Geography of visitors to the historical and cultural heritage of the Carpathian region and prospects for the growth of tourist flows

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Abstract. The purpose of this research is to assess the geography of visitors, problems and prospects for the growth of tourist flows of cultural and historical heritage on the example of Ivano-Frankivsk and Transcarpathian regions along the cross-border highway. The subject of the research is the analysis of the results of sociological research of historical and cultural heritage sites, assessment of the geography of visitors, problems and prospects for tourism flows, the state of use of cultural heritage sites in the studied region and their development as tourist attractions. The object of research is the system of tourist services provided by tourist sites of historical and cultural heritage, represented by historical and cultural reserves, museums, sacred buildings and other attractive cultural sites. The scientific novelty of the study is that development trends, problems, prospects for tourist flows in historical and cultural heritage of the Carpathian region of Ukraine were identified for the first time by analyzing the results of sociological research through a survey of a representative sample. Methodologically, according to the authors of the article, the study conducted with voluntary information from persons who work, manage or own a tourist facility is the most accurate, as it includes the expert assessment of persons who are permanently on the site. According to the results, the number of visits to most tourist sites does not exceed 5,000 people per year. The only facility that has received more than 100,000 visitors in the last two pandemic years is the attractive Hutsul Land in Bukovel. Geography of domestic tourists – the vast majority are tourists from Lviv, Ternopil, Ivano-Frankivsk, Kyiv region and the capital city (Kyiv). Geography of foreign visitors – the vast majority are tourists from Poland, Germany, USA, Hungary, Slovakia. More than half of the facilities in the survey are free for tourists, and the cost of a third of the facilities is not more than two dollars. The main problems for the growth of tourist flows are underdeveloped infrastructure as a significant barrier to the development of the tourist facility, insufficient finances for development; insufficient number of attractions within the facilities, insufficient number of cultural events held in tourist destinations. Insufficient advertising of a tourist sites closes the top five problems. Such data indicate the need to develop tourist facilities, provide management of institutions with more information about services and ways to increase the attractiveness of facilities and increase their monetization. The way to solve the problems of the development of tourist facilities, according to their management, are the need for additional funding; solving problems with the infrastructure tourist destinations; the need to improve advertising; cooperation with tour operators, etc.

Key words: historical and cultural heritage, geography of visitors, Carpathian region, sociological research

Географія відвідувачів об’єктів історико-культурної спадщини Карпатського регіону та перспективи зростання туристичних потоків

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Анотація. Метою дослідження даної наукової роботи є оцінка географії відвідувачів, проблем і перспектив зростання туристичних потоків об’єктів культурно-історичної спадщини на прикладі частини Івано-Франківської та Закарпатської областей вдень транскордонної автомобілістрії. Предметом дослідження є аналіз результатів соціологічного дослідження об’єктів історико-культурної спадщини, оцінка географії відвідувачів з точко зору надання послуг, проблем і перспектив зростання туристичних потоків, стан використання в туризмі об’єктів культурної спадщини досліджуваного регіону та напрямки розвитку їх як туристичних атракцій. Наукова новизна проведеного дослідження полягає в тому, що вперше було визначено тенденції розвитку, проблеми, перспективи зростання туристичних потоків на об’єктах історико-культурної спадщини Карпатського регіону.
Introduction

The Carpathian region has long been one of the most attractive tourism regions of Ukraine (Kinash, Arkhypova, Polyanska, Dzoba, Andrusiv, Iuras, 2019). Powerful potential of socio-economic, historical, cultural and natural resources determines the strategic priority of tourism in the economic development of the Carpathian region (Hryniuk, Arkhypova, Korchemlyuk, 2021). Today, various types of tourism are developing here, and, accordingly, the network of enterprises serving the tourism sector (Strategy for the development of tourism and resorts for the period up to 2026, 2017). Two pandemic years have changed the capacity and direction of tourist flows in the world as a whole (Zhang, Tu, Zhou, Yu, 2020). However, it is a matter of research by tourism experts to what extent this has affected the geography and volume of tourist flows in local regions of the world (Lyubitseva, Tretyakov, 2012).

