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**ECONOMIC AND ECOLOGICAL SPACE  
“KUYALNITSKIY”: ORGANIZATIONAL AND  
INVESTMENT SUPPORT FOR DEVELOPMENT**

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**Introduction.** Kuyalnyk estuary has a remarkable medical and health potential of national importance, its unique properties are of international value, which predetermines recognition of respective areas as protected areas. In addition, proximity of Kuyalnyk estuary to the city of Odesa causes expansion of not only cooperation vectors with representatives of business groups in Odesa region, as well as creating demand in service market at this area. However, presently, economic-ecological potential of Kuyalnyk estuary area is not used properly, which significantly affects social and infrastructural level of this area, and decreases investment attraction of this resort.

**Aim and tasks.** In this paper it is proposed to consider theoretical and methodological principles of developing ecologically oriented business activity at the stage of planning protected object: Natural National Park (NNP) “Kuyalnitskiy”; to analyze tools for cooperation with economic private sector representatives, which will ensure protected areas development as a multifunctional space.

**Results.** This paper substantiates ways to develop regional program of targeted economic-ecological support for entrepreneurial activity development in the areas of Ukrainian nature reserve fund; it is suggested implementing public-private policy that allows developing future Natural National Park “Kuyalnitskiy” as innovative area – “space” aimed at streamlining processes of nature management, creating new formats of business activity, improving ecological-economic situation in the region, creating conditions for sustainable development.

**Conclusions.** Taking into account dual economic and regulatory status of Kuyalnyk estuary, it is necessary to plan such vectors of business activity that can simultaneously meet the needs of sanatoriums and have environmentally friendly format that will consider reasonable level of anthropogenic load at this area. The proximity to the city of Odesa will ensure development and market demand for various types of economic-ecological business activities, as well as appropriate level of “neighbourhood urban planning”.

**Keywords:** objects of nature reserve fund, economic-ecological business activity, financial and investment development, planning methods.

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## ЕКОНОМІКО-ЕКОЛОГІЧНИЙ ПРОСТІР «КУЯЛЬНИЦЬКИЙ»: ОРГАНІЗАЦІЙНЕ ТА ІНВЕСТИЦІЙНЕ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ

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**Вступ.** Куяльницький лиман має неабиякий лікувально-оздоровчий потенціал загальнодержавного значення, його унікальні властивості мають міжнародну цінність, що зумовлює необхідність визнання відповідних територій у якості заповідних. Крім того близькість розташування Куяльницького лиману до міста Одеси, зумовить розширення не тільки векторів співпраці з представниками бізнес-угруповань Одеського регіону, а також формування попиту на ринку послуг відповідного напрямку. Однак, станом на сьогоднішній день, економіко-екологічний потенціал території Куяльницького лиману не використовується на належному рівні, що суттєво впливає на соціально-інфраструктурний рівень відповідної території, та знижує інвестиційну привабливість існуючого курорту.

**Мета і завдання.** В даній роботі пропонується розглянути теоретико-методичні засади розвитку екологоорієнтованої господарської діяльності на етапі планування заповідного об'єкту: НПП «Куяльницький»; проаналізувати інструменти співпраці з представниками приватного сектору економіки, що забезпечить розвиток заповідних територій, як мультифункціонального простору.

**Результати.** У статті обґрунтовано шляхи розробки регіональної програми цільової економіко-екологічної підтримки розвитку підприємницької діяльності на територіях природно-заповідного фонду України; пропонується здійснити комплекс заходів державно-приватного характеру, що дозволить розвиватися майбутньому НПП «Куяльницький», як інноваційній території - «простору», що спрямована на раціоналізацію процесів природокористування, створення нових форматів ведення господарської діяльності, покращення еколого-економічної ситуації регіону, створення передумов переходу до сталого розвитку.

**Висновки.** Враховуючи отримання подвійного економіко-нормативного статусу території Куяльницького лиману, необхідно здійснювати планування таких векторів господарської діяльності, що одночасно зможуть задовольнити потреби санаторно-курортних установ та мати екологічний формат, який буде враховувати дозволений рівень антропогенного навантаження на територію. Близькість до м. Одеси забезпечить розвиток та ринковий попит на різні види економіко-екологічної підприємницької діяльності, а також відповідний рівень «містобудівного планування району».

**Ключові слова:** об'єкти природно-заповідного фонду, економіко-екологічна господарська діяльність, фінансово-інвестиційний розвиток, планування.

