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Tourism and farming in the polonynas of the Carpathian region of Ukraine (on the example of Chernivtsi Oblast)

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Abstract. We studied the specifics of touristic and economic management of the polonynas of the Carpathian Region of Ukraine and characterized festival tourism in Putyla district of Chernivtsi oblast – a promising direction of developing event tourism in Ukraine. We found evolutionary changes in festivals, determined the main directions and possibilities

of popularizing and managing the potential touristic resources, and evaluated the festival potential of the region. We analyzed event tourism – a significant source of formation of a positive image of the region and increase in the touristic attractiveness of the oblast and country in general. We paid special attention to festival resources, the potential of which is unlimited and is most attractive for educational, youth, ethnic and adventure types of tourism. We analyzed the polonynas of the southwest part of Chernivtsi Oblast, which were classified as small (15), average (7), large (3) and very large (2). We found most overloaded polonynas, located right near the areas where the local population constantly resides. Such include Baikaliivka (Yablunysia village), Hudivska (Poliakivska village), Shchuryntsi and Komarnyk (Ploska village), Shyroka (Hrobyshche village) and Nyzhni Rakovy (Kyselitsi village) polonynas. We characterized transhumance sheep farming, which remains a specialized sphere of farming in the polonynas. We analyzed the festival of the departure of shepherds and servants for the polonyna, which since 1967 has been held in Putyla in the last week of May. We determined that this event with an exhibition and market of regional crafts (vyshyvankas, bead accessories, pottery, weaving, pysanka decorative art, carving, wood burning and incrustation on wood, etc) is of domestic and international significance. We characterized popular Hutsul traditional accessories, related to the polonyna farming. We obtained results which may further promote multi-aspect models of marketing development of festival tourism.

Key words: festival tourism, festival resources, polonynas, festive events.

Туристичне та господарське використання полонин Карпатського регіону України (на прикладі Чернівецької області)

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Анотація. Досліджено особливості туристичного та господарського використання полонин Карпатського регіону України, охарактеризовано фестивальний рух у Путильському районі Чернівецької області – перспективний напрям розвитку event-туризму в Україні. Виявлено еволюційні зміни фестивалів, визначено мейнстріми та ймовірність підвищення популяризації й використання потенційних туристичних ресурсів, оцінено фестивальний потенціал регіону. Розглянуто event-туризм – вагомe джерело формування позитивного іміджу регіону та підвищення туристичної привабливості області і країни загалом. Особлива увага звертається на фестивальні ресурси, потенціал яких необмежений і є найпривабливішим для використання у пізнавальному, молодіжному, етнічному та пригодницькому видах туризму. Проаналізовано полонини південно-західної частини Чернівецької області, які віднесено до категорії малих (15 од.), середніх (7 од.), великих (3 од.) і дуже великих (2 од.). Виявлено найбільш перенавантажені полонини, що розташовуються у безпосередній близькості від постійного місця проживання місцевого населення. До таких належать полонини: Байкалівка (с. Яблуниця), Худівська (с. Поляківська), Щуринці та Комарник (с. Плоска), Широка (с. Гробіще) та Нижні Ракови (с. Киселиці). Охарактеризовано відгінне вівчарство, яке залишається профілюючою спеціалізацією полонинського господарства. Проаналізовано фестиваль виходу пастухів і челяді на полонину, який відбувається в останню неділю травня, починаючи з 1967 року в Путилі. Визначено, що це дійство вітчизняного та міжнародного рівня з виставкою-продажем витворів народних умільців (вишиванок, виробів з бісеру, гончарства, ткацтва, писанкарства, різьблення, випалювання та інкрустації по дереву, тощо). Охарактеризовано популярні гуцульські традиційні вироби, які пов'язані з полонинським господарюванням. Отримано результати, які надалі сприятимуть розробленню різноаспектних моделей маркетингового розвитку фестивального туризму.

Ключові слова: фестивальний туризм, фестивальні ресурси, полонини, обрядні дійства.

