

THE DEVELOPMENT OF TOURISM IN CHERNIVTSI

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Abstract

The paper underlines the potential of tourism in the region of Chernivtsi, in three main tourist areas and individual tourist points that can be used for recreation or included into the tour routes. We analyze the tourism services market, the dynamics of the tourists flow, the structure of foreign tourists by reason of the visit, accommodation and leisure facilities.

Key words: *Chernivtsi, tourism, tourism development, tourism market*

JEL Classification: *L83, O13.*

I. INTRODUCTION

Broadly defined, the tourism market is the economic sphere of interference of the tourism offer, materialized by the tourism production, with the tourism demand, materialized by consumption. Because the place of supply coincides with the place of consumption but not with the place of demand formation, the interference will turn into time and space overlapping of the two components through tourism consumption.

Tourism consumption begins in the tourist residence's permanent residence, by purchasing various goods and services necessary for travel (equipment, food, etc.), continuing throughout the voyage (accommodation, food, fuel, etc.), and ends with returning to your home town.

Tourism in Bucovina could be divided into three main tourist areas and individual tourist points that can be used for recreation or included into the tour routes. They are:

Tourist Center "Chernivtsi" with the zone of suburban recreation of the areas nearby.

Tourist Area "Bukovynian Carpathians".

Tourist Zone "Dnister Canyon", which includes tourist center "Khotyn".

As a result of regional, institutional and SWOT- analysis it was determined that the activity that provides the objectives of the tourism strategy, is expected to be aimed at:

Ensuring of qualitative and extensive transport infrastructure

Financial consolidation and strengthening of partners' capabilities, especially public ones.

Improving quality of services by means of training and optimizing of the structure of industry management.

Organization of marketing and information activities to promote tourism products of the city and region.

Formation and development of tourism infrastructure: bicycle and pedestrian paths, places for rest and recreation, playgrounds, institutions of culture, sports and recreation, systems of marking and tourist information.

Implementation of the program for conservation of historical city of Chernivtsi, including implementation of measures and requirements of the UNESCO World Heritage as regards buffer zone of the city in the context of the addition of Bucovynian Metropolitans' Residence to its list.

Organization and implementation of cultural and artistic activities etc.

Improving of competitiveness of tourism products of Chernivtsi city by means of their computerization and introduction of services necessary for tourists (car rental, bicycles and tourist equipment, etc.).

II. THE TOURISM SERVICES MARKET

Tourism flows from Chernivtsi are pursued in accordance with the legislation of Ukraine (Form 1-TUR), which does not correspond to the real state of several causes (erroneous reports, no "small" hotels, the presence

of "individual / non-organized tourists" etc.). In recent years, the interest of tourists who organize their holidays without the services of tourism agencies and large hotels has increased, due to the high prices and the level of services that do not correspond to the needs of tourists and European standards. The motivation analysis of the region's visit shows a constantly high percentage of tourists with the purpose of resting - 65%. As a result, only a small part of the tourists who came to the Chernivtsi region had the purpose of solving problems of service, business and treatment. It first shows that a combination of high prices and lack of quality services when serving tourists in specialized tours and in treatment and recreation centers does not encourage them to visit the region.