Tourism is an important catalyst for the development of the Carpathian region (Kneysler, Andrusiv, Spasiv, Marynchak, Kryvytska, M. Kryvytska, M. 2016). From an economic point of view, the tourism industry needs a development strategy and effective management at various levels (Kis, Mosora, Mosora, Yatsiuk, Malynovska, Pobihun, 2020, World Tourism Organization and United Nations Development Program, 2017). The strategy of tourism market management is conditioned by general trends of economic development in general and dictated by modern knowledge (Sinlapasate, Buathong, Prayongrat, Sangkhanan, Chutchakul, Soonsawad, 2020, Tsotas, Krabokoukis, Polyzos, 2020).

The article (Korobeinykova Y.a, Pobigun O., 2021) analyzed the potential of natural heritage and museums as elements of the historical-cultural heritage of the Ivano-Frankivsk region in the context of their usage in tourism and dynamics visiting these objects by tourists which testify about the existence of the number of barriers for growth. However, the problems and prospects for the growth of tourist flows of cultural and historical heritage sites remain unexplored.

The purpose of the research is to assess the geography of visitors, problems and prospects for the growth of tourist flows of cultural and historical heritage on the example of the part of Ivano-Frankivsk and Transcarpathian regions along the cross-border highway.

The subject of the research is the analysis of the results of the survey of historical and cultural heritage sites, assessment of the geography of visitors in terms of service providers, problems and prospects for tourist flows, the use of cultural heritage sites in tourism and their development areas as tourist attractions.

The object of research is the system of tourist services provided by tourist sites of historical and cultural heritage, represented by historical and cultural reserves, museums, sacred buildings and other attractive cultural sites within the Ivano-Frankivsk and Transcarpathian regions of Ukraine.

The main objectives of the research: to obtain detailed information about the tourist sites of historical and cultural heritage through questionnaires, their status, geography of visitors and the main indicators that affect their attractiveness; to analyze the results of the survey on the problems and prospects of growth of tourist flows.

Scientific novelty of the research is that the development trends, problems, prospects of growth of tourist flows in the historical and cultural heritage of the Carpathian region of Ukraine were determined for the first time by analyzing the results of sociological research through a questionnaire survey of a representative sample.

Materials and methods

The methodology of research of cultural and historical sites is based on the methods of obtaining...
information by interviewing employees of organizations and institutions – tourist sites of historical and cultural heritage (Wu, Song, Shen, 2017, Yavorska, Hevko, Sych, Kolomiyets, 2018). Questionnaire was used: questionnaires of both closed and open type were formed, with the possibility of teaching respondents both accurate information and their opinions and wishes. This approach made it possible to analyze deeply the problem from the tourist service provider’s point of view within the cultural heritage sites (Nesterchuk, Osipchuk, Bondarenko, Trusij, Ivanenko, Chyzhevska, 2021, Simkiv, Shults, Lutskiv, Andrusiv, 2021).

Questionnaire is the most popular method of quantitative sociological research (Nezdoyminov, Baldzhy, Kniazhkovska, 2021). The most popular today are the questionnaires for sociological marketing and tourism research (Ievdokymov, Oliinyk, Ksendzuk, Sergienko, 2018, Prykhodko, Arkhypova, Horal, Kozhushko, 2020). With the development of modern technologies, many new survey methods have appeared, such as online surveys (Krool, Vdovichen, Hyshchuk, Dobynda, 2021). These methods are cheaper than the classic face-to-face street survey, but the accuracy of the data obtained is lower due to the complexity of compiling a representative sample (Sardak, Krupskyi, Dzyndzhioian, Sardak, Naboka, 2020).

Thus, the authors chose a face-to-face interview. The survey was conducted during October-December 2021. The restrictions imposed by the situation with the COVID-19 pandemic created difficulties for all face-to-face surveys. Therefore, in this case the survey was conducted by a hybrid method: direct interview (face-to-face or by phone) and by sending questionnaires to the curator of the object.

Statistics are taken as a basis, the so-called general population when compiling the sample for the questionnaire (Mandryk, Arkhypova, Pukish, Zelmanovych, Yakovlyuk, 2017). Ideally, 2.5% of the general population should be surveyed to obtain objective information (Arkhypova, Fomenko, Kinash, Golovnia, 2019). Cultural and historical sites took part in this survey (answers were provided by the heads or responsible employees of the institutions to which the sites belong).