Introduction

Tourism associated with natural resource management plays a leading role in the economy of the local population. A significantly interesting aspect is touristic events, which promote development of tourist flows and touristic infrastructure. In the area of the Bukovyna polonynas, particularly in the western part of the current Vyzhnytsia district of Chernivtsi Oblast, traditional types of farming have developed, which have hardly changed over time, attracting tourists and recreationists. Therefore, the touristic sphere is identified as a priority in the strategy of development of the region. Today, special attention is paid to the festival resources, the potential of which is unlimited and is most attractive for purposes of education, youth policy, ethnic and adventure types of tourism. Therefore, complex analysis of festival tourism as one of the factors of development is relevant and important.

Materials and methods

Festival tourism in Ukraine is considered as a type of event-tourism. Sadly, not enough attention is currently paid to its development. Theoretical-methodological issues of organizing and implementing a regional policy of development of event-tourism have been studied by O. Aleksieieva, A. Babkin, K. Beknura, Y. Hrytsku-

Andriesh, V. Polishchuk, I. Smal, H. Karpova, O. Kostiuk, and others. Event-tourism in Ukraine (and Chernivtsi Oblast specifically) is based on preserved ethnic and religious traditions. Issues of classification of festivals have been analyzed by K. Kilinska, A. Lesyk, T. Skutar. For the most part, articles appear in thematic publications about various festive events. Therefore, the objective of this study was recreation-touristic and economic uses of the polonynas of the Carpathian region and polonynas of the southwest part of Vyzhnytsia district of Chernivtsi Oblast, namely festive events. By connecting festive activity and the increasing role of tourism and recreation, and also taking into account the connections between their components, we may consider Putyla district one of the leaders among districts of Chernivtsi Oblast (Hyshchuk, 2017).

Results and Discussion

Polonynas, with their herbaceous, shrub and moss-lichen vegetation are mostly located on gentle (not steep) slopes of mountain ranges. A polonyna (from Old Slavic *polnina*) is a forestless plain in the mountains, in the subalpine and partly alpine zone of the Ukrainian Carpathians, which is used as pasture and hay meadow (Fig. 1) (Liubitseva, 2003).



Fig. 1. Polonynas of the Carpathian region

Polonyna is a complex, natural-economic and cultural-recreational notion. Geographically, polonynas are montane meadows. A large number of polonyna landscapes is located within the subalpine and alpine

climatic belts. Farming activity of people throughout the time has led to the changes in the lower border of natural meadows, which is lowered by 300–400 m. Therefore, in the central mountains (Vorohta-Putylya mountains,

Zaprytski Horhany), there are many polonynas of anthropogenic origin. From a cultural-recreation perspective, polonynas are authentic, harmonious spaces that combine the picturesque quality of the subalpine landscape and the everyday life of shepherds. Polonynas are characterized by great landscape value (multi-angle panoramas of mountains), acoustic peculiarity (combination of quietness with the ringing of sheep bells, and – very rarely nowadays – herders' musical instruments), the general purity of the environment and natural dairy products.

There are scientific theories, according to which the orientation of the inhabitation of the territories of the Ukrainian Carpathians has not been going in a traditional upward direction (from foothill, water current), but, on the contrary, has started from certain altitudes which people could get to and hide from attacks of various assailants and where they started farming. As the time went by, the people gradually descended to the mountain foothills, leaving behind forestless areas of sloping montane surfaces that had been used as agricultural lands. The clearings were colonised by forb-weed vegetation, rich in various nutrients needed for feeding the cattle. The local population noted such peculiarities and began taking cattle to graze there in spring, and return back home in autumn. Thus, a new type of montane farming has developed – polonyna grazing of cattle.

Polonynas can be found throughout the Carpathian mountain country. This means that people have been using the slopes' territories that are favorable for cattle grazing for centuries. However, the names of those territories vary. For example, in Romania, Serbia, Croatia, Slovenia, such landscapes are called *planinas*, Slovakia – *hoľa*, Poland – *hala*. In the low Hungarian (Magyar) Carpathians, they are absent. The term «polonyna» corresponds to the notion of «yayla» in the Crimean mountains, «jaylaw» («gishlag» and others) in the Tian Shan.

