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***ADMINISTRATIVE AND SOCIO-ECONOMIC  
SYSTEMS: SCIENTIFIC AND PRACTICAL  
ASPECTS OF SUSTAINABLE DEVELOPMENT***

***УПРАВЛІНСЬКІ ТА СОЦІАЛЬНО-ЕКОНОМІЧНІ  
СИСТЕМИ: НАУКОВО-ПРАКТИЧНІ АСПЕКТИ  
СТАЛОГО РОЗВИТКУ***

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### **3.1. Trends in modern cultural tourism as an export strategy for tourism development**

Cultural heritage of every nation embraces not only the works of art but non-material things such as folklore, local folk art, cultural events and etc. In that connection we can state that cultural or cognitive tourism has been distinguished as an independent type of tourism which is based on the cultural and historical potential of the country including customs, traditions, peculiar features of local everyday lifestyle. Minding that we can identify a certain set of cultural tourism resources but it should be noted that for its mass development the specific concentration of cultural heritage objects is of great importance.

At present, tourism is one of the most interesting modern forms of leisure, which plays a prominent role in the general knowledge expansion and, in particular, the cultural development of a person. More and more people in Ukraine every year travel abroad, where are acquainted with traditions, way of life, cultural heritage and contemporary culture of other nations.

Cultural self-expression of a nation always interest. Natural curiosity of a tourist regarding different parts of the world and nations that inhabit them, form one of the most powerful impellent tourism motives. The number of tourist trips with cultural-cognitive and educational purposes is increasing, in connection with which there is a constant expansion of types and forms of cultural tourism. Cultural tourism covers all aspects of the travels, with the help of which a person learns about life, culture, and customs of another nation. Tourism is an important means of creating cultural connections and international cooperation creation.

The core of tourism as a socio-cultural phenomenon in the modern world is considered under the prism of its understanding and interpretation, concepts interaction and interconnections, as well as the comparison of the forms and content of the “culture” and “tourism” concepts, in the comprehension of which the concept of “cultural tourism” is born.

Cultural tourism is characterized as a market segment, carefully organized, cognitive or educational, and often of an elitist character, devoted to the presentation and explanation of a cultural idea, in the Charter of cultural tourism of the International Council for Monuments and Objects.

Thus, tourism, interacting with culture, forms a type of cognitive, cultural tourism that strengthens today its positions in the world’s space.

The terms “cultural”, “cultural-cognitive” or “cognitive” tourism, responding to the English term “cultural”, determine the same type of tourism, the purpose of which - in the broadest sense - is cognition of a national culture of the country being visited.

As a result of the formed modern approach to the concept of “cultural tourism”,

the following definition was accepted by the World Tourism Organization (WTO): movement of people with exclusively cultural motivation, such as: education tours, tours with purpose to explore the cultural attractions, visit the festivals and other cultural events, cities and monuments, travels with purpose to study folklore, the arts and grounds of certain nations existence, as well as pilgrimage. The development of cultural tourism is based on the use of potential of the ethnic cultures and cultural heritage of countries and regions. As indicated in the programmatic work of WTO "Cultural heritage and tourism development", "one of the pillars of tourism industry became a desire for the whole of mankind to see and recognize the cultural identity of different parts of the world. A cultural heritage stimulates a national pride for its history in domestic tourism. The cultural heritage stimulates a respect and understanding of other cultures and, as a result, supports peace and understanding in international tourism.

An important part of cultural heritage are the monuments of history and culture - especially the valuable objects of material and spiritual culture of nations in the form of separate constructions, their ensembles and memorable places, which have a legally established mode of special protection. The interrelation between culture and tourism is obvious, because each of the five main motives of tourism (cognition, communication, relaxation, treatment and recovery, social prestige), contains an element of culture in itself. The development of cultural tourism facilitates the transfer of traditions, cultural experience, formation of a sense of certain nation patriotism. An exchange of accumulated cultural values, both inside the country and abroad, becomes of great importance in the given context.

The different cultures of numerous nations and nationalities have in their basis the only one universal human creative beginning. They differ from each other with a form, determined by the peculiarities of the certain nations history, the various conditions in which the formation of these cultures took place. Communication is one of the most important spheres of human life. This is the most important channel for broadcasting a culture to the new generation. Culture is a driving element of tourism. A part of cultural tourism until 2020 will be 25% of the total world tourism according to the World Tourism Organization (WTO) ratings. "Cultural tourism" is experiencing a new stage of development today, due to the unswerving deepening of globalization processes and creation of a single general human informational space that leads to a steady increase of people's interest in world cultures, multiculturalism, expansion of international trade with the subjects of mass consumption, development of the high-speed transport, communication, as well as a whole system of organization, provision and maintenance of tourist trips.