The total amount of cultural and historical sites with protected status (including local) does not exceed 500, taking into account the data provided by the Department of Culture of Ivano-Frankivsk and Transcarpathian regional state administrations. A database of objects was compiled, 154 of which most visited were selected, which are located along the cross-border highways Lviv-Rohatyn-Ivano-Frankivsk-Yaremche-Rakhiv-Solotvyno and Lviv-Halych-Ivano-Frankivsk-Kolomyia-Kosiv-Verkhovyna. 154 questionnaires were distributed. 14 questionnaires were rejected for less than 50% of the questionnaires. Information was obtained among 140 institutions of excursion, cultural, religious tourism located in the Transcarpathian and Ivano-Frankivsk regions (Pintescu, Arkhypova, 2021). Therefore, the sample of the study is 28%, and can be considered as representative for the entire Carpathian region, which also includes, in addition to Ivano-Frankivsk and Transcarpathian regions, Lviv and Chernivtsi regions.

**Results and their analysis**

The processing of 140 effective questionnaires, which included 4 blocks of questions on 4 closed and open pages, was the result of a sociological study of historical and cultural heritage sites. The objectivity of the information provided is confirmed by the fact that the questionnaires were kindly filled out by the management of the historical and cultural heritage institutions of different statuses of protection and significance in tourism. Information about sacred sites was provided by local priests and church pastors. The survey was conducted in 119 sites of the Ivano-Frankivsk region, and 21 – in the Transcarpathian region. The main objects within which the survey was conducted are museum institutions (43%), historical and architectural objects, cultural centers (29%), existing sacred objects, mostly Christian – 28% (Table 1).

**Table 1. Structure of respondents by object type**

<table>
<thead>
<tr>
<th>Type of historical and cultural object</th>
<th>Museum institutions</th>
<th>Historical and architectural objects</th>
<th>Sacred objects</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>60</td>
<td>41</td>
<td>39</td>
</tr>
</tbody>
</table>

The objects of tourism that took part in the sociological research have different protection statuses. 7% of the sites belongs to the UNESCO cultural heritage, in particular, ancient sacred buildings – wooden churches of the Carpathians, such as the Church of the Holy Spirit in Rohatyn, the Church of the Nativity of the Blessed Virgin in the village. Nizhniy Verbinzh of Kolomyia district, Church of the Ascension of the Lord in the village of Yasinya of Rakhiv district. The ruins of the castle in Khust belong to the monument of urban planning, the scientific and educational center of the Hutssulschyns National Park is a center for the
development of the intangible heritage of UNESCO, which represents Kosovo ceramics. Most of the historical and cultural sites of the Halych district, such as the Halych Castle of the XIV–XVII centuries, the Halych Grave, the Prince’s Well, the Museum of Ethnography, etc. takes care of the national reserve “Ancient Halych”. 30 objects among these that took part in the sociological research belong to the sites with the protected status of monuments of national importance, 31 sites belong to local monuments. 52% of objects don’t have protection status, but are tourist attractions (Table 2).

Table 2. Protection status of survey objects

<table>
<thead>
<tr>
<th>Type of protection</th>
<th>UNESCO heritage</th>
<th>Of national importance</th>
<th>Of local importance</th>
<th>There is no protection status</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>6</td>
<td>30</td>
<td>31</td>
<td>73</td>
</tr>
</tbody>
</table>

49% of the objects are located in rural settlements and urban-type settlements and 51% of the objects are located in cities, mostly in district centers.

The survey of the dynamics of site attendance was proposed to be assessed in the following ranges: up to 500 people per year, from 500 to 5,000 people per year, 5,000–10,000 people per year, 10,000–100,000 people per year and more than 100,000 people per year. It should be understood that not all tourist sites monetize their touristic services, so no more than a third can accurately indicate the number of visitors. The difficulty arises in the presence of free visits to sites, the lack of excursions on a regular basis and visits to existing sacred sites. However, methodologically, according to the authors of the article, the study conducted with voluntary information from people who work, manage or own a tourist facility is the most accurate, as it includes expert assessment of people who are constantly at the site.

In general, it can be stated that the number of visits to most touristic facilities ranged from 0 to 5,000 people per year (more than 50% of responses). However, if none of the facilities received more than 100,000 visitors in 2019, such facilities appeared in 2020 and 2021. Hutsul-Land is an ethnographical attraction within the Bukovel resort, which has been operating for the third year, including the Ethnopark that offers fascinating stories about the life and the customs of the Ukrainian community living in Ukrainian Carpathians, as well as, an interactive platform, Skrynia Art Gallery, Ukrainian cinema club, suspension bridges, contact zoo, open-air museum and beautiful locations for pictures. The increase in the flow of visitors to historical and cultural heritage sites in the pandemic 2020–2021 years indicates a local revival of tourism, especially domestic tourism, the reorientation of tourist flows of international tourism to domestic tourism. Tourist flows of the resort “Bukovel”, in particular, increased compared to the pre-pandemic period.