Most names of the polonynas originated among the local folks: Polonyna Krasna [beautiful – *hereinafter Translator's note*], or Red Polonyna derives from the picturesqueness of the territory, Polonyna Rivna [flat, plain] indicating its gently sloping, flat terrain, and the name of the range – Polonynian – gives reasons to think that the entire territory of the range is occupied by polonyna landscapes. The Polonynian-Chornohirsky physical-geographic region is a separate taxonomic unit in the taxonomic system of physical-geographic zoning of Ukraine (Herenchuk, 1978; Hrytsku-Andriiesh, 2010).

There are territories in the Ukrainian Carpathians which are smaller than polonynian landscapes by area. Those are *tsarynky* (small hayfields, meadows and pastures), located within the forest belt, glades

(forestless slope territories), smallest by area, *pryluky* [pre-meadows] (territory of pastures and hayfields, located near meadow complexes).

Some polonynas span dozens of kilometers. By composition of flora, polonynas are similar to alpine meadows: edelweiss, violet, *Aster*, buttercups, poppy, cinquefoils, and saxifrages. Most of them grow at the altitude of 1,200–1,300 m. This feature has become the criterion for dividing polonynas into two types: a) polonynas of the subalpine belt (Beskydski, Borzhavski, Gorganski, Chyvchynski); b) polonynas of the alpine belt (Marmaroski, Chornohirski, Svydovetski) (Herenchuk, 1978).

Polonynas are characterized by a cold and humid climate, short and rainy vegetation periods, long and heavily snowy winters. They border pine and beech forests.

The overall area of the polonynas in the eastern part of the Ukrainian Carpathians is around 50 thou ha, on Chornohora – 16 thou ha, Svydovets – 8 thou ha. On the western part of the mountains, the area of polonynas is lower, for example on Borzhava – 4.1 thou ha.

The main feature of the polonyna farming of the Carpathian region is extensive transhumance cattle breeding, preparation of hay, arable farming, providing work for the local population (74–89 % of the total employable population).

For transhumance pasturing, polonynas are used for 3–5 months (mid May – late October), in so-called «zymarky» [winter houses] – longer, depending on prepared feeds for cattle. Also, hay is prepared in the lower parts of polonynas and is transported to highland districts of sheep grazing as feed reserve in case of prolonged cloudburst precipitation and snowfall in early autumn.

Transhumance livestock leads to seasonal inhabitation of remote mountain areas and construction of special herders' houses – kolybas, staias [traditional Hutsul houses in polonynas], stalls, zymarkas, established sources of water, various transitional forms between constant and temporary premises. Pasturing in polonynas is traditionally accompanied by established traditional and folk rituals.

Numerous popular Carpathian touristic routes run across polonynas, on which the objects of polonyna farming (houses for montane shepherds, premises for cattle, sacred constructions), technologies of preparing polonyna productions (cheese, bryndza, bundz) are attractions, while dairy products are subjects of consumers' demand among tourists. In the cold season, houses of montane shepherds (mainly due to absence of touristic shelters) are used by tourists as temporary stops and to stay overnight. Therefore, notions «polonyna» and «tourism» in mountains are indivisible, though their relationship is mostly spontaneous (Lavruk, 2011).

So far, there is no targeted regional policy, which would, taking into account the requirements of sustainable development of mountain territories and actually unite those phenomena into a functionally integral system. As evidenced by other countries of the Carpathian region (Slovakia, Poland, Romania), a rational approach would make polonynas and the farming activities within them a factor in the region's attractiveness to tourists.

The western part of the current Vyzhnytsia administrative district of Chernivtsi Oblast (territory of former Putyla) is a component of Pokytsko-Bukovyna Carpathians, which is in the southwest of the Oblast and is spanned northwest to southeast by almost equal ranges (Herenchuk, 1978). Average heights in the region reach 900 m above sea level, highest – 1,574 m (town Yarovytsia). The overall area of the analyzed territory is 884 km². In the south, is the state border with Romania (Suceava County); the territory borders Verhovyna and Kosiv districts of Ivano-Frankivsk Oblast in the west, and the Vyzhnytsia town territorial community in the north and southeast. The distance from Putyla urban-type settlement to the city of Chernivtsi, Oblast center, is 125 km. According to the administrative-territorial division, the considered territory includes 51 settlements, united into four (Koniatsyn, Putyla, Seliatsyn and Ust-Putyla) territorial communities of Vyzhnytsia administrative district.

