourable geopolitical position in Europe. However, in view of Russia's military and political aggression against Ukraine, which led to a loss of its recreational potential, and the number of terrorist acts that rocked Turkey in 2016, the Black Sea basin is experiencing a decline of interest on behalf of foreign tourists, who have reoriented cruise ships to the west of Varna and Batumi. The restoration and development of a promising cruise tourism industry in the Black Sea region, the development of the infrastructure of the Azov Sea and the largest navigable river basins is an urgent problem, the analysis and solution of which will enable Ukraine to realize the potential of the marine and river transportation and improve the tourist image of the country on the global stage.

The scientists and researchers have considered a wide range of issues connected with the marine and coastal tourism state and development including global [2], regional [3] and local [4] aspects, its positive influence on the economy development and negative impact of the climate changes. The case of Southeast Asia presents the contradictions between the advantages of urbanisation of the coastal areas in terms of economic development and levels of climate change it causes. The necessity for responding the challenging problems and global trends force the regional and local governments to manage tourism and rapid urbanisation in a proper way in order to combine both of them and preserve coastal natural resources [5].

The necessity to define the boundaries of the most perspective marine-connected industries to avoid overexploitation of the marine resources and the conflicts between countries, which strive to expand their potential in the highly competitive marine economic zones and limit environmental sustainability, is the first step to the rational marine spatial planning [6]. The author considers the challenges that tourism and other existing and emerging ocean and coastal industries cause for the sustainable development. The strategies that minimise their negative impact are considered [7].

The creation of the special Marine Protected Areas as the possibility to satisfy the needs of the nature conscious tourists and an instrument for governments to control and protect the marine environment is analysed and the expected co-benefits are calculated [8].

Ineffective management of the marine industries including seaside recreational activities and tourism become a cause of conflicts of interests and lead to dissatisfaction by the services provided and irrational use of resources. The collaborative model for the rational administration and management of the seaside tourism is proposed [9].

The factors motivating tourists to travel to the marine destinations, namely the connection between push and pull factors as a specific framework for stimuli, have been studied to work out the marketing strategies for their attraction and to offer some practical managerial implications [10]. The demographic profiles and travel characteristics of tourists to marine destinations along with the distinct factors measuring different components of visitor motives are to be used by the leading marketers in determining how to create and sell the tours [11].

The ideas of cross-border cooperation in tourism are of paramount importance as tensions arise between countries due to toughened regime and control, which has a restrictive effect on tourism development. The organisational model for bilateral cross-border cooperation including lifting the visa obligation, organising package tours, seminars and conferences, mutual promotion of fairs and tourism events is proposed as one of the solutions [12].

The creation of partnerships based on ecosystem approach in the coastal zones is becoming a response to the ecological concerns from the local perspectives. Achieving

economic effectiveness may be accompanied by steady improvements of the best practises in maintaining environmental stability due to collaboration between various actors of the multi-faceted marine planning [13].

The increasing competition in all types of tourism demands new approaches to the destination positioning, identification of its unique selling points, introduction of the new methods of advertising and promotion that are the driving forces of tourism in general and marine tourism in particular [14].

The vulnerability of the marine and coastal ecosystems caused by tourism and the steps undertaken by authorities to ensure its sustainable development are currently of great interest. Marine and coastal tourism not only involves approximately $\frac{1}{2}$ of tourists and affects the development of a range of other areas of economic activity but also is extremely vulnerable to climate changes and needs to be developed in the sustainable way [15]. The attempts to study the reasons of the marine resources vulnerability caused by natural or human factors allow understanding the ways of both preserving uniqueness of the sea resources and developing the coastal tourism [16].

The scope of the scientific literature in this sphere in our country is rather limited, despite the topicality of the issue and its good perspectives. Therefore, the paper objective is to identify the problems of the marine and coastal tourism in Ukraine and to develop the directions of their solutions.