A number of representatives of the objects (12.5%, 9.6%, 11.8%, respectively, in 2019, 2020, 2021) could not estimate the number of visitors, which complicates the assessment of their tourist attractiveness in this research. The dynamics of attendance is presented in the table 3 and the fig. 1.

The analysis of the main consumers of touristic services is important for assessing the problems and prospects of the development of tourist facilities, as well as the basis for developing a marketing strategy and conducting an active promotional policy of facilities (UNWTO, 1999).

The main consumers of tourist services of the surveyed historical and cultural heritage sites are domestic tourists (66.9%), transit tourists without specifying their type (47.8%), locals (46.3%). It should be noted that in response to this question, respondents could choose several options. Therefore, 33.1% of respondents point to foreign tourists as consumers of services (Fig. 2).

Table 3. The number of tourists/excursionists who visited the facility, on average for the 2019–2021

<table>
<thead>
<tr>
<th>Year</th>
<th>up to 500 people</th>
<th>500–5000 people</th>
<th>5000–10000 people</th>
<th>10000–100000 people</th>
<th>More than 100000 people</th>
<th>did not how to answer (did not keep records, other reasons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>44</td>
<td>40</td>
<td>13</td>
<td>25</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>2020</td>
<td>45</td>
<td>46</td>
<td>25</td>
<td>6</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>2021</td>
<td>44</td>
<td>45</td>
<td>9</td>
<td>26</td>
<td>1</td>
<td>15</td>
</tr>
</tbody>
</table>
Analysis of quantitative indicators of the answers to this question with several options shows that 11.8% of respondents chose all four answers and indicated that consumers of services are locals, domestic and foreign tourists, as well as transit tourists. 42.6% of respondents chose three answers and indicated that the main consumers of their services are domestic and transit tourists, as well as the local population. 42.6% of respondents chose three answers and indicated that the main consumers of their services are domestic and transit tourists, as well as the local population. 42.6% of respondents chose three answers and indicated that the main consumers of their services are domestic and transit tourists, as well as the local population. 35.3% of respondents chose two answers. They see domestic tourists and locals among their clients. These are mainly the objects located in rural settlements and those that are not actively engaged in tourism. Obviously, employees of these institutions need more information about potential consumers of services and training information on customer engagement (UNWTO, 2016).

Based on the analysis of the Google trend search engine, the interest in region among domestic and foreign potential tourists was revealed (Korobeinykova Ya., Nykodiuk O., 2020). Analysis of the geography of visitors to historical and cultural heritage sites showed that the absolute leaders among tourists are the residents of Ukraine are domestic tourists from Kiev and Kiev region (52.9% of representatives of the studied objects), Lviv region (found in 65.4% of surveyed questionnaires) objects), Ternopil (indicated in 39% of the questionnaires of the studied objects) and Ivano-Frankivsk (found in 33.8% of the questionnaires of the studied objects) regions. Thus, the predominant consumers of cultural, excursion and religious tourism services in the Carpathian region are tourists and excursionists from the Carpathian region, neighboring regions and the capital of Ukraine (Fig. 3).
Tourists from Chernivtsi, Vinnytsia, Volyn, Zhytomyr, Transcarpathian, Odessa, Kharkiv regions received from 5 to 20% of tourist sites. Tourists from Donetsk, Zaporizhzhia, Kirovohrad, Luhansk, Mykolaiv, Poltava, Rivne, Sumy, Kherson, Khmelnytsky, Cherkasy, Chernihiv regions recorded less than 5% of tourism facilities. 3.7% of respondents did not indicate the geography of domestic tourists. Therefore, the expansion of domestic tourist flows is an urgent task of the tourist market of the Carpathian region (Arkhypova, Fomenko, Kinash, Golovnia, 2019, Krool, Vdovichen, Hyshchuk, Dobynda, 2021).

