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Development of Tourist Destinations Based on the Use of the Intangible Cultural Heritage of Ukraine as a Tool for Creating a Unique Ethnocultural Brand

Abstract: *Introduction.* The article is a comprehensive study that provides a thorough analysis of the intangible cultural heritage (hereinafter referred to as the ICH) of Ukraine as a basis for the formation of an ethnocultural brand of a tourist destination. The essential characteristics of forming an ethnocultural tourist destination brand based on marketing tools for popularising ICH are revealed. The key role of ICH in preserving national identity and developing tourism in the context of globalisation is highlighted. *The purpose of the article* is to provide a theoretical and methodological justification for the study of the intangible cultural heritage of Ukraine as an ethnocultural brand of a tourist destination. The study employed general scientific *methods* of cognition: analysis and synthesis, comparison, induction and deduction, generalisation, and historical and logical approaches. *Results.* The research findings indicate that tourism activities act as an effective mechanism for actively using intangible cultural heritage in modern conditions, creating platforms for reproducing traditions, crafts and rituals. This process contributes to the preservation of cultural diversity, the development of tourism infrastructure and the attraction of new audiences. The use of intangible cultural heritage as a basis for the formation of tourism products allows you to create authentic and competitive brands that combine traditional values with modern marketing approaches. The results obtained can be used to develop strategies for the popularisation of intangible cultural heritage, the creation of new tourist routes, the improvement of cultural policy in the context of sustainable development, and the creation of an ethno-cultural brand of Ukraine. *Conclusions.* The study concludes that ICH

promotes high-quality tourism development, and tourism supports the bilateral expansion of living heritage opportunities. Tourism activity provides scenarios for the application of ICH. It indicates the direction of its activation and use, as an essential resource for tourism development, since it not only preserves the unique cultural identity, but also contributes to the economic growth of regions. Integrating ICH elements in forming tourism products allows for creating an authentic and competitive tourism brand for Ukraine.

Keywords: culture, intangible cultural heritage, tourist destination, ethno-cultural brand.

1. Introduction

The problem formulation. The need to form an ethnocultural delusion of Ukraine is due to the complex challenges that the tourism industry of Ukraine faced in the 2020s. First, the consequences of the COVID-19 pandemic have significantly affected global tourist flows, causing a reduction in international travel and a focus on the development of domestic tourism. Second, the full-scale invasion of the Russian Federation into the territory of Ukraine in 2022 led to significant losses of cultural heritage, in particular objects of intangible culture, which are an integral part of national identity. The aggressor is systematically destroying cultural values, traditional rituals, crafts and language, which form the basis of the ICH. Eight hundred seventy-two cultural heritage sites were damaged or destroyed in connection with the Russian aggression, which only emphasises the need for their restoration and popularisation through tourism as a key tool for preserving identity. Against the background of these challenges, using ICH as a tool for forming tourist brands of regions of Ukraine is of particular importance. Intangible heritage is a powerful resource for creating ethnocultural brands of tourist destinations. Unique elements of ICH, such as Petrykivka decorative painting, Cossack songs of the Dnipropetrovsk region, the tradition of Kosiv painted ceramics, the tradition of cooking Ukrainian borscht, and traditional Kharkiv kotsarstvo, can become the basis for tourist products that attract the attention of both domestic and international tourists. For example, the Dnipropetrovsk region has significant potential for popularising Cossack songs through festivals and cultural events, and the Kharkiv region can develop excursion tours with an emphasis on traditional kotsarstvo and elements of the culture of Slobozhanshchyna. Such unique heritage elements form the basis for ethnocultural brands that preserve the identity and increase

the attractiveness of regions to tourists. In addition, the importance of ICH in modern tourism is growing in the context of the industry's adaptation to new realities. As of 2023, heritage-based tourism continues to show a steady recovery. According to the World Tourism Organisation (UNWTO), interest in cultural and educational tourism has increased due to the demand for unique and authentic products based on local culture and history. In Ukraine, this trend has also received support: the State Agency for Tourism Development is actively working to promote national heritage by creating new tourist routes, such as cross-cultural routes with the participation of neighbouring countries. At the 69th session of the UNWTO European Commission (UN World Tourism Organization), Ukraine, as the lead country in the European sector, presented a tourism development program in the region for 2024-2025, where it proposed to focus efforts on the development of sustainable tourism through, in particular, the popularization of little-known destinations and the active attraction of tourists to them, the promotion of cultural exchange and understanding between nations, which will guarantee economic and cultural development.

State study of the problem consists of three blocks covering key aspects of intangible cultural heritage, its impact on tourism, branding of tourist destinations and international norms in this area. The first block is Intangible Cultural Heritage and Its Use in Tourism. This topic is covered in their works by such scholars as N. Aksonova (2019), A. Havryliuk et al. (2023), I. Kulakovska (2010), L. Melko (2015), V. Petranivskyi and A. Lysyk (2011), Kh. Pletsan (2022), M. Senkiv (2022). The second block concerns the branding of tourist destinations, which has been studied by such scholars as N. Korzh and D. Basiuk (2021), I. Haivoronska (2019), H. Kucheriava (2021), T. Nahorniak (2008), K. Polyvach (2012). The third block is sustainable tourism development, the works are devoted to this topic, O. Liubitseva and I. Kochetkova (2021), I. Smyrnov and O. Liubitseva (2022), T. Tkachenko (2019). However, despite the meticulous attention of scientists to the issue, conceptual approaches to modern challenges of tourism branding in Ukraine based on the use of elements of intangible cultural heritage remain relevant and require further research.

Unresolved issues. Despite enough literature on this topic, there is a lack of systematised material combining culturological, historical and tourist approaches. Therefore, the study of ICH as a basis for creating an ethnocultural brand of tourist destinations is relevant for preserving cultural identity and stimulating economic development, strengthening Ukraine's international image and ensuring sustainable tourism development in the face of modern challenges.