2 Analysis of the background

Ukraine has significant potential for the marine and coastal tourism development. According to the Maritime Doctrine of Ukraine for the period up to 2035, the main tasks of the state marine policy are to support and develop maritime activities at the technological, environmental, social level to meet the needs of Ukrainian society, competitiveness in the world market, full use of the country's geopolitical potential [17]. Ukraine's diversified water resources and basic infrastructure make it possible to establish maritime and river transport and tourism networks in many regions of Ukraine. However, tourism and economic potential are not used to a full extent. The main obstacle to the marine and coastal tourism development is the complex socio-political situation in the country, which led to annexation of the Crimea and caused the crisis in the economy.

As of 2018, 13 ports operate in Ukraine (Bilgorod-Dnistrovsky, Berdyansk, Odesa, Mariupol, Mykolayiv, Izmail, Chornomorsk, Olvia, Skadovsk, Reni, Kherson, Ust-Dunaisk, Delta-Lotsman). From the point of view of the marine cruise tourism in Ukraine, the most popular is Odessa Sea Port, which is both a large international shopping centre and a unique cultural destination known as the "pearl of the Black Sea". Currently, the passenger complex of Odessa Sea Port is capable of simultaneously receiving five motor ships on berths with a total length of 1370 meters and a throughput of 1 million passengers. Unfortunately, under the circumstances of the prevailing socio-political situation in Ukraine and in the world, there is a decrease in the number of cruise liners entering the Black Sea (Tab. 1).

Table 1. Ships and passenger traffic of Ukrainian cruise ports

Year	Vessels calling at the port	Number of passengers
Black Sea cruises		
2013	106	81367
2014	32	8112
2015	13	6564
2016	5 (36 applications)	1230

2017	17 applications	-
Danube cruises		
2015	30 (Ust-Dunaisk)	-
2015	26 (Izmail)	-
2016	34	-

At the end of June 2016, Odessa hosted the General Assembly of the world's largest cruise port association Medcruise, which was attended by top managers of cruise lines, representing more than 60% of the world's cruise fleet. The reports have repeatedly noted the economic feasibility of the passenger liners activities in Ukraine, emphasizing that they are ready to send their vessels to Odesa after stabilization of the situation in the region.

The Danube Biosphere Reserve with a total area of over 50 thousand hectares surrounds Vylkove town. By the UNESCO's decision, it was included in the World Network of Biosphere Reserves as a part of the bilateral Romanian-Ukrainian Delta Danube Biosphere Reserve, one of the world's five trans boarder biosphere reserves. Snake Island, located in the Black Sea at a distance of 52 km. from Vylkove town, is of particular recreational and tourist value. In addition, from the point of view of cruise tourism, the recreation on the Danube with a call to Izmail is of special attractiveness.

Next direction of the cruise tourism development is the Dnipro cruises. Kherson Sea Port is able to receive the vessels with a capacity of up to 700 people and a length of up to 120 m. In 2014-2015, due to the political situation, the port functioned without the entries of the ships of the passenger fleet. However, Kherson Sea Port is also able to receive yachts that follow up the Dnipro, which may become a promising direction for the development of coastal tourism in this region. Prerequisites for this are changes in the legislative framework, which give the opportunity: to declare yachts of legal entities on the declaration of the yacht; stay up to 30 days in the port without declaring under the temporary import regime, and also avoid commission processing of yacht arrival / departure [18].

