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**COMPARATIVE ASSESSMENT OF LEVEL AND POTENTIAL  
RECREATIONAL AND TOURIST DEVELOPMENT OF AREAS AND  
CITIES OF REGIONAL VALUE OF ODESSA REGION**

Results of estimation and the analysis of potential of recreational and tourist development of administrative and territorial units of regional level of management are presented in article, in particular, of areas and the cities of regional value of Odessa region, in comparison with the modern level of recreational and tourist development of the specified units.

Potential of recreational and tourist development of areas and cities of regional value of Odessa region it is estimated according to degree of suitability of the territory before development of the priority tourist directions: medical and improving, recreational and improving, cultural and informative and other types (including sports, rural and green). Acted as the main indicators of estimation: recreational assessment of climatic indicators, mineral waters and dirt, brines of estuaries, landscape; existence of an exit to the coast of the Black Sea and the reservoirs suitable for beach rest; quantity of instructions and objects of culture, natural and historical instructions; existence of natural and reserved fund, hunting grounds etc.

Estimation of a modern level of development of a recreational and tourist complex of territories is executed in such directions: an ecological condition of the territory, a condition of development medical and improving, recreational, sports, cultural and informative and the social directed tourism. Acted as the corresponding indicators, in particular: recreational and technogenic load of the territory; capacity of sanatorium, improving and recreational establishments; existence of specialized rounds, excursions and other tourist offers, club establishments; child care and youth sanatorium and recreational facilities.

Comparison of results of estimation in the specified two directions and their quantitative analysis allowed to draw a conclusion that direct dependence of a level of development of a recreational and tourist complex of administrative units of Odessa region on the capacity of their territories it isn't observed. Recreational capacity of the territory isn't a sufficient condition of successful functioning of recreational branch yet. Success is defined by efficiency of use of this potential, activity of creation and advance of a tourist product rather, as it is necessary to consider during the determining of priority zones of development of tourism and creation of strategy of their development.

**Keywords:** recreational resources, potential of recreational and tourist development, recreational and tourist complex.

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## **ПОРІВНЯЛЬНА ОЦІНКА РІВНЯ ТА ПОТЕНЦІАЛУ РЕКРЕАЦІЙНО-ТУРИСТИЧНОГО РОЗВИТКУ РАЙОНІВ І МІСТ ОБЛАСНОГО ЗНАЧЕННЯ ОДЕСЬКОЇ ОБЛАСТІ**

У статті представлено результати аналізу й оцінювання потенціалу рекреаційно-туристичного розвитку адміністративно-територіальних одиниць обласного рівня управління, зокрема, районів і міст обласного значення Одеської області у порівнянні із сучасним рівнем рекреаційно-туристичного розвитку зазначених одиниць.

Потенціал рекреаційно-туристичного розвитку районів і міст обласного значення Одеської області оцінено відповідно до ступеню придатності території для розвитку пріоритетних напрямів туризму, а саме: лікувально-оздоровчого; рекреаційно-оздоровчого; культурно-пізнавального; інших видів (у тому числі спортивного; сільського та зеленого). Основними індикаторами

оцінювання виступили: рекреаційна оцінка кліматичних показників, мінеральних вод і грязей, ропи лиманів, ландшафту; наявність виходу до узбережжя Чорного моря та водойм, придатних для пляжного відпочинку; кількість пам'яток і об'єктів культури, природних та історичних пам'яток; наявність природно-заповідного фонду, мисливських угідь та ін.

Оцінювання сучасного рівню розвитку рекреаційно-туристичного комплексу територій здійснено за такими напрямками: екологічний стан території, стан розвитку лікувально-оздоровчого, рекреаційного, спортивного, культурно-пізнавального та соціально-спрямованого туризму. Відповідними індикаторами виступили, зокрема: рекреаційно-техногенне навантаження на територію, ємність санаторно-курортних, оздоровчих і рекреаційних закладів; наявність спеціалізованих турів, екскурсій та інших туристичних пропозицій, клубних закладів; наявність дитячих та молодіжних санаторно-курортних і рекреаційних закладів.

