

TOURISM IN THE CHERNIVTSI REGION

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Chernivtsi region, or as it is called, North Bukovyna, is located in southwestern Ukraine and borders on Ivano-Frankivsk, Ternopil, Khmelnytsky and Vinnytsya regions of Ukraine. In the province there is a frontier between Ukraine and Romania and Moldova. City of Chernivtsi is an administrative, economic, and cultural and tourist center of the region; it is located at the distance of 40 km from Romania.

The region is a land of diversified tourism. The land has favorable climatic conditions and high recreational potential for development of winter and summer kinds of leisure. It combines pictorial mountain landscapes and picturesque foothills of forests, numerous rivers and mineral springs, forests and mountain meadows.

Key words: *tourism, North Bukovyna, Chernivtsi, tourism potential*

JEL Classification: *L83, O13.*

I. I.INTRODUCTION

In Ukraine as well as in Europe, tourism is one of the most dynamic industries. The socio-economic importance of the tourism sector is manifested in job creation and impact on GDP, budget, image of the country and region.

Diverse history of the land is reflected in museum treasures, numerous monuments of history and culture. Overall, the region numbers 112 objects of architecture and urban planning that are included into the list of national heritage and over 800 ones of local importance. Many of them can be used in cognitive tourism.

Chernivtsi is one of the few cities in Ukraine, which is fairly considered an architectural gem. Historical part of the capital of Bukovina has 706 monuments that are included into state records, 20 of them are of national importance, and the former residence of Bukovynian Metropolitans became a UNESCO World Heritage Site. Historic buildings of the old city are a complete, almost pristine ensemble of XIX - early XX centuries.

Bukovynian land is famous for unique religious buildings that testify to the spiritual and historical continuity of local residents. The entire region is dotted with churches and monasteries, famous for their architectural artistic ideas.

Original rich cultural traditions that distinguish it from other regions of Ukraine were formed, preserved and kept up in Bukovyna. The land can be safely regarded as an ethnographic gem of Ukraine. Rich material culture of the land is manifested in unique products and crafts. Spiritual culture of Bukovynians

includes unique folk customs and traditions: Christmas, St. Basil's Day (Malanka), Epiphany, "Coming out on the Mountain Pasture-Ground", ethno-cultural festival "Zaharetsky Garchyk" and folk festival "Bukovynian Meetings", St. Peter's and Christmas fairs, poetic festival "Meridian Chernowitz" and World and European Motocross Championships. These holidays are converted into real festivals, carnivals, fairs, during which the hosts demonstrate their possessions and crafts, treat to Bukovynian traditional dishes, create a unique image of tourist Bukovyna and European city Chernivtsi.

Institutions of accommodation and recreation.

In recent years, construction and opening of new *tourist, hotel and restaurant complexes* have been actively developing in Bukovyna. Here tourists can get a wide range of recreational, entertainment and personal services.

Farmsteads of rural eco-tourism have become an essential part of the infrastructure of accommodation and leisure of travelers in Bukovyna. Rural estates offer relaxation close to nature combined with various kinds of outdoor activities: horseback riding, gathering of berries and mushrooms, hiking and excursions, swimming and fishing in mountainous rivers, and skiing. Tourists have also an opportunity to join the housekeeping: to milk a cow, shoe a horse, take part in harvesting. Likewise, one can get acquainted with folk arts – songs, dances, cuisine, customs and rituals, personally contribute to national holidays in the village.

II. II.GEOGRAPHIC LOCATION AND INFRASTRUCTURE

The Chernivtsi region or, as it is called, the North of Bucovina, is located in western Ukraine and is one of the 27 administrative units in the country, it is located in three natural geographic areas: silviculture, situated between the Prut and Nistru; The foothills of the mountains, situated between the Carpathian Mountains and the Prut River, and the mountainous area of the Carpathians of North Bucovina.

The area of the region is 8100 km (1,33% of the territory of Ukraine), the population of Chernivtsi region is 909,646 thousand inhabitants, according to the census of 2001, 181,780 thousand inhabitants are of Romanian ethnicity (19.78%). The territory of the region passes the state border of Ukraine over 404 km: 226 km with Romania and 178 km with the Republic of Moldova.