Popularization of the various types of water sports and extreme tourism is of great importance in the formation of the marine and coastal tourism demand. In Ukraine, among the most promising types of tourism, the demand for which is growing every year, the following types can be distinguished: wakeboarding (Kyiv (Trukhanov Island and Peoples' Friendship Park), Odesa (Extreme Traction Park), Dnipropetrovsk (360 Wake Park, Sentoza) and Zaporizhia (Adrenaline Wake Park); windsurfing (the Sea of Azov due to its moderate and constant winds); rafting (Dniester canyon with castles and waterfalls, the South Bug River (Migeys), Black Cheremosh in the Carpathians); kiting (Genichesk, Arabatska arrow, Lazurne, Skadovsk, Kyrylivka, Kyiv). Such type of the outdoor activity as kayaking is gradually becoming the mass tourism in Ukraine. Its main advantages are accessibility regardless of the age and physical fitness, proximity to nature and possibility to receive aesthetic enjoyment, availability of drinking water, easy baggage transportation. In Ukraine, there is a huge variety of water resources for kayaking, among the most popular routes are the rivers: Dniester, Desna, Seim, Psel, Vorskla, Tysa, Teterev, Prypyat, Southern Bug, Seversky Donets, Oskol, etc.

Thus, we can make a conclusion that having significant potential for the development of the marine and coastal tourism, Ukraine does not use it to the full, thereby losing out to other countries and territories of the Black Sea region in the competitive struggle in the global tourism market. In our opinion, the development of the strategic plans for managing the marine and coastal tourism development in the Black Sea region should take into account the problems existing in this area and propose appropriate solutions.

3 Assessment of problems

On the basis of the literature analysis, the authors of the article have identified the main problems associated with the development of tourism in the coastal region, and have also proposed directions for their solution (Tab. 2).

Table 2. Main problems of the marine and coastal tourism development

Problems	Ways of problem solution
Social	
Inequality of recipients income in the recreational zone	Stimulation of the region development as a whole, introduction of the tax benefits for enterprises operating in the recreational zone
Escalation of social tension between inbound tourists and residents of the recreational zone	Price control in the recreational zone, boosting job creation by opening funds to support small businesses
Conflicts on cultural and religious grounds	Creation and support of non-governmental organizations promoting intercultural communication
Political	
Military operations in the east of the country	Stabilization of the political background, rehabilitation of Ukraine's tourism image as a safe country
Annexation of Crimea, coastline reduction	Popularization and development of the inland marine and yacht tourism
Political instability, lack of a clear political policy	Selection of the priority directions of economic development; working out the strategy of the state development by the consolidated efforts of the political forces
Economic	
High coastline maintenance costs	Targeted use of tourist tax, "transparency" in tendering process
The need to provide modern infrastructure and accommodation facilities in the destination	Attracting private investors, introducing tax "holidays" and deferrals
Problems of tax evasion by tourism enterprises	Strengthening tax control, creating tax optimization advisory centres
Ecological	
The necessity to create the coastal sewage treatment plants	Increasing fines for environmental pollution, strengthening state control
High dependence of the tourist flow on climate, season and weather conditions	Differentiation of the tourist flow through the development of such types of tourism that do not depend on weather conditions (for example, business tourism)
Dependence of the tourist flow on environmental quality	Strengthening control over discharges and emissions into the environment
Institutional	
Inefficiency of the state institutions for tourism development	A clear division of functions concerning tourism control and development between government bodies
Corruption schemes of "money laundering" and "kickbacks" while	Information transparency on financing tourism development in general and

allocating financing of the tourist facilities.	individual projects in particular
Budget financing of unpromising expensive tourism projects	Holding public hearings and attracting citizens to vote on financing high-cost projects

Table 2 demonstrates that an obstacle to the marine and coastal tourism development in the Black Sea region of Ukraine is a number of problems, most of which are of the systemic political and economic nature. This indicates a weak position of the state in addressing the development of the tourism industry as a whole, including improvements of the conditions for the activities of market entities in this sector of economy. In addition, the development of tourism is conditioned by the influence of several factors that are both positive and negative in nature (Fig 1).

