

MANAGEMENT STRATEGIC FOR DEVELOPMENT OF SUSTAINABLE TOURISM IN KYIV

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Annotation: As of the beginning of 2015 in Kyiv 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.

Ukraine has intensified its cooperation with other countries since gaining its independence. Nearly 30 international treaties have been signed. Intensive work has been accomplished to develop bilateral agreements with neighbouring countries and the former Soviet republics. The Ministries of Foreign Affairs, and Environmental Protection and Nuclear Safety coordinate international cooperation and trade activities related to sustainable development.

Ukraine supports the general strategy outlined in the Action Plan for Central and Eastern Europe and its basic principles consisting of:

- integration of environment into economic reconstruction in order to achieve sustainable development;
- development of institutional capacity and an efficient legal and administrative framework; and
- immediate assistance programmes comprising actions for regions in imminent environmental danger.

Kyiv as the capital of Ukraine is the most attractive and popular tourist destinations of the country. Kiev has favorable economic and geographical location because it is located at intersection of railway networks, highways and airways that is very important for development of foreign economic and cultural relations. Kiev has one of the country's largest historic and cultural potential. On its territory there are over 2000 monuments of history and culture. Among them 39 - of international importance including built in XI-XII centuries St Sophia Cathedral and Complex of Buildings of Kiev-Pechersk National Historical and Cultural Reserve (Kiev-Pechersk Lavra) which listed in World Heritage Sites List.

Registry of Cultural Heritage in Kiev includes 380 monuments, 23 archeological sites, 25 historic sights and 9 monumental art attractions. In the city are more than 100 museums including 32 museums of municipal subordination (fund of more than 2 million exhibits), 33 theaters and theatrical studios, 53 religious buildings, 141 libraries, 19 concert organizations, circus. In Kiev there are 194 accommodation facilities which include 157 hotels (29% of all hotels in Ukraine). In tourism market involved over 2500 businesses (24% of the total tourism businesses in Ukraine). Because of good geopolitical location Kiev is opened for foreign tourists. Therefore every year it is visited by at least 1.5 million of foreign nationals.