Порівняння результатів оцінювань у зазначених двох напрямках та їх кількісний аналіз дозволили дійти висновку, що прямої залежності рівню розвитку рекреаційно-туристичного комплексу адміністративних одиниць Одеської області від потенціалу їх територій не спостерігається. Рекреаційний потенціал території ще не є запорукою успішності функціонування рекреаційної галузі, яка скоріше визначається ефективністю використання цього потенціалу, активністю створення і просування туристичного продукту, що необхідно враховувати при визначенні пріоритетних зон розвитку туризму и створенні стратегії їх розвитку.

**Ключові слова:** рекреаційні ресурси, потенціал рекреаційно-туристичного розвитку, рекреаційно-туристичний комплекс

**Сенча Сергей Анатольевич**

**СРАВНИТЕЛЬНАЯ ОЦЕНКА УРОВНЯ И ПОТЕНЦИАЛА  
РЕКРЕАЦИОННО-ТУРИСТИЧЕСКОГО РАЗВИТИЯ РАЙОНОВ  
И ГОРОДОВ ОБЛАСТНОГО ЗНАЧЕНИЯ ОДЕССКОЙ ОБЛАСТИ**

В статье представлены результаты оценивания и анализа потенциала рекреационно-туристического развития административно-территориальных единиц областного уровня управления, в частности, районов и городов областного значения Одесской области, в сравнении с современным уровнем рекреационно-туристического развития указанных единиц.

Потенциал рекреационно-туристического развития районов и городов областного значения Одесской области оценено в соответствии со степенью пригодности территории до развития приоритетных туристических направлений: лечебно-оздоровительного, рекреационно-оздоровительного, культурно-познавательного и других видов (в том числе спортивного, сельского и зеленого). Основными индикаторами оценивания выступили: рекреационная оценка климатических показателей, минеральных вод и грязей, рапы лиманов, ландшафта; наличие выхода к побережью Черного моря и водоёмов, пригодных для пляжного отдыха; количество памятков и объектов культуры, природных и исторических памятков; наличие природно-заповедного фонда, охотничьих угодий и т. д.

Оценивание современного уровня развития рекреационно-туристического комплекса территорий выполнено по таким направлениям: экологическое состояние территории, состояние развития лечебно-оздоровительного, рекреационного, спортивного, культурно-познавательного и социально-направленного туризма. Соответствующими индикаторами выступили, в частности: рекреационно-техногенная нагрузка на территорию; ёмкость санаторно-курортных, оздоровительных и рекреационных учреждений; наличие специализированных туров, экскурсий и других туристических предложений, клубных учреждений; детских и молодежных санаторно-курортных и рекреационных учреждений.

Сравнение результатов оценивания в указанных двух направлениях и их количественный анализ позволили сделать вывод, что прямой зависимости уровня развития рекреационно-туристического комплекса административных единиц Одесской области от потенциала их территорий не наблюдается. Рекреационный потенциал территории ещё не является достаточным условием успешного функционирования рекреационной отрасли. Успешность скорее определяется эффективностью использования этого потенциала, активностью создания и продвижения туристического продукта, что и необходимо учитывать при определении приоритетных зон развития туризма и создании стратегии их развития.

**Ключевые слова:** рекреационные ресурсы, потенциал рекреационно-туристического развития, рекреационно-туристический комплекс

*Formulation of the problem.* The changes started in public regional policy and decentralization require from regions and communities active search and use of their own resources for regional development. Nowadays at the forefront is the ability of regions to step up internal reserves of their areas and communities. The key to success of socio-economic development is the identification of promising areas of this development, the relevant "points of growth", and promotion of investment potential and stimulation of capital investment by providing certain preferences to investors.

For Odessa region one of the most promising areas is the development of the tourism industry. The territory of Odessa oblast, especially its coastal strip has high recreational natural resource potential, particularly, warm climate, sea beaches, healing mud, mineral water, brine estuaries and lakes, unique natural complex - water area and coastal estuaries and lakes, hunting and fishing lands. The natural resources of the oblast determine the suitability of its territory for spa treatment and rehabilitation, family beach and active youth recreation.

Successful planning and management of recreation industry depends primarily on adequate evaluation of quantitative and qualitative characteristics of recreational

resources that is why the characteristics of recreational resources of the Odessa region are highlighted in many publications.

However, it should be noted that to provide assessment of the recreational potential of any territory is not enough for areas of tourism priority development because it does not allow to determine how to use the potential effectively, how to create and promote tourism product actively. Therefore, a comparative evaluation of recreation potential and the tourism development of individual administrative districts remain problematic.

