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ECONOMIC ACTIVITY CONCEPTUAL APPROACHES OF DIVERSITY ACTIVATION IN THE KUYALNIK ESTUARY ZONE

Topicality. Current high socioeconomic (public) request for recreational and tourist services and the inadequate use of available natural resources in Ukraine as recreational make it necessary to find directions for diversification of their rational use for expanding recreational and tourist activities and related species.

Aim and tasks. Purpose of the article is to determine the conceptual approaches to the diversification processes development in the use of natural resources around the territory of Kuyalnitsky estuary, that are aimed at revealing its potential and expansion of business activities of enterprises and districts in general.

Research results. According to the analysis of financial and economic indicators of administrative units (Bilyaivskiyi, Ivanivsky and Limansky districts), adjacent to the Kuyalnitsky estuary, and the aim, the authors conclude that the traditional use of natural resources in agriculture and industry does not provide the proper level of socio-economic development of the districts and they are not financially self-sufficient. Consequently, the economic activity in the Kuyalnitsky estuary basin is focused on agriculture and industrial production, but this territory diversification of the natural resource potential use in the direction of recreational and tourist activity as an alternative to existing types of production is required. The processes of diversification will consist in the production of environmentally friendly products and services to meet the needs of recreational activities, as recreational activity will contribute to increasing demand for them. To start diversification of economic activities types, which will provide synergistic effect and increase economic indicators of the development of areas around the Kuyalnitsky estuary is proposed. Among the areas of natural resources diversification of the estuary, it is proposed to consider the development of a network of sanatorium and resort establishments, enterprises of cosmetic products creation, as well as beauty salons with the use of the resource potential of the Kuyalnitsky estuary (brine, mud, salt, blue clay, phyto-preparations).

Conclusions. The districts located around the Kuyalnitsky estuary have rich recreational natural resources, but do not use them fully in economic activity. In fact, there is only one sanatorium that uses mud and peloids of the estuary. The budgets of these districts do not cover their expenditures and receive subsidies from the regional budget, and the lack of proper implementation of the environmental legislation has led to the almost critical environmental situation of the Kuyalnitsky estuary. In order to improve the current situation, the authors propose to direct economic activities diversification processes of economic entities for the tourism development, in particular, rural, green, ecological, cognitive with the provision of medical services on the basis of unique mud of the estuary, taking into

account ecosystem and polyfunctional approaches that will ensure the use, preservation and protection of a unique natural object.

Key words: diversification processes of recreation and tourism, recreational natural resources, medical resources, Kuyalnitsky estuary basin.

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КОНЦЕПТУАЛЬНІ ПІДХОДИ АКТИВІЗАЦІЇ ДИВЕРСИФІКАЦІЇ ГОСПОДАРСЬКОЇ ДІЯЛЬНОСТІ В ЗОНІ КУЯЛЬНИЦЬКОГО ЛИМАНУ

Актуальність. Сучасний високий соціально-економічний (суспільний) запит на рекреаційно-туристичні послуги та недостатність використання наявних в Україні природних ресурсів в якості рекреаційних обумовлюють необхідність пошуку напрямів диверсифікації їх раціонального використання для розширення рекреаційно-туристичної діяльності та супутніх їй видів.

Мета та завдання. Метою статті є визначення концептуальних підходів розвитку процесів диверсифікації у використанні природних ресурсів території навколо Куяльницького лиману, спрямованих на розкриття її потенціалу та розширення напрямів господарської діяльності підприємств та районів в цілому.

Результати. Відповідно до проведеного аналізу фінансово-економічних показників адміністративних одиниць (Біляївський, Іванівський та Лиманський райони), прилеглих до басейну Куяльницького лиману та поставленої мети автори зробили висновок, що традиційне використання природних ресурсів у сільському господарстві та промисловості не забезпечують належний рівень соціально-економічного розвитку районів та вони не є фінансово самодостатні. Отже, господарська діяльності в басейні Куяльницького лиману зосереджена на веденні сільського господарства та промислового виробництва, проте необхідна диверсифікація використання природно-ресурсного потенціалу цієї території у напрямку ведення рекреаційно-туристичної діяльності як альтернатива існуючим видам виробництва. Процеси диверсифікації будуть полягати у виробництві екологічно чистої продукції та послуг для задоволення потреб рекреантів, оскільки рекреаційна діяльність сприятиме збільшенню попиту на них. Запропоновано розпочати диверсифікацію видів господарської діяльності, що забезпечить синергетичний ефект та підвищить економічні показники розвитку районів навколо Куяльницького лиману. Серед напрямів диверсифікації природних ресурсів лиману запропоновано розглядати розвиток мережі санаторно-курортних установ, підприємств зі створення косметологічної продукції, а також салонів краси із застосуванням ресурсного потенціалу Куяльницького лиману (ропи, грязей, солі, блакитної глини, фіто-препаратів).