2. Purpose and methods

The purpose and research tasks. The aim of the article is to provide a theoretical and methodological justification for the study of the intangible cultural heritage of Ukraine as an ethnocultural brand of a tourist destination. To achieve this goal, the following research tasks have been formulated:

- to determine the theoretical and historical aspects of the formation of an ethnocultural brand of a tourist destination and the marketing principles of its popularisation;
- to generalise the possibilities of using the topic of the ICH when forming tourist products.

Methodology and methods. The methodological basis of the study was the methods and techniques of scientific knowledge, which provided a systematic approach to the analysis of the ICH of Ukraine as an ethnocultural brand of a tourist destination. The following methods were used in the framework of the conducted study: analysis, which provided the possibility of a thorough study of the theoretical and methodological foundations of the issue, allowed to study the concepts and models of synergistic interaction of intangible cultural heritage and tourism, as well as to reveal the approaches of researchers to the definition of key concepts; synthesis, which contributed to the integration of theoretical and practical knowledge, the formation of a holistic view of the use of ICH elements in the modern tourism context; induction – allowed to identify the patterns of the formation and popularization of ICH based on the analysis of specific examples, such as Petrykivskyi painting, Cossack songs of the Dnipropetrovsk region, traditional Kharkiv Kotsarstvo and the tradition of cooking borscht; the use of deduction contributed to the generalization of the empirical data obtained and the formulation of conclusions regarding the role of ICH in the formation of the ethnocultural brand of tourist destinations; the comparative method provided the opportunity to compare the Ukrainian experience of protecting and promoting intangible heritage with similar practices in other countries; the structural-logical method allowed to systematize the research data, identify the main stages of the formation and development of intangible cultural heritage in Ukraine, as well as determine the relationship between the cultural, social and economic aspects of its use in tourism.

Information base. The information basis of the study is made up of official documents and strategic materials of state administration bodies, regulatory legal acts, statistical and analytical reports of the Ministry of Culture and

Information Policy of Ukraine, the State Agency for Tourism Development of Ukraine, the National Tourism Organization of Ukraine, the Committee of the Verkhovna Rada of Ukraine on Humanitarian and Information Policy, the Cabinet of Ministers of Ukraine.

3. Results and discussion

Presentation of the primary material. In the modern world, tourism is becoming an increasingly important component of the socio-cultural development of countries and regions. As a result, the formation of an ethno-cultural brand of a tourist destination is becoming an important task for attracting the attention of travellers and supporting economic growth. This concept not only reveals the traditions and cultural features of a particular region but also serves as a tool for creating recognisable and attractive images in the minds of tourists.

First, an ethnocultural brand is a kind of business card that represents the uniqueness and features of a particular place. In particular, reflecting traditions, cultural events, national cuisine, and art gives a tourist destination uniqueness and distinguishes it from others. When travellers feel they are interacting with living heritage and authentic culture, this becomes a key factor in forming their positive impression. The formation of an ethnocultural brand also includes the creation of high-quality tourist services and infrastructure. Hospitality, comfort and accessibility for visitors are important aspects that form a positive perception of the area. Working with the local population, supporting small businesses and stimulating the development of arts and crafts contributes to implementing and maintaining an ethnocultural brand. Effective use of modern means of communication and social networks is important for disseminating information about the ethnocultural brand. Highlighting unique events, folklore festivals, cultural exhibitions, and other activities attracts tourists' attention and forms a positive image of the destination in the international tourist community. Thanks to the ethno-cultural brand, a tourist destination can achieve temporary demand and develop into a sustainable and recognisable travel destination. This is a mutually beneficial process that helps preserve and support the cultural traditions of the ICH, stimulates the development of industries and promotes international exchange of experience. In general, forming an ethno-cultural brand of a tourist destination is a necessary element of the development of modern tourism. It enables regions and the country to realise and use their uniqueness to attract and satisfy visitors' needs, which contributes to the development of mutually beneficial tourist relations and supports economic and cultural development.

When analysing the theoretical and methodological aspects of the study of cultural heritage, the term ‘cultural heritage’ and its components should be defined. This study uses the definition of cultural heritage, which is defined by Ukraine’s legislation as ‘the totality of cultural heritage objects inherited by humanity from previous generations’ (Verkhovna Rada of Ukraine, 2000). Accordingly, the ICH plays a very significant role in forming the identity of a separate social group and individual. The preservation of valuable intangible heritage is a prerequisite for maintaining cultural diversity in the light of the arrival of globalisation trends. This heritage, transmitted from generation to generation, is constantly updated by communities and groups under the influence of their environment, interaction with nature and history, contributing to their sense of uniqueness and principledness (United Nations Educational, Scientific and Cultural Organization, 2003). Thus, it promotes respect for cultural diversity and human creativity. The study focuses on the synergistic interaction of tourism and intangible cultural heritage (hereinafter called ICH). In general, ICH focuses on preserving traditions, their transmission and the ability to attract attention through understanding their value and uniqueness, while having significant tourism potential. Acquaintance with ICH elements can occur in various recreational formats, such as tourist routes and excursions.