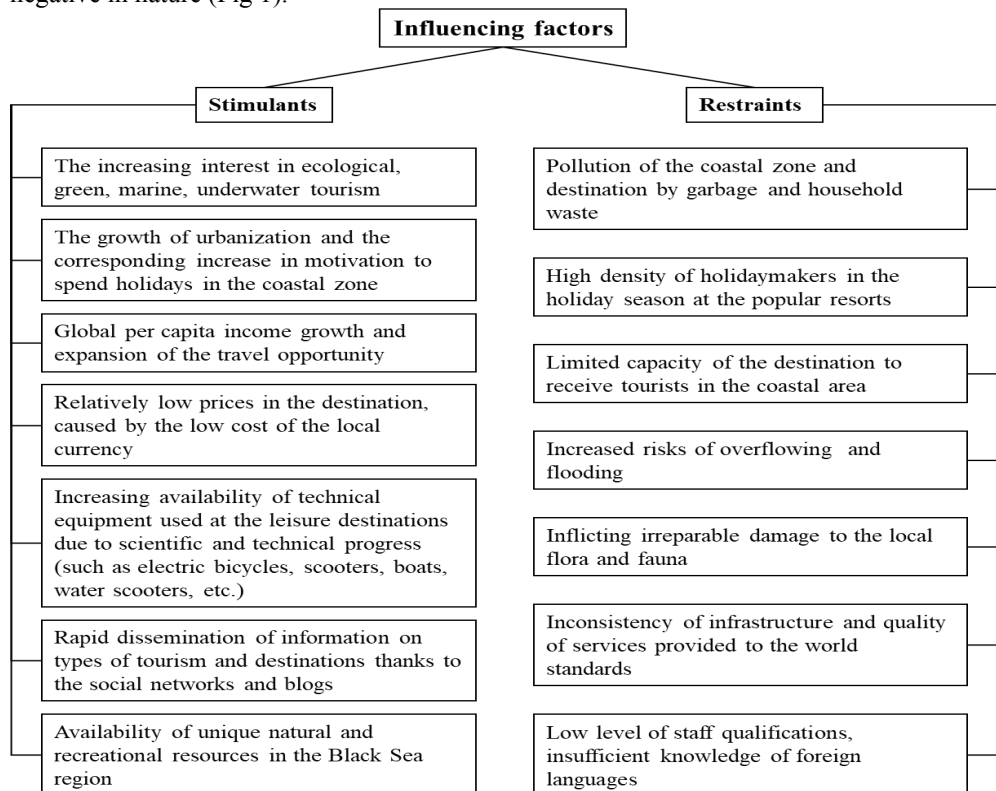


Fig 1. Stimulants and restraints of the marine and coastal tourism development in Ukraine

After analysis of the main factors favouring and restraining the marine and coastal tourism development, it can be noted that the main problem is poorly developed peripheral infrastructure, which in fact, is an evidence of the insufficient government support of this area of economic activity. Infrastructural support of coastal zones should be carried out taking into account the sustainable development of tourism and preservation of the recreational resources of these territories. The variety of water resources of the country and the great demand in the domestic market are the key factors in the appropriateness of this direction of tourism development, which will enable the involvement of a large number of participants of the tangible and intangible spheres.

4 Conceptual modelling

Due to the fact that the management system of the marine and coastal tourism development of the Black Sea region is a set of the related actions or functions, it is proposed to use the structural analysis and design methodology SADT (Structured Analysis and Design Technique), the main idea of which is to build a tree-like functional model.

As a practical implementation of the management mechanism of the marine and coastal tourism development in the Black Sea region, a business model for the organization of management of the marine and coastal tourism development in the context of the sustainable development strategy is formulated in the paper. It proposes an in-depth structuring of the business processes at the level of the region (Fig. 2). This business model is a set of hierarchical actions that transform an object and are graphically presented as the blocks (separate business processes) within the system, as well as entry, exit, control and execution arrows.

Description of the blocks A1 – A5 of the management model of the Black Sea marine and coastal tourism development is presented in Fig. 2, given below.

A 1. Research of the marine and coastal tourism state and development.

