

## CRIMEA'S TOURISM POTENTIAL

**A. Korneychuk**

*National University of Food Technology*

Annually, about 5 million people visit Crimea either to have holidays or get medical treatment. Crimean Peninsula is located in the southernmost part of Ukraine and is washed by the Black Sea and the Sea of Azov. The Peninsula is joined with the mainland by narrow Perekop Isthmus. Both seas form climate of Crimea. Healthy climate is the main treasure of this peninsula region.

Recreation potential of Crimea is really unique. This Potential includes, first of all, natural health and recreation resources. The main factors are subtropical climate and evergreen plants of the Crimean Southern Coast, as well as salty lakes with great resources of therapeutically healthy silt peloids, various hill therapeutic muds, bentonite clays and mineral waters of Western and Eastern Crimea. Today development of sanatorium and resort activity in Autonomous Republic of Crimea is of utmost priority. There are 13 resort regions in Crimea, 750 sanatoriums, resorts, and hotels, and over 2000 minor hotels as well. Some 400 travel objects are open all the year round, while other 400 are open only during seasons. More than 170 landscape objects and landmarks, various relief and natural peculiarities make development of different tourism kinds a very good perspective. There are a total of more than 12 horse riding bases and camps. Six state reserves, 29 game reserves, out of which 16 are of state importance, 87 natural landmarks, 13 of which are of state importance, as well as 10 reserve landmarks constitute natural reserve fund of the Autonomous Republic. Crimea's most famous resort town is Yalta, which became a prestigious vacation destination in 19th century Tsarist Russia after the first road was built from Simferopol. Sevastopol, Alushta, Sudak, Feodosiya, Yevpatoriya, Saki, Koktebel, and Feodosiya are also well-known resorts. Sevastopol on the west end of the peninsula is more of a regular city than a resort; it is a navy town with shipyards and the headquarters of Russia's Black Sea fleet.

Crimea's history is extremely complex and reaches back to antiquity and even prehistory. There are 11500 historical, cultural and architectural monuments in Crimea, which relate to different historical epochs, civilizations, ethnical groups, and religions. Most striking of them are complexes of cave towns and monasteries, Genoese fortresses, palaces and garden-park ensembles which all are used as tourist attractions.

Various kinds of travel to be developed in Crimea include walking tourism, jeep-safari travel, automotive tourism, bike travels etc. Moreover, such kinds of travel as hunting, scientific and religious tourism gain even more popularity in Crimea. Extreme kinds of tourism are represented by various aircraft clubs, mountain-climbing and speleological clubs. Horse tourism is developed significantly. Crimea has a very advantageous seaside location, what makes development of marine tourism possible. Sea ports of such cities as Yalta and Sevastopol participate in cruise program with

large cruise ships visiting these harbours. International cruise companies participating in the program include “Holland America”, “Princess Cruise”, “Silver Cruise”, “Royal Olympic” and others. Being a unique recreation area, Crimea has a very great cultural and historical importance. Travel agencies of the Peninsula develop tours devoted to culture, traditions and everyday life of nations which had inhabited Crimea. Travel agencies conduct historical festivals and holidays. It is impossible to imagine time spent in the Crimea without discovering the beauty of the Crimean wine culture. If a guest who comes to the Crimea is a wine gourmet, the famous wine tours are for sure a must-see item in his or her itinerary. The history of wine-making in the Crimea can be traced back to the times of the Crimean Ancient Greeks. Archaeologists indicate that grapes have been cultivated on the peninsula since the VII-VI BC. Production of Crimean wine-making industry boasts a successfully great demand throughout the world. Leading wine-producers – JSC “Massandra”, Inkerman Wine Plant, “Novy Svet” Champagne Plant, “Koktebel” Wine and Cognac Plant, CE “Dionis”, “Magarach” Institute of Wine and Vine-Growing, JSC “Solnechnaya Dolina” – specialize in making of top-quality wines. The Crimean Mountains, sea coastline and extended road network attracts even more organizers of such sport events like mountain climbing, diving, automotive, motorbike, and bicycle competition attracting great amounts of participants, fans and visitors, including holiday-makers. Yacht travel tourism is of not less interest. There are 5 yacht-clubs in Crimea located in Balaklava, Yevpatoria, Feodosiya, Kerch, and on coasts of the Azov Sea. A yacht marine club is under construction in Alushta. The fact that such attractions appear and are developed in Crimea represents a point of great interest for foreign yachtsmen. Automotive tourism is viewed as one of the most promising travel activities. Amount of car travelers keeps growing from year to year and they have various motels, camping sites, filling stations and service centers at their service.

Autonomous Republic of Crimea is one of the top-ten Ukrainian regions which are most attractive for foreign investments. Crimea is famous for various festivals, both traditional and modern. These are festivals of classic music and theatrical art, cinema festivals and literature forums. Most popular events are “Kazantip” Music Festival, and new festival of pop music called “Crimea Music Fest”; Firework Festival in Yalta and “Genoese Helmet” Reenactment Festival in Sudak, as well as Aeronautics Festival in Feodosiya and “Jazz Koktebel” Festival and many others both already famous and yet new. Welcome to Crimea!

#### References:

1. <http://www.tryukraine.com/crimea.shtml>
2. <http://www.traveltoukraine.org/crimea/types-of-tourism.php>
3. <http://www.ukrainaviaggi.it/en/crimea/tourism-in-crimea>