Over the past decades, Ukraine has been actively integrating into the world cultural space, and, accordingly, the study, preservation and popularisation of cultural heritage is becoming an important task both from a humanistic and scientific and practical point of view. Since the ICH, reflecting traditional culture, has become an important aspect that undergoes significant transformations in the process of globalisation and disappears. Because of this ‘disappearance’ process, it becomes an object that requires special attention, protection and support (Aksonova, 2019). According to the specified structure, cultural heritage includes various objects of intangible heritage, such as language, performing arts, customs, rituals, holidays related to nature, traditional crafts and other aspects. The significance of the ICH is manifested in the variety of knowledge and skills transmitted through it from one generation to another. It should be noted that this form of heritage not only embodies inherited traditions from the past but also includes modern rural and urban practices involving diverse cultural groups. Tourism, in turn, can act as a powerful catalyst for preserving and enhancing ICH, and its resources have significant potential for creating cultural tourism products. Intensive tourism development will contribute to increasing employment levels, reducing poverty, curbing rural migration, and generally

improving the socio-economic situation in regions. Beyond historical memory and the scientific sphere, ICH is important for the tourism industry, particularly cultural tourism. In a broad sense, cultural tourism is a type of activity that encompasses the exploration of historical, cultural or geographical monuments (Pletsan, 2022). Developing various cultural tourism aspects becomes impossible without effectively demonstrating culture and its achievements. Thus, we can talk about the positive impact of tourism on the overall development of national culture and an increase in pride in one's state. Tourism contributes to an increase in the number of tourists and architectural objects, as well as their preservation and restoration and the popularisation of national heritage. It is often combined with other forms of tourism, such as cultural and historical tourism or cultural and cognitive tourism. Cultural tourism contributes to understanding the cultural and historical features of a particular tourist region or city. High-quality services in cultural tourism contribute to popularising national culture and disseminating the history and values of national heritage (Senkiv, 2022). We emphasise the synergistic nature of cultural tourism, which combines various aspects of historical, cognitive and national contexts. This allows us to consider it not only as a tool of ICH but also as a mechanism for increasing the competitiveness of tourist destinations. High-quality services in cultural tourism can ensure the popularisation of ICH and its integration into strategies for the sustainable development of regions.

During the third international conference in Istanbul in 2018, organised by UNWTO and UNESCO, participants identified that strengthening synergistic interactions between stakeholders in tourism, culture and local communities is indispensable for ensuring the implementation of the 17 Sustainable Development Goals (UNESCO, n.d.). Among the areas of implementation related to the ICH are:

- establishing close interaction and coordination of activities on the development of policies and strategies aimed at the economic, social and environmental impact of cultural tourism on social processes;
- creating management bodies that will promote the activation of tourism activities and encourage the local population, and at the same time, determine the balanced impact of tourism and the environment on intangible cultural heritage;
- protecting the rights and interests of the local population in strategies and policies in the field of cultural tourism;

- developing tourism in the interests of sustainable development and creative development of cities as stakeholders in the development of culture;
- strengthening the role of responsible tourism in the process of familiarisation with the resources of the ICH through raising awareness and recognition of the importance of the ICH at the local, national and international levels;
- strengthening the capabilities of local communities, in particular, carriers and custodians of the ICH, as well as indigenous peoples, youth, to make decisions on tourism development;
- create platforms for interaction between representatives of public organisations that ensure the development of tourism and other stakeholders to ensure the accounting of ICH and enhance the creative activity of people involved in its preservation and promotion;
- promote the development of cultural tourism based on digital technologies;
- enhance the emotional perception of tangible and intangible cultural heritage objects by tourists through technological innovations;
- use modern opportunities that contribute to the involvement of digitalization technologies and innovations in the sphere of tourism and culture to create tourism potential (UNESCO, n.d.).

Such areas of implementation highlight the key aspects through which ICH can be integrated into sustainable tourism development, demonstrating the importance of cooperation between various stakeholders to ensure the preservation of ICH and its impact on socio-economic development. Of particular importance is the role of technologies and innovations in the development of tourism opportunities, which directly relates to the integration of ICH as part of the tourism brand. This creates a basis for further analysis and formulation of proposals for developing tourism in Ukraine. It seems appropriate to add to the draft concept of responsible and sustainable tourism in Ukraine provisions related to the development of various types of tourism involved in the popularization of ICH as a valuable national resource for the development of tourist destinations: ethnic, cultural, ethnographic, gastronomic, festival, ecological and others (Havryliuk et al., 2023). The emphasis on the use of various forms of tourism to popularise ICH additionally emphasises the importance of ICH as an important element for creating competitive tourism products, since each type of tourism can contribute to its preservation and promotion at different levels. Thus, the wealth of cultural values in Ukraine and its regions contributes to developing a high-quality and competitive tourism product for international and domestic markets. It can also be argued that the

symbiosis and combination of ICH with cultural tourism provide prospects and opportunities for the formation of an ethnocultural brand of Ukraine.

Intangible cultural heritage, in turn, can play a leading role in shaping the brand of a tourist destination through several principles: locality, authenticity, historicism, heredity, identity, national dignity, etc. (Havryliuk et al., 2023). Let us consider it in more detail. At the same time, the uniqueness of the identity of the elements gives the tourist destination a unique recognizability and difference from other places, which allows you to create a unique brand that will attract tourists; the historical attractiveness of the elements of the ICH creates an attractive historical aura that attracts tourists interested in studying history and culture; promoting authentic experiences that travelers want to get when visiting local holidays, participating in traditional crafts or gastronomic tours can enrich and expand the tourist experience; marketing potential in advertising a tourist destination to attract the attention of the target audience to familiarize themselves with historical holidays, artistic events, festivals that in the future become central elements of marketing campaigns; cooperation with local communities contributes to improving the economy of local communities and increasing their social and cultural capital, which in turn can be reflected in the support of projects and initiatives for the development of tourism and the preservation of cultural heritage (Ministry of Culture and Strategic Communications of Ukraine, n.d.)

