

МЕЖДУНАРОДНОЕ ПРАВО

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TENDENCIES OF THE DEVELOPMENT OF CRUISE SHIPPING ON THE BLACK SEA REGION

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SUMMARY

The article is considered the tendencies of development of marine and river cruise shipping on the Black Sea region. Some of the problems are discussed that related to the current critical state of the cruise shipping in the Black Sea on the basis of the author's analysis of the dynamics of cruise shipping in historical aspect. It is grounded the necessity of the development of cruise shipping in Ukraine as a perspective type of rest. The need to promote efficiency of the use of present natural resources for the development of cruise shipping and transformation it in perspective directions of tourist activity is well-proven in the article.

Key words: cruise shipping, port, the Black Sea, cruise liner, cruise lines, shipping.

ТЕНДЕНЦІЇ РОЗВИТКУ КРУЇЗНОГО СУДНОПЛАВСТВА В ЧОРНОМОРСЬКОМУ РЕГІОНІ

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АНОТАЦІЯ

У статті розглянуті тенденції розвитку морського і річкового круїзного судноплавства на Чорному морі. Деякі з проблем, що відносяться до поточного критичного стану круїзного судноплавства в Чорному морі на підставі авторського аналізу динаміки круїзного судноплавства в історичному аспекті, обговорені в даній статті. Обґрунтована необхідність розвитку круїзного судноплавства в Україні в якості перспективного виду відпочинку. Вказано на необхідність підвищення ефективності використання існуючих природних ресурсів для розвитку круїзного судноплавства і перетворення його в перспективні напрямки туристичної діяльності.

Ключові слова: круїзне судноплавство, порт, Чорне море, круїзний лайнер, круїзні лінії, судноплавство.

Statement of a problem. Dynamic world market of cruise tourism development stipulates interest in this sphere of activity both from the side of domestic marine ports that have passenger terminals and possibility to accept the cruise ships of considerable sizes and from the side of potential cruise operators and tourist companies. In this connection for industry of tourism of Ukraine to the important tasks there is a study of structure of cruise market of the black Sea region, ground of basic its progress, exposure of prospects and directions of possible participating trends in cruise business of domestic enterprises of marine transport.

Relevance of a topic. Perspective development of cruise shipping in the Black Sea region needs complex studying of opportunities of infrastructure and the geographical directions of cruise streams for the purpose of their optimization.

The state of a research. The study of state and prospects of development of cruise tourism in the world and in Ukraine examined Selivanov V.V., Aleksandrova A.U., Nadtochiy G.D., Smirnov I.G., Griбанова S.V., Zatsepina N.O., Fedorchenko V.K. and others. The information about development of cruise shipping is presented by the articles, by photos and in the Internet resources, but is fragmentary. Consequently, in this research tendencies and prospects of development of marine cruise shipping, the basic trends of formation and development of cruise shipping on the Black Sea region are educed.

The aim of the article is to analyze tendencies of development of marine and river cruise shipping; to reveal geographical features of development of cruise tourism in the Black Sea region.

The basic material. Particular importance was historically attached to sea passenger fleet. The Black Sea was one of the most demanded regions for tourist shipping.

Now cruise navigation on the Black Sea because of the known international events is in deep crisis. Naturally, scientists, experts, the active participants of the international cruise business cannot help thinking of how the crisis situation will be long and what possibilities of an output from it are available.

For completer understanding of a problem it is necessary to remember that crises in passenger navigation on the Black Sea periodically resulted from stubborn repeating dramatic nature of historical events.

The first passenger lines between the ports of the Black Sea began to work in 1859 from the moment of the base of the Russian society of shipping company and trade. The first domestic passenger flight on the Black Sea was performed by the steamship "Hope". Next, the steamship "Odessa" went out to the line. So, the foundation was laid for passenger navigation on the Black Sea.

Small passenger – and – freight vessels of this society ensured functioning of passenger and mail lines between the ports of Odessa, Sevastopol, Feodosiya and Kerch. They were connected by the Caucasian line to the Georgian port of Poti. 19 years later, in 1879, this line was prolonged to Batum.

At the end of the 19th century the new steamship company Voluntary fleet was organized, which possessed vessels, large and first – class on that time. Its first four passenger – and – freight steamships successfully worked at lines between the ports of the Black Sea.

The most known, and there can be a first foreign cruise vessel on the Black Sea under the flag of the North American United States which visited the ports of Odessa and Yalta in August, 1867 was called "Quaker City". On its board there were 55 American tourists among whom there was a correspondent Samuel Lenghorn Klements better known under the name of a writer Mark Twain. So, the foundation laid the international cruise navigation on the Black Sea [1, p. 215].

