

вання ділового туризму. З метою цілорічного завантаження номерного фонду окремі готелі високої категорії – 5*, 4*, організовують конференції, з'їзди, виставки та інші багатолюдні заходи.

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RECREATIONAL AND TOURIST TRANSFORMATIONS OF THE COASTAL TERRITORIES OF UKRAINE

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In the organization of recreation a special role belongs to water bodies. The opportunity to engage in a variety of sports, microclimatic comfort, aesthetic effect of coastal scenic landscapes, change of impressions – all this, acting in the complex, contributes to the fact that the waters can be considered as «natural hospitals». That is why most of the year-round recreational facilities and almost all institutions of short-term rest of the population are located either directly on the banks of water bodies, or near them. The most popular types of recreational activities include: swimming, fishing (from the ship, from the shore, from the ice), rest on sailing and rowing boats, rest with the use of a small motor fleet, water skiing, tourism, spearfishing. The diversity of water recreation requires a differentiated approach to the issues of recreational water use for a variety of water bodies (river, lake, reservoir, sea), and within each sufficiently large water body.

Ukraine owns 41.3% of the black sea coast. In addition, it is its Northern coast is considered the most favorable in terms of recreation, as a small depth (about 100 m) and the confluence of warm river waters in the summer provide much more warming water than in other areas. The average water temperature in the summer reaches +20 – + 24C, and in some places even +27C. The shores of the Black sea within Ukraine are mostly low-lying.

Widespread alluvial sand spit. Salinity of surface water is insignificant: 14‰, in estuaries – 1-10‰. The water of the Black sea (excluding areas adjacent to ports and industrial centers) is transparent, which in combination with rich

underwater flora (660 species) and fauna (over 2 thousand species) is a favorable factor for spearfishing.

Beach resources occupy a special place among recreational resources. More than 55% of holidaymakers in the world somehow link their rest and recovery with the presence of water (prequal resorts, vacation homes, cruises, etc.). It is known that staying on the beach is especially useful, because here the body is affected by a complex of health factors associated with the elements of the sea.

Beach resources of Ukraine are concentrated in the coastal areas of Odessa, Kherson, Zaporozhye and Mykolaiv regions. The recreational value of the sea coast is determined by a combination of favorable climatic conditions and balneological and landscape resources. For recreation, you can use 1500 km of the sea shore. The development of recreational activities in the water areas is aimed at social results, which combine the ability to meet the need for both treatment and recreation, and aesthetic perception, in communicating with nature.

In General, a very small number of black sea beaches are used for recreational purposes. In addition, the devastating effect of winter storms. Beach sand and pebbles in large quantities are exported for construction purposes. Besides, beaches are privatized with the subsequent construction in their territory of dachas, bars, restaurants, cafe, attractions. Through this area of «golden» beaches of Ukraine is steadily declining [1].

The unsustainable use of natural resources is fraught with rapid depletion. This situation is due to the lack of: normative-legal acts on the definition of natural areas by resorts of state and local importance with the establishment of their borders and zones of sanitary protection; state supervision and control over compliance with the rules and norms of the use of medical resources (available unique natural resources are used inefficiently, there is a tendency to their destruction); differentiated rates of payment for the use of natural medicinal resources, depending on their value [2].

Based on the foregoing, we can conclude that in Ukraine there are many potential recreational beach areas that can be developed and used with maximum social, environmental and economic effect. The lack of state and local budget funds for the development of such territories makes it necessary to provide tenants with the opportunity to use beach resources, with mandatory protective, rehabilitation and other measures for the development of territories.

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