(http://turizm.bukovina.biz.ua/chernivec_raion)

The Chernivtsi city is the administrative center of the region (40 km away from Romania). The region is bordered by the following regions of Ukraine: Ivano-Frankivsk, Ternopil, Khmelnytsky, Vinița. Chernivtsi can be reached by plane, train or road transport. The rail network connects the city with Western Europe via Liviv.

From the north come the trains from Moscow and Kiev, from the south - Odessa. Chernivtsi has direct rail links with the cities of Ternopil, Ivano-Frankivsk, Uzhgorod, Harkiv, Kovel, Oknița and summer - Sofia (Bulgaria). A dense network of roads connects Chernivtsi with all the regions of Ukraine and with Central and South Europe.

In Chernivtsi is an international airport that serves regular flights from Kiev and Timisoara (Romania) and also has connections with other cities in Ukraine and Europe, the airport can receive 4D planes (Boeing, Aerobus, etc.) And it allows to fly at night and in bad weather like fog.

III. III. FACTORS THAT INFLUENCE TOURISM

The development of the tourism sector in the Chernivtsi region depends on the political, economic and social factors. General political instability, the lack of clearly defined strategic priorities (the choice or denial of the European Way), prolonged conflicts between political forces and frequent changes by the government severely limit the possibilities of tourism development and do not contribute to the travel of the national and international tourists.

The lack of drastic economic reforms over the years following the declaration of Ukraine's independence (July 16, 1990) leads to some negative economic processes, which also do not contribute to the development of tourism (high living costs, low infrastructure level, etc.).

The rich recreational potential, a significant number of tourist facilities, a well-developed network of hotel

chains, restaurants, commercial establishments, small hotels, motels and rural households, the presence in Chernivtsi of a tourist information center and powerful tour operators create Conditions for an accelerated development of tourism in the region.

Global tourism trends indicate an increase of interest in urban tourism, especially - cultural tourism, which can become one of the main in capital city of the region - Chernivtsi. The cultural tourism product must be designed for the modern tourist.

It can be noted that is a decline in the standard tourist products, the demand growth for authenticity, individualism and something more special, and these are excursions that combine elements of culture, history, sport activity, recreation, entertainment with the personal development capacity and the realization of interests.

Although the North of Bucovina and the Chernivtsi city are considered tourist destinations, they have not yet obtained the tourist image on the European tourism market, despite the fact that the region has a unique historical and cultural heritage and rich recreational opportunities. Particular attention is paid to tourism organizations, the most active being the Oblasna Sportivnogo Turizm Federation, the "Turistichna Bukovina", Bucovița, Palitra Bucovini and others.

A large number of cultural institutions, professional or amateur groups, trade unions or individual activists, form the cultural and artistic image of the region and of the Chernivtsi city. Almost all activities are accompanied by folk fairs, national and regional food consumption, most fairs are accompanied by traditional songs and dances. Are increasingly organized exhibitions of art, outdoor painting and recitals.

IV. IV.THE TOURISM POTENTIAL OF THE CHERNIVTSI REGION

Natural and recreational resources

The Chernivtsi region has a very strong potential for developing natural resources. Northern Bucovina ranks 11th in Ukraine according to the forest potential, 18th - recreation, 22th - minerals, 23th - land. North Bucovina is a region with several tourism profiles. The region has favorable climatic conditions, high leisure potential and many historical and architectural monuments. Here combines mountain landscapes and picturesque hills, numerous mineral springs, forests and mountain meadows, rich in hunting fauna, mushrooms and berries.

On the territory of the region, exist 330 objectives of different categories from the natural reserve fund, which comprises more than 10.5% of the territory. By this indicator the region ranks among the top 5 most attractive regions of Ukraine.