Висновки. Райони, що розташовані навколо Куяльницького лиману, володіють багатими рекреаційними природними ресурсами, але не використовують їх у повній мірі у господарській діяльності. Фактично існує один санаторій, що використовує грязі та пелоїди лиману. Бюджети цих районів не покривають їх видаткову частину та отримують дотації з обласного бюджету, а відсутність належного виконання природоохоронного законодавства призвела до майже критичної екологічної ситуації басейну Куяльницького лиману. З метою покращення стану, що склався, автори пропонують спрямувати диверсифікаційні процеси

господарської діяльності економічних суб'єктів на розвиток туризму, зокрема сільського, зеленого, екологічного, пізнавального з наданням лікувальних послуг на основі унікальних грязей лиману з врахуванням екосистемного та поліфункціонального підходів, що забезпечить використання, збереження та охорону унікального природного об'єкту.

Ключові слова: процеси диверсифікації рекреаційно-туристичної діяльності, рекреаційні природні ресурси, лікувальні ресурси, басейн Куяльницького лиману.

Introduction. High socioeconomic (public) request for recreational and tourist services, an insufficient use of available natural resources in Ukraine as recreational determines the need to find directions for diversification of their rational use for expanding recreational and tourist activities and related species. One of these potentially highly effective recreational areas is the Kuyalnitsky estuary.

The preconditions for diversification processes implementation regarding the use of natural resources are high-quality medicinal properties of the resources of the Kuyalnitsky estuary and adjacent territories. The most significant of them are standard of muds, which are not inferior in their properties to the Dead Sea mud. This unique natural object has international implications, which increases its state value and requires the approval of the status of a state nature conservation object at the legislative level. Providing such status involves increasing responsibility for its environmental status and use of natural resources diversification in economic activities. Therefore, the state, the Odessa regional state administration and communities, each structure of economic and environmental activities management at its level should create conditions for effective recreational nature use in the basin of the Kuyalnitsky estuary, work to promote its positive international image and promote the balanced use of unique natural resources.

Analysis of recent researches and publications. The theoretical and methodological principles of the diversification processes development in modern scientific literature are aimed at these processes study in production and new products creating, expanding the range of services, etc. Studies of foreign and Ukrainian scientists such as M.O. Bagorka, I.A. Bilotkach, O.A. Kovtun, M.D. Korinko, G.O. Peresad`ko, V.A. Tsymbal [1-4] are devoted to certain issues of diversification processes development on the example of individual enterprises and regions. The economic essence of diversification was studied by various scholars, in particular by V.G. Andryichuk, C. Bowman, V.A. Doyatovskyi, S. Joldybayeva, K.S. Kovalenko, M.I. Kruglov, L.Sh. Lozovskyi, P.M. Makarenko, S.V. Mochernyi, B.A. Raizberg, Ye.B. Starodubtseva, L.O. Shkvarchu etc. Most of these scientists considered diversification from standpoint of commodity, branch expansion or financial and investment formation of a complex of goods and services of the management subject from various sources. Also, scholars (M. Porter [5], P. Kotler [6], G. Armstrong [6], A. Kukartseva [7]) considered diversification in the strategic aspect as one of the mechanisms for obtaining a synergistic effect. So, by O.M. Petrov definition, diversification is the development of production or the growth of its volumes by issuing additional new products to new markets and finding a stronger position on them [8, p.210]. A lot of research in this area was summarized by I. Ansoff as follows: "Diversification is the term used to process the redistribution of resources existing in this enterprise into other areas of activity that are significantly differs from the previous ones" [9, p.174]. In our opinion, the most appropriate modern definition of diversification proposed M. Korinko, noting that this is a continuous economic process of new types of goods, works, services developing, which is carried out by a business entity for the realization of its identified economic interests in specific market conditions under the influence of economic regulation of bodies state administration [10, p. 52]. Consequently, modern scholars view diversification primarily in the marketing direction, believing that this is one of the main marketing strategies aimed at new activities of the firm beyond the core business. The main content of the diversification process is determined by the development of several non-interconnected or service industries, the development of new types of goods, works, services.

