

Opportunities for the development of dark tourism in Ukraine

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ABSTRACT

Formulation of the problem. Every year there are new types of tourism and, accordingly, new directions of tourist travel. Among such areas is dark tourism, which, although it exists in the modern sense of the term for no more than 25 years, but already plays an important role in the modern tourism industry. We believe that this type of tourism has all the opportunities and prospects for further development in Ukraine.

Analysis of recent research and publications. The issue of «dark» tourism is still insufficiently studied in the scientific literature, but has long been of some public interest, so we consider research on «dark» tourism in Ukraine relevant and timely. Based on the analysis of domestic and foreign scientific literature, the article describes the main approaches to the interpretation of the concept of «dark» tourism. The distinctive features that determine the content of «dark» tourism, its classification with a brief description of thematic varieties: mystical tourism, necropolis tourism, thanatourism and disaster tourism. The key reasons for tourists' interest in dark tourism (curiosity, search for novelty, historical memory and respect for cultural heritage, the role of the media and the emotional factor) are identified and the motivation of potential «dark» tourists is described.

Formulation of the purpose of the article. The purpose of the work is to specify the content of the concept of dark tourism, justify the specific structure of dark tourism, monitor the resource base for the development of dark tourism in Ukraine, identify the problems of its implementation and develop proposals for their solution.

Presentation of the main research material. The preconditions for the development of dark tourism in Ukraine are analyzed. The resource base of this type of tourism is investigated: on the basis of monitoring of «dark» places and locations of Ukraine 127 potentially popular for tourists objects are selected: medieval castles and fortresses, dungeons, thematic museums, prisons, cathedrals, ancient settlements, cemeteries, zones, battlefields, battlefields, etc., which can be used in the development of new tourism products. The geographical and thematic structuring of these objects is carried out, regularities in their geospatial organization are revealed. The most interesting objects of dark tourism of each of the macro-regions of Ukraine are singled out and their brief description is given.

Problems and prospects of the development of "dark" tourism. An analytical review of opportunities and threats to the development of dark tourism in Ukraine with the help of SWOT-analysis, substantiates the problems of development of this type of tourism and presents possible ways to solve them.

Proposed measures to popularize dark tourism in Ukraine. Measures for popularization and commercialization of dark tourism in Ukraine are offered, in particular: 1) monitoring of «dark» locations in Ukraine for their suitability for visiting by tourists; 2) creation of an interactive map of dark places of Ukraine; 3) the use of foreign experience in the organization of «dark» tours by domestic tourism enterprises; 4) organization of thematic events – cultural events, competitions, quests, festivals, educational tours, etc.; 5) creation of a web page with information about dark places of Ukraine and relevant tours, launch of the YouTube channel «Mystical Ukraine»; development of profile mobile applications.

Keywords: *tourism, dark tourism, mystical tourism, catastrophe tourism, thanatourism, necropolis tourism, tourist flows, tourist objects, SWOT-analysis.*

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Formulation of the problem. Today, tourism plays an important role in the world economy and is the main source of income in some countries. Every year, the types of tourism activities change, traditional types continue to develop in new forms, and new types of tourism are constantly emerging. In order to meet the various needs of consumers, innovative and unusual tourist programs are created, which are gaining more and more popularity among travelers. Among such directions, it is worth noting dark tourism.

Dark tourism, although considered a relatively new type of tourism, already plays an important role

in the modern tourism industry. This type of tourism has all the possibilities and prospects for further development both in the world and, in particular, in Ukraine. Dark tourism forces humanity to realize the scale of disasters, to recognize the need for a peaceful relationship between people, science and technology and mysticism that have sometimes threatened the existence of human civilization, and makes us understand the mistakes of these events and tragedies of the past.

The study of the problems and prospects for the development of dark tourism is relevant, because this issue has not yet found sufficient coverage in the scientific literature, but it is already attracting stable

scientific interest and a certain resonance in society. Consideration of issues related to this topic has both theoretical and practical significance.

Analysis of recent research and publications.

In the process of research, analytical works of domestic and foreign scientists were processed, statistical materials of the State Statistics Service of Ukraine, Internet resources were analyzed. It was revealed that the definition of "dark tourism" was first used in 1996 in the International Journal of Heritage Studies. The works of such authors as D. Lenon and M. Foley (introduced the concept of "dark" tourism, investigated its types) [37], A. Seaton (used the concept of "thanatotourism") [34], F. Stone (motivation of "dark" tourists) [35, 36]. Separate issues of the study of dark tourism are considered in the works of Ukrainian scientists. In particular, O. Arays, Y. Sologub [2] spoke about the history of the origin of the term and its typification, A. Ivanov [10], I. Kulinyak, K. Yarmola, B. Malyshevska [16] emphasize the prospects for the development of dark tourism in Ukraine. I. Smal thinks about the place and peculiarities of the development of dark tourism among the specific types of tourism united under the name "tourism of human weaknesses" [29]. L. Kyrylyuk, M. Klyap and F. Sandor also research new (non-traditional) types of tourism in Ukraine, a significant role among which is attributed to mystical tourism [14, 15]. Y. Moskalenko [23] also emphasizes the "innovativeness" of dark tourism. The prerequisites for the emergence of dark tourism in Ukraine, the spatial and functional possibilities of its development and the current state of using the resource potential of dark tourism in Ukraine are described in the work of N. Pankiv [26]. Certain types and geographical aspects of the spread of dark tourism are covered in other articles by domestic authors. In particular, in the work of K. Alistratova [1], the foreign experience of organizing mystical tourism was considered, measures were proposed for its development in Ukraine, some mystical locations of Ukraine were described, and an online map of objects (17 destinations) of mystical tourism in Ukraine was created. The article by O. Bordun and U. Derkach [3] provides a description of the main objects of dark tourism in Ukraine, including Chernobyl and thanatotourism objects in Lviv. In fact, in the end, these destinations are included in the program of the "Wreath of Thorns of Ukraine" tour offered by the authors of places of gloomy tourism in Ukraine. L. and T. Zastavetsky [9] reflect on the philosophical and cultural prerequisites for the development of gloomy tourism. A detailed description of historical necropolises on the territory of our country is given in the work of O. Bugrii [4]. The key in the article by M. Kazmyrchuk [13] is the analysis of terminological variants of memorial and nostalgic tourism, as well as the selection of general trends in the study of these new types of tourism in domestic and