Within the framework of the involvement of the ICH as an ethno-cultural destination brand, sub-brands may arise – those that reflect individual tourist aspects, such as natural monuments, resort areas, objects of the nature reserve fund, UNESCO world heritage sites, as well as events such as festivals, sports competitions or other entertainment that contribute to the development of one of the specific types of tourism (UNESCO, n.d.). The involvement of the ICH in the formation of sub-brands makes it possible to implement strategies that combine authentic cultural elements with modern trends in tourism, particularly festivals, ecological or gastronomic. This also allows preserving cultural heritage through its integration into the development of specific types of tourism, which is important for the sustainable development of regions.

One of the attributes of the ICH can become the basis for a strategy for promoting a tourist destination and appealing to a specific segment of the target audience of consumers. In general, forming an ethnocultural brand of a tourist destination using ICH is a necessary element of the development of modern tourism. This enables regions and the country to realise and use their unique-

ness to attract and satisfy visitors' needs, which contributes to the development of mutually beneficial tourist relations and supports economic and cultural development (Pletsan, 2022). Typically, tourist destination branding strategies are used at the macro level to increase the country's tourist attractiveness. Involving ICH elements as a tool for effective tourist branding is a prospect for increasing the country's competitiveness in the global tourism market, which leads to an increase in the volume of tourist flows to the country and an increase in tourism revenues. When studying the issue of branding Ukraine as a tourist destination, it was found that the tasks of promoting the country in the global tourism arena are enshrined in official state documents. In particular, the Strategy for the Development of Tourism and Resorts for the period up to 2026 envisages the formation of a positive image of Ukraine as an attractive tourist destination by developing and implementing a marketing strategy for promoting the national tourist product and the official tourist brand of the country (Cabinet of Ministers of Ukraine, 2017). The implementation of this strategy should lead to specific results: an increase in the number of foreign tourists in the country, since an attractive tourist image will encourage more people to visit Ukraine; an increase in investments in the hospitality industry as a whole, since the increased tourist flow will lead to an increase in demand for hotels, restaurants, transport services and other services; the development of the MICE tourism industry of an international level, which means an increase in the holding of international conferences, exhibitions and other events in Ukraine; an increase in the number of mentions of Ukraine as a tourist destination in the international media and on the Internet, which will contribute to raising awareness and interest in the country as a tourist destination; forming a positive image of the country and strengthening tourists' desire to return here again, which will contribute to the stable development of the tourism industry in the future.

The study of domestic and foreign achievements in the branding of tourist destinations provides an opportunity to identify the stages of brand development as an effective tool for managing tourist destinations. As presented in Table 1.

Table 1. Stages of branding a tourist destination

1	2
1 stage	Identification of a tourist destination: – definition of territorial boundaries; – identification of special features, competitive advantages, strengths and weaknesses; – determination of the identity of the territory.

1	2
2 stage	<p>Evaluation of a tourist destination from the perspective of a tourist product, i.e. from the consumer's point of view:</p> <ul style="list-style-type: none"> – finding special resources and opportunities that can satisfy tourists' needs for impressions, emotions; – assessing the needs and behavioural choices of potential client groups; – segmenting the tourist services market and identifying target markets.
3 stage	<p>Formation of the idea and concept of a tourist destination brand:</p> <ul style="list-style-type: none"> – comparative assessment of the current and desired state of destination brands; – definition of the mission and goals of the desired brand; – creation of a unique, easily recognisable image of the destination on the international tourist market; – creation of a visual and linguistic expression (logo and slogan).
4 stage	<p>Promotion of the tourist destination brand:</p> <ul style="list-style-type: none"> – formation of the organisational and legal framework for managing the tourist destination brand; – identification of state and regional authorities responsible for promoting the brand; – ensuring awareness of the tourist destination through presence in the global and national media space; – carrying out constant and systematic activities aimed at popularising and promoting the brand; – establishing marketing communications, in particular holding exhibitions, fairs, advertising, entertainment and other events; – popularising the destination at the level of state programs and public relations.
5 stage	Monitoring and evaluating the effectiveness of tourist destination branding.
6 stage	Adjustment and improvement of the tourist destination brand by identifying shortcomings and rebranding.

Source: Summarised by the author

Effective use of tourism branding in modern management of tourist destinations aims to create a brand and its popularisation among travellers. Intangible cultural heritage can be a key tool to change the country's position in the global tourism market, emphasising the unique characteristics of the territory. Creating an attractive image of the country has a positive impact on both international relations and on increasing the patriotism of the local population.

Much research has been conducted on the concept of a country image, or, in other words, a brand. According to researcher T. Nahorniak (2008), a country brand is a comprehensive sales proposition with an emotionally

powerful trademark. This brand has a name and design solution and represents a whole set of associations and identification elements through which consumers perceive it (Nahorniak, 2008). According to Ying Fan, a national brand is a general idea of a nation (or country) in the minds of the international community, which includes such components as population, territory, culture and language, history, cuisine, fashion, famous personalities, global brands, and so on (Fan, 2006). We are convinced that a positive international image of Ukraine is a prerequisite for protecting its national interests, implementing a strategic course towards European integration, successfully competing in the international sales market, attracting investment, and promoting cultural values before the world community.

We emphasise the importance of ICH as one of the main elements of national brand formation. The common perception of cultural heritage, history and traditions through tourism products and objects can significantly affect the country's positive image. The inclusion of ICH in the national brand provides the country with cultural authenticity and strategic competitive advantages in the global tourism market, increasing its tourist attractiveness and ability to attract international visitors. After all, one of the key tasks of tourism branding is to maintain the flow of tourists who have already visited them repeatedly and attract the attention of new visitors. For this, you can use various attractions, such as natural or socio-economic objects, specific features of the culture and mentality of the local population, various entertainment events, unique places associated with the life and activities of prominent personalities, etc.