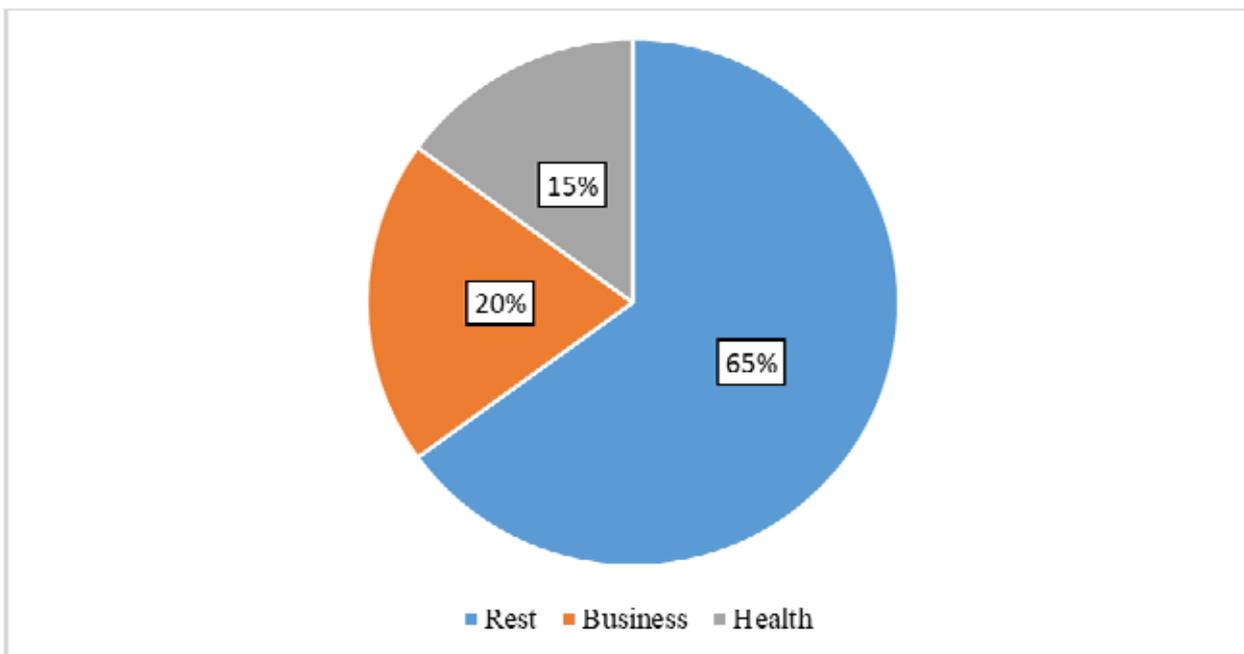


Figure 1. Structure of foreign tourists by reason of the visit

Source: <http://www.chernivtsy.cv.ua/uk/article/print/>

From the chart below and the tourism indicators of recent years, we can see that the Chernivtsi region has a growing trend.