The results of the survey showed rather limited geography of foreign visitors to tourist sites, although respondents indicated representatives of 31 countries among foreign tourists. Polish is the absolute favorite in the survey on the foreign country of permanent residence of consumers of historical and cultural heritage sites. The following countries were mentioned: Austria, Bahrain, Latvia, Georgia, Nigeria, Norway, the Netherlands, Israel, Australia, Iceland, Japan, China, Turkey, Denmark, Switzerland, Saudi Arabia, UAE, Moldova. Therefore, expanding the geography and capacity of international tourism flows is an urgent task of the tourist market of the Carpathian region, especially given the small number of tourists in Ivano-Frankivsk and Transcarpathian regions from neighboring Romania (Ostapenko, Savina, Marnatova, Zienina-Bilichenko, Selezneva, 2020).

One of the ways to expand the geography of internal and external visitors is to address the issue of monetization of historical and cultural heritage sites. According to the results of the survey – the fee for visiting tourist sites is not the main source of income in Ukraine. This is especially true for state and communal property and those belonging to religious communities.

The third group includes countries from which less than 5% of respondents visited historical and cultural heritage sites. The following countries were mentioned: Austria, Bahrain, Latvia, Georgia, Nigeria, Norway, the Netherlands, Israel, Australia, Iceland, Japan, China, Turkey, Denmark, Switzerland, Saudi Arabia, UAE, Moldova.

The second group consists of the countries from which 5–20% are the tourists from Hungary, Germany, USA, Slovakia, Canada, Czech Republic, Italy, Belarus, Britain, Romania, France (Fig. 4).
More than a half (52.2%) of the surveyed facilities are free for visitors, according to respondents; in 30.9% of the objects the fee is less than UAH 50 (about 1.6 €), the entrance fee up to UAH 100 (up to 3 €) was indicated by 5.1% of respondents, up to UAH 200 (6.5 €) – 2.9%, more than 200 UAH 0.8% of respondents. 8.1% of respondents did not indicate the cost of visiting their facilities for tourists (Fig. 5). Usually, visits for children are free or 50% of the cost for adult visitors.

According to the authors of the article, the introduction of monetization of site visits can solve existing problems of their use, increase the flow of tourists and develop tourism in general. Monetization is an indicator of the social value of a tourist object and the possibility of its development.

To determine the ways of growth of tourist flows in cultural tourism, expanding the geography of domestic and international visitors, it is necessary to identify existing problems, the solution of which will increase the tourist attractiveness of historical and cultural heritage, increase tourist flow.

The fourth section of the questionnaire concerned the assessment of problems and prospects for the development of tourism activities within the tourist facilities that participated in the survey. Respondents were asked to choose from the above five most problematic factors that hinder the growth of profitability of tourist facilities.
The results of the survey indicate that 63.2% of respondents note that the significant barrier to the development of tourist facilities is underdeveloped infrastructure, 59.6% of respondents complain about the lack of funding for the development of tourist facilities, 52.2% – note the lack of attractions within the facilities, 50.7% of tourist facilities consider the problem of insufficient number of cultural events held in tourist destinations. Insufficient advertising of a tourist facility (26.5% of respondents) closes the top five problems (Fig. 6).

17.6% of respondents mentioned the lack of excursion programs as a barrier to the development of tourism activities within the historical and cultural heritage sites.

16.1% of respondents noted the imperfection of legislation in this area as a problem of tourism development. These are mostly private craft traditional productions, private museums, institutions that do not belong to the Ministry of Culture of Ukraine.

High tax pressure as a problem for the development of tourism was noted by 11% of respondents, and this answer was mainly given by private businesses and religious communities of existing churches, which are tourist sites. Low qualification of employees and
low quality of services as problems that need to be solved for the development of the facility were noted by 8.8% and 8.1% of respondents, respectively (Fig. 6). Respondents could choose from several issues related to the tourist activities of the object of excursion, cultural or religious tourism.

Several facilities in the Nadvirna district and the Verkhovyna district of the Ivano-Frankivsk region (6.6% of respondents) cited high crime rates as a problem in the development of tourism activities within the facility. 5.1% of respondents indicated that unsatisfactory ecological condition of the destination is the location of facilities that need to be addressed for tourism development.

In our opinion, here are the results of the two most important questions of the questionnaire. Satisfaction of basic human needs is always a priority. 62.5% of respondents mentioned the presence of a bathroom for visitors at the historical and cultural heritage site, 37.5% of the sites do not have a bathroom. Therefore, this third of the facilities is unlikely to be threatened by increasing the capacity of the tourist flow and expanding the geography of international tourists without solving the basic infrastructure problems (Pavlychenko, Borysovs'ka, 2012).