To improve the country's rating in the international community and domestically, and for effective presentation at the external level, it is important to start by forming a 'portrait of Ukraine' and defining its criteria. Among such criteria, we highlight (Kucheriava, 2021; Polyvach, 2012): independence, which acts as a key factor for the implementation of domestic and foreign policy, information strategy and national policy; tolerance and co-operation, which are important factors for Ukraine's international position; developed democracy, ensuring real human and citizen rights and freedoms; political stability, security, openness and consistency; economic independence and competitiveness; national, cultural, natural, traditional and historical uniqueness; investment attractiveness.

The formulated aspects of the role of a national brand create an opportunity to compile a list of its stakeholders and means of interaction with

them, since the implementation of a national brand should take place at all levels of international economic relations. In this context, the main goal of a national brand is to form an image of a country as a state with powerful and unique production capabilities, rich scientific and research potential, cultural traditions and natural and recreational resources. Therefore, exported goods and services will correlate with the image formed by this country (*Global Soft Power*, 2023). We emphasise the importance of integrating all aspects of the country – economic, cultural, and natural – into a single comprehensive identity, which should be effectively communicated internationally. In contrast, including the ICH in this process as an element of the strategic use of cultural resources will create a sustainable, attractive and competitive face on the global stage.

Creating a SWOT analysis for the development of Ukraine's national brand is a valuable tool for determining strategic directions for development and forming a positive image of the country, as well as for reducing risks and taking full advantage of opportunities. Below is a general SWOT analysis for the development of Ukraine's national brand (Table 2)

Table 2. Formation of the national brand of Ukraine in international activities

Strengths	Weaknesses
<ul style="list-style-type: none"> – Convenient geographical location of the country. – Large natural reserves of raw materials. – Significant opportunities in the field of historical and cultural heritage and recreation. – High level of qualifications and abilities of the workforce. – Strong national traditions and preservation of cultural identity. – The authority of the country was strengthened during the period of military events. 	<ul style="list-style-type: none"> – Lack of a holistic and structured approach to public administration. – Instability in the country's political environment. – Insufficient rational management of natural resources. – Internal contradictions between the eastern and western regions of the state. Lack of proper conditions for the disclosure and development of human resources. – Armed aggression of the Russian Federation and constant risk due to the actions of the eastern and northern neighbourhood. – Instability in the country's financial system. – Undue influence of criminal ties between the authorities and business structures. – Inconsistency of transport infrastructure with modern requirements.

Opportunities	Threats
<ul style="list-style-type: none"> – Focus on the introduction of innovations and the development of modern technological sectors of the economy. – Revival of the tourism industry after the end of hostilities. – Deepening cooperation between Ukraine and the EU through the conclusion of an association and the prospect of joining the Union. – Support from international partners in implementing structural changes in the country. 	<ul style="list-style-type: none"> – Creating an image of the country as a dangerous place to live and do business due to political instability. – Low competitiveness of Ukrainian goods on the world stage. – Deterioration of living standards and increasing unemployment among the population. – Emigration of qualified specialists and scientists outside the country.

Source: Summarised by the author

The analysis allows for the systematisation of internal and external factors that can influence the successful development of the country brand. The strengths and weaknesses of internal resources and the opportunities and threats of the external environment are the basis for the formation of strategies that consider the country's cultural, economic and social specifics. It is important to consider the cultural potential of Ukraine in the form of ICH, which can become an important element of the country's brand.

It is undeniable that the strength and opportunity is that the National List of Elements of Intangible Cultural Heritage includes 103 elements (as of 07/30/2024): according to the order of the Ministry of Culture of Ukraine 'Pro zatverdzhennia Natsionalnoho pereliku elementiv nematerialnoi kulturnoi spadshchyny Ukrainy' [*'On the approval of the National list of elements of intangible cultural heritage of Ukraine'*] dated 02/12/2018 (Ministry of Culture of Ukraine, 2018). At the same time, it is of priority importance for the formation of the country's brand that as of 2024, UNESCO has five elements of the Intangible Cultural Heritage of Ukraine (Ukrainian Center for Cultural Studies, n.d.), which are listed in the lists of intangible cultural heritage in need of immediate protection and the representative list of the intangible cultural heritage of humanity. They include (UNESCO, n.d.): Petrykivskyi dekoratyvnyi zhyvopys yak fenomen ukrainskoi ornamentalnoi narodnoi tvorchosti [*Petrykivskyi decorative painting as a phenomenon of Ukrainian ornamental folk art*], 2013 (Representative List of the Intangible Cultural Heritage of Humanity); Cossack's songs of Dnipropetrovshshyna Kozatski pisni Dnipropetrovshchyny

[*Cossack's songs of Dnipropetrovshshyna*] were included in the list of intangible cultural heritage in need of urgent safeguarding, 2016 (UNESCO List in Need of Urgent Safeguarding); Tradytsiia kosivskoi malovanoi keramiky [*Tradition of Kosiv painted ceramics*], 2019 (Representative List of the Intangible Cultural Heritage of Humanity); Ornek, krymskotatarskyi ornament ta znannia pro noho [*Ornek, Crimean Tatar ornament and facts about it*], 2021 (Representative List of the Intangible Cultural Heritage of Humanity); Tradytsiia pryhotuvannia Ukrainskoho borshchu [*Tradition of cooking Ukrainian borscht*], 2022 (UNESCO List in Need of Urgent Safeguarding).

In the modern world, a new phenomenon is emerging – the birth of young, interesting tourism brands, for which the ICH is becoming a key factor. This heritage contributes to communicative events, popularising national cultural heritage and developing tourism in various regions, including Ukraine. The ICH recreates the local population's identity while attracting visitors from abroad, forming a critical mass of consumers for local enterprises. The ICH plays an important role in economic development, contributing to tourism growth, creating new jobs and stimulating the development of local businesses (Liubitseva & Kochetkova, 2021; Melko, 2015). Undoubtedly, engaging and authentic cultural heritage provides significant added value both for the country as a whole and for local communities, because it attracts people who seek to immerse themselves in the atmosphere of another time and place, to experience a unique experience that allows them to comprehend the past and correlate it with the present. However, to achieve such an effect, it is necessary to thoroughly understand the principles of marketing ICH as a tourism product, since its popularity and success largely depend on the ability to interest and attract tourists.