At this stage, it is necessary to analyse the indicators of the marine and coastal tourism development, including tourist arrivals, tourists' expenditures in the region, hotels and other accommodation facilities occupancy, the cruise companies' profits and the number of people who went on cruises, the number of entries of cruise ships and other types of marine transport to ports of the Black Sea, etc. Besides, it is necessary to carry out a comparative analysis of the obtained indicators to compare them with the similar data of the other types of tourism and other coastal regions. The purpose of this comparison is to assess the potential of the marine and coastal tourism development in the Black Sea region.

A 2. Analysis of the tourism infrastructure of the Black Sea region.

This stage involves, firstly, assessment of the state of the transport infrastructure and determination of the capacity of transport nodes and determination of the peak seasonal loads for the tourist flow. Secondly, analysis of the catering establishments availability and their suitability to the needs of tourists in terms of price, quality of dishes, cuisine, interior, location and other characteristics. Thirdly, determination of the accommodation capacity of the region in terms of the categorisation of hotels, the services they offer, the variants of booking and reservation, dates of stay and categories of visitors. Fourthly, assessment of the availability and affordability of the facilities providing other services, both tourism related and non-tourist, such as fitness centres, beauty salons, massage parlours, laundries, equipment rental facilities, etc. Fifthly, assessment of the coastal services such as yachts, rowing and motor boats, catamarans, etc., diving and sailing opportunities, excursions, water parks, swimming pools, swimming areas and so on. The main purpose of this phase is to determine the suitability of the tourism infrastructure of the region to the wishes and interests of tourists.