In our opinion, diversification has wider boundaries and deeper meaning, despite the numerous scientific works devoted to studying this problem. According to the problem under consideration, there are a number of factors that has not been sufficiently explored.

Previously unsettled problem constituent. The issue on diversification use of natural resources and natural conservation areas was considered from the standpoint of the possibility of conducting economic activity by reducing the technogenic impact on fragile and unstable ecosystems of such territories. However, in the context of new administrative entities (communities) formation are raised questions of maximum possible combination of their developments` economic and environmental interests and the disclosure of recreational potential.

The aim of the article. The aim of the article is to determine the conceptual approaches to the diversification processes development in the use of natural resources around the territory of Kuyalnitsky estuary, that are aimed at revealing its potential and expansion of business activities of enterprises and districts in general.

To achieve the aim, the following tasks are delivered and fulfilled:

- the preconditions for the development of diversification processes concerning the use of natural resources are determined on the basis of the efficiency of economic activity analysis in the basin areas of the Kuyalnitsky estuary;

- expediency use of natural resources diversification in the recreational sphere direction of the basin of the Kuyalnitsky estuary was substantiate;

- promising directions of entrepreneurial activity in the Kuyalnitsky estuary are determined.

Results. Around Kuyalnitsky estuary are the territories belonging to three administrative districts of Odessa region: Limansky, Bilyaivskiyi and Ivanivsky. Consider the main indicators of their economic activity. The economic activity of these areas has a traditional industrial (these are the areas of urban agglomeration) and agricultural specialization, which is represented by the cultivation of vegetable and fruit-bearing crops, livestock and poultry breeding, etc. The farms specialize in the production of cattle and pigs, milk and eggs. For example, in the Bilyaivskiyi district were established a pedigree base of cattle breeding and pig breeding, two tribal reproducers (DPDG "Pokrovskoe" - for the breeding of the Ukrainian black-and-white milk breed of cattle and DPDG "Yuzhny" - for the breeding of the Great White Breed of pigs).

The main indicators of districts agricultural activity are given in tables 1 and 2.

Table 1

Basic indicators of agricultural production by type of production of areas adjacent to Kuyalnitsky estuary in 2015

	Cereals and legumes ths. centners	Sunflower crops, ths. centners	Vegetable crops, ths. centners	Fruit and berry crops, ths. centners
Odessa region	25190,0	6612,7	779,8	63,1
districts				
Bilyaivskiyi	1010,0	188,8	377,4	6,0
Ivanivsky	826,8	212,1	-	-
Limansky	1441,0	529,7	-	-

Now the Kuyalnitsky estuary's water basin is characterized by an extremely high agricultural development of the territory, which makes up 48-50%. Agricultural lands occupy 81% (184.9 thousand hectares) of the total area of the basin, of which 74.8% falls on arable land. Within the boundaries of the coastal strips of water objects, the land area consist of: arable land - 14%, hayfields - 16%, pastures - 29%, plots of land - 20%, forests, forest strips and shrubbery - 9%, other lands - 12% [11 , 12].

Table 2

Basic indicators of meat and dairy production and extraction of water bioresources of areas adjacent to Kuyalnitsky estuary in 2015

	Cattle thousand heads	Pigs thousand heads	Sheep and goats thousand heads	Poultry, thousan d heads	Milk, tonns	Water bioresources, tonns	
						altogether	includi ng Pisces
Odessa region	27,9	117,1	779,8	122,9	36844	17500	8587
districts:							
Bilyaivskiyi	1,6	2,7	-	-	1809,0	694	685
Ivanivsky	0,8	5,2	-	-	535,0	-	-
Limansky	0,2	0,7	0,7	-	418,0	756	164

Separately, it should be highlighted the development of the fish industry in the Limansky and Bilyaivskiy areas, which employs about two dozen enterprises.