Cultural tourism serves the ideas of intellectual and moral solidarity of humanity,

establishment of the ideals of tolerance in society, namely, of respect, acceptance and correct understanding of a rich variety of our world's cultures in XXI century.

Ukraine is one of the largest countries in Europe. It is such an ancient and deep center of Slavic culture that there is a huge cultural and historical potential. Various cultural heritage was formed in Ukraine, creating an unlimited opportunity for cultural tourism, starting from Trypillia and Cherniahivska cultures, ancient Rus etc. A regional division of Ukraine is formed on the basis of natural, economic, ethno-cultural, administrative, political and other features, which relate to the concept of "recreation" as an all generalizing dimension that attracts those who are interested in cultural tourism. But, despite the richest tourist resources, Ukraine has an insignificant place in the world tourist flow. Ukraine's potential opportunities allow to welcome the foreign tourists more than now according to the WTO ratings. Cultural tourism becomes to a certain extent a nostalgic reality for the Ukrainians themselves. It can be both amateur and institutionalized, because it arises as a certain movement of appeal to its fundamental values. Those management strategies are aroused that have their definitions in government documents. But, to a greater degree, there are the motives, where the very concepts of management or marketing are targeted at satisfying the recreational needs of the local population - Ukrainians or other ethnic groups that exist on the territory of Ukraine.

All this testifies that there is a problem with its personal region, called Ukraine and regionalization, that is, a problem of regional policy of Ukraine and its cultural strategy, where cultural tourism becomes one of the means of cultural development or national cultural model of tourism.

A tourist industry of Ukraine did not emerge unexpectedly - it became enough definite as a consequence of system's transformation that existed within the framework of the USSR. It can be said that tourism itself as a sphere, which provides the services for travels and other recreational means of the needs of tourists' satisfaction, becomes an expanded industry only in the XX century.

Routes of cultural tourism were mainly concentrated within the USSR. The outbound tourism was too problematic. An extensive explosion of outbound tourism began only in the 1990-s, after the so-called "perebudova", which gave the opportunity to see the world, but this action also remained in the limited frames because of the opportunities of Soviet people who could have not economically endured the long-distance tours to abroad.

The new horizons of tourist activity are opened now - cultural tourism is transforming to the internal tourism. Tendencies of the cultural tourism development in Ukraine are sufficiently defined - focused on the satisfaction of recreational needs just in the natural sense. These are all the same resorts, all the same trips with a

purpose of rapid immersion into another world: the world of sun, sky. This is still a tourism, which does not define the cultural features as of high-priority.

Such sufficiently attractive forms are developed - youth travel, ecological, nostalgic, cultural-cognitive, ethnic, adventurous and, eventually, extreme tourism within the framework of assimilation of regional recreational forms of tourism. There is an element of adventure in every tourist travel, cultural and cognitive element, and even nostalgic, when a person can suddenly see his childhood in a particular fragment and react to the communicative context of information.

Ethnic tourism, anyhow, is associated with an orientation towards an appeal to certain subethnoses. Especially there are a lot of them in Ukraine. The adventurous tourism is fueled to a greater extent by the landscape, climbing on the rock and other forms, which subsequently transfer in the extreme forms of tourism, which, in principle, could not be organized, but to a greater extent, are not formal.

Therefore, we see that the infrastructure of tourist activity or tourist trips in itself is quite complex. It could not be formalized according to the object-subject models of the same cultural tourism. An element of culture is everywhere. Ethnic, cognitive, adventurous, even extreme tourism is also a culture of survival that forms an ability to be together and helps a person to feel capable of what he could not even imagine under normal circumstances.

It is given different meanings to the division of tourism activity, that is, the definition of the cultural-historical region. The researchers note that this is a certain spatial territorial integrity, which is determined by certain natural-climatic, geographical, administrative, state or interstate territorial principles of territory zoning [6]. It is important that a region in its more established meaning (not cultural-aesthetic, but functional) belongs to more geographical and historical integrity of Ukraine. We also adhere to this approach, because we need to know the multidimensionality of a "region" concept and try to certify that the very principle of cultural tourism in Ukraine should not be locally concentrated in regional politics, although it can implement itself in this way, but to be planned, systematic and generative. G. Avanesova and A. Astafiev define that "the most important features of the criteria of territory regional division are, first of all, demographic, characteristics - signs of quantity, density, birth rate, mortality, as well as the ratio of urban, highland population in the form of employment, qualification and professional stratification of workers, their orientation on traditional or innovative forms of activity. A level of economic prosperity is also determined, and the level and way of life, the orientation of the political plan, etc." [1, 99].