foreign studies. Motivational aspects in the development of dark tourism are emphasized by Z. Shilnikova, I. Dultseva, and M. Matushkina [32].

As you can see, foreign and domestic academic literature contains certain developments in the field of dark tourism. At the same time, there is no comprehensive study of the development possibilities of this type of tourism in Ukraine. There are no theoretical studies of the terminological apparatus of the dark tourism category and approaches to its classification. There is too little research on motivational prerequisites and reasons for tourist interest in this kind of tourist attractions. Practical attempts at systematized monitoring and broad touristic and local history characteristics of potential "dark" locations across all administrative regions of the state leave much to be desired.

Formulation of the purpose of the article. *The purpose of the work* is to specify the content of the concept of dark tourism, justify the specific structure of dark tourism, monitor the resource base for the development of dark tourism in Ukraine, identify the problems of its implementation and develop proposals for their solution.

To achieve the set goal, *the following tasks* were planned to be implemented:

- highlight the theoretical aspects of the development of dark tourism;
- classify dark tourism and characterize its varieties;
- determine the main reasons for tourists' interest in dark tourism;
- analyze the prerequisites for the development of dark tourism in Ukraine;
- to characterize the most popular "dark" locations of Ukraine";
- perform a SWOT analysis of opportunities and threats to the development of dark tourism in Ukraine;
- to substantiate the problems of the development of this type of tourism and to propose ways to solve them.

Presentation of the main research material.

Approaches to defining the concept of dark tourism. Dark tourism became a topic of scientific research in 1996, when the term was first introduced into scientific circulation by *John Lennon* and *Malcolm Foley* of the Faculty of Tourism and Leisure Management of Caledonian University (Glasgow, Scotland) in the "International Journal of Heritage Studies", their analysis the term "dark tourism" referred to the very presentation for viewing and aesthetic-emotional "consumption" by tourists of places of real human deaths and various types of disasters [37].

Since that time, many interpretations of the concept of "dark" tourism have appeared in academic literature (see Table 1), which now functions in the system of a number of synonymous terms – black

Definition of the concept of "dark tourism"

Author	Explanation of the concept of "dark tourism"
J. Lennon, M. Foley	This is visiting places of tragic events, places of historical battles or visiting places of crimes.
P. Hohenhaus	This is a journey through places that are associated with death or disaster or at least with something "creepy".
A. Seaton	"Thanatotourism" (from the Greek thanatos - death) means the tourism of sorrow.
P. Stone	This is a journey through places associated with death and sadness.
M. Kliap	"Dark"/black tourism/sum tourism,/thanatotourism,/prison tourism is a type of tourism that involves moving to places associated with death and suffering.
A. Ivanov	This is a type of tourism associated with visiting cemeteries and burials, mystical places, places of disasters, natural disasters and mass deaths of people.

**developed by the author based on [15, 34-37]*

tourism, gloomy tourism, mournful tourism, tourism of cruelty and horror, tourism of blood, etc.

Scientists *Lennon and Foley* define dark tourism as a "phenomenon that includes the presentation of places of death and catastrophes transformed into sightseeing goods" [37]. In their opinion, dark tourism is basically a phenomenon of post-modernism, which in the modern world reflects people's desire for reflection, reinterpretation of certain moments in history, and this type of tourism can contribute to this in the best possible way. However, the term became widely used after the publication in 2000 y. of the book "Dark Tourism – The Attraction of Death and Disaster" by the same professors. Professor of tourism marketing at the University of Strathclyde (Glasgow (Scotland)) *Anthony Seaton* introduced the concept of "thanatotourism" by which he understood "a trip to some place motivated in whole or in part by the desire for a symbolic encounter with death, in particular, a violent one." His definition focuses exclusively on the motivation of tourists, and not on the features of objects (as in *Lennon and Foley*) [34]. *Philip Stone and Richard Sharpley*, from the Faculty of Tourism and Leisure Management at Lancashire Business School, introduced a new concept – "dark tourism product", considered its supply and demand, and founded the Institute of Dark Tourism in Great Britain, which is a leading center for dark tourism research. Scientists study the motivation of tourists when visiting places of dark tourism [35; 36].

There are not many studies of this type of tourism in Ukraine, there are separate publications that highlight the existence and use of mystical places, research on burials and military or man-made tragedies. At the same time, comprehensive scientific studies of dark tourism are practically absent.

In the electronic database of the National Library of Ukraine named after I. Vernadskyi for the search queries "dark tourism" and "mystical tourism" publishes only two scientific publications: *