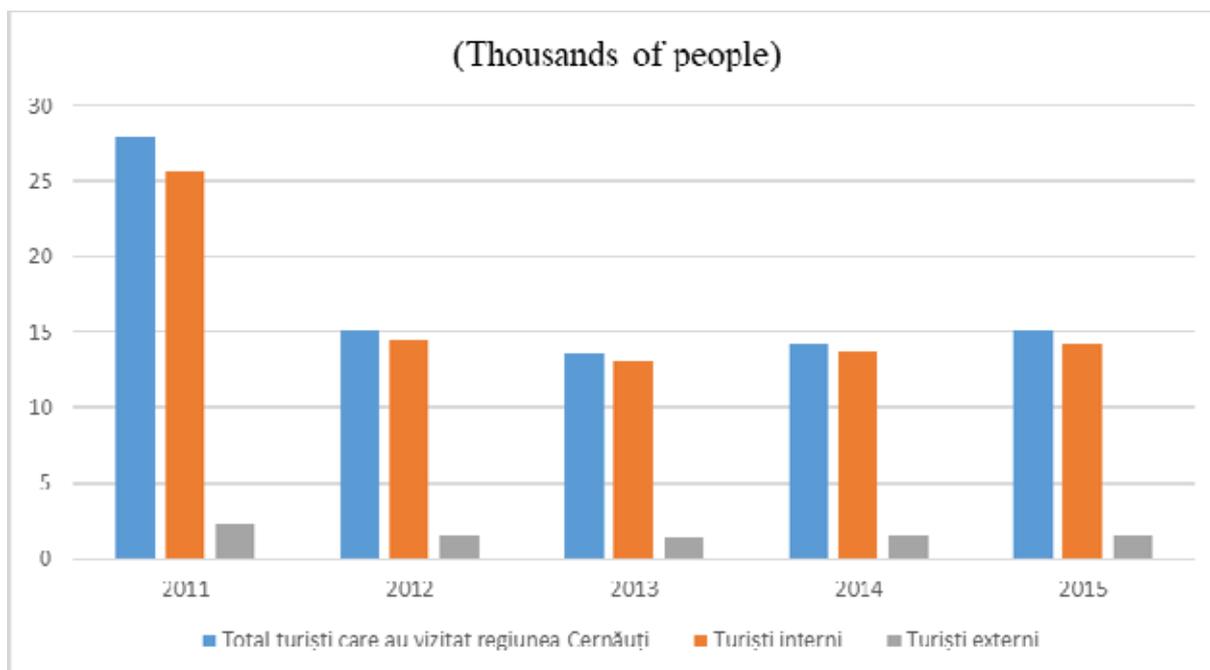


Figure 2. Dynamics of the tourists flow who visited the Chernivtsi region

Source: Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015, p. 23

III. ACCOMMODATION AND LEISURE FACILITIES

The hotel industry of the Chernivtsi region is quite developed and generally satisfies the demand of tourists. Accommodation ranges from "economy class" to "luxury apartments". In recent years, the construction and opening of new hotel complexes and restaurants in Chernivtsi region are actively developing, where tourists can get a wide range of leisure, entertainment and accommodation.

On 1 January 2015, 87 accommodation units were registered in the Chernivtsi region, which is 8.8% more than on 1 January 2014. Generally, in 2014 the region had 1.9 thousand numbers of hotel rooms with a capacity of accommodation of 3.7 thousand places. In 2014, 118.3 thousand people were served in accommodation units, which is 17.3% more than in 2013. At the end of 2014, 7600 foreign citizens from the Chernivtsi hotels and motels were served 56 countries of the world, representing 6.4% of the total served. The total number of nights spent by foreigners who visited Northern Bukovina in 2015 amounted to 12.1 thousand, which is 5.1% more than in 2014. Among the citizens of foreign countries who received accommodation in the Chernivtsi region , The most numerous were visitors from the Republic of Moldova - 1.5 thousand people, Belarus - 1.1 thousand persons, Romania - 1.1 thousand persons, Russian Federation - 0.3 thousand persons and Poland - 1, 1 thousand people. (Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015).

