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MURALS AS AN ELEMENT OF THE TOURIST IMAGE OF THE CITY OF ODESA

Z. Prykhodko, L. Yavorska, A. Shashero, N. Nefedova, A. Molodetskyi

Odesa I. I. Mechnikov National University

Abstract

The article discusses in detail the latest objects of tourist display of the city of Odesa - murals. These works of art increase the aesthetic appeal of the city's districts, promote cultural heritage and promote the development of tourism in the area, and ultimately, together with other recreational and tourism facilities, influence the formation of the tourist image of the city. Thus, the development and development of excursions with the involvement of a kind of urban art – murals, will contribute to the restoration of tourist activities in the city in peacetime.

Keywords: city image; tourist flows; excursion display objects; murals.

МУРАЛИ ЯК ЕЛЕМЕНТИ ТУРИСТИЧНОГО ОБРАЗУ МІСТА ОДЕСА

З. Приходько, Л. Яворська, А. Шашеро, Н. Нефедова, А. Молодецький

Одеський національний університет імені І.І. Мечникова

В статті детально розглядаються новітні об'єкти туристичного показу міста Одеса - мурали. Ці мистецькі твори підвищують естетичну привабливість районів міста, популяризують культурну спадщину та сприяють розвитку туризму в місцевості, і в кінцевому результаті, разом з іншими об'єктами рекреації і туризму впливають на формування туристського образу міста. Розробка і розвиток екскурсій із залученням своєрідного міського мистецтва – муралів, буде сприяти відновленню туристичних потоків до міста.

Ключові слова: образ міста; туристичні потоки; об'єкти екскурсійного показу; мурали.

Relevance of the topic. At present, when the processes of globalization of the main World Economic relations cause increased competition not only between individual companies, but also between states, regions and cities, the issue of creating a tourist image of the territory is becoming increasingly relevant. Tourist images of countries, regions and cities largely determine their attractiveness, generate a desire to visit them, and ultimately affect the geography of tourist flows. That is why it is so important to use various scientific approaches to purposefully form the tourist image of the territory and promote it through marketing among the population – potential tourists.

Odesa is one of the most famous cities in Ukraine, "Pearl by the sea", a city known for its architecture, culture, history, beaches, theaters and museums, a unique mentality, etc. Tourist and recreational activities have always been a strategic direction of Odesa's development. Quarantine restrictions during the COVID-19 pandemic became a serious obstacle to the city's tourism activities, and already in 2022, tourism faced a much larger and more terrible obstacle-large – scale military aggression. After overcoming the aggression, the whole of Ukraine and Odesa, in particular, will face the need to develop effective mechanisms for restoring the tourism sector, develop new strategies for its development, and approve the brand of a safe territory for tourists. Therefore, it is important today, looking to the future, to

develop and analyze the prospects for the restoration of tourist activity after the war and the direction of its transformation, which is already taking place and consists in changing the accents, essence, content, the emergence of new types, new destinations, new excursions, routes, events, etc.

Purpose of the study. The main purpose of the article is to study the tourist and recreational potential of the city of Odesa and the pre-war development of tourism activities, analyze transformational changes in the city's tourism activities under the influence of recent events, determine the prospects for post-war restoration of tourism and directions of its development, develop recommendations for the practical implementation of new directions on the example of a tour of the murals of Odesa.

Analysis of recent publications on the problem. The development of the tourist and recreational complex of the city of Odesa is the subject of research by a number of specialists in public Geography, Economics, Tourism, sightseeing, managers, etc. The issues of post-war reconstruction of the tourism sector in our country, the development of its main strategies and directions are currently being dealt with, in particular, by M. Baldzhi, O. Beidyk, O. Bogoslavets, N. Boyko, B. Danylyshyn, K. Kolomiets, D. Lukyanenko, O. Lyubitseva, M. Oleskiv, Yu. Opanashchuk, Ya. Ostafiychuk, V. Sych, O. Topchiev, V. Tsipko, O. Shevchenko, V. Yavorska.

Research results and their discussion. The tourist image of a territory arises as a result of the interaction of a person and a territory. The tourist image is understood as a system of rationally and emotionally formed ideas, which is based on specific features of the territory that emphasize its individuality from the point of view of the mass tourist [15]. The seaside position, favorable climate, interesting history, outstanding architectural monuments, the presence of unique natural recreational and tourist resources contributed to the formation and development of the tourist and recreational complex of the city of Odesa.