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**Introduction.** Expanding urban areas creates necessity to develop economic-ecological zones, which are designed to become tools for ecological population well-being, vector of developing ecologically oriented forms of business activity, to ensure establishing sustainable intersectoral ties. It is exactly nature reserve fund objects that have a complex resource potential, which can not only reduce negative effects of modern urban areas, but also become the space for creating economic-ecological business activities that meet modern social needs.

Kuyalnyk estuary has a remarkable medical and health potential of national importance, its unique properties are of international value, which predetermines recognition of respective areas as protected areas. In addition, proximity of Kuyalnyk estuary to the city of Odesa causes expansion of not only cooperation vectors with representatives of business groups in Odesa region, as well as creating demand in service market at this area. However, presently, economic-ecological potential of Kuyalnyk estuary area is not used properly, which significantly affects social and infrastructural level of this area, and decreases investment attraction of this resort.

**Analysis of recent research and publications.** Publications of scientists from various national and foreign schools and sectors are devoted to studying effective usage of suburban, in particular recreational and nature reserves. Manuel A. Zambrano, Monserrate Carlos, A. Silva-Zambrano, Maria Alejandra Ruano rightly point out that it is necessary to evaluate economic potential of protected areas taking into account their geoeconomic location, proximity of infrastructure, vectors of using natural resources and socio-economic services for potential customers, such as road infrastructure [1].

R. Buckley, P. Brough, Leah Hague, A. Chauvin, K. Fleming, Elisha Roche, E. Sophia and Neil Harris point out that despite the fact that nature reserves and protected areas are the subject of a number of environmental strategies, however, they are under constant political and economic-social pressure, due to the specifics of their environmental and legal status [2].

John A. Dixon also highlights necessity to develop economic benefits of protected areas, as nature reserve fund objects of Ukraine have exhaustible and inexhaustible resources, and therefore, depending on what type of resources is prevalent in the area, its economic-ecological value will be formed at the local and state levels [3].

Such scientists as Gerard S. Dharmaratne, Francine Y. Pell, Leslie J. Stenac also based on the results of their own studies, believe that despite the fact that inevitability of creating protected areas are priority of global nature, many objects of nature reserves do not use their own economic potential, as a result of which they turn into "paper parks" [4].

According to Dominic Moran, the main problem in evaluation and further using protected areas is unsystematic, as business entities that create investment flows to protected areas and those that use economic-ecological benefits often do not match [5].

Suzanne Becken and Huber Job emphasize that protected areas have already passed several stages of formation, from exclusively nature reserves to ecological and tourist zones. However, modern ecological-social transformations require involving nature reserves into the system of economic-inclusive relations, developing social-ecological services, as well as supporting regional investment flows [6].

Having analyzed foreign scholars' views on the prospects for developing protected areas, it should be noted that society poses economic-ecological priority challenges for nature reserve fund (NRF) objects, requires increased participation of protected areas in the system of market relations. Therefore, planning of new NRF facilities should be formed taking into account combination of environmental challenges and economic-ecological needs of local communities, and at the same time, consider investment interests of business groups.

In this problem development we should emphasize special role of Professor Humarova N.I., Golikova O.S. [6, 7]. Zolotov V.I., Polishchuk T.M., who carried out analysis of problems and prospects of using recreational potential of Kuyalnyk estuary [8].

Presently, Kuyalnyk estuary natural areas are resort of state importance – the resort of Kuyalnyk [9, 10]. According to experts, economic-ecological potential of Kuyalnyk resort involves expanding vectors of recreational activities, as therapeutic mud-silt and brine, which medicinal properties are considered as perfect [11-13].