The Putyla united territorial community (UTC) has an interesting history of establishment. This is the only historical place where the local population has escaped from attackers to the mountains. This is evidenced by Roman silver coins of II century A. D. discovered along the Putylka River (the largest tributary of the Cheremosh River). The first inhabitants of Putyla were hunters, cowmen, lumberjacks. Putyla was mentioned for the first time in 1501. Together with other inhabitants, it was given by Polish King to his feudatory Ioan Tăutu for achievements in making peace between Poland and Moldova.

The main attractions in the territory of Putyla UTC are guest lodges of Vlasy's Homestead (Sadyba Vlasia) and Under Sokolii (Pid Sokolieu) (Putyla urban-type settlement), built in the style of wooden architecture, which dominates in highland districts. Various montane landscapes have formed around the houses, offering hiking. Owners of the homesteads organize excursions using their transport to a zoo (Seliatsyn village), to Tomnatyk Mountain (former Pamir military base), Hirske Oko Lake. Tourists are attracted by the authentic highland food, composed of dairy and meat products, honey, mushrooms, herbal teas. Owners of the homesteads also offer services of apitherapy – treatment using bees.

In 2017, the Koniatsyn UTC was established, which belongs to the historical-geographic part of Ukraine –

Hutsulshchyna. Its area accounts for 122 km². Around 5 thou people are living in this area. It includes Dovhopillia, Koniatsyn, Yablunytsia village councils. It is located on the right bank of the Bily Cheremosh River. The first mention of Koniatsyn village dates back to 1774, and since then it has earned reputation of the most rebellious Carpathian settlement fighting for its rights. Rural rebellions were led by Lukian Kobylitsia (1884). The current territory of the UTC was in the past included in the Kyiv Rus. Until 1940, the local population suffered oppression from Hungarian, Polish, Austrian, Czech, Romanian vassals.

The main historically formed types of farming of the local population is preparation and processing of wood, livestock breeding, the development of which has been promoted by the polonynas between mountains, which have a diversity of vegetative cover, appropriate for grazing cattle (marzhyna [local word for cattle]) and to a much lower degree – arable farming on brown mountain forest soils of low fertility.

The Seliatsyn UTC was established in 2017. Its area accounts for 369.1 km². The population of the community is 4,718 people, mainly villagers. The community presents various touristic attractions. For example – Prostir tourismu (Space for Tourism) (Fig. 2).

The territory of the Seliatsyn UTC is characterized by favourable natural conditions and historical-cultural objects and resources, namely the Bukovynske Oko Lake, Huk waterfall, hydrogen sulfide sources, polonynas, Didkiv Bridge, Niavcha Kychera Mountain, Chorny Dil Valley, Kliauza splash dam, mini Hydroelectric Plant, meteorological station, ecological-educational center with cages for wild animals, wooden churches, synagogues, railway station, village court, Jewish cemetery (kirkut) and many other objects.

Seliatsyn Community is known to guests and tourists by former radiolocation station Pamir, located on Tomnatyk Mountain (1,565 m). In 2017, on this mountain, the festival «Love Bukovyna – it is worth it» was held, which has taken place ever since. Also, a visiting card of the Community is authentic local Festival «Hutsul Konyk» (Hutsul Horse), which is becoming more popular every year attracting visitors not only from the district and the Oblast, but also people from other regions (Fig. 3).

In the territory of the Seliatsyn UTC, private homesteads for green rural tourism operate, which not only offer services for recreation and obtaining skills of preparing meals of local cuisine (in particular, making banush and huslianka [Traditional Carpathian fermented milk product], the Seliatsyn delicacy «Bryndza Paste», «Marichka's Cheese», «Our Mushrooms»), but also master classes in making artefacts of wood, bead embroidery, playing on the drymba.