Thus, these urbanized or rural areas are the particular territories that are inhabited more quickly or slowly, where the population supports the leaders of

certain political orientation. There are those regions that support the level of culture, but there are those who have already lost this cultural feature. When it is told about cultural dominance only, it should be remembered that this can merely be the tip of the iceberg which defines a life of this region. So, referring to Donbass, Slavianogorsk, with its monument for Artem, its salt caves, even resorts - this is one of the recreational areas of this particular region. If we turn to the Autonomous Republic of Crimea, then variety of opportunities for recreational interests, needs and forms of satisfaction arise in front us.

The cultural interests and that, what connected with Donbass or with the Autonomous Republic of Crimea, the traditional culture of this region which has its origin should be realized here. So, for example, Donbass is the root of the culture of Slobozhanshchyna, and it is a completely different regional space of cultural values in Crimea. Now, when a peculiar context of tourism culture creation has already been formed, we should see how adequate the tourism programs can be, oriented in cultural sense. That is, a cultural tourism in the regional space of Ukraine should be sufficiently defined as an adequate opportunity for satisfaction of those or other recreational needs.

Recreational needs in the broad sense are a culture and nature. When it is mentioned about regional policy of cultural tourism, that it is important to note that cultural tourism is more or less oriented towards the planned activity. It will only be "cultural" when there are the guarantees that this culture must be implemented. This is not an amateur, but an institutionalized tourism. Amateur tourism can take forms of cultural tourism, because they are not always authentic. Therefore, if we are talking about a more structural differentiation of the region, then, according to many researchers, the most justifiable variant is to determine the region not by the geographical location and not by cultural-historical features, but by the features of regional administrative division. That is, the system of administrative norms, which has its differences in each region, makes it possible to implement with a greater or lesser degree of probability the tourist contacts.

The regions according to their degree of relation to one or another communicative spectrum of influences are divided into those that are opened for globalization processes and try adapt and use them to the limit, and those regions that, on the contrary, try to localize and move away from any globalization to the limit. There are the regions that can be defined as areas of mixed type, and are characterized by the adaptive-globalizative influences and localization tendencies [2]. Therefore, one can understand that such a scheme at the level of administrative-political configurations of communications gives quite the wide prospects. There are regions that invite tourists, who are glad to welcome them. There are the whole villages, which literally are transformed into a village-bedroom, into a village that lives with a tourist

business. This is typical for certain villages in Western Ukraine. This is one type of region. There are regions that have never seen tourists and, in principle, do not want to see them. All this is the realities of our day.

Therefore, the recreational potential, especially a cultural potential, that is characteristic of Ukraine, should be typologized and, to a certain extent, structured precisely by these principles - an open, semi-open and completely closed communicative space. It is important to note that the concept of "tourist region" and a region as an administrative-political component of the country do not coincide.

The plain part of a country is divided into three geographical zones - the zone of mixed forests Polissia - more than 14%, forest-steppe - almost 34% and steppe - about 40%. This territorial division is universal, it provides an ability of a broad view of that relief and those landscapes that are revealed as recreational space in the tourist project.

Genesis of division depends both on the administrative-political system and on the geographical and socio-economic system of that order, which exists in the cultural-historical context of a country.

Even a superficial view on the formation of regional centers and their cultural and historical heritage depends on many components, not to mention ethno-cultural features. There is a huge number of ethnic groups and subethnoses in Ukraine that live throughout their history and create a unique coloring of their existence in this region. The Moldovans, Romanians, Crimean Tatars, Bulgarians, as well as Greeks, Armenians, Poles, Germans, Hungarians, Jews, Czechs, Slovak groups, Estonians and Georgians live in Ukraine, besides the large Ukrainian-Russian ethnic groups.

All of them have their own unique figurative and cultural features, which are still preserved and marked by the same memorials, that appear at different times and are identified by the ritualism, remained in these districts. Those scientists, who are engaged in the problems of cultural tourism within the frames of the tourism theory, mostly consider it in the context of the so-called local history. There are S. I. Popovych, E. V. Pankova and others, because the very problem of local history already begins to produce the problem of cultural tourism as a polystructural, polyfunctional integrity [3]. The quite different motives of the tour implementation are combined: purely cultural, recreational, mixed type, recreational and sports. All this reality anyhow is indicated in the context of cultural tourism, because it becomes a broader paradigm than regional tourism. If we discuss the regional tourism, then it characterize more the cognitive-cultural aspect, and here we are discussing the integrity that is possible as the potential generation of the cultural and natural recreational dimension of that district, to which tourists are guided.

Tourist region is a territorial grouping, which combines the several districts or tourist zones that allow to satisfy the recreational needs of tourists as much as possible.

Such tourist regions as Carpathian, Polissia, Dniprovskiy, Azov-Black Sea, Volyn-Ternopil, Zhytomyr-Vinnytsia are defined. We see that this is an entirely different approach, which is formed on the basis of a free composite scheme. The question arises - how to mark these cultural-historical regions or tourist regions as certain realities of tourism activity? It can be assumed that the presence of different maps of zoning is not a great obstacle for tourism activities conduction. A tourist can easily compare all these maps and determine the most favorable tourist region for him, which a particular firm or tourism foundation has in process.