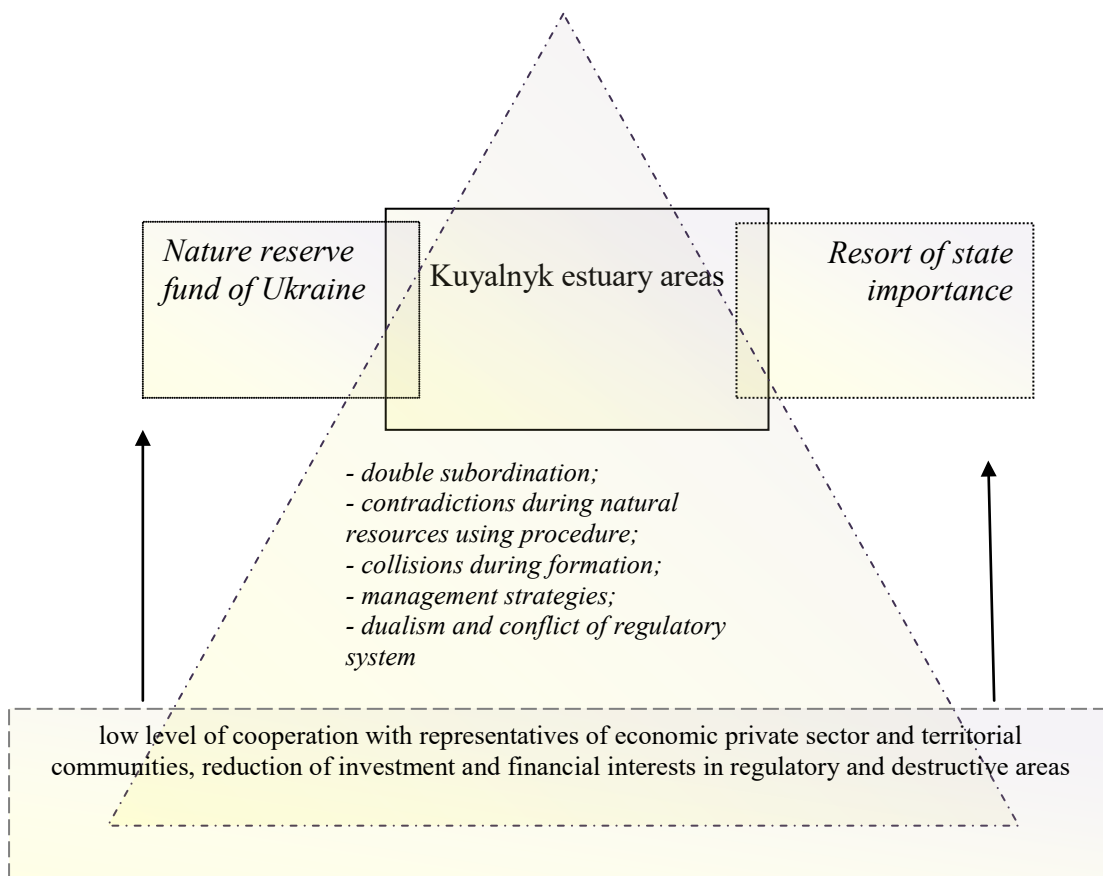
**Aim and tasks.** In this paper it is proposed to consider theoretical and methodological principles of developing ecologically oriented business activity at the stage of planning protected object: Natural National Park (NNP) “Kuyalnitskiy”; to analyze tools for cooperation with economic private sector representatives, which will ensure protected areas development as a multifunctional space.

**Results.** Presently, natural areas of Kuyalnyk estuary of Odesa region already have resort status, at least special natural resources usage is carried out in accordance with requirements of Law of Ukraine “On Resorts” [14].

Legislator determines that lands where business activities are already carried out, aimed at meeting the needs of resort of state importance “Kuyalnyk”, and further economic activities are planned, should be included in economic zone or stationary recreation zone of future NNP “Kuyalnitskiy” [15] (Fig. 1).

In case of creating “Kuyalnitskiy” National Nature Park, respective areas receive dual status, which can cause dualism and conflict during management and cost-effective usage of respective areas [16]. Procedure for setting limits on using natural resources of national importance is determined by legislator and has consistent organizational and regulatory mechanism for implementation [17].

Since a part of future NNP “Kuyalnitskiy” area has status of resort of state importance, and business activities in various sectors are already carried out in this area, we suggest using methods of planning economic activities in future NNP “Kuyalnitskiy”, which will take into account complex developing of protected area.



**Fig.1. Economic-ecological system of Kuyalnyk estuary**

*Source: own development of author*

Developing economic-ecological vectors of cooperation involves establishing comprehensive system of information and communication support of protected areas, in particular, creating web portal (for example, in test mode on official portal of Odesa) to visualize this area (ecological-economic space) reserved for NNP “Kuyalnitskiy”, which combines within one platform all necessary services, resources and tools for integrated management of 3/5-D space of future protected area, with obligatory availability of the following subsystems and capabilities:

- a mobile application that will provide accessible and easy access to such a system for citizens of Ukraine;

- system marking the types of planned business activity (for example, ecologically uncertain business activity, entrepreneurial activity of economic-inclusive direction, etc.);

- monitoring and identifying types of business activities carried out in the area where future NRF object is located (for example, an area of 20 km);

- Economic-social infrastructure development level (for example, availability of roads, parking lots, shops, restaurants);