***Analysis of recent research and publications.*** Different methods of territorial recreational-tourism potential evaluation are thoroughly described in the works of Ukrainian scientists: M.Boyko, V.Horun, H.Pylypenko, O.Tsurkan and others. Much attention of scientists in their research of territorial conditions for development of tourism is given to the analysis and assessment of the level of development of individual administrative units and resources of the studied areas, particularly in the works of Yu.Leont'yeva, I.Morozenko, O.Snyehirova. The works of A.Holovchan are dedicated to the issues of assessment of socio-economic efficiency of the local tourist destinations. The research by S.Halasyuk is devoted to evaluation of the current state of development of tourism services providers.

However, among the numerical selection of scientific papers, the issue of analysis and evaluation of recreational and tourist potential of individual administrative and territorial units of Odessa oblast compared to the current level of recreational and tourist development of these units, remained outside the scientific interests of researchers.

***The aim of the article*** is to provide an analysis and assessment of recreational and tourist potential of administrative-territorial units at oblast level of management, in particular, of rayons and cities of oblast importance of Odessa oblast (hereinafter - administrative unit) compared to the current level of recreational and tourist development of these units.

***Basic material.*** Evaluation of *recreational and tourist potential* of administrative units of Odessa oblast was carried out according to the degree of

suitability of areas for tourism development priorities, namely health and fitness; recreation and fitness; cultural and educational; other types of tourism (including sports, agriculture and green tourism). The information sources for the evaluation were: the results of natural recreational resources of the Odessa oblast study, which were done by V.V.Horun, GP Pylypenko and O.I.Tsurkan [4-7]; the scheme of territories planning of health resort and recreational allocation in Odessa oblast [12]; Ecological passport of Odessa oblast [8]; tourist sites of Odessa oblast and of its administrative units.

*Suitability of the administrative unit for the development of medical and health tourism* was estimated by the following indicators: recreation score of climatic indicators; recreational score of mineral water; the presence of mineral mud (brine); availability of spa areas.

Recreational assessment of climate indicators is a composite score consisting of such scoring as: the average temperature in July, the average water temperature, humidity, intensity of total solar radiation, the duration of sunshine a year, wind speed, the number of days in the year when the temperature is not less than 15° C, the length and duration of the period of heliotherapy and beach season [6]. Recreation score of mineral water was carried by the number of sources, their threshold capacity (seats/treatment) and degree of mineralization of water [6, 7].

According to the assessment, the most suitable for the development of medical and health tourism were: the city of Odessa, Bilgorod-Dnistrovskiy, Kominternivskiy, Ovidiopolskiy and Tatarbunarskiy rayons due to the presence of mineral water and/or mud treatment sources on their territory. The next group of relatively average fitness area to the development of medical and health tourism was: the towns of Bilgorod-Dnistrovskiy, Izmail, Illichivsk, Yuzhne and Kotovsk and rayons: Anan'ivskiy, Artsyzkiy, Bilyaevskiy, Izmailskiy, Kiliyskiy, Reniyskiy and Saratskiy. This is due to the presence of the only one category of medical natural resources on their territory, or (as in the town of Izmail) with high environmental recreational assessment of climate resources. The rest of the administrative units that have relatively low

suitability for the development of medical and health tourism were included into the next group.

It should be noted that in the Odessa oblast there are no administrative units which are inapplicable for this type of tourism, because at least according to one indicator - recreational assessment of climatic conditions - they are higher than most similar administrative units in Ukraine.

*Suitability of administrative units for the development of recreational and health tourism* was estimated by the following indicators: recreation score climatic indicators; recreational assessment of the landscape; availability of access to the Black Sea; availability of water ponds suitable for bathing and beach holidays.

Recreational assessment of climate indicators as an indicator was taken into account and described above, however, this indicator is also important for the development of recreational and health tourism, and therefore it is counted as part of the indicators for the second indicator. Recreational landscape assessment was carried out by the density and depth of dissection, steep slopes, easy approaches to water acidity, and water logging and plowed [7]. Having access to the Black Sea was estimated by length of shoreline, the presence of water ponds, suitable for a beach holiday - according to their actual presence [12].