The territory of modern Odesa is located on the site of the settlement of Hadzhibey (Kachibey, Hajibey), which is mentioned in many historical documents of the XV century. later, the Turkish fortress Yeni-Dunya ("new world") was built on the site of the modern Primorsky Boulevard, the remains of the fortress wall of which are still preserved on Primorsky Boulevard and in Shevchenko Park. Outstanding historical and architectural monuments of Odesa are the entire planning structure and development of the historical center of the city, the Odesa Opera House, the famous Potemkin Stairs and Primorsky Boulevard, buildings of former merchant exchanges (modern Philharmonic and City Duma), palaces of historical figures. In January 2023, the historical center of the port city of Odesa

was included in the UNESCO World Heritage list, and also recognized as a cultural heritage site under threat. UNESCO has provided repairs to the damage caused to the Odesa Art Museum and the Odesa Museum of modern art since the beginning of the war. The organization also provided equipment for digitizing hundreds of works of art and the documentary collection of the State Archive of Odesa. Equipment for protecting buildings and works of art in the open air was also delivered.

The tourism sector has always been a strategic direction for the development of Odesa. Historical and cultural, educational, business, commercial, scientific, beach and other types of tourism have developed the most. Odesa is also a well-known center of balneological activity, which is based on the healing power of therapeutic mud and brine of estuaries, mineral waters, the Sea coast and climate. The city has a well-developed transport infrastructure, as well as a wide network of hotels, food establishments, theaters, cinemas, museums, sports grounds, etc. On the territory of Odesa, there are three resort areas - Northern, Central, and Southern, within which such subdistricts as Kuyalnik, Luzanovka, Langeron, Arcadia, Bolshoy Fontan, Kovalevsky's Dacha, and Chernomorka are distinguished [13].

During the period 2016-2019, Odesa was visited annually by 2 to 3 million both Ukrainian and foreign tourists from countries such as Turkey, Israel, USA, Poland, Moldova, Austria, Germany, etc. in 2019, 3.2 million people visited the city for business, tourist and official purposes. In 2020, 2.0 million people visited Odesa. tourists, which is 37.5% lower than the previous year [6]. But in 2021, the tourist flow to the city again increased to 3 million. persons.

After the beginning of a large-scale Russian aggression, the city's tourist activity stopped. Outbound tourism turned into an escape of people from the war as refugees, and immigrants, military journalists, and representatives of international missions began to come to the City [3]. But in Odesa, as in Ukraine as a whole, Scientists, Managers and ordinary residents are already thinking about how tourism will recover after the war and what it will become. Many experts express the opinion that military tourism will develop most dynamically. The idea of military tourism is not new, it has a long history and is developing in many countries of the world. In Ukraine, future locations of military tourism may include places of military glory of the Armed Forces of Ukraine, sites for demonstrating enemy equipment, bomb shelters, military museums, memorials, etc.

In general, for Ukraine, and for Odesa in particular, it will be strategically important to develop both military and other types of tourism in the wake of high interest in our country. During the post-war reconstruction period, tourism activities and the hospitality sector should

be recognized as one of the highest priorities and receive the appropriate direction of state programs and development strategies, as well as funding.

Unfortunately, in Odesa, all types of tourism related to the sea coast and beach holidays are now banned, and in the post-war period they will not be relevant for a long time. Therefore, we should already develop and deepen existing developments in the development of historical, cultural, educational, event, entertainment and other types of tourism, as well as develop new areas of tourist, recreational and tourist-excursion activities. One of these promising areas, in our opinion, is the development of excursions with murals of Odesa, which, along with the catacombs, form the modern tourist image of the city [16].

A mural is a large-scale drawing that is usually applied to the wall of a building. Murals can be found in many major cities. There is a difference between murals and graffiti, although they are similar types of street art. Murals are designed to convey a deep meaning, not just an ordinary image. They have a lot in common with classical frescoes that depicted scenes from life or mythology. Graffiti, by contrast, is often seen as a form of vandalism; it is not necessarily intended to convey an idea. [7]

Murals are usually created in a coordinated effort with local authorities to ensure that they appear in appropriate locations and comply with local regulations. They can increase the aesthetic appeal of the city's districts, promote cultural heritage, and promote tourism in the area [7]. Wall paintings are very diverse: from realistic images of landscapes or people to abstract, colorful drawings. They reflect the local culture, history and can be a source of pride and inspiration for both residents and visitors of the city.