- catch-all control interface providing access to information on statistical data and information on regulatory and organizational support for business activities in protected areas; directions of business activity sectors in other protected objects of the region / neighbouring regions; tax conditions; employment rate; mechanisms of public-private partnership (for example, availability of targeted programs in Odesa and Odesa region, etc.);

- available subsystems in analytics, statistics, generating citizens’ applications appeals and reporting, including dynamics of public participation in such projects;

- forming online service for business consulting, information support and analyzing suggested types of business activities, business initiatives (for example, involving experienced specialists to develop economic-ecological feasibility of introducing certain types of eco-

innovative entrepreneurship, including supported by IPREED NASU);

- modeling economic-ecological space “Kuyalnitskiy” like comfortable environment for recreation and tourists’ positive impressions regardless their age and health status (for example, forming multi-level infrastructure to meet any future customers’ wishes).

- developing software interface giving access to a certain category of planned ecosystem services remotely, booking and non-cash payment possibilities;

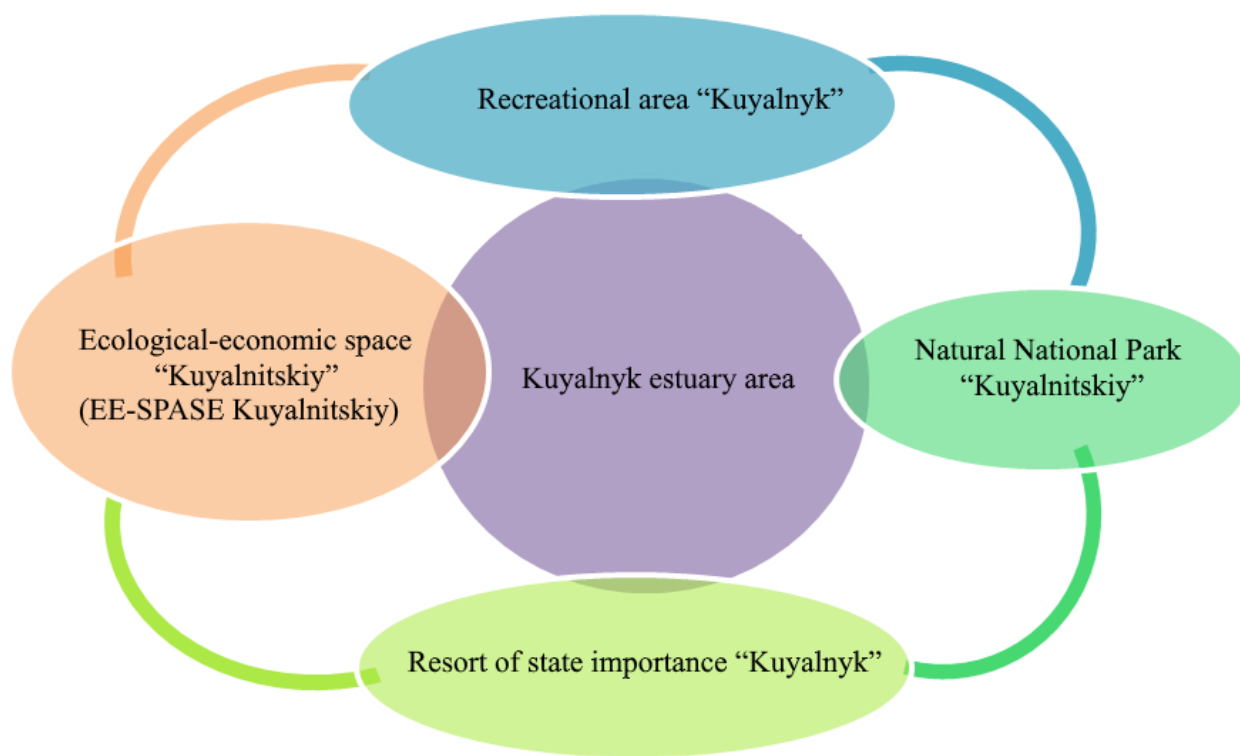
- creating ideas for so-called “product” that can be provided by NRF institutions cooperating with economic private sector representatives;

developing effective promotion of ecological-economic “Kuyalnitskiy” space for national and international markets (for example, creating tourist routes from Odesa to future NNP “Kuyalnitskiy”; obtaining tourist QR-code; producing multilingual advertising and information materials about tourist potential of “Kuyalnitskiy” space).