The largest share in the areas of industrial production consists of butter plants, winemaking enterprises, elevators, quarries for the production of shell rock, and auxiliary enterprises - repair, carpentry and woodworking workshops. There are trading companies and public catering establishments in the districts, as well as hotels and similar accommodation establishments. These regions carry out export-import activity, mainly these are products of the agro-industrial complex (Table 3).

Table 3

Basic economic indicators of development areas, adjacent to Kuyalnitsky estuary in 2015

	Volume of sold industrial products, million UAH	Agricultural production volumes? million UAH	Commodity turnover (wholesale and retail), million UAH	Exports of goods, million USD	Import of goods, million USD	The estimated capital investment, million UAH
Odessa region	53635,7	5615,4	116227,4	1727,5	982,0	9984,0
districts						
Bilyaivskiy	1011,0	244,9	3200,7	20,1	36,0	221,0
Ivanivsky	-	161,3	191,0	-	-	38,0
Limansky	691,8	322,7	7335,3	25,6	24,0	556,0

An analysis of the financial situation of the districts around the Kuyalnitsky estuary indicates that they are all on subsidies from the regional budget (Table 4). Thus, subventions and subsidies from the budget for the *Limansky district* amounted to 45% of tax payments to the Consolidated Budget of Ukraine in 2015. At the same time, the total amount of collected tax payments to the State Budget of Ukraine amounted to UAH 371,909 million in 2015, which is UAH 106,475 million more than the total amount of received subsidies and subventions (UAH 265, 434 million). In 2016, there is a decrease in registered individuals - entrepreneurs in 1382 units, indicating an unfavorable business climate and lack of education on the possibility of development and opening of new activities, in particular, recreational and tourist, as well as diversification of existing industries.

Table 4

Budgets tax revenue of areas, adjacent to Kuyalnitsky estuary in 2015

Economic indicators	Volume of collected tax payments to the Consolidated Budget of Ukraine, million UAH	Total amount of received subsidies and subventions, million UAH	Number of registered legal entities / individuals - entrepreneurs	The estimated capital investment, million UAH
Bilyaivskiy	589, 551	265, 433	1823 / 5223	556,0
Ivanivsky	204, 995	463, 213	1 808 / 6 446	221,0
Limansky	32, 075	58, 003	455 / 884	38,0

As can be seen from Table 4, the financial and economic indicators of the *Bilyaivskiy region's* businesses indicated a significant amounts of subventions and subsidies from the state budget, which in 2,26 times exceeded the amount of collected tax payments to the Consolidated Budget of Ukraine (UAH 204,995 mln.), while the total amount of collected tax payments to the State Budget of Ukraine amounted UAH 50,021 million, and the received subsidies and subventions amounted UAH 463,213 million. As of 2015, 8254 people were registered with the state registration bodies, including 1 808 legal entities and 6446 private entrepreneurs. In 2016 there was a significant reduction of the persons registered in the state registration bodies, namely 2424 persons, including 1426 legal and 998 individuals. Explain such a sharp reduction can only by changes in the institutional environment, when it was difficult for entrepreneurs to meet the

requirements, for example, the purchase of cash registers, increase of the single tax, etc.

The tax revenues of budgets from the activities of business entities in the *Ivanivsky district* are less than in the analyzed areas, in particular, 6,39 times less than in the Bilyaivsky district and 18,38 times less than in Limansky. The population in the Ivanivsky district is 3.47 times less than Bilyaivskyi region and 2.64 times less than in the Limansky district. In the Ivanivsky district, the number of registered legal entities and the number of registered FOPs decreased from 2013 to 2016 from 1339 units to 700 units, ie 1.9 times.

Financial and economic indicators of the Ivanivsky region illustrate its very limited socioeconomic capital. Almost all of them are considerably lower than similar indicators of Bilyaivsky and Limansky districts.

Thus, we can conclude that the traditional use of natural resources in agriculture and industry does not provide the proper level of socio-economic development of the districts, and they cannot be defined as financially self-sufficient.