Murals perform many functions, including:

- increase the aesthetic appeal of the territory: wall paintings are used to make the space brighter and visually more interesting;
- revealing a specific story: murals can be used to convey a specific idea or message, which is especially effective in public places;
- popularization of art: wall paintings make it accessible to a wide range of people;
- preservation of history and cultural heritage: some murals directly reflect important events, outstanding people and highlight history. This helps to better understand the culture of a particular area and promote the development of cultural identity;
- promotion of public activism: the creation of wall paintings involves cooperation with artists, local communities and volunteers. This can help foster a sense of shared spirit.;

- tourist attraction: murals can become tourist attractions, especially if they are located in accessible areas. This factor can lead to an increase in revenues from the tourism industry and provide economic benefits to local businesses.;

- preserving historical or culturally significant buildings, giving them a touch of modernity;

- overall positive impact on society, the ability to reveal socially important topics through artistic expression, as well as increasing the attractiveness of public places.

Murals can play an important role in the development of tourism in Odesa, creating a unique landscape that attracts guests. They can be seen as attractions that create a special identity of the area, as well as give visitors the opportunity to get to know the city in an interactive and exceptional way. Wall paintings can attract tourists who want to explore the environment, learn more about the local culture, and take unique photos.

These works of art can be included in city tours. For example, tourists can be offered a walking tour of the murals in order to see the most impressive of them. Excursions can take tourists through picturesque streets to different parts of the city. This, above all, can provide tourists with a fun and interactive way to delve into culture and history while enjoying the city's scenery. Finally, murals can contribute to the development of tourist infrastructure, ensuring the development of areas and creating new spaces for tourism-related businesses. For example, in areas rich in popular murals, new accommodation facilities, public catering establishments, shops, souvenir kiosks and other businesses for interested tourists may appear.

Murals in Odesa will play an important role in the cultural and artistic landscape of the city. It is quite possible that local and foreign artists will be even more inspired to create new drawings in different parts of the city, given the success of existing wall paintings. This may contribute to a further increase in the number of murals in Odesa and lead to the development of new excursions and events based on them for tourists and residents of Odesa.

In general, wall paintings have a great potential to promote the development of tourism in Odesa by increasing the cultural identity of the city, creating unforgettable impressions for visitors. There is also a possibility that city authorities or private investors will be able to support the development of wall paintings in special places to diversify tourist offers. However, it is important to note that maintaining and preserving existing wall paintings is crucial to ensure their attractiveness and longevity. This may require constant efforts by city authorities, community groups, and other stakeholders to protect and preserve murals from weather conditions, vandals, and other threats.

Over the past few years, Odesa has been gripped by a street art revolution. Many new murals created by artists from Ukraine, Italy, France, the USA and other countries have appeared on the previously gray walls of buildings. Until a few years ago, there was not a single mural in the city, but today the city is filled with original and fascinating works of art that have added uniqueness to the urban landscape. These stunning drawings not only decorated Odesa, but also caused delight among both local residents and tourists [11].

One of the most striking examples of wall paintings in the city can be seen on the wall of the Chkalov sanatorium. Painted by Spanish-born American artist Ernesto Maranier, the mural depicts a horse's head decorated with bright flowers that stretch along the entire wall of the building. This piece was included in the prestigious list of the best street art in the world for January 2018 by StreetArt360, a respected online publication dedicated to street art. The painting is located between the city park and the sea, so the horse's head is decorated with blue-green patterns depicting sea and land vegetation. According to the artist, the horse's head is a symbol of the balance of two elements – water and Earth. This is reflected in the work, where the animal's muzzle is divided into two halves, one decorated with bright flowers and plants, and the other with underwater creatures [12].

The elephant mural, located at 34 Tiraspol street, is another remarkable work by Ernesto Maranier, whose central theme is the animal. The artist chose the elephant as the central figure, as it symbolizes confidence and stability. The animals, birds and flowers depicted in the work are characteristic of the artist [10].