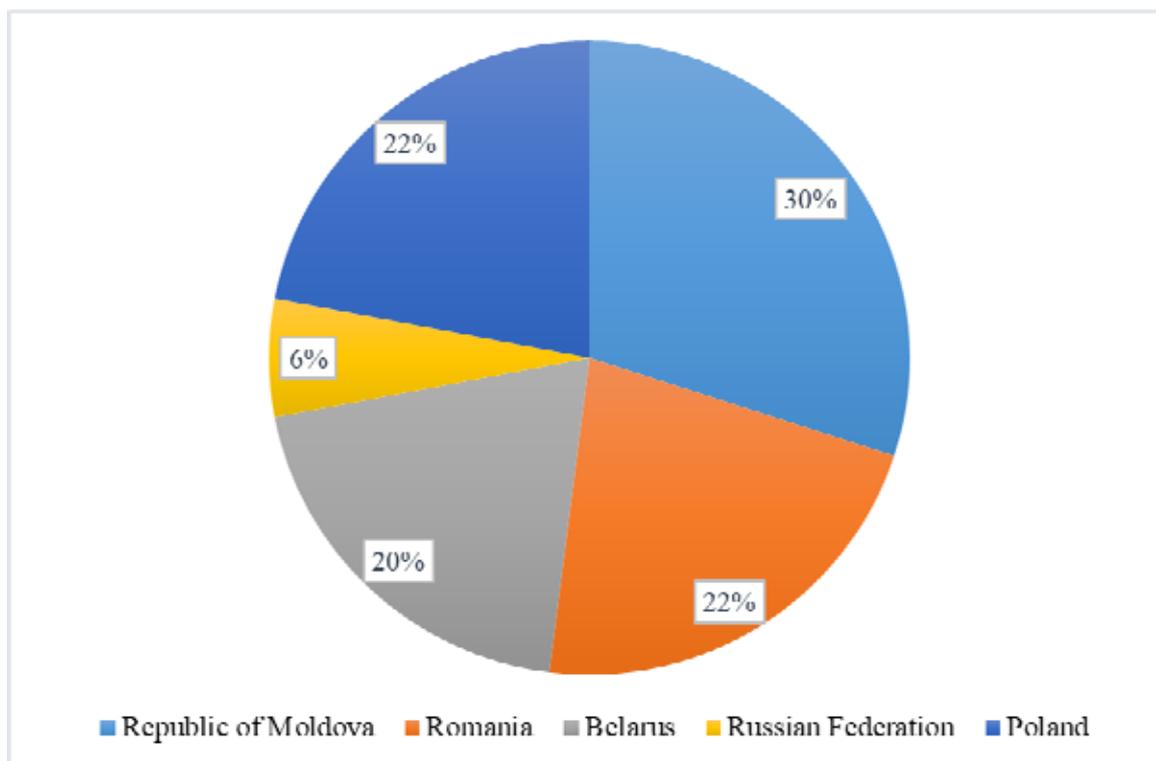


Figure 3. Most foreign citizens who were accommodated in the accommodation units in the Chernivtsi region

Source: Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015, p. 37

Although the region has rich natural resources, in the Chernivtsi region the medical institutions for the treatment of chronic diseases are underdeveloped. There are 4 sanatoriums, 1 sanatorium-prophylactic, 2 treatment hostels, 4 recreational facilities. The best health institutions in the region are: the Baths in Brusnița, Zeleni Pagorbi and Ceremoș, but their capacities are not used to the maximum, the quality of the treatments and the related services do not meet the European requirements and standards. Rural pensions have become an essential element in the accommodation and leisure infrastructure of tourists.

They offer holidays close to nature in combination with various types of outdoor activities, horseback riding, forest and mushroom picking, hiking and trips, swimming and fishing in mountain rivers, skiing. Tourists have the opportunity to handle the household: to milk the cow, to take part in harvesting. Also in the village you

can get acquainted with folk art - songs, dances, gastronomy, customs and traditions, personally to participate in folk celebrations.

Table 2. The general feature of accommodation units

	2011	2012	2013	2014	2015
Number of hotels and other accommodation units:	28	31	67	80	87
-throughout the year	28	31	67	77	84
-season	-	-	-	3	3
Number of people accommodated, among them:	54251	50757	88486	100832	118273
Foreigners	5946	4547	6139	7355	7594
Number of nights spent by people staying in units:	266559	256954	143475	158729	204753
Foreigners	9241	7754	8257	11513	12100
Average stay, days:	4,9	5,0	4,3	1,6	1,7
Foreigners	1,6	1,7	1,3	1,6	1,6
Revenue from services provided, thousands RON	8111,75	9138,47	10543,26	10530,75	15156,37
Operating Expenses, thousands RON	10177,39	11707,64	10229,93	9482,60	12167,64

Source: Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015, p. 38

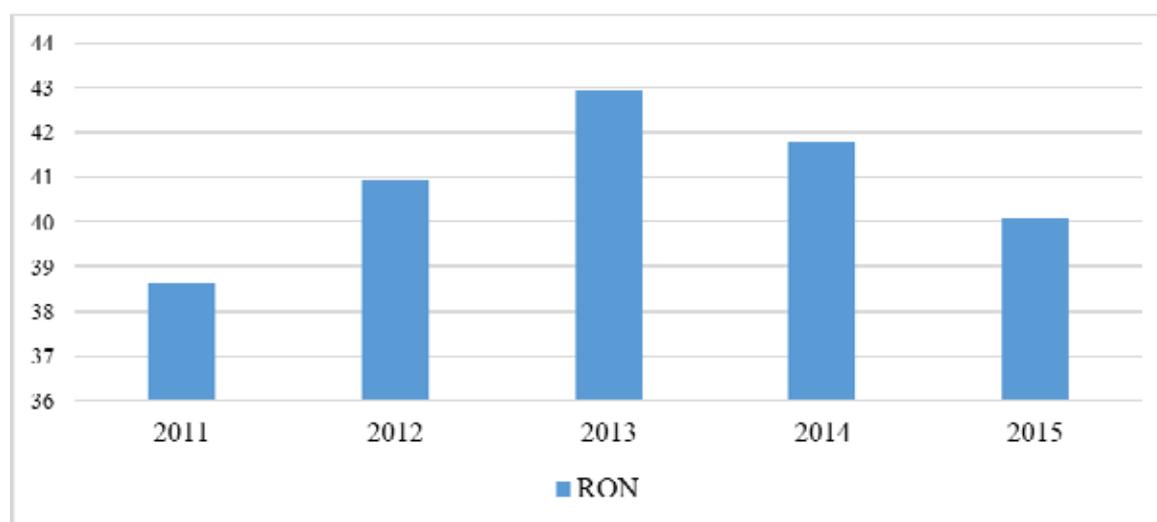


Figure 4. Consumer price indices for accommodation

Source: Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015, p. 48

1. 2000-2011 - accommodation charges for a person in a 2-room room.