A cultural resource cannot be classified as a tourist product, since in marketing terminology, a product is considered only something that can be offered on the market for purchase, use or consumption, satisfying specific desires or needs. Therefore, when culture is introduced as a product into the tourist assortment, it is important to carefully analyse how it is offered to consumers. The attractiveness of a tourist destination is not always determined only by monuments of history, culture or nature. However, world experience shows significant potential for advertising and positioning the ethnic features of the ICH of a certain people, which motivates tourists to visit and get acquainted with it (Haivoronska, 2019). Positioning the ICH as a cultural brand of a destination becomes an important element in shaping its attractiveness for tourists, which can significantly affect demand growth and economic development.

ICH can act as a key element in forming new tourism products. The importance of marketing lies in its direct impact on the interaction between organisations working with ICH and their clients, such as tourists. A typical offer on the market is a set of specific tourist goods or services available at a reasonable price. Buyers respond positively to those offers that they consider valuable. In a broad sense, the company's marketing activities aim to develop specific values for consumers (Kulakovska, 2010). The concept of value encompasses not only the ratio of quality and price, but also the overall satisfaction that the consumer receives (emotions, comfort, knowledge), as well as all their expenses, time, and efforts. Value is related to consumer satisfaction and is determined by comparing the received value with the customer's expectations.

The strategy for using ICH begins with offering a heritage site to the market by a company or organisation. This issue is important not only for marketing but also for the overall business strategy of tourism companies. Although it may seem paradoxical, the basis of a successful business is often relatively abstract aspects: the general idea, the mission of the company and the way to implement them. Such abstract and long-term decisions usually become the basis for the company's long-term activities. Various terms, such as company values, vision, mission, organisational culture, etc, can characterise them. Developing a strategy for any organisation also involves analysing competitive opportunities.

Competition between companies or organisations primarily manifests in competition between their products and services. There are different types of competition between goods: competition between goods of the same type (horizontal competition), competition between different types of products (vertical competition), and general (global) competition. Similar competition exists among the objects of the ICH (Havryliuk et al., 2023; Melko, 2015; Pletsan, 2022). In the context of the ICH, competition can manifest itself in several forms, in particular:

1) horizontal competition is competition between objects of the same type of ICH, for example, between the traditions of different ethnic groups or crafts of the same country, which are offered to tourists. Such elements of cultural heritage may be similar, but each of them has its unique features;

2) vertical competition – refers to different types of ICH, for example, between intangible cultural heritage (such as traditions, crafts) and tangible cultural objects that make up a complex of tourist attractions. For example, the attractiveness of local festivals or crafts can be compared with others that have cultural value, but differ in terms of presentation or level of popularity

3) global competition – in a global context, when countries or regions compete to attract attention to their cultural resources, ICH, to attract more tourists. There is a struggle for international recognition of some aspects of the ICH, such as festivals, traditions or celebrations, which can become part of the world heritage or attract tourists from different countries. Competition between ICH sites can stimulate the development of new forms of tourism, improve the quality of tourism products, and contribute to preserving and popularising cultural traditions and customs.

Marketing is important for forming an adequate opinion and creating a desired image. Many objects of cultural heritage are positioned based on their characteristics and advantages. In other cases, the emphasis is placed not only on the offer, but also on the interaction between the product and the user, the circumstances and the specifics of use. Less often, positioning is carried out through a direct comparison of one's offer with the goods or services of competitors, the effectiveness of which in the cultural sphere is questionable. Marketing methods can vary, since an advertising appeal can refer to any idea that, from the point of view of the tourist, distinguishes the offer from others. This is relevant when launching activities in museums, theatres, galleries, etc. The final stage in developing a coherent marketing strategy is the selection of functional strategies for individual elements of the marketing mix of the ICH. According to the usual marketing mix scheme, marketing activities and decisions are divided into four groups – elements of the marketing mix.

Typically, public organisations are involved in promoting ICH through the presentation of historical value and artistic interpretation. Each approach organises various events in their localities to raise funds and awareness of the region's intangible heritage. These can be concerts, battle reenactments, theatre performances, or modern history clubs (Petranivskyi & Lysyk, 2011). Providing information to tourist magazines, newspapers, radio, and the Internet is another cost-effective method of promoting ICH. Tourist magazines and newspapers publish information about important tourist attractions for free, and local radio and television broadcast such information. This can be a beneficial source of free advertising for the destination. Airline magazines distributed during flights reach a wider audience, and since they are published quarterly or monthly, the articles remain in circulation for a long time. Brochures are an effective means of disseminating information about the ICH to a broad audience. They can be mailed to national travel agencies and included in promotional materials for tour operators, travel agents, newspapers, maga-

zines, radio stations, and television channels. They can also be distributed in hotels. However, the production of brochures is costly, requiring their development to remain relevant and attractive for a long time. Direct appeal to tour operators is another way of marketing the ICH. Tour operators always look for new attractions for clients to include in their tourist programs. National travel agencies or embassies can also be an effective and free promotional material distribution method. Social networks are another tool that allows users not only to disseminate information about the ICH but also to create creative content around the ICH elements, allowing users to express their reactions and leave comments. This is just one way to use simple marketing tools to reach and inform the target audience. However, proper heritage marketing should focus on developing a heritage management plan, an informal document explaining the ICH's importance and future use. A deep analysis of the global range of ICH in the regions is necessary. It is worth highlighting the number of major global, regional and local tourism brands with strong marketing potential. Increased attention to ICH will contribute to the impact of integrated marketing campaigns and the reinvestment of the tourism brand by consolidating media planning, streamlining agency registers and reusing marketing assets. Particular attention is paid to such hobbies as music, games, cinema and other art forms (Havryliuk et al., 2023). The analysis of the global range of ICH at the global, regional and local levels requires a comprehensive approach, since the cultural traditions and practices that constitute ICH have great potential for tourism development through marketing strategies.