The most suitable for the development of recreational and health tourism were: the city of Odessa and Bilgorod-Dnistrovskiy, Bilyaevskiy, Izmailskiy, Kiliyskiy, Kominternivskiy, Ovidiopol'skiy, Reniyskiy and Tatarbunarskiy rayons. The next group of relatively average fitness area to the development of recreational and health tourism were the towns of Bilgorod-Dnistrovskiy, Izmail, Illichivsk, Yuzhne and Kotovsk and such rayons as: Anan'ivskiy, Bolgradskiy Tarutinskiy. To the next group the rayons with relatively low suitability for development of recreational and health tourism were enrolled: Baltskiy, Savranskiy, Ismailskiy, Artsyzkiy and Saratskiy.

*Suitability of administrative units for the development of cultural tourism* was evaluated by the following indicators: the number of cultural monuments; the number of natural attractions; number of cultural objects; amount of religious objects.



The most suitable for the development of cultural tourism was the city of Odessa. Bilgorod-Dnistrovskiy and Illichivsk and such rayons as: Anan'ivskiy, Artsyzkiy, Bilyaivskiy, Kiliskiy, Kominternivskiy, Ovidiopolskiy, Saratskiy, Tatarbunarskiy construct the next group of relatively average fitness areas to the development of cultural tourism. The other administrative units made up a group with relatively low suitability for the development of cultural tourism.

*Suitability of administrative units for the development of other types of tourism (sports, agriculture, green tourism)* was evaluated by the following indicators: recreation score of climatic indicators; recreational assessment of landscape; the availability of natural reserve fund (area, km<sup>2</sup>); availability of hunting grounds (area, km<sup>2</sup>); the number of natural attractions [8,12].

According to the evaluation the most suitable for the development of sport, green, and other types of tourism were: the city of Odessa, Bilyaivskiy, Kiliyskiy, Kominternivskiy Tatarbunarskiy rayons. Bilgorod-Dnistrovskiy, Izmailskiy, Ovidiopolskiy, Reniskiy, Saratskiy and Tarutinskij rayons constitute the next group of relatively average fitness area for the development of sport, green and other tourism. Less suitable areas for the development of sport, green, and other types of tourism were; the towns of Bilgorod-Dnistrovskiy, Izmail, Illichivsk and Yuzhne and rayons: Anan'ivskiy, Artsyzksy, Baltskiy, Berezovskiy, Bolgradskiy, Velykomykhailivskiy, Ivanivskiy, Kotovskiy, Krasnooknyanskiy, Lyubashivskiy, Mykolaiivskiy, Rozdilnyanskiy, Savranskiy, Shyryayivskiy and Frunzivskiy. The next group enrolled the administrative units that have relatively low suitability for sports, green, and other types of tourism: Kotovskiy and Kodymskiy rayons.

Summarised assessment of recreational and tourist potential of administrative units of Odessa oblast was obtained as the average of the four indicators described above.

Evaluation of the *current level of recreational and tourist development* of administrative units of Odessa oblast was carried out in the following directions: the environmental condition of the territory; state of medical, health and recreational tourism; the state of sports tourism development (by types of tourism); the state of

cultural tourism development (by types of tourism); state of social-directed tourism development. Selection of appropriate indicators was done from the analysis conducted in scientific papers researching the status of the tourism and recreational development [1, 2, 9-11, 13].

Regarding different elements of characteristics' measurement of the development of tourism in these areas, the valuation assessment was carried out by the formula:

$$x_i = \sum_{j=1}^m \frac{x_{ij} - \min_{i=1,n} x_{ij}}{\max_{i=1,n} x_{ij} - \min_{i=1,n} x_{ij}}$$

where

$x_i$  - evaluation of certain characteristics of the object (rayon, city/town);

$x_{ij}$  - assessment  $i$  - of the object  $j$ - that indicator;

$i$  - number of the object of evaluation;

$j$  - number of the indicator;

$n$  - number of objects of evaluation;

$m$  - number of indicators [10].

*Ecological conditions* are assessed on the basis of recreational and anthropogenic impact according to the following indicators: the density of tourists (persons/km<sup>2</sup>); density of beds (beds/km<sup>2</sup>); density of the harmful emissions (kg/km<sup>3</sup>); density of waste I - III danger class (kg/km<sup>2</sup>).