Kuyalnitsky estuary is the pearl of the region and the whole Ukraine, it belongs to a group of closed estuaries and is one of the oldest in the north-western Black Sea coast. It is known as an important recreational and balneological object of state and world significance, whose surface mineral waters (reservoirs brine with therapeutic properties) are characterized by high healing qualities. However, today the ecological status of the Kuyalnitsky estuary can be described as a crisis due to catastrophic waterlogging, a decrease in the water level and depths (up to 40 cm in October 2009), as well as an increase in brine saltin (up to 390- 321 ‰ in 2009-10), which threatens the complete disappearance of the estuary and the loss of reserves of unique therapeutic mud and brine, as well as distinctive endemic flora and fauna of the reservoir. The volume of water in the estuary can reach 370 million m³, but in 2009 it amounted to only 18.8 million m³, which is almost 20 times less than the maximum value [13].

The uniqueness of the location of the territory of the limanic-marine sandy-salt-plagued plain of the Kuyalnitsk-Khadzybeyi Peresyp that connects the southern edge of the Khadzybeyi and Kuyalnitsky estuaries with the sea and the richness of the natural recreational resources of the area: the healing brine of the Kuyalnitsky estuary and the world-known silt muds, sources of mineral sodium chloride waters of the Kuyalnitsky deposit, beautiful sandy beaches, air saturated with trace elements of sea water and phytoncides of the steppe zone, cause the development of the resort industry and full-scale development of the recreational resource potential of this region.

The medicinal value of sulfide-silt mud in the Kuyalnitsky deposit has been recognized throughout the world since the development of the Black Sea region. By the content of biologically active substances and microcomponents, it does not yield to the Dead Sea mud. Geological reserves of medicinal gray and black silt muds make up 23.8 million m³, including 15 million m³ of especially valuable black silt muds, are estimated at about USD 7 bln. [14].

The medicinal properties have a highly mineralized brine of estuary - chloride-bicarbonate of sodium-magnesium type, which is a therapeutic balneological pickle similar in composition to the brine of the Dead Sea. In 2000-2010, its volume in the estuary was 17.4 - 68.2 million m³ [14].

The medical resources of the Kuyalnitsky estuary are used in the system of sanatorium health improvement in diseases of the musculoskeletal system, the central and peripheral nervous system, the circulatory system, organs of the genitourinary system, in the treatment of burns, inflammatory processes, skin, gynecology, and others. The debit of mineral water wells is 1385 m³ / day. Significant value has the mineral water that affects the digestive organs and is used in chronic gastritis, colitis, enterocolitis, liver and bile ducts, hepatitis, chronic pancreatitis, metabolic diseases, chronic kidney diseases, and also used for the preparation of carbon dioxide and coniferous baths [14].

Recreational value of the region increases by favorable climatic and landscape conditions - a unique combination of marine and steppe air, the presence of marine and estuarine beaches, rich biodiversity of flora and fauna.

The vegetation of the coastal zone of the Kuyalnitsky estuary includes a significant number of endemic, relict and protected plants, numbering more than 500 species, among which more than half are medicinal.

The algal flora of the Kuyalnitsky estuary and the coastal reservoirs comprises more than 200 species, and the most widely represented diatoms, blue-green and green algae. The resource potential of the region includes the stock of valuable blue (meiotic) clays, the entry area of which in the coastal zone of the Kuyalnitsky estuary is 34.8 hectares. [14].

The area of interestuaries and the coastal zone of the Kuyalnitsky estuary is characterized by great landscape diversity: natural geomorphological terracing of the right bank of the Kuyalnitsky estuary, artificial landings and parks in the Peresyp area, wetlands and water objects.

The use of the enormous potential of the richest hydro-mineral resources of the Kuyalnitsky estuary and the landscape-natural resources of the Kuyalnitsk-Khadzhybey Peresyp area, the coastal areas of the estuary and the interestuaries is possible within the framework of the general concept of the development of this region. Coastal areas of estuaries with picturesque terraces, reservoirs with valuable recreational resources, proximity to the marine climatic resort of Luzanivka are of great interest for recreation and spa treatment. The whole part of the territory connecting the resort "Kuyalnik" and the seaside resort "Luzanivka", can be transformed into a recreation area and treatment with accommodation of resorts, SPA-salons, wellness salons, etc.

Natural landscapes of the Kuyalnitsky estuary with terraces and lowlands - the Kuyalnitsk-Khadzhybey Peresyp with wetlands for the conservation of flora and fauna can be transformed into parks, conservation areas. The slopes of the right bank of the central part of the Kuyalnitsky estuary is a convenient place for paragliding and the placement of the hang gliding club. Left-bank part of the coastal zone of the Kuyalnitsky estuary with the richness of the steppe flora within the limits of Krasnosilka - New Kubank can be completely transformed into protected areas or park areas [14].