2. Starting in 2012, the cost of accommodation in a single room.

IV. CONCLUSIONS

The tourism structures of food and treatment in the Chernivtsi region are well represented in comparison to recreational and service provision, which are not sufficiently well equipped in terms of technical and material basis. The latter require massive upgrades, but also the introduction of new forms of recreation and the extension of the service network. Tourism is very closely linked to civilization and culture, with a relationship of interdependence being established between them. By capitalizing on the natural, human and financial resources at its disposal, tourism generates economic and social effects that increase economic efficiency, growth and civilization. The manifestation of tourism demand and its dynamics in the region are determined by a series of demographic, psychological, organizational factors, which play a decisive role in the different tourism segments.

In order to develop the tourism in the Chernivtsi region we have the following suggestions:

1. With common efforts, all interested organizations and the public must be convinced that tourism is not a secondary one, but it is the priority direction of the region's socio-economic development.

2. State structures, business and science representatives are recommended to develop a tourism development strategy in Northern Bucovina and the city of Chernivtsi and to ensure the development of appropriate regional policy.

3. State authorities and local government must:

a) Make inventory of spa facilities, tourist complexes, hotels and restaurants, pensions, and tourist attractions.

b) Identify and reserve land with tourism potential for the construction of tourism objectives: enumerating attractive investment objectives and disseminating information about them.

c) To grant the status of sanatorium areas of national and regional significance to the recreation areas Vijiñia, Putila, Storojinečki, Kelmenetki, Sokiriani and Chernivtsi.

d) Focus the necessary resources, diversify economic activities in the region and on this basis establish the real impact of tourism on economic development, identify the economic and social importance of tourism in the region and develop a strategy for the development of tourism in the region.

4. Tour operators to expand the production and supply of tourism products and services to a new qualitative level. Focus activities on attracting foreign tourists and tourists from other regions of Ukraine, given the political and economic situation in the country.

The activity setting out the objectives of the development and promotion strategy must be directed to:

- Ensure an extensive transport infrastructure (Chernivtsi International Airport and rail traffic to be convenient with most cities in Ukraine and Europe, construction of highways and highways, access to major tourist centers and tourist attractions).

- Financial consolidation and material support of economic partners, in particular from external resources (public partnership, funding revenues, etc.), which will compensate for the problem of a lack of stable funding for the tourism sector;

- Improving the quality of services by introducing exercises into other activities, optimizing the organizational structure, sector management methods, which in turn will ensure a higher level of service from all categories of workers in the tourism industry;

- Organization of marketing and information activities for tourism products of the region;

- Creating a positive image and increasing the awareness of tourist opportunities in the Chernivtsi region;

- Developing marketing messages with tourism information about the region, motivating the region to visit and spreading through communication channels;

- Promoting the region by developing competitive tourism products, increasing the quality of tourist services;

- Enhance the competitiveness of tourism products by improving the attractiveness of tourism development factors: natural, cultural, historical, etc .;

- Training and development of tourism infrastructure: bicycle and pedestrian tracks, recreation and leisure facilities, playgrounds, culture, sports, marking systems and tourism information;

- Implementation of the program for the preservation of the historical areas of the city of Chernivtsi, including the implementation of the UNESCO World Heritage Patrimony measures and requirements, on the Residence of the metropolitans of Bucovina and Dalmatia on its list;

- Organizing and implementing mass cultural and artistic activities;

- Supporting the implementation in the tourism sphere of an effective regulatory policy by optimizing the work of the government and creating the relevant advisory bodies.

- Ensuring scientific support and accompanying tourism development through the use of research capacity of local institutions and training of specialists for the tourism sector of the region by using the educational potential of local higher education institutions.

- Improving the tourist products competitiveness of the city of Cernivtsi through information technology (wi-fi etc.), introduction of necessary tourist services (car rental, bicycles, travel equipment, etc.).

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