This creates favorable conditions for the development of eco-tourism. The most famous protected area in the Chernivtsi region is the Vijnitschii National Park, which has an area of approximately

8000 hectares. There are over 600 plant species in the park, 31 of which are endangered and listed in the Red Book. The Chernivtsi region is famous for its flora and fauna diversity, there are almost 200 species of birds in the region, and about 50 species of fish are found in rivers and lakes. The fauna of the region comprises 30 species of terrestrial vertebrates. (<http://mapia.ua/ru/chernovtsy/flora-i-fauna>)

Of the available mineral water resources, about 10% are unused, 32 springs or 42.7% are explored and do not have expert opinion, 31 sources require further research.

The most famous springs are - Bukovina, Brusnița, Kelimencianka, Hreșiatic, Dolina, Valia Kuzominsika. The waters of the springs in Brusnica, which contain chemical leaching components, are particularly popular. During winter the climate is humid, soft, continental moderate, with an average of 80 to 120 days with snow, perfect for the development of winter recreational activities.

The region is characterized by a high level of solar radiation. The summer air temperature combined with hot water in the Dniester, creates conditions for summer recreation. There are great opportunities for organizing routes for water sports and adventure tourism on the rivers Nistru, Prut, Siret and Ceremoș.

Other rivers are suitable for swimming and recreation near the water. In the Chernivtsi region are found many archaeological monuments from the Paleolithic age, the Tripolie culture, the Iron Age, the early Cerniahov culture, and the Slavonic monuments, which attract tourists who are interested in the history of the region's population.

Cultural and historical heritage

The rich history of the region is reflected in many historical monuments. Overall, there are 112 architectural and urban objectives, which are included in the national patrimony and 800 regional objectives. Many of these can be used in cognitive tourism. Chernivtsi is one of the few cities in Ukraine that is considered an architectural gem.

In the historical capital of Northern Bukovina, the Ukrainian state records 706 architectural monuments, the former residence of the Metropolitan of Bucovina and Dalmatia has entered in the UNESCO World Heritage Site. The city center of Chernivtsi is represented by the Central Square, formerly named "Ringplyats". (<http://ukraine.ui.ua/ru/istoriya-gorodov-ukrainy/istoriya-chernovtsy>)

In the area of the market there are some architectural pearls, including the mayoralty, the Chernivtsi Administrative Center and the Art Museum - the architectural treasure of Chernivtsi, located in the former headquarters of the savings bank. From the Central Square begins O. Kobilanskoi Street - the architectural and spiritual pillar of the city, a remarkable feature of the old Chernivtsi. This street has changed its appearance on the occasion of the 600th anniversary (October 8, 1408) of the city, has become

amazingly beautiful, and again attracts tourists. The Theater Square - one of the most beautiful in Chernivtsi, the preferred resting place for the inhabitants and guests of the city. On the market square is the Municipal Theater, which was called "The Dream of the Velvet and Gold", after architecture and the interior design competed with the best theaters in Europe. Along with the Municipal Theater, attention is drawn to the architecture of the Palace of Culture (the former Jewish home) and the University of Medicine (the former Chamber of Commerce and Crafts in Northern Bucovina).

Close to the Theater Square is the architectural symbol of the city, one of the four tourism attractions of Ukraine, which entered the UNESCO World Heritage - the former residence of the Orthodox Metropolitan Church of Bucovina and Dalmatia - the best creation of the famous architect Joseph Glavka. Building the residence, the architect emphasized the Roman-Byzantine style.

With great taste and sense of proportion, he included the motifs of Renaissance, Gothic, Moorish, and Oriental Jewish architecture. In this way, he showed the origin of the Byzantine church, the relationship with Rome and in the broad sense of the word - the unity of the Christian and Jewish world.

Today in this place is the National University "I. Fedkovici" Chernivtsi. One of the oldest in the city - the Philharmonic Square, in 2004 underwent a renovation, offering an impressive shape to the surrounding buildings, especially the former Bristol Hotel and the Philharmonic. Until the jubilee of Chernivtsi, the town was embellished by a renovated market - "Turetkoi Kriniti" Square (Turkish Fountain), with a fountain in the center of the market and an original clock with a floral slope arrangement.

Religious constructions

The Chernivtsi lands are renowned for its unique architectural monuments and its religious buildings, which attest to the uninterrupted faith of local people. The entire region is sprinkled with churches and monasteries, renowned for its artistic architectures. Chernivtsi hosts a large number of religious buildings. The oldest architectural monument of the city is a wooden church called "Nicholas" (1748).