At the global level, ICH is usually represented through prominent tourism brands that form a unique tourist attraction for individual countries or regions. Cultural heritage, reflecting the history and traditions of peoples, becomes an important component of tourism products, such as festivals, craft traditions, gastronomy, music, games, and even cinema. Brands that have gained global recognition are often based on objects or practices that have become part of the UNESCO World Heritage. They become the basis for marketing campaigns actively attracting tourists internationally (Kucheriava, 2021). At the regional level, ICH often includes local elements inherent in certain territories. Regional tourism brands may focus only on certain art forms or traditional celebrations characteristic of this region. For example, national and regional holidays that preserve elements of ethnic traditions, such as folklore festivals, celebrations of rituals, gastronomic festivals, and certain types of music or dance (Tkachenko, 2019). At the local level, ICH can include indi-

vidual cultural traditions inherent to specific ethnic groups or even small communities. These practices can include crafts, traditional dishes, local holidays or rituals. They are often an important element of local tourism brands, as they reflect the uniqueness and originality of individual communities (Nahorniak, 2008). Local brands can successfully use ICH resources to develop small and medium-sized enterprises, such as organising cultural events, distributing traditional products or gastronomic tours.

It should be emphasised that the elements of the intangible heritage of humanity are much less known at the global level. Most are known only to specialists, while society is often poorly acquainted with them. The need to popularize and preserve the intangible cultural heritage is due to at least four main factors: it serves as a source of inspiration for current and future generations, which satisfies their internal needs for beauty and promotes artistic self-expression; it is a necessary component of the ethnic history of nations; it forms a mosaic of the cultural diversity of humanity; it contributes to the uniqueness and originality of national culture in the context of globalization and integration (Aksonova, 2019; Kulakovska, 2010; Pletsan, 2022). In this context, tourism is important, as it actively promotes international cultural exchange, expands citizens' awareness of national heritage, and popularises cultural tourism resources. Elements of the National Cultural Heritage of Ukraine reflect the uniqueness of the ethnographic regions of our state, such as Bukovina, Pokuttia, Boykivshchyna, Opillia, Lemkivshchyna, Transcarpathia, Volyn, Podillia, Polissia, Slobozhanshchyna, etc. This forms the competitive advantages of the Ukrainian tourist product in the national and world markets, which allows our country not only to increase the pace of development of the tourism business, but also to ensure the revival and preservation of the ethnocultural identity of the Ukrainian people, contributing to the development of national and patriotic feelings.

Currently, the most significant interest among foreign, and often Ukrainian, tourists is aroused by such outstanding elements of the Ukrainian ICH as the traditions of celebrating Ivan Kupala, organizing a nativity scene, performing Christmas carols and driving a goat to Malanka, as well as making Easter eggs, making a lizhnik, pottery, making a motanka doll, baking a loaf of bread and preparing national dishes, in particular borscht. Tourists also show a strong interest in molfarism and witchcraft as a specific ethnocultural phenomenon of the Ukrainian people. Familiarisation with these and other elements of the ICH is carried out in various recreational formats, through participation in tourist routes, excursion programs, master classes and other events (Table 3).

Table 3. Elements of intangible cultural heritage as a tourist resource

Element ICH	Main region	Form of implementation in tourism	International significance
1	2	3	4
Petrykivka decorative painting	Dnipropetrovsk region	Master classes, exhibitions	Listed by UNESCO in 2013
Cossack songs of the Dnipropetrovsk region	Dnipropetrovsk region	Concerts, festivals	Requires urgent protection (UNESCO, 2016)
Kosivka painted ceramics	Ivano-Frankivsk region	Tourist routes, pottery master classes	Listed by UNESCO in 2019
Traditional Kharkiv Cossack kingdom	Kharkiv region	Educational programs, master classes	Recognised by UNESCO as one of the best practices for the protection of NSC during a pandemic
Tradition of cooking Ukrainian borscht	All Ukraine	Gastro festivals, culinary tours	Listed by UNESCO in 2022

Source: Summarised by the author

Given the uniqueness of the elements of the National Cultural Heritage, there is no doubt that each can become a feature of the tourist image of localities and contribute to the growth of tourist interest in them. From this point of view, popularising these elements undoubtedly plays an important role in forming the tourist image and brand of objects. The achievement of this goal, among other things, is effectively facilitated by various events, in particular festivals, aimed at increasing attention to local centres of folk art, crafts and traditions, which have accumulated over centuries and are today a great treasure of the Ukrainian people.