As the result the division of administrative units of Odessa oblast due to categories was obtained. Anan'ivskiy, Berezovskiy, Ivanivskiy, Kodymskiy, Kotovskiy, Krasnooknyanskiy, Mykolayivskiy, Savranskiy, Tarutinskiy and Frunzivskiy rayons belong to units, which are the most suitable for the development of tourism in terms of the current ecological status. The city of Odessa, Izmail, Illichivsk, and Berezovskiy and Ivanivskiy rayons belong to units in which there is the largest environmental condition that prevents the development of tourism.

*The state of medical and health tourism and recreational tourism* was estimated by the following indicators: the number of the leading spa facilities; the capacity of health institutions; capacity of recreational facilities.

For the evaluation of absolute leaders in terms of "the state of medical, health and recreational tourism" were the city of Odessa and Bilgorod-Dnistrovskiy and Bilgorod-Dnistrovskiy rayon. Ovidiopol'skiy rayon is in the next group by a considerable estrangement.

The territories with the development of medical, health and recreation tourism were Kiliyskiy, Kominternivskiy and Tatarbunarskiy rayons. In other administrative units of Odessa oblast the studied indicator is extremely low.

*The state of sports tourism according to its types* was estimated by the following indicators: the state of water tourism development; the state of cycling; the state of automobile tourism development; the state of the equestrian (horse) tourism; the state of the adventure tourism (hunting, fishing, gathering mushrooms, berries, plants, etc.); the state of extreme tourism. Thus the main focus was directed to identify the relevant specialized tours, excursions, accommodation facilities, clubs etc.

According to the results of the evaluation the tremendous conditions for the development of sports tourism were created in the city of Odessa; at the average level there is sports tourism represented in Bilgorod-Dnistrovskiy, Kiliyskiy, Ovidiopol'skiy and Kominternivskiy rayons; in Anan'ivskiy, Bilyayivskiy, Izmail'skiy and Rozdilnyanskiy rayons the sports tourism is at the primary level; in other administrative units there are no conditions for the development of sports tourism.

*The state of cultural and educational tourism as for its types* was estimated by the following indicators: the state of historical and archaeological tourism; the state of ethnographic tourism; the state of rural tourism development; the state of green (ecological) tourism; the state of the wine, gastronomic tourism; the state of the event tourism; the state of religious tourism. In addition to these indicators, the activity in using existing tourist facilities within the respective tours and excursions, the number and variety of specialized travel deals was also taken into account in assessing.

As the result in evaluating the current state of cultural tourism development, the leaders were the city of Odessa and Kiliyskiy and Bilgorod-Dnistrovskiy rayons. It is worth to note that the city of Odessa has been praised by the development of event tourism and the presence of a relatively large number of tour routes and recreational facilities, and Kiliyskiy and Bilgorod-Dnistrovskiy rayons - due to fairly uniform development of agriculture, green, and ethnographic tourism. In the next group with the considerable avulsion from the leaders are. Bilgorod-Dnistrovskiy town, Baltskiy, Tarutinskiy and Ovidiopol'skiy rayons. The territories with inadequate development of cultural tourism were Ismail'skiy, Kominternivskiy, Reniyskiy, Saratskiy, Tatarbunarskiy and Shyryayivskiy rayons. In other administrative units the studied indicator is extremely low.

*The state of social-directed tourism development* was investigated by the following indicators: number of children's sanatoriums and recreational facilities; the number of youth recreational facilities; number of recreational facilities for persons with disabilities.

As the result of evaluation the tremendous conditions for socio-directed tourism were created in the city of Odessa; this kind of tourism is represented in Anan'ivskiy, Baltskiy and Bilgorod-Dnistrovskiy rayons (basically, they are children's summer camps), but clearly at the insufficient level; in other administrative units the conditions for socio-aimed tourism were not created.

The summarised assessment of the current level of recreational and tourist development of administrative units of Odessa oblast was obtained as the average meaning of the five indicators described above.

