

## Ecotourism in the odessa region as a management object

*Anna Vartanyan*

*Odessa State Environmental University, Ukraine*

The nature's resource potential of the Odessa region is rich in unique natural landscapes, variety of steppe flora and fauna. It is especially desirable to mark the uniqueness of estuaries, not a single other region of Ukraine can boast by such amount of fresh and salt estuaries.

For example, the Kuyalnitskiy estuary is known on an entire country and after its limits by the medical dirt and medical water. But there are other estuaries rich by medical resources. Shabolatskiy behaves to such estuaries. Population resident on territory at an estuary already a long ago cure the ailments by healthful dirt, but these dirt do not have the certificate. For the receipt of such certificate it is necessary to conduct examination, but, unfortunately, not local authorities do not select not private structures the finances for the given measure.

Enormous amount of different types of animals and plants, including vanishing kinds, dwell on territory of estuaries. Their uniqueness is explained, that they can be looked after exceptionally on the given locality and anymore nowhere.

The local population does not appreciate a flora and fauna surrounding them. It is therefore necessary to develop the administrative system, which would be able to provide safety of natural landscapes and attract the population resident in these corners of nature to the guard of natural environment. One of administrative decisions in the aspect of the given problem is organization of ecological tourist activity in the Odessa region.

Ecotourism in modern presentation in recreational attractive regions, not enough broken by human activity, saving the traditional way of life of local population. The wide spectrum of types of tourism, for example water, equestrian, pedestrian, mountain and etc, behaves to ecological. Such types of tourism are interlinked and not harmed to the natural environment. Ecotourism in 1990 Got official status and right of convocation of the own annual international symposium "Annual World Congress on Adventure Travel & Ecotourism".

The experts of The World Trade organization defined some operating conditions of the ecological tourism's market:

- Providing of transport availability of the ecological tourism's objects;
- Presence of unique and attractive objects not for only strictly specialized ecotourists, but also for ordinary temporal visitors;
- Pursuing a reasonable price policy;
- Good, comfort organization of journeys.

The origin and development of ecotourism is interlinked with history of selection of natural territories especially attractive with aesthetic and recreational points of view and development of norms of their guard. Presently many developed and developing countries quickly select the vast areas of the territory under preserves and national parks, the special organizational structures are created, to attract tourists, and with them and their capitals. For example, Costa-Rika declared 30% of the territory by a nature protection area. Tourism in this country becomes the leading source of profit.

Development of ecological tourism in a greater measure is linked and even determined by worsening of quality of environment. The anthropogenic loadings being necessary investigation of life in large modern town form aspiration to «break forth on nature» at their inhabitants.

It ensues from foregoing, that the main incentive of growth of interest to ecological tourism is the steady worsening of quality of natural environment.

Sustainable development of the territories engaged in the sphere of ecological tourism is provided by creation of tourist infrastructure, by organization of new workings of places, by involving of local population in the sphere of service, what the standard of life of local population rises because of, there is its fixing on territory.

The nature protection character of ecotourism consists in the obligatory saving of variety of flora and fauna of recreational regions. For achievement of this target the nature protection technologies, produced by practice of ecological tourism, and also scientific recommendations of the applied science fundamental and, are used. Large part in renewal of recreational territories is acted by finances, acting from tourists and selected different federal, regional, private, and also international organizations.

The ecological world view of population of recreational territories is formed by their involving in the process of maintenance of tourist routes, where local habitants come forward as explorers and instructors, animators, participants of folk-lore ensembles, janitors of territory and etc Here at the local population, understanding is formed, that the inefficient use of natural resources can show their territory out of sphere of the recreational use. It is a stimulus and the main incentive to protect the natural environment which surrounds them.