The last seal mural, located at 11b French Boulevard, is one of the cutest murals in the city. This work was one of the first designed by Odesarium, and covers two walls of an old house on the boulevard. In the picture you can see one of the most popular images of a seal, which is often used in search engines and humorous pictures. The seal's body gradually turns into a flower field, which then merges with the icy ocean. The animal's tail turns into a reptile that holds an egg in its paws, and butterflies flutter over its head. The painting was created by the Italian artist Kraser, who called it "The Last". According to the curators of the project, the picture is a mixture of surrealism, irony and fairy tales. The artist himself explains that many of his works in the form of animals convey human irony [10].

The mural "past and future", located on Mechnikov street, 34, caused a lot of controversy among Odesa residents regarding who is depicted on it. Many people thought it was Ernest Hemingway, but the author of the wall painting, the British artist Wasp Elder, refuted all assumptions. "The old Ukrainian fisherman in this picture focuses on monotonous work, combining and weaving the threads of the fishing net into a single whole. A little girl

looks into the distance at a landscape that symbolizes difficulties and adversities, and her gaze is concerned, but at the same time bold and determined. Different generations — old age and youth — are together in search of a unifying connection," the artist explained. Art is a testament to the continuity of generations and how past and present intersect in shaping the future. The drawing resonates with the audience, leaving them with their own unique interpretation and understanding of the work [10].

The mural "the way home" is located at 6 Pirogovsky Pereulok and is perhaps the most romantic wall painting of the entire series, decorating the Old House of Rauchverger. The wall is divided into two parts by a niche. One half shows a male silhouette in profile with a field and a lighthouse inside. On the second – a girl's silhouette, filled with a seascape with the moon and a ship. The lighthouse of a man leads a girl, and she justifies the existence of a lighthouse with her ship. The artists of this mural, Alexander Pisarchuk and Dmitry Vovk, are Ukrainians from Mariupol [1].

Another wonderful mural "Blue Owl" is located on Preobrazhenskaya Street, 88. on the wall of the house there is a Blue Owl that carefully looks at what is happening on the street, made in the cubist style. Artists Victoria Laim and Andrey Kovtun are originally from Kiev. According to the authors, it took three and a half days to create the mural. They noted that everyone can find their own meaning in this image, and the owl is a good symbol that represents the right choice, which is often not enough in people's lives [11].

The mural called "Unity" can be found at 10 Olgievskaya Street. it acts as a beautiful image of equality and unity. It was created by the French artist Wanjah, who painted a portrait of a girl with fragments of faces of people of different races and ethnicities. "This mural was created to unite people on Earth, and carries a message of peace and unity," the author commented on his work so succinctly. This is a powerful message about the importance of embracing diversity and promoting equality [10].

Mural "Bird-shilodzeb" is located on Tiraspol Street, 16.this work of art by Costa Rican artist Mata Ruda has an important ecological message. The drawing shows a hand that symbolizes both human responsibility for the destruction of marine ecosystems and the power of people to change the environment for the better [11].

Mural "Sailor" at the address: Szegedska Str., 5. mural artist Anastasia Belous, who hails from Kiev, dedicated this work to all the sailors of Odesa. It shows an old, wise sailor with a bright parrot on his shoulder. The drawing pays tribute to the rich maritime history of the city and all sailors. He replaced the billboards with advertisements that had previously permanently occupied the wall of this house [10].

In 2021, in Odesa, artists created an unconventional art gallery by the sea. On the retaining wall of the descent from the French Boulevard to the Health Track appeared a series of reproductions of famous paintings by recognized artists, including "Mona Lisa" by Leonardo da Vinci, "The Girl With The Pearl Earring" by Jan Vermeer, "the constancy of memory" by Salvador Dali, "American Gothic" by Grant Wood, "the lady with the ermine" by Leonardo da Vinci, "Kiss" by Gustav Klimt, "Starry Night" by Vincent Van Gogh, "composition VII" by Wassily Kandinsky and other works, there are 20 paintings in total. Street artists of the M97 project created the mural for about two months, and it became a popular place for selfie lovers [2].

Also in 2021, within the framework of the festival "French spring in Ukraine" with the support of the French Embassy in Ukraine and the French Institute in Ukraine, the famous French muralist Seth (Julien Mullan) created two murals in Odesa, which were created in just a few days, and they marked the artist's first visit to this city.