Up to 1914, a passenger traffic actively developed in the Black Sea basin. However, followed then wars and revolutions did not contribute to the development of cruise business. The first crisis began on the Black Sea in passenger navigation which lasted about 15 years.

Movement of freighters began on Crimean – Caucasian, Kherson, Nikolaev, Crimean, Azov and other internal lines in summer of 1921. Passenger navigation was resumed in the region in 1927 when the steamship "Theodor Netta" was put into operation.

Thus, the modern history of the passenger Crimean – Caucasian line begins in the late twenties, and cruises of this line were incredibly popular in the USSR during the period from 30 years of last century up to the World War II which defined the beginning of the second crisis. And, again the period of a crisis situation was about 15 years.

The dawn of the Crimean – Caucasian cruise line began since 1960 on which on average 135 thousand passengers were transported in a year. From them 17 thousand foreign and 100 thousand domestic tourists and also, 18 thousand of linear passengers. Besides, many domestic passenger ships made 3 – hour sea walks which enjoyed wide popularity. The number of passengers of such mini – cruises reached 7 thousand. After decay of the Soviet Union the Crimean – Caucasian cruise line in 1992 stopped the existence, the third crisis period began [2, p. 114].

In the Black Sea region, since the middle of the 1990th years, different domestic shipping companies repeatedly made attempts to revive cruise navigation on the Crimean – Caucasian line, popular in Soviet period. In the 1990s the Black Sea marine steam navigation cruises were organized along a route Odessa – Piraeus – Haifa – Limassol – Istanbul – Sochi – Yalta – Sevastopol – Odessa on the MS "Odessa Sun", which existed a little more than two years.

At the beginning of the 2000th years the one-time cruise was organized around the Black Sea on the MS "Taras Shevchenko". In 2006 – 2007 the Ukrferri shipping company worked and organized several Black Sea cruises on the "South Palmyra" motor ship. There were plans of the organization of pilgrim cruises with stopping to the ports of Ukraine, Greece, Israel and Egypt.

However, stable work of ships was not succeeded to organize of domestic companies in the Black Sea cruise market for a number of the objective and subjective reasons.

After sharp recession of sea cruise navigation on the Black Sea during 1992 – 2006, since 2007 (in 15 years) its revival begins, actually. Only in Crimean (Yalta, Sevastopol) ports about 200 foreign cruise vessels came in recent years.

In 2010 – 2011 liners of the Italian company MSC mastered cruise routes between Odessa and Venice. The analysis of development of geography of the international cruise navigation shows that the Black Sea region became more and more popular for foreign sea tourists in recent years.

In 2011 the tendency of increase was marked in the sizes of vessels coming into the Black Sea ports. If in 2011 from 73 liners, 27 had length more than 200 m (and about 10% – vessels more than 270 m), then in 2012 from 73 vessels under a foreign flag nearly a half (32 vessels) more than 200 m long. Only the seaports of Sochi, Yalta and Odessa and also the seaport of Romanian Constanta can accept and service vessels of big sizes (to 300 meters) safely on the Black Sea. The opening

of the new passenger terminal in the port of Batumi (Georgia) was planned. Other ports, unfortunately, do not locate today infrastructure for safe and high – quality reception of vessels more than 200 m, not to mention 300 – meter. For this reason, more than 320 passenger ships in 2013 did not pass Bosphorus and did not enter the Black Sea.

In 2013 more than 400 cruise vessels under a foreign flag enter Istanbul; to the Black Sea was only 73.

Specifics of cruise business such is that the ports of the Black Sea are not competitors, but partners: the more vessels it will be attracted to the Black Sea region, the more will benefit each of ports. Considering this feature, in 2012 at one of the International cruise exhibitions the idea was advanced of a creation of the noncommercial marketing project on advance of the Black Sea cruise direction and creation of the uniform Cruise Black Sea brand of the Black Sea [3, p. 48 – 49]. For promotion of this project the consultative group concerning development of infrastructure of service of cruise tourists in the Black Sea region was created. In addition to dockers, representatives of travel agencies Dinadis, London Sky Travel, Modes, "Black Sea Tour", etc. entered into this group. Project implementation in the long term shall promote that 320 passenger liners which are torn in front of Bosphorus, prolonged the cruise routes further to the Black Sea.