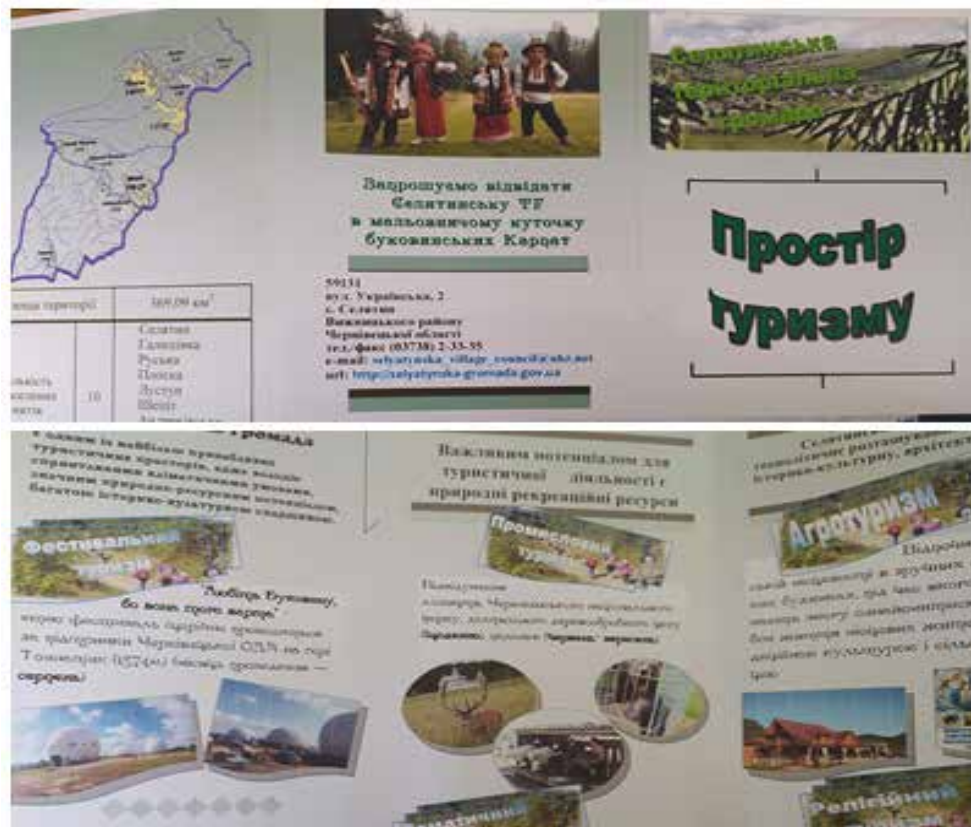


Fig. 2. Space for Tourism attraction



Fig. 3. Authentic local festival «Hutsul Horse»

The Ust-Putyla UTC is a center for organization of touristic journeys and excursions to the Carpathians. Its convenient geographic location in the center of Putyla district, at the border with the Koniatsyn UTC of Chernivtsi Oblast and the Biloberezka UTC of Ivano-Frankivsk Oblast and its closeness to the touristic complex Bukovel creates favourable conditions for development of tourism. The sphere of development of green rural tourism is very important and relevant for the community, being a great alternative offering additional profit and income to the family budget of locals.

In general, in the studied territory, 45 objects have been registered that have become part of the sphere of tourism development. Those include 19 homesteads that have begun working fully and are open for visitors all year round. Construction of another 24 objects suited for the sphere of rural agricultural tourism is underway. Climate therapy, including aerotherapy, heliotherapy, landscape therapy, and such methods of treatment as *terrenkur* [a course of therapeutic walking; the name of the technique was given by the German doctor Max Ertel], equine-assisted therapy and others are available in almost every settlement of the UTC.

The total population in the territory of the communities is 26.3 thou people, including a rural population 22.8 thou people (as indicated earlier), while the number of urban residents is 3.5 thou people. By nationalities, Ukrainians dominate (99.4 % of the population), other nationalities account for 0.6 % (Kilinska, 2014).

