

**MANAGEMENT ISSUES IN ECOLOGICAL PROBLEMS OF TOURISM  
INDUSTRY IN ODESSA**

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**Annotation:** As of the beginning of 2015 in Kiev there were 157 hotel enterprises. This indicator is constantly increasing. In order to understand the trends

in the estimated scale of the hotel business impact on the environment and the consumption of diverse resources, a study of global tourism trends is required.

Odessa is the third most populous city of Ukraine and a major tourism center, seaport and transportation hub located on the northwestern shore of the Black Sea. As this city is located near the sea the climate is really soft annual average temperature here is +10.5°C here.

It is also the administrative center of the Odessa Oblast and a multiethnic cultural center. Painters, poets, architects and sculptors were always inspired by this beautiful city. You could come in place of opera theater, monuments and steps of culture. In case of location and mixing of culture there is an amazing atmosphere there. And the maximum point of it you could see on local market “Privoz”. Here you can taste different fruits, vegetables and the head of this place- see products. People of Odessa call it Odessa-mama and they know the thing about having fun. All locals and many other people are sure, that Odessa is city of festivals and parties. The best example is annually since 2010 Odessa International Film Festival. Also locals are humorists they even have local holiday called “Humorina” Warm sea breath, sunny beaches, beautiful near-coast view and healing dirt from the salt leman- are all what Odessa have as for healthy tourism. More-over you could walk by “The way of health” which extends by 6km.

The main architectural styles of Odessa are: neoclassicism, modern, postmodern, constructivism. In Odessa is located famous Pot’omkinskaya stairs which now has 192 steps.

**Conclusion.** To improve the economic performance of the border area through diversification and modernisation in a sustainable manner of cross-border tourism in the Lower Danube region of Ukraine. Tourism destination Odessa needs:

- Enhanced capacity of the tourism sector to develop and provide sustainable tourism offers;
- A network of cross-border sustainable tourism stakeholders initiative;

- Significantly improvment of information about and access to local attractions;  
Promotion of eco tourism in Odessa
- Develop brand identity for Odessa;
- create international information portal set up in Internet.