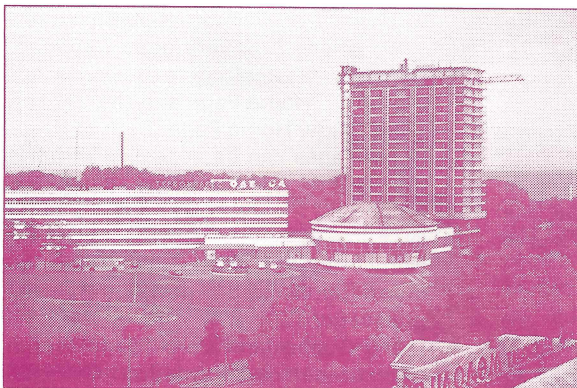


Ukrainian ship unloads goods from Turkish ports across the Black Sea.

Other projects are in development and will be considered by international donors at an upcoming meeting of the group scheduled for Yalta in April 1996.

The Black Sea Sustainable Tourism study has resulted in a number of recommendations which are being considered by the nations of the region and by the various international agencies who are interested in helping with renewal of the region's tourism industry. These include the establishment of demonstration projects in each country, new training programs for those in the industry, in marketing, hotel management, negotiation of joint ventures and sustainable tourism development, the holding of a conference aimed at removing barriers to easy travel between countries in the region, and the development of new theme tours for the region. These may lead to realization of the dream of one day driving or cruising

easily all the way around the Black Sea to visit all its treasures. Tourism in the region remains a challenge, with difficult border crossings, erratic charter flights, costly visas, and service which does not yet meet mini-



TED MANNING

Unfinished hotel on beachfront in Odesa.

mum standards for international tourists, but the rewards are great. With ecological, historical and cultural assets which are the equal of any in the world, the region has immense potential. Success stories are emerging. Hotels like the Roxalana in Ivano Frankivsk, the hotel ships in Odesa harbour, and the emerging private restaurants in many centres are beginning to meet western standards. The cultural assets of Kyiv, the opera in Odesa, and the historical significance of Yalta will continue to attract tourists. The challenge is to take full advantage of these opportunities to the greater sustainable benefit of the nations of the Black Sea region.

Article by Ted and Margo Manning, Centre for a Sustainable Future. The Centre for a Sustainable Future is a joint venture of the "Foundation for International Training" and Consulting and Audit Canada, and specializes in environmental management in developing nations.

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