The mountain terrain, combined with favourable climatic conditions, creates preconditions for development of seasonal types of active recreation, including sport tourism, represented by such types as: walking, mountain skiing, mountain tourism and aquatic tourism (rafting and sailing by boats downstream the Cheremosh and Putylka), and bicycle tourism. The mountain ranges of the Bukovyna Carpathians are destinations of alpinists (for example – the Sokolyne Oko Rock), who arrive there from all regions of Ukraine and neighbouring European countries. The mountain rivers with their riffles, channel lines, fast currents have broad opportunities for organizing aquatic sport and raft (extreme) types of tourism. Interesting natural attractions which can be used for nature-educational excursions are in the Oleksa Dovbush Caves. Oleksa Dovbush was a Ukrainian *opryshok*, fighter for freedom of the Ukrainian People in the 1930–40s. The location has magnificent rock formations the Sokolyne Oko and Protiate Kaminnia, the Smuhariv River and the Smuharski (Bukovynski) waterfalls. At the location where the Putyla River cuts the Rakova range, there is the Kamiana Bahachka or Zakliata Skelia Rock, to which a number of legends in Putylivshchyna is attributed.

Climatic conditions in the considered territory are favourable for tourism throughout the year – winter types of recreation (mountain skiing tourism, extreme mountain touristic hiking), and ecotourism, rural, green types of recreation in summer (Liubitseva, 2003).

Right at the heart of the Bukovyna Carpathians, on the Putyla Hills, tourist complexes (Hutir Tyhy, Nimchuch, Hirsky Uzviz, Kovchek, Lekeche homesteads, and others) have been constructed, which provide tourists and recreationists with corresponding services.

An important result of the tourism development in the territory of newly formed communities is expansion of possibilities of realization of products, both produced in households of the local population and goods from the wild (berries, mushrooms, medicinal herbs, etc), specifically their realization on the spot, not as raw material but as prepared food products, and medicinal preparations after the required processing and preparation. Likewise, 5 hotels and 9 tourist homesteads are operating in the territory of the communities, which cater for single travelers, as well as groups of tourists, services in winter and summer. Also, 8 museums are operating in the area, presenting original documents, manuscripts, nature monuments, household items and folk art (Lesyk, 2007). Taken as a whole, the material preserved in the museums of the Putyla region is a priceless treasure of the tangible and intangible cultures of the Hutsuls.

The most frequently visited museum is the museum estate of the well-known writer and public actor of the Bukovyna, member of the southwest department of the Russian Geographic Society, Yuri Fedkovych, in the city of Putyla. A monument honoring the 150th birthday anniversary of Yuri Fedkovych was built in 1984. The Hutsuls have not forgotten the villager Lukian Kobylitsia from Krasny Dil Khutir, whose life and work has been inseparably linked to the struggle of the highlanders against deprivation of freedom by landlords. A museum estate honoring the leader of Bukovyna *Opryshky* has been opened in Serhii village. In the same village, there is a museum of the village's history. In Pidzaharychi town of Ust-Putyla territorial community (TC), there is a museum of the folk embroidery artist Ksenia Kolotylo, native of this village, who has recently been living in Austria. The artist's embroidered shirts demonstrate the high artistic level of the Hutsul embroidered shirt. There is also a unique museum of ethnography and local history of Bukovyna Hutsulshyna.

The habit of protecting one's own values encourages the locals and city residents to carry out historical research. Therefore, it is not surprising that new museums are being established in practically every village, particularly: in Yablunysia village, the Koniatsyn TC – pysanka decorative art, Shepit village of the

Seliatyn TC – military glory, Marynychy village of the Ust-Putyla TC – ethnographic museum Treasures of the Native Village, in Dyhtynets village of the Putyla TC–Museum of History. Practically all schools in every settlement have museums and local history exhibitions.

All newly formed territorial communities are open for cooperation with domestic and foreign tourist companies in the sphere of festival tourism. The purpose of cooperation is promotion of tourist opportunities of every mountain district of the oblast. Therefore, in 2017, in the territory of the Seliatyn territorial community, the festival «Love Bukovyna – it is worth it» was held. Since 2018, festivals have been constantly held, demonstrating the recreation-tourist opportunities of each mountain range (for example, Tomnatyk Mountain; from 2004 to 2013, in Pidzaharchi village, «Pidzaharytsky Harchyk» folk-ethnographic festival has been. To popularize festival tourism, it has been planned to resume this festival in 2021.