The city of Odessa has obtained the highest assessment of recreational-tourism development (0.524 points). Bilgorod-Dnistrovskiy rayon is the next in the ranking (0.407 points). Further with considerable evulsion from these leaders (with estimates of 0.286 to 0.200 points) is a group of such administrative units as: Kiliyskiy, Anan'ivskiy, Baltskiy rayons, the town of Bilgorod-Dnistrovskiy, and Tarutinskiy, Kominternivskiy, Tatarbunarskiy, Mykolayivskiy, Savranskiy, Berezovskiy, Frunzivskiy, Kodymskiy, Ivanivskiy, Kotovskiy, Krasnooknyanskiy rayons. The next

group according to rating (with grades from 0.179 to 0.100) is: Shyryayivskiy, Saratskiy, Ovidiopolskiy, Velykomykhailivskiy, Bolgradskiy Artsyzkiy, Lyubashivskiy, Reniyskiy, Rozdilnyanskiy rayons and towns of Yuzhne and Kotovsk. The group with the lowest rating (from 0.092 to 0.055) are Izmailskiy and Belyayivskiy rayons and towns of Illichivsk and Izmail.

As a result of evaluation of recreational and tourist development of administrative units in Odessa oblast it was found much differentiation. Thus at the highest level there is only the city of Odessa, at the sufficient level there is only Bilgorod-Dnistrovskiy rayon. The revealed unevenness allows to speculate that the level of recreational and tourist development depends mainly on the availability of recreation and tourism resources. The comparison of assessments in these two areas is presented in Figure1.