The use of the rich medical resources of the Kuyalnitsky estuary is at a low level, due to a number of reasons.

- Around Kuyalnitsky estuary there are no other health resort institutions except one N.I. Pirogov clinical sanatorium;

- The fairly high cost of permits and the relatively low comfort of services lead to the fact that wealthy consumers prefer to relax around the Dead Sea and other similar places, but less well-off cannot afford it.

- Reduced demand for sanatorium services leads to incomplete loading of numbers, even in high season. In order to reach the break-even point, the sanatorium needs a workload of 600 people, and in the low season actually enter 70-80 people.

- The presence of high-rise buildings and the lack of small cottages at low load contributes to the growth of constant costs of the sanatorium, the lack of the effect of scale of production in the process of providing services and rising prices for them.

- The sanatorium belongs to the joint-stock company Ukrprofzdravnitsa, which assigns it the upper limit of prices and 50% of the profit is sent for payment of dividends to the owners of shares.

- The sanatorium diversifies its activities and extracts about 2000 tons of mud per year and sells it to Lermontov sanatorium about 5-10 tons per year and the Khadzhibey sanatorium - 20-30 tons.

Thus, the intervention of regional and state authorities to target "promotion", the creation of a brand of unique therapeutic mud and segments of the Kuyalnitsky estuary at the national and world level based on marketing activities and creating conditions for the investment attractiveness of the recreational sphere, is necessary.

Thus, the economic activity in the Kuyalnitsky estuary basin is focused on agriculture and industrial production, but diversification of the use of the natural resource potential of this territory in the direction of recreation and tourism activity in parallel with existing production is required. The processes of diversification will consist in the production of environmentally friendly products and services to meet the needs of recruiters, in turn, recreational activities will increase demand for them. Diversified types of economic activity are created, which provide a synergistic effect and increase economic indicators of the development of areas around the Kuyalnitsky estuary. One of the areas of diversification of the natural resources of the estuary is the development of a network of sanatorium and resort establishments, enterprises for the creation of cosmetic products, as well as beauty salons using the resource potential of the Kuyalnitsky estuary (brine, mud, salt, blue clay, phyto-preparations).

The subject of diversification may be the creation of the hydromineral and biological resources of the Kuyalnitsky estuary of such services:

- industrial production of *Artemia Salina*, cysts (eggs) which are highly valued in the world market, because young rams are used as a starting feed for young fish in industrial fish breeding;

- the packaging of mud and salt for use by the balneological institutions of Ukraine, etc.

Diversification of recreational and tourist activities should include the development of scientific and production complexes for the production of cosmetics, phyto-and pharmacological preparations. A promising

avenue of recreational activities diversification is the construction of trade and hotel-restaurant facilities, entertainment complexes and other tourist infrastructure, which in turn will contribute to the creation of their own construction and repair facilities.

Conclusions. The unique recreational natural object – the Kuyalnitsky estuary – is located in the immediate vicinity of the Odessa oblast center, which defines the main directions of diversification of agricultural and industrial activities in the surrounding areas. The districts surrounding it have rich recreational natural resources, but do not use them fully in economic activity. In fact, there is a single sanatorium that uses mud and peloids of the estuary, while it should be noted that its buildings even in high season are not filled completely.

The administrative districts which located around Kuyalnitsky estuary (Bilyaivskiyi, Limansky, Ivanivsky districts) are characterized by traditional types of suburban and agricultural activities. The budgets of these districts do not cover their expenditures and they receive subsidies from the regional budget. In the structure of budget expenditures, the mentioned areas are not allocated a separate line of deductions for environmental measures, but the environmental situation around the Kuyalnitsky estuary is almost critical (dehydration, changes in salt concentration, sewage pollution, unauthorized extraction of sand, etc.).

The current specialization of economic activity of economic entities that are located in the Kuyalnitsky estuary basin should be directed to the development of different forms of tourism: green, environmental, educational with provision of medical services based on unique estuary mud, including agricultural.

Diversification processes should take into account ecosystem and polyfunctional approaches to conducting basic business activities that will ensure the use, conservation and protection of a unique natural object.

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