The possibility of visiting facilities for people with disabilities (especially people with reduced mobility) is an important issue for the provision of European-level tourism services. 46.3% of facilities, according to respondents, are accessible to people with reduced mobility, 53.7% of facilities do not have the means to visit facilities for people with limited physical activity. Respondents most often indicated a stationary ramp, a mobile ramp, the absence of steps, thresholds (and hence the need for such means) among the types of means of accessibility. One respondent mentions a call button to help such tourists.

The indicator of the attraction capacity is important in the characterization of tourist establishments, that is the time possibilities of the establishment to offer a certain program of shows and stories within the tourist object. More than a half of the establishments (55.1%) estimate their own attraction capacity up to 1 hour, 30.1% of establishments – up to 2 hours, 13.2% of establishments can work with clients for more than 2 hours. 1.6% of respondents could not assess their own attraction capacity (Fig. 7).

Attraction capacity depends on the level of arrangement of objects to show visitors. 60.3% of respondents said that their tourist facilities are specially prepared for tourists (excursions, exhibitions, film screenings, etc.), 39.7% of respondents believe that their facilities are partially prepared (the issue also concerned landscaping, external advertising, etc.), 21.3% of respondents indicated that their facilities are not ready for tourist use in full (Fig. 8).

Moreover, 18.4% of respondents believe that the level of arrangement of their facilities is satisfactory, and infrastructure issues remain unresolved, and in this sense, the facility is partially prepared for tourist use.

Such data indicate the need to develop tourist facilities, train staff, provide management of institutions more information about the services that can be implemented and the ways to increase the attractiveness of facilities, increase their monetization.
Awareness of the problems of development of tourist facilities allows to identify ways to solve them and overcome barriers that hinder the growth of tourist flows. However, 28% of respondents did not formulate their own ways to solve the outlined problems. 72% of respondents who suggested ways to solve the problems of development of tourist facilities they care for most often indicated the need for additional funding (41.8% of respondents), solving problems with the infrastructure of institutions and tourist destinations (project, expansion of areas, development of livelihood systems of tourist facilities, purchase of vehicles) noted 27.5% of respondents. 15.3% of respondents indicate the need to improve advertising as a means of solving problems of development of tourist facilities and tasks for the future, and only 12.2% of respondents – cooperation with tour operators. The need for training as a means of long-term development of tourist facilities was noted by 3.2% of respondents (Fig. 9).

The analysis of answers to financial questions shows a paternalistic attitude of representatives of historical and cultural heritage to the issue of their funding, as 34.5% of respondents hope for public funding as the only source of replenishment, 14.8% of respondents work or hope for cooperation within grant activities, 78.6% of respondents indicated two or more sources of funding. 75.9% of respondents say that their own funds earned in the process of tourism are a source of funding for the development of facilities.
Conclusions

The main conclusions of the research can be summarized as follows. The survey included the most attractive tourist sites, the leaders of which conduct or want to conduct active tourism activities. According to the methodology of the authors of the article, the research is conducted with voluntary information from persons who work, manage or own a tourist facility is the most accurate, as it includes expert assessment of persons who are permanently on the site.

The number of visits to most tourist sites does not exceed 5,000 people per year. The only facility that has received more than 100,000 visitors in the last two pandemic years is the attractive Hutsul Land in Bukovel. The geography of domestic tourists consists of the vast majority of tourists from Lviv, Ternopil, Ivano-Frankivsk, Kyiv region and the capital—Kyiv. Geography of foreign visitors—the vast majority are tourists from Poland, Germany, USA, Hungary, Slovakia. The cost of visiting tourist sites in Ukraine remains low due to the low purchasing ability of Ukrainians, the imperfect pricing system, and the lack of understanding among many cultural managers of the possibility and necessity of monetizing cultural heritage. According to the survey, more than half of the facilities are free for tourists, and the cost of a third of the facilities is up to UAH 50.

The main problems for the growth of tourist flows are underdeveloped infrastructure as a significant barrier to the development of the tourist facility, insufficient funding for the development; insufficient number of attractions within the facilities, insufficient number of cultural events held in tourist destinations. Insufficient advertising of a tourist object closes the top five problems. Such data indicate the need to develop tourist facilities, provide management of institutions with more information about services and ways to increase the attractiveness of facilities and increase their monetization.

Ways to solve the problems of the development of tourist facilities, according to their management, are the need for additional funding; solving problems with the infrastructure of institutions and tourist destinations; the need to improve advertising; cooperation with tour operators, etc.

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