It is important to note that Ukraine has an extremely huge natural and cultural-historical potential. All tourist resources that combine natural, cultural and ethnological features can be determined by certain signified ones. They are sufficiently characterized in the tourist literature, because we will try to identify them again - these are climatic features, recreational resources, which are above all connected with aquatic resources, which attract most of all the tourists in summer as seasonal tours, both organized and not organized. These are the natural and recreational resources that have balneological features, namely, they include mineral waters, medical muds and a huge variety of resources associated with the sanatorium and curative lifestyle, and also help to implement the cultural and historical functions of cultural tourism.

It is important to identify that the existence of forests and forest-steppe zones facilitates to specific elite tourist tours, connected with hunting, educational and cognitive practices and various seminars. This is the part of cultural tourism space on the levels of ecological boom and that crisis, which is happening all over the world, and especially in Ukraine. It is important to note that the park area, as well as all the landscape cultural groups, become the object of a nostalgic pilgrimage to the places of nature conservation, that is taken in the cultural frame.

Now there are counted 1020 parks with historical and cultural significance in Ukraine. It is considered that 19 parks are dendrological parks, which preserve, study, restore and create conditions for the flora to have its own representation. There are also 82 parks that are the memorials of garden-park art, 18 botanical gardens and 7 zoological parks [3].

Historical and cultural potential of Ukraine is so unbounded and so polymorphic in its dimensions of subject-architectural components, landscape and park characteristics, in relief, creative, even in ethnological zones, that needs its cultural-historical analysis exactly within the framework of the tourism theory. This theory will help to implement the planned strategic measures for the development of

cultural tourism as a careful and purposeful usage of cultural and historical resources of Ukraine.

Now, when a national state is rethinking its experience of existence, and its culture is again on the boundary of a trial, joining the European Union, the threat of ecological crisis, globalization processes which take place at all levels, a category "national" should not be just a priority-rating, but axiological.

Tourist infrastructure of Ukraine in its regionally identified context is a quite problematic question. And the strategy of tourist activity, that should be upgraded, can not be periodic or purely planned. It has to arise on the basis of consensus, priority strategies. When the several ways of cultural tourism will offered, when there will be the several maps of tourist zoning of Ukraine, then a tourist himself and everyone else will easily figure out which way is the best and most perspective.

Tourist infrastructure is a definite potential of enterprises that provide the services for tourists. There are excursion, transport, hotel, restaurant and other household included. farms This complex contain the possibility of regeneration, transformation and improvement of service quality. The hotel business requires the qualitative changes. It is necessary to rise to a higher level and reach the level of the hotel economy infrastructure of the West. A transport level, level of roads, campings, motels, pensions motivates the regions to be open, and also that their economic isolation from the fact that they do not go there, simply they can not live there, it is difficult to get there, becomes a problem of tourism in general, where a cultural tourism is mentioned as one of the types of tourism industry.

It is important to identify the infrastructure of tourism activity not as a managerial complex, but as a complex that carries cultural and historical realities, namely, it is oriented on the historical and cultural potential of a country. All these problems will actualize and find their software solution. This is not just a problem of software, but of a project recreation of tourism activity, which would have its own strategies and local, short-term projects, that are created not for 10-15 years, but on the space of one year and actualize the certain financial resources and become a certain producer's project, which helps to regenerate the cultural and historical potential.

Tourism in the context of globalization at the present stage sets up many problems. "Globalization itself motivates to the reduction of the cultural-historical potential and the national elite space possibility to the commercialization, and sometimes the control comes down over the national economy, the policy and strategy of the relation to culture deforms. All these are the negative consequences, which require their authentic identification in the program documents. They should also be



mentioned as a state level of national policy and strategy concerning the cultural tourism in Ukraine “[7, 110].”

It is also important that the globalization processes lead to the intensification of human life. Culture policy itself, along with commercialization, becomes exhaustingly accelerated. This indicates an increase of the life pace and an extremely acute exploitation of the cultural monuments. All these realities should find their place in certain programs, documents that must be created at all levels of regulation and management of tourism activities, beginning from the local and ending with the state programs and documents.

In order to preserve a national identity, moreover, the cultural and historical potential of a country that is sufficiently powerful in Ukraine, it is necessary to develop a system of regulatory, organizational, managerial, financial-economic, legal, juridical, aesthetic, artistic, culturological mechanisms, which would help to realize a system of the tourist project various means as a civilized cultural implementation of tourist activity, formation of the culture itself, preservation and actualization of the cultural and historical potential of Ukraine as a state and a country, a cultural area which has its own features and its mentality.

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