It is worth seeing the "Cathedral of the Holy Spirit" - the main church of the Orthodox in the Chernivtsi region, sanctified in 1864 by Eugenie Hacman. The Roman Catholic Church "Ascension of the Holy Cross," the Armenian Church of "St. Peter and Paul", the Greek-Catholic Church of the "Assumption of the Virgin", the Saint Nicholas Orthodox Church, Benjamin's Hasidic synagogue, and many other small churches creates the city's image and the Christian tolerance of the inhabitants of Chernivtsi.

A special feature of the religious landscape of the region is the existence of an enclave with old rite believers - the village of Bila Krinița, which is situated near the border with Romania. The Cathedral of the

"Assumption of the Virgin" resembles the famous Cathedral "St. Vasile" in Moscow and in terms of architecture is comparable to the Residence of the Metropolitans of Bucovina and Dalmatia in Chernivtsi. (<http://www.infotour.ro/ghid-turistic/ucraina/cernauti/obiective-turistice/>)

Ethno-cultural and sporting events

In the Chernivtsi region, have been formed authentic cultural traditions, which are distinguished, preserved and maintained from other regions of Ukraine. Surely the region can be considered the ethnographic treasure of Ukraine. The richness of the material culture of the region is manifested by the unique products of local craftsmen. The inhabitants of the Chernivtsi region managed to keep their customs and unique folk traditions.

First, winter religious holidays, such as Christmas, Malanka, Baptism, which have gained a theatrical feature and manage to gather a large number of admirers of popular diversity and, of course, tourism.

The "Vihid na poloninu" feast, the "Zaharetskii Harcik" ethnocultural festival and the "Bukovinski zustrici" folklore, the Christmas fairs, the Meridian Chernowitz poetry championship and the World and European Motocross World Championships become true Tourism attractions during which the hosts demonstrate their achievements and abilities, serve people with traditional dishes, creating a unique image of tourism in the Chernivtsi area.

Museums

The museums of the Chernivtsi region familiarize the guests with the legacy of past generations, convincingly document the history from the oldest times to the present, by the ancient objects that have been preserved, emphasizing the times of the first human settlements and learning the processing of the natural resources, the limitation of various governmental entities and multiculturalism.

In Chernivtsi, the Museum of History and Art deserves the attention of tourists, with a unique collection of old books, coins, weapons, plastic and decorative art. Museum of History and Jewish Culture in Bukovina - one of the most visited museums by

foreign tourists. The Museum of Aviation and Cosmonautics brings to the visitor the history of the Ukrainian space industry. The Museum of Outdoor People's Architecture reproduces the old village of North Bucovina and is familiar with the folk architecture and the daily life of locals from different villages and ethnic groups.

The Museum of Fine Arts in Vijnita is an interest for folk art lovers. There are exposed sculptures in wood, weaving, clothing and various embroidery, metal ornaments, jewelry, painting, drawing and more.

Table. 1 The main cultural and arts institutions

	Theatres	Museums	Libraries	Clubs
2011	3	5	404	393
2012	3	8	402	385
2013	3	10	402	387
2014	3	10	402	384
2015	3	10	401	385

Source: Statistical Yearbook of Ukraine, Chernivtsi Region: Tourism and Recreation in the Region, 2015, p. 51

The tourism services market

Tourism flows from Chernivtsi are pursued in accordance with the legislation of Ukraine (Form 1-TUR), which does not correspond to the real state of several causes (erroneous reports, no "small" hotels, the presence of "individual / non-organized tourists" etc.). In recent years, the interest of tourists who organize their holidays without the services of tourism agencies and large hotels has increased, due to the high prices and the level of services that do not correspond to the needs of tourists and European standards. The motivation analysis of the region's visit shows a constantly high percentage of tourists with the purpose of resting - 65%. As a result, only a small part of the tourists who came to the Chernivtsi region had the purpose of solving problems of service, business and treatment. It first shows that a combination of high prices and lack of quality services when serving tourists in specialized tours and in treatment and recreation centers does not encourage them to visit the region.

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