Providing effective combination of environment-oriented objectives with economic-ecological activities, future NNP “Kuyalnitskiy” area will be considered not only as nature reserves object, but also as economic-ecological space “Kuyalnitskiy”, where business activity will be planned considering indicators of anthropogenic load on natural complexes; development level of urban planning and economic-social infrastructure in neighbouring territories; dynamics of population migration and employment; market demand for certain types of entrepreneurship; forms and planned volumes of extra-budgetary investments, etc.

Location near large cities, especially such as Odesa, potentially increases tourists’ flow to the NRF (Fig. 2).

Favorable economic and geographical location of NNP “Kuyalnitskiy” near the Black Sea coast, is likely to provide active dynamics of visitors and tourists, as it has a high tourist potential not only for visitors but also for residents of Odesa.



**Fig. 2. Kuyalnitskiy estuary zone as economic-ecological space**

*Source: own development of authors*

During the period from 2011-2020, Odesa has had a million-strong city status [19], inhabitants number in the city of Odesa increased by 0.45%, which indicates intensification of economic and social processes in all city economic sectors [20].

Developing a number of tourist and information measures, according to the Program of economic-social development of the city of Odesa for 2020 [21] should intensify NNP “Kuyalnitskiy” ecological-economic activity, increase extra-budgetary investment flows for creating branched ecological and recreational infrastructure of NRF object.

Currently, the city of Odesa is implementing about 43 targeted programs [22] for infrastructure development; tourism; environmental protection; involvement of young people in environmental and cultural activities; which can contribute to creating NNP “Kuyalnitskiy” not only as recreational and health object, but also as a tool for providing intellectual and emotional services.

As of February 1, 2019, there are 1,778 thousand individual entrepreneurs registered in Ukraine undertaking business in the city of

Odesa and Odesa region [23], some of whom may participate in ecosystem services provision, including aimed at restoring psychological and emotional resource. In 2020, individual entrepreneurs allowed simplified taxation system increased by almost 93.8 thousand people [24], which indicates constant positive dynamics of business growth.

Despite the fact that such forms of tourist and recreational activities as “green”, “wild”, “ecological” tourism are becoming more widespread among Ukrainians, ecosystem services and other economic-ecological sectors of business activity [25-28] will have low demand and target audience of potential customers without appropriate level of social and infrastructural support of protected areas and neighbouring territories [29-31].

**Conclusions.** Taking into account geopolitical and ecological-economic location of Kuyalnyi estuary, as well as available unique natural resources that might be used for health care, population rehabilitation and recreation, this area should be considered comprehensively, both in terms of environment-oriented and economic-ecological approach.

The proximity to the city of Odesa will ensure development and market demand for various types of economic-ecological business activities, as well as appropriate level of “neighbourhood urban planning”.

1. Obtaining dual economic and regulatory status of Kuyalnyk estuary, it is necessary to plan such vectors of business activity that can simultaneously meet the needs of sanatoriums and have environmentally friendly format that will consider reasonable level of anthropogenic load at this area.

2. Comprehensive planning methods will allow to take into account existing forms of management, level of their anthropogenic load on respective areas, consider market demand, as well as analyze the most effective formats of environmentally friendly entrepreneurship in case of creating NNP “Kuyalnitskiy”.

3. Considering above mentioned, zoning of business activity forms should be strictly followed and carried out in respected areas. Environmentally friendly forms of entrepreneurship are more successful and desirable for protected areas, however, such a vector of management might not always fully meet the needs of local community and regional businesses being “environmentally risky”.

4. Low level of development and urban planning in neighbouring areas will not contribute to positive dynamics of developing nature reserve fund object, as a complex economic-ecological zone or space.

5. Therefore, we consider reasonable at regional authorities level to take initiative:

- to develop regional program of targeted economic-ecological support for entrepreneurial activity development in the areas of Ukrainian nature reserve fund;

- to develop in test mode web portal or platform on the basis of existing official portal (for example, <https://omr.gov.ua/>) dedicated to creating ecological-economic space “Kuyalnitskiy” (EE-SPASE Kuyalnitskiy), which will allow to carry out preliminary modeling of ecological-economic activities of protected object, monitoring market activity of ecosystem services in Odesa and Odesa region; to form ways for extra-budgetary support and developing NRF object and neighbouring territories; to ensure introducing innovative ecological-economic technologies in protected areas sector; to create new jobs; to plan revenue side for future NRF object; to optimize environmental, social and economic-organizational tools for object management, etc.);

- to implement public-private policy that allows developing future NNP “Kuyalnitskiy” as innovative area – “space” aimed at streamlining processes of nature management, creating new formats of business activity, improving ecological-economic situation in the region, creating conditions for sustainable development.

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