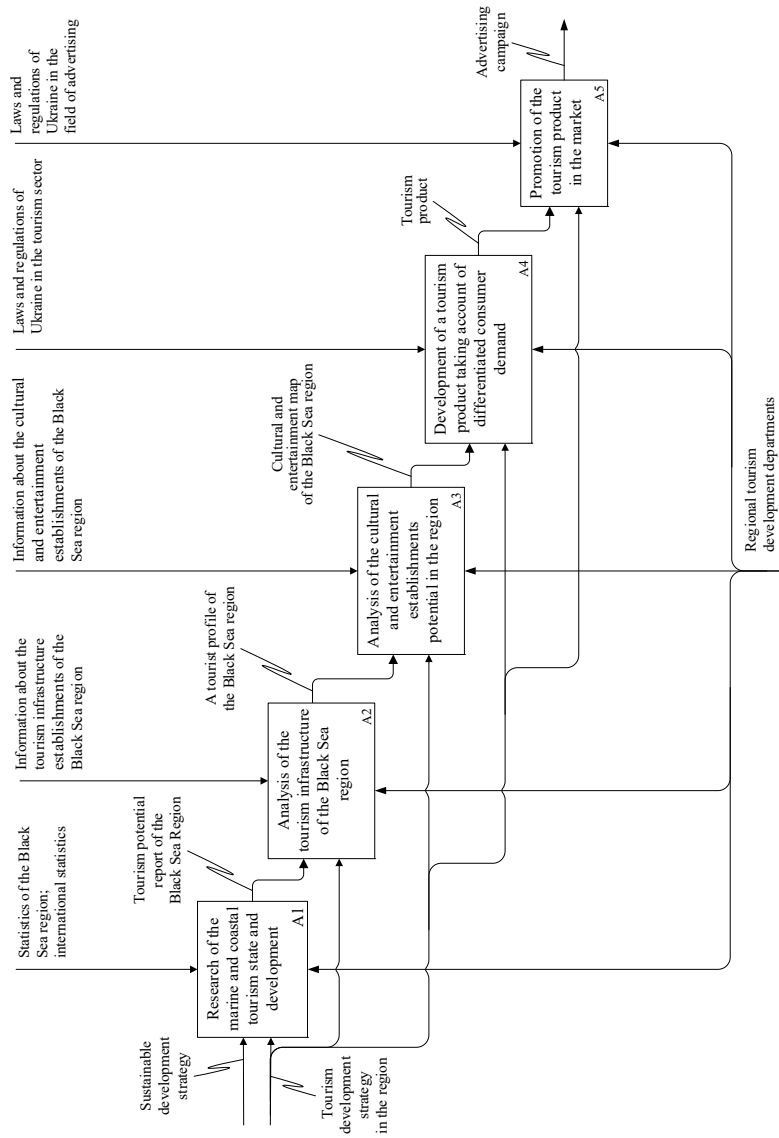


Fig. 2. The business model for the organization of management of the marine and coastal tourism development

A 3. Analysis of the cultural and entertainment establishments potential in the region.

At this stage, the cultural, aesthetic, entertaining and other similar needs of visitors are studied. The qualitative analysis of the cultural and entertaining establishments is carried out, namely, theatres, museums, concert halls, circuses, variety shows, music halls, philharmonic societies, galleries, cinemas, etc. regarding the prices, availability of tickets, opportunities for organizing excursions and groups accompanying. The analysis of the regional cultural program for a certain period of time, such as festivals, concerts, shows, tours, exhibitions and other temporary events is also undertaken.

A 4. Development of a tourism product taking account of differentiated consumer demand.

According to the analysis, a tourism product is developed with differentiation for certain segments of the tourism market, taking into account such factors of segmentation as age, income, purpose of the trip, marital status, children, time of the year, the period of stay at the destination, etc. Consideration of these factors of segmentation allows making the calculations for sale prices for different categories of consumers.

A5. Promotion of the tourism product in the market.

During the final stage, the distribution and sale channels of the tourism product are selected, taking account of the potential tourists' consumer preferences, an advertising campaign is developed and the main advertising channels (internet advertising, television, radio, advertising in magazines, newspapers, social networks, mailing, postcards, email, posters, etc.) are chosen, the advertising budget is calculated and key promotional activities (presentations, exhibitions, fairs, direct sales, promotions, discounts, non-rounded up prices etc.) are identified.

5 Results and discussion

The functional model of the management mechanism of the marine and coastal tourism development in the Black Sea AS-IS (as it is) makes it possible to understand the "weakest spots", how deeply the existing organization of the process will undergo the changes. The resulting AS-IS model is used to identify resource-poor work, unnecessary or inefficient work, and other shortcomings.

The disadvantages diagnosticated on the AS-IS model can be corrected by creating the TO-BE (as it will be) model – the ideal business process organization model. Such a model is necessary to evaluate the consequences of the information system implementation and to analyse the alternative directions of functioning of the management system of the marine and coastal tourism development in the region in the future.

The defined systematization of the management functions of the marine and coastal tourism within the developed business model will allow identifying the ways of the tourism activity development in the region. The developed model can also be used as a methodological basis for the analysis of the new processes of tourism development and the degree of change of the existing structure of the tourism activity organization in the region, which is a perspective for the further scientific developments in this direction.

4 Conclusion

In recent decades, international tourism has demonstrated steady growth. Thus, according to the WTO, international tourist visits reached 1.333 million in 2017, while in Europe an increase in tourist visits in 2016-2017 amounted to 8%. Moreover, according to experts, the number of international visits will increase. In Ukraine, despite a number of socio-political and economic problems, tourism is also growing, unfortunately, mainly in the field of

outbound tourism, which is not a positive factor for the economy development. Despite the significant natural, recreational and cultural potential, certain areas and types of tourism are insufficiently developed, including marine and coastal tourism. This indicates the need to attract attention of all parties interested in finding the ways of this kind of tourism activity development. In this context, the authors of the article have analysed the stimulants and restraints, as well as highlighted the main problems that impede the marine and coastal tourism development in the Black Sea region. In addition, the article includes problems solving directions, as well as a conceptual management model of the marine and coastal tourism development in the Black Sea region based on the use of the structural analysis and design methodology SADT.

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