One of the most famous in Ukraine and well-known abroad is the Sorochnyn Fair, where visitors can purchase various authentic products and participate in theatrical events, performances of Ukrainian folk songs and dances, etc. Among the ethnographic, folklore and ethnographic festivals, the organizers of which focus on popularizing the national identity and uniqueness of the cultural heritage of the Ukrainian people, the most famous are 'Etnovyr' in Lviv, the International Hutsul Festival in the cities of Ivano-Frankivsk region, 'Trypilske kolo' in Rzhyschiv in the Kyiv region, 'Tu Stan' in Urych, Lviv region, and others. Special attention deserves gastro festivals that are popular among domestic and foreign tourists,

such as ‘Zakarpatske Bozhole’ in the city of Uzhhorod, ‘Borshchuk u hlynianomu horshchyku’ in Opishna, Poltava region, Lviv coffee, chocolate, cheese and wine festivals, ‘Chervene vyno’ in Mukachevo, ‘Halytska defiliada’ in Lviv and others (Petranivskiy & Lysyk, 2011; Pletsan, 2022). Significant potential for tourism development in the regions is provided by centres of folk crafts that preserve the cultural traditions of Ukrainians that have been formed over millennia and have significant cultural and tourist potential. For example, pottery traditions are best preserved in Kosiv in the Ivano-Frankivsk region, the village of Opishna in the Poltava region and Havarechchyna in the Lviv region. The main centre of decorative painting is the village of Petrykivka in the Dnipropetrovsk region, and the centres of Easter egg making are the village of Kosmach and the city of Kolomyia in the Ivano-Frankivsk region. The villages of Bromly in the Sumy region, and the cities of Khust and Tiachiv in Transcarpathia are famous for their weaving traditions using ancient technologies. Ancient weaving techniques are preserved by local craftsmen in Krolevka, Reshetylovka, Bohuslav, Pereuasliv-Khmelnyskyi, Kosiv, Kolomyia and other places (Petranivskiy & Lysyk, 2011; Pletsan, 2022). To get acquainted with the traditions of embroidery, making vytynanki, folk toys or knitting, it is enough to simply visit Ukrainian villages, since many of these centres of industrial art operate there.

Nowadays, cooperation between tourism business entities and local communities has become quite widespread, involving local ICH practitioners in tourist programs. Thematic master classes, participation in folk customs and rituals, and meetings with bearers of local traditions and crafts are in great demand. Local communities play a significant role in preserving and promoting ICH, demonstrating a particular interest in its use during decentralisation. Undoubtedly, in addition to folk artists, art historians, specialists in Ukrainian history, public figures, and residents of local communities, the state also has a vital role in addressing the problems of NICH. It should guarantee adequate financing of all types of work and provide regulatory and information support for these processes. At the same time, according to the analysis conducted, many measures aimed at studying, reviving, preserving and using ICH in tourism activities did not have the expected effect. This is mainly due to the lack of a comprehensive program in Ukraine regarding these facilities and the lack of material resources and qualified personnel.

It is also important to emphasise that now in Ukraine there is a noticeable shortage of thematic booklets, presentation materials, informational videos and short videos that could popularise various aspects of the ICH among a broad

audience. Often, the necessary information is difficult to access or is absent from the official resources of local governments. There is also a lack of educational programs to attract proactive citizens to participate in festivals, volunteer actions and other communication events (Smyrnov & Liubitseva, 2022). It is necessary to intensify project activities to preserve the ICH, since a competent organisation can attract significant investors and their resources to the region. Such an approach will help solve several urgent social problems, including low living standards, high unemployment and mass labour migration of Ukrainians abroad. Ukraine has poorly developed cultural diplomacy, making our country less recognisable than other countries that actively promote their intangible cultural achievements (for example, carnivals in Brazil, festivals in Spain, winemaking traditions in Italy and France). As a result, many elements of Ukraine's ICH remain unknown to tourists.

Thus, the ICH is a valuable resource for tourism, capable of creating competitive advantages in the global and national tourism markets. Despite the large number of unique elements of the ICH in Ukraine, most of them are little known or unknown abroad and even in the country itself. This serious problem can and should be solved through joint efforts of the state, territorial communities, scientists, entrepreneurs and all interested citizens. This will not only contribute to the development of the tourism potential of the regions and the solution of socio-economic problems, but will also contribute to the revival and preservation of the ethno-cultural identity of the people, as well as the development of national-patriotic feelings.

4. Conclusions

The study results confirm that the ICH contributes to the high-quality development of tourism, and tourism supports the bilateral expansion of living heritage opportunities. Tourism activity provides scenarios for the application of the ICH. It indicates the direction of its activation and use, as an important resource for the development of tourism, since it not only preserves the unique cultural identity, but also contributes to the economic growth of regions. Integrating the ICH elements in the formation of tourism products allows for the creation of an authentic and competitive tourism brand for Ukraine.

Tourism activities act as an effective mechanism for using ICH in modern conditions, creating platforms for reproducing traditions, crafts and rituals. This process contributes to the preservation of cultural diversity, the development of tourism infrastructure and the attraction of new audiences. The use of ICH

as a basis for the formation of tourism products allows you to create authentic and competitive brands that combine traditional values with modern marketing approaches. The results obtained can be used to develop strategies for the popularisation of ICH, creating new tourist routes, and improving cultural policy in sustainable development.

The scientific novelty The main stages of the historical development of the protection, promotion and integration of elements of the National Cultural Heritage of Ukraine into modern tourism activities have been identified and systematized, in particular through the analysis of the international experience of Italy; the marketing aspects of the formation and promotion of an ethnocultural brand have been revealed, in particular based on authenticity, locality and historicity as key factors of tourist attractiveness; the methodology for analyzing tourist destinations has been supplemented by using SWOT analysis to assess the national brand of Ukraine, in particular its role in the promotion of the National Cultural Heritage in domestic and international tourism, taking into account the needs of the target audience and the use of modern technologies for interactivity and engagement.

The significance of the study the research is that its results can be used to implement the provisions of the Convention for the Safeguarding of the Intangible Cultural Heritage through the integration of its principles into the development of national strategies for the promotion of cultural tourism and the preservation of intangible traditions of Ukraine, which can become the basis for creating a comprehensive marketing plan for the promotion of tourist destinations, including elements of branding, digital marketing and interactive technologies aimed at increasing tourist activity.

Prospects for further research are to study the best cases of international experience that can be adapted and implemented by travel agencies to create cultural and educational routes that take into account the local characteristics of the regions of Ukraine.

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