In the summer of 2013 the Black Sea and Baltic cruise company made a successful attempt to resume cruise navigation on Krymsko – Caucasian line on MS "Adriana" along a route of Yalta – Odessa – Sevastopol – Novorossiysk – Sochi – Feodosiya – Yalta.

In 2014, the new diagram of a route was organized: Yalta – Sochi – Novorossiysk – Istanbul – Yalta which, according to a manual of the cruise company, would allow to attract a new flow of tourists from Turkey. However, on a row of the known reasons this cruise line in 2014 was closed. Also, the international cruise navigation was actually contracted though it was expected the record number of stoppings of cruise vessels to the ports of Yalta and Odessa – more than 200. The new fourth crisis began.

The problem of the Ukrainian ports will be discussed still for many years. However, as it was stated above, in the last 6-7 years the different companies, both domestic, and foreign, made enormous efforts for an increase in attractiveness of the Black Sea cruises for foreign tourists, the considerable money for development and deployment of new cruise routes near northern Black Sea Coast was spent [4, p. 69 – 70].

Ukraine always was considered the developed naval power. From the black sea region countries, it has a most extent of marine borders. It costs to mark that Ukraine is the first after an area country, located fully on territory of Europe that has a 2 590 km going out to the countries of European Union. At the same time the modern rates of development of home marine industry testify that Ukraine gradually transforms from naval power in "territory at a sea". The fleet of country counts the least of freight ships, and passenger transportations and marine cruises on home liners remained in history.

Cruise tourism is divided into: a marine cruise is a trip, ordinary on the reserved circle with radial journeys from ports in the internal districts of countries: a river cruise is a trip a water – carriage on internal waterways (to rivers, lakes, channels) [5, p. 296].

Voyages had an epochal value for humanity – marked a new era in geographical research of Earth, gave a push for the epoch of the Large geographical opening, for the development of many areas of natural history, intensifications of world trade promoted. Beginning of marine tourism date from the middle XIX century, when linear passenger companies began to search the ways of the use of passenger ships in a period an off-season in linear transportations. The source of passengers for transat-

lantic lines was European emigration: the period from 1846 to 1940 on the American continent about 60 million from that about 36 millions drove out in the USA persons emigrated from Europe [6, p. 153].

River cruises have the advantages: they less depend on a weather, more informing, during them “green” stops are possible. The river trips of Mr. Smirnov classifies such as: 1) transportation of passengers and tourists on regular voyages; 2) transportations of passengers and tourists are on charter flights; 3) transportations of passengers and tourists by speed and express lines; 4) train ferries; 5) walking and excursion voyages; 6) transportation by the water types of transport of amateur tourists; 7) shortly to the term and the protracted cruises; 8) the special cruises (cruises of congresses, business-cruises, educational cruises, gastronomic tours and others like that); 9) use of swimming facilities as “floating hotels” [7, p. 315]. Distinguish river trips short-term (1-3 days) and protracted (25-30 days). Trips on the rivers and lakes are developed in the states rich in the navigable rivers. Most river cruises got development in Europe, where the prolonged navigable network of water-ways is.

The most popular routes of river cruises pass on Loire, Rhine, Seine, Elba, Danube (through seven countries), Rhine (and its inflows). The first place in river cruises is retained by Germany, Great Britain, Netherlands, Switzerland, Austria, France remain the first. From the uneuropean rivers popular geographical directions are cruises on Nile (Egypt), Yangtze (China), river of Saint Lavrentiy, Mississippi (THE USA), Amazon (Brazil). The popular also routes are also on the rivers of Russia to Volga, Neva, Don, Yenisei, Irtysh, Leni, Amur, on Ladoga and lake Onega [8, p. 233].

On the whole, Ukraine owns considerable possibilities for river trips. Building in a middle the past century of the comfortable river ships specially intended for work on tourist routes entailed intensive development of river cruises. In Ukraine, S. Gribanova considers river excursions the sources of cruise tourism for students on steamships on Dnepr. In the end of XIX – beginning of XX of centuries river excursions took place during that sightseers were stopped in picturesque or interesting historically places [9, p. 150].

Most early excursion was organized on steamships on 9 June 1919 already of soviet times in Ukraine by cultural – educational commission of Kiev council of professional communities for their members. This excursion was on 1700 persons. For realization of cognitive lectures as guides there were the invited specialists on questions botany and geology [10, p. 90]. Afterwards river excursions in Ukraine were developed often after her limits: in 1927 – the united excursion bureau of RSFSR in Moscow worked out and offered an excursion on Dnepr. A 10-daily route began in Kyiv, from where a steamship set forth for Dnipropetrovsk, with the visit of reserve of Taras Shevchenko, and, also Krivoi Rog.