In the western part of Vyzhnytsia district, 45 objects belonging to the sphere of development of ecotourism are registered, including 22 homesteads, which work 24/7 in any season of year and welcome visitors (Kilinska, Skutar 2014). Inhabitants of Pidzaharychi, Toraky, Lustun, Seliatyn, Stebni, Hrobyshche, Koniатыn, Plai, Dovhopillia and Roztoky engage in green rural tourism. Overall, the estimated capacity for participants in ecotourism

located in the territory of the four territorial communities, is almost 2 thou tourists and recreationists (Kilinska, 2014), which encourages the holding of seminars, round tables, conferences, devoted to development of green rural tourism (2018).

A special role in tourist-recreation attractiveness of highland territories is played by polonynas – forestless flat areas in mountain ranges in the Carpathians, mostly covered by forb-meadow vegetation, thickets of blueberry and junipers. They are used as summer pastures for sheep and cattle and natural hayfields. Also wild-growing polonynian berries and medicinal plants are being collected.

Polonynas vary by a number of features, including area, agricultural use, transport and walking accessibility, quality and diversity of tree stand, height above sea level.

As with the first classification features and sizes of the area, the polonyna territories can be divided into *a*) small (up to 50 ha), *b*) average (50–100 ha), *c*) large (100–200 ha) and *d*) the largest areas are over 200 ha. Of 28 polonynas, accounting for 1,300 ha overall, located in southwest part of Vyzhnytsia district, 15 are classified to category of small, 7 to average, 3 to large and only 2 (Lower Yarovytsia and Semenchuk) account for over 200 ha general area (Table 1).

Table 1. The main polonynas of Putyla district of Chernivtsi Oblast

<i>Nº</i>	<i>Names of polonynas</i>	<i>Heigh, m</i>	<i>Settlement</i>
1.	Nyzhnia Yalovytsia	1,574	Nyzhni Yalovets village
2.	Semenchuk	1,405	Shepit village
3.	Baikalivka	1,167	Yablunytsia village
4.	Maksymets	1,345	Yablunytsia village
5.	Khudivska	737	Poliakivske village
6.	Shushutsia	897	Ploska village
7.	Komarnyk	1,350	Ploska village
8.	Shyroka	1,540	Hrobyshche village
9.	Nyzhni Rakovy	1,347	Kyselytsia village
10.	Poliakivska	683	Poliakivske village
11.	Krasny Dil	950	Vypchyna village
12.	Vypchyna	1,100	Serhii village
13.	Kinashka	1,081	Lopushna village

The dominance of small polonynas may be explained by the significant segmentation of the terrain and insignificant heights of mountain massifs, the highest parts of which are within the forest belt.

Farming in the polonynas may be described as follows. They are used for grazing sheep, more rarely cattle, preparing hay, collecting wild-growing berries,

mushrooms and medicinal plants. At the same time, we should note that transhumance sheep breeding is still a leading sector of the polonyna farming. Therefore, after the former collective farms had collapsed, the population of sheep significantly decreased, and the main polonyna flocks are now formed by animals of private subsidiary farms of the inhabitants.

Polonynas under the heaviest load are located right next to the permanent residences of the local population. These include the following polonynas: Baikativka (Yablunytsia village), Hudivska (Poliakivska village), Shchuryntsi and Komarnyk (Ploska village), Shyroka (Hrobysheche village) and Nyzhni Rakovy (Kyselytsi village) polonynas. The high density of sheep in the polonynas produces large amount of ecologically clean dairy products, used by locals and popular among tourists and recreationists.

Over the recent years, the infrastructure of the Carpathian region has changed: the transport accessibility to mountain settlements is being improved; hotel complexes are being built; the number of private houses is increasing. All those factors create the image of festival tourism in the montane region, and, therefore, territorially stimulate the development of the polonyna economy near settlements (Fig. 4). In spite of the aforesaid, we should note that 36 % of the polonynas are located at the distance of 10 km, and 78 % at the distance of 20 km away from settlements. Polonynas of the Putyla Territorial Community are located near the settlements, 85 % being in the zone 10 km zone from settlements. The most remote polonynas, where Bukovyna Hutsuls graze their cattle, are located 13 and 17 km away from Putyla urban type settlement. They are Kinashka polonyna (Smydovata mountain range), Nyzhnia Yarovytsia (spurs of Yarovytsia Mountain).