In Odesa, there are several murals by Julien Mullan, which have gained popularity among locals and tourists. One of them is "Sunny Sony", which is located at 25 Ilf and Petrov Street. A French muralist, with the help of volunteers, drew a mural on the blank wall of School No. 55. despite working in almost extreme conditions due to rain, Julien and the volunteers managed to complete the painting. The painting depicts a girl drawing the sun in a gloomy sky, which reflects the reality in which children near the school draw with chalk on the asphalt. Mural "girl looks at the rainbow" on Preobrazhenskaya street, 25 — the second street art created by Julien Mullan in Odesa. It has become a popular attraction, and residents and visitors of the city are often photographed around it. [14].

Another attraction of Odesa – "Wall of Rock and Roll" opened in 2021 in the summer theater. This unique wall depicts portraits of legendary musicians, in particular John Lennon, Kurt Cobain, Freddie Mercury, Emmy Winehouse, Odesa composer and musician Evgeny Lapeyko and other outstanding creators [9]. In addition, on Primorskaya Street, 59 there is a mural called "Jazz", which demonstrates the expressive means of this popular musical direction.

Artists of the Odesa project M97 created a large-scale mural depicting a huge cosmonaut on the wall of a residential building on Akademika Glushko Avenue, 22B. the concept of the painting was developed by architect Stas Lukin in such a way that it is perfectly combined with the gray color of the building. This mural attracts the attention of both local residents and visitors to the City [8].

Another project that deserves public attention is the #animalbws project. It contains a series of murals dedicated to animals, located mainly in the center and old part of the city, on Moldavanka, to draw attention to the disregard for nature of many residents of the city and Ukraine as a whole. The artists chose buildings that do not belong to architectural monuments, the walls of which are mostly with peeling plaster and damaged by advertising. One of the murals of the project is "Navy Seal", which is located on Osipova street No. 31. The authors try to convey the message that wild animals can only be happy in their natural environment, and urge people not to visit contact zoos, circuses, dolphinariums and other places where wild animals are exploited [5].

Recently, images of patriotic cats, authored by Ukrainian artist Igor Matroskin, have appeared on many buildings in Odesa. In Odesa, you can meet cats everywhere, so they were chosen as the plot for the wall paintings. It is not surprising that the Cats depicted are similar to humans - each of them has characteristic features that can be used to recognize both doctors, utility workers, bakers, and volunteers, defenders, and even the well-known dog patron. Interestingly, the painted cats also became a symbol of the unity of Ukraine. Cat characters bring people from all walks of life together. It is touching to see how society has adopted these graffiti cats and made them a favorite part of the city's identity [4].

To sum up, we could say, that the tourist image of the city of Odesa consists of many elements. For Odessa, along with the Opera House, the Potemkin Stairs, Deribasovskaya Street, Odessa catacombs [16] the murals are quite recognizable and characteristic objects of the excursion show for this area, which are involved in the formation of the tourist image of Odesa.

Conclusions. The tourist image of the region is always woven into a certain historical context and social situation. It cannot be outside the nation, mentality, or worldview. Each epoch generates its own special perception of the environment, the change of epochs creates a changing tourist image of the region. The tourism sector is a strategic vector of development of the city of Odesa and has all the prerequisites for its intensive development. Odesa has a huge historical, cultural and natural-balneological potential and is able to develop almost all areas of tourist and recreational activities. The events of recent years - the COVID-19 pandemic and especially Russian military aggression – have put the city's tourist activities at risk. During the post-war reconstruction, measures will be needed to restore and modernize the tourist infrastructure, restore transport (in particular, air) communication, attract foreign investment, receive international financial assistance and its target direction; create a national brand of a unique, interesting, and safe destination for tourists. Ukraine in general and Odesa

in particular have all the prerequisites to cope with difficulties and quickly restore and develop its tourist activities. To do this, it is already necessary to develop and deepen the existing developments in tourist and excursion activities, as well as develop its new directions. A promising direction is the development and development of excursions with the involvement of a kind of urban art – murals. Murals in Odesa already play an important role in the cultural and artistic landscape of the city. In peacetime, murals will play an important role in the development of tourism in Odesa, creating a unique landscape that attracts guests, acting as attractions that create a special identity, providing an opportunity to get to know the city in a non-trivial way, learn more about the local culture and take unique photos, as well as reminding about the events of the war and their perception by Odesa residents.

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Informed consent was obtained from all subjects involved in the study.

Data Availability Statement

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Conflicts of Interest

The authors declare no conflict of interest.

Acknowledgments

The authors declare that there are no conflicts of interest.

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