

first steps have been made already, and this awareness affects all spheres of human activities, including tourism.

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UKRAINIAN URBAN ECONOMY MANAGEMENT

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In 2014, in what is referred to as the ‘Revolution of Dignity’, the Ukrainian people demonstrated for more democracy. Since then, the Ukrainian Government has launched numerous reforms in the areas of decentralization and local self-government, which have strengthened cities’ responsibility for tasks and improved their available resources. Nevertheless, urban service provision and infrastructures are frequently inadequate. Firstly, there is no national framework for integrated urban development to provide orientation for government and urban actors. Secondly, many Ukrainian cities have not yet succeeded in coordinating measures in urban areas of action, in achieving a consensus among stakeholders involved through participation formats and in increasing the effectiveness of public funds by bundling resources. With a view to meeting these challenges, Ukrainian cities are increasingly seeking the approach of ‘integrated urban development’. Planning in accordance with this concept promotes sustainable development, a social balance and social diversity. If this is not achieved, it will be difficult to attain cultural and structural building quality and economic growth. Today, local authorities of Ukrainian cities have only few competences and resources in urban planning. At the same time, there are weak relationships between key actors of urban development: politicians, local and regional authorities, land-owners, professionals and others. Cooperation with concerned citizens is rare and the advantages of common decision-making are underestimated.

This often results in development strategies and masterplans with little relation to the local context. The focus is on quantities like growth numbers and traffic capacities. Identities and qualities, but also feasibility (local political structure) and viability (economy, financial means) are hardly considered. Besides, the rigid law-based planning system also prevents a forward-looking urban development with ambitious future-oriented projects. According to the article of Vladyslav Tymynskiy, Urs Thomann, and Van de

Wetering “Contemporary urban development in Ukraine: the Vinnytsia case”, one of the first Ukrainian cities taking over urban development in its own hands was the city of Vinnytsia. The reason for an own, locally elaborated and implemented urban development strategy was the existing General Plan (the City masterplan), proposing large urban extensions, causing an enormous growth of traffic. Large investments in the traffic infrastructure would have been necessary: three new bridges crossing the Southern-Bug-River and two new bridges crossing the railroad were proposed by the General Plan to complete outer and inner ring roads. At inner city locations new flyovers for crossroads and pedestrian-tunnels were proposed, in order to augment the traffic capacity. However, this development was not only far too expensive for the city; it would also have been the contrary to the development of an attractive, sustainable city, envisioned by the city government.

In an intensive one-and-a-half year process, invited specialists in integrated mobility and urban planning Van de Wetering Atelier für Städtebau and mrs partner designed Vinnytsia’s Integrated Urban Transport and Spatial Planning Strategy, in tight collaboration with local urban planning authorities, local partners and stakeholders.

A part of the strategy’s elaboration was an actor-oriented approach. A specific emphasis has been made on organizing an efficient participation of all main groups involved in the strategic urban development of Vinnytsia: departments of traffic planning, public transport, urban development, landscape planning, members of the City Council, local professionals and representatives of educational institutes and NGOs. With clear plans and images different possible development strategies were constructively discussed during several common workshops. Also a direct coordination between the external and local professionals in charge was set up.

In the development strategy, historic structures, which have an important meaning for the local identity, are revaluated and integrated within the city structure. Landscape elements such as the shores of the Southern-Bug River and many small tributary creeks are made better accessible for recreation and contribute to the livability and quality of the adjacent neighborhoods. Profound treatment of the territory also implies preserving diversity of housing environs and district structures which were shaped by the landscape. The strategy reinforces a varied range of housing forms, which is an important factor for attractiveness of a contemporary city. With this approach, the «garden city» character of the hilly districts is preserved and the urban character of the districts in the flat areas will be redeveloped.

Sustainability and cost-efficiency of Vinnytsia’s strategy are established by clear, simple, efficient and pragmatic solutions. Its visibility with plans, images and reports, the direct link between overall strategy and precise projects and the cooperative character of the strategy’s elaboration resulted within a short time to the first implementations and visible changes (for instance the recent

redesign of Soborna Street). Very much rewarded was the aversion to a glossy «high-end» urbanism and the focus on ambitious, but tactful, simple and realizable urban projects.

The Integrated Urban Transport and Spatial Planning Strategy for the city of Vinnytsia is not only an interesting example for other Ukrainian cities of how sustainable, qualitative, cost-efficient urban development on local level can be reinforced. Lessons could be also learned by foreign cooperation organizations, whose integrated urban development projects often are too much considered as a management task, emphasizing organizational processes and lacking inspiring ideas, concrete results and local implementations. To make possible new directions in urban development in Ukraine, more engagement for similar projects would be needed.

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DEVELOPMENT OF ECOLOGICAL TOURISM IN UKRAINE: PROBLEMS AND PROSPECTS

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The tourism sector is one of the strategic sectors of the economy, which has an impact on further socio-economic development of the state. However, the formation of the tourist market requires the presence of a number of components of the tourism industry, and the availability of a tourist and recreational potential is not a guarantee of a successful development of the national tourism.

Eco-tourism is one of the branches of the world tourist industry, which is rapidly developing today. According to WTA forecasts, eco-tourism is one of the five main strategic directions of tourism development until 2020 [1].

The recreational and tourist potential of Ukraine is unlimited for the possibilities of organizing ecological tourism. It should be noted that this is a special trend of the last few years having a rapid pace of development.

The works of domestic and foreign authors, namely, O. O. Beidyk, I. V. Berezna, O. O. Lyubitseva [2], M. P. Malskaya, T. I. Tkachenko, I. M. Balabanova, Yu. O. Vedenina, I. V. Zorina, N. I. Kabushkina, V. O. Kvartalnova, V. S. Preobrazhensky, D. Fletcher, etc. are devoted to studying of tourism, including the ecological one.