According to the traditional beliefs and customs of Bukovyna, since 1967, «Coming out to the Polonyna» Festival takes place in the last week of May. This Folk Fest takes place in the territory of the Putyla Stadium. The official part starts with the giving of awards to the most outstanding people of Putyla district and electing the main gazda (head, host) of the Fest – the one to lead the shepherds to 28 polonynas of the region.

The event is accompanied by performances of authentic Hutsul bands and stars of the Ukrainian stage. The variety of national clothes, festive sounds of trembitas, khorovods, vatra fire [vatra – fire, started in polonynas to then bring to shepherd's house], and performances by amateur groups are the traditions of the local population, passed on from generation to generation (Lavruk, 2011). Every festival starts with starting the polonyna vatra fire – the festival's symbol, which is the attribute of the dispatch of shepherds to graze sheep in the mountains. Fire of the vatra is brought to all surrounding polonynas, where it burns until autumn. Around the fire, guests and participants of the fest dance hayivky and joyful Hutsul dances in a wide circle, while fire and kolomyika are ascending to the sky. By traditions, then it was the time for bidding the farewell to the shepherds before they set off to the polonynas, where they would be until autumn.



Fig. 4. National crafts

Exhibitions of products from various regions of the Bukovyna are held around the stadium – a large amount of the sales exhibits are ornamental art, rugs, lizhnyks [woolen bed cover] and vyshyvankas. During the festival one can also taste traditional Hutsul meals – banush with mushrooms, bryndza; husliankas [traditional Carpathian cheese, prepared by fermentation of boiled milk]; kulish [age-old Ukrainian pottage]. Traditionally, there is an exhibition sale of cheese products, sausages and other farmers' products.

The Hutsulshchyna is well known for its craftsmen in ornamental art (Fig. 5). On the market, folk craftsmen

from all over the Bukovyna sell embroidered shirts, bead accessories, pottery items, weaving, pysanka art. The region is famous for its masters of wood cutting, pyrography and incrustation in wood, items made of clay and wooden tableware, woolen blankets. In the festival, there is a competition of shepherds, who demonstrate their skills in setting the vatra fire, preparing food, grazing cattle, etc.

High in the mountains, one can hear folk musicians playing drymbas and sopilkas. The scenario of the festival includes bringing out the «cup of prosperity», giving the festive kalach to the shepherds' leader, and shepherds

riding out on horses. This event is anticipated not only by shepherds who go to the polonynas, but also by thousands of tourists who arrive from neighboring oblasts of Ukraine and from abroad. The «Polonyna Vatra» Festival symbolizes the honest spirit of the Ukrainian Hutsuls. Finally, the leader, with a burning torch in his hand, rides

on horseback around the shepherds in their honor, and leaves with them to the polonynas for the whole summer. The festival of the dispatch to the polonyna is a bright visiting card of the Bukovyna, and the annual festival has become a manifestation and symbol of honor and gratitude for their work.



Fig. 5. Locally made items

Conclusions

Festivals devoted to dispatch to polonynas take place not only in Chernivtsi Oblast, but also in montane areas of Ivano-Frankivsk and Zakarpattia Oblast, allowing guests to plunge into the world of the culture of highlanders and enjoy theatrical Hutsul fun, extraordinarily beautiful customs, taste traditional dishes, behold the picturesque landscapes of the Carpathians, and breathe pure and fresh air.

Therefore, the Bukovyna Hutsulshchyna, as a territory with a thousand-year history of polonyna farming, has great potential for the development of many types of tourism, the central object of which may be natural-farming and the recreational-tourist complexes of the polonynas. Along with making popular Hutsul traditional goods trademarks related to polonyna farming, the polonynas in this region could

be united into special tourist routes, which together with respective objects in settlements can present the process of creating traditional products, and facilitate their sales. We should note that polonyna grazing in all parts of the region is massive, despite designed regulations for polonyna farming. Because polonynas are rented by the communities, the issue of preservation of the natural diversity of highland territories is not a priority. Due to lack of finances, polonyna territories are not being maintained or restored. Therefore, there is no promising plan of development of polonyna farming. At the same time, polonynas, as original farming objects, are located in the main touristic pathways and roads of the region, and therefore, in the future, they may be the main motivator of the development of tourism, recreation, as well as other socio-economic issues of the united territorial communities.

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