Sightseers had a rest ashore of Dnepr in an excursion base for 3-4 days, service on that for twenty-four hours with a room and board were costed 2 karbovanetsi 50 copecks. The participants of route also could continue rest on seaside resort of Alushta or Gurzuf [10, p. 76-77]. From 1928 such routes were developed already UMRES (Ukrainian mixed ration excursion society). In particular, UMRES was offered following: a route by the steamship of “Dniprelstan – Dniipro – the Black sea – Odessa”, counted on a 13 twenty-four hours; a route was “Donbas – Dniprelstan – Krivoi Rog”, counted on a 12 twenty-four hours; a route “Rapids – Krivoi Rog” counted on a 10 twenty-four hours. These were the combined tours, and a water-carriage was here attracted on one – two from the stages of route. However, marine and fully or mainly river routes were developed. So, a route had the special demand on a steamship on Dnepr [10, p. 79].

As far as the prospects of development is concerned, it is possible to distinguish two progress of cruise tourism trends

in the basin of the Black sea. The first tendency is a revival of the cruise navigation oriented to the internal national market of black sea region countries. The second tendency consists of bringing in black sea ports of foreign tourists and further advancement the trend of black sea to the world cruise market. At the same time, presently, world cruise companies do not examine the Black sea as a separate independent region, and only in combination with Mediterranean – as continuation of the Mediterranean cruises. Among basic problems that restrain development of cruise navigation in Ukraine, majority researches are accented their attention on absence of passenger fleet. In the Black Sea region, beginning from middle of 1990, different domestic navigable companies did attempts to revive a cruise navigation on popular Crimean – Caucasian line repeatedly. In 1990 the Black Sea marine steamship line organized a cruise on a route Odesa – Piraeus – Hifa – Limasol – Istanbul – Sochi – Yalta – Sevastopol – Odesa on a motor ship “Odesa San” that lasted less than two years. At the beginning of 2000 a valid for one occasion cruise was organized round the Black sea on a motor ship “Taras Shevchenko”. In 2006–2007 a navigable company “Ukrferri” organized a few black sea cruises on a motor ship “South Palmyra”. If to examine an attractiveness concretely to port Odesa, the prognoses of experts are optimistic.

On September 14, 2015, the Association of development of tourism of the Odessa region was created which has united more than 100 participants of the tourist market.

Consolidation of business efforts, public and regional authorities and also, development of tourist attractiveness of all areas of Odesa region, and not just seaside zone will become the purpose of new association. The catalyst of creation of the association was the season in 2015, that had shown that the local authorities were not completely ready to those volume of tourists, which they had received in that year. There were fantastic results – the passenger traffic had grown by 33 percent in comparison with previous year. They setted an aim to pay attention to contiguous regions to Odessa region.

The structure of Association constantly extends, increases also the number of its participants. Organizers of Association are sure that modern Odesa tourism possesses a number of rough defects. Expectation of the best times during crisis, the movement on a current and care only of personal benefit are the main mistakes of modern Odesa businessmen. Combination of efforts for achievement as the general, and personal success is what participants of Association work on. One of the most important tasks of Association – lobbying of interests of its participants in state and business structures.

Main objectives of Association are:

- 1) systematic development of economic, cultural and tourist capacity of the Odesa region;
- 2) the patriotic relation to the region, desire to develop it without expectation of personal benefit;
- 3) increase in tourist flow to the Odesa region;
- 4) expansion of geographical capacity of the Odesa region, aspiration to make it tourist’s polyhedral;
- 5) improvement of infrastructure of the region, its transformation into the most important business object of Ukraine [11].

Conclusion.

On the basis of the done analysis of the history of the development of cruise shipping on the Black Sea region, the necessity of its development is certain, as a perspective type of rest, and also a necessity is well-proven to promote efficiency of the use of present natural resources for the development of cruise shipping and transformation it in perspective directions of tourist activity. Thus, owning sufficient potential, domestic cruise tourism has all possibilities for its further development. For this purpose, it is necessary to renew and develop a passenger river fleet, to promote the comfort of rest and culture of service, to

perfect modern service of collection, treatment and analysis of information on the complete complex of providing of river and marine navigation, that answers the European standards and Directives of the European economic commission of the UNO, to pay the special attention the question of safety of tourists.

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