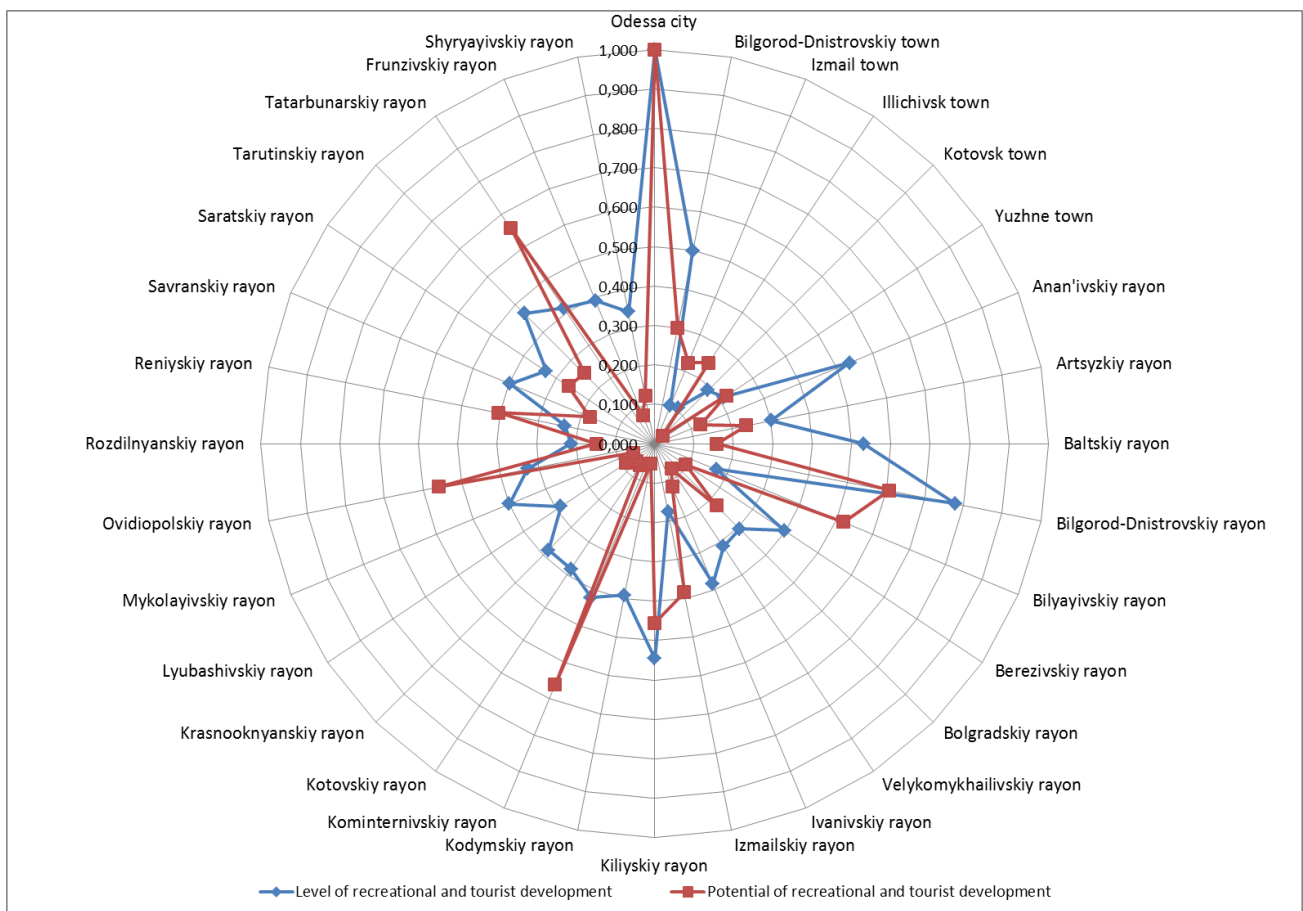


Figure 1 - Comparison chart of the current level and potential recreational and tourist development of the administrative units of Odessa oblast.

According to Figure 1 one can conclude that the assumption of the dependence of recreational and tourist development of the administrative units of Odessa oblast on recreational and tourism potential of their territories are not true for all objects which were analyzed. Thus, the two scores of estimation are coinciding only for the city of Odessa; for other rayons, this estimation is different. Visual relevant conclusions are supported by quantitative analyses, the methods of which were proposed in this research [3]:

- calculated index of correlation by Spearman according to estimation of the level of recreational and tourist development is 0.479, indicating the presence of only a weak link between the studied objects;

- index of determination, in turn, is equal to 0.2298, which indicates that only 22.98% of the variation ratings of recreational and tourist development explains the variation of recreational and tourist potential.

Thus, *the level of recreational and tourist development is higher than the potential* for such administrative units, as the towns of Bilgorod-Dnistrovskiy and Kotovsk and such rayons as Anan'ivskiy, Artsyzkiy, Baltskiy, Bilgorod-Dnistrovskiy, Berezivskiy, Bolgradskiy, Velykomykhailivskiy, Ivanivskiy, Kiliyskiy, Kodymskiy, Kotovskiy, Krasnooknyanskiy, Lyubashivskiy, Mykolayivskiy, Rozdilnyanskiy, Savranskiy, Saratskiy, Tarutinskiy, Frunzivskiy and Shyryayivskiy.

*The level of recreational and tourist development is below the corresponding potential* for administrative units such as: the towns of Izmail, Illichivsk, Yuzhne and such rayons as Bilyayivskiy, Izmailskiy, Kominternivskiy, Ovidiopolskiy, Reniyskiy and Tatarbunarskiy.

To make a grouping of administrative units by generalized assessments of potential and current level of recreational and tourism development the defined meanings and the limited intervals of the mentioned scores were calculated [3]. As the result the grouping of administrative units of Odessa oblast was obtained and presented in Table 1.

Table 1

Grouping of territorial units of Odessa oblast on their generalized assessments of potential and current level of recreational and tourism development.

		<i>Level of recreational and tourism development</i>				
		low	initial	satisfactory	relevant	stable
<i>Potential of recreational and tourism development</i>	highest					the city of Odessa
	high	Bilyayivskiy rayon	Kominternivskiy, Ovidiopolskiy, Tatarbunarskiy rayons		Bilgorod-Dnistrovskiy rayon	
	relevant	the towns of Izmail, Illichivsk, Yuzhne, Izmailskiy, Reniyskiy rayons	Artsyvskiy, Bolgradskiy, Saratskiy rayons	the town of Bilgorod-Dnistrovskiy, Kiliyskiy, Tarutinskiy rayons		
	irrelevant	the town of Kotovsk, Rozdilnyanskiy rayon	Berezivskiy, Velykomykhailivskiy, Ivanivskiy, Kodymskiy, Kotovskiy, Krasnooknyanskiy, Lyubashivskiy, Mykolayivskiy, Savranskiy, Frunzivskiy, Shyryayivskiy rayons	Anan'ivskiy, Baltskiy rayons		

***Conclusions and recommendations for further research.*** The analysis and evaluation of potential recreational and tourist development of rayons and towns of oblast importance of Odessa oblast in comparison to the current level of recreational and tourist development suggest that determination of the direction, features and ways of further development of these administrative units should be based on the current level and potential of recreational and tourist development, as well as to the extent of these characteristics.

Prospects for further research are in the development on the basis of assessments of appropriate strategies of recreational and tourist development of rayons and towns of oblast importance centers of Odessa oblast, in dissemination of experience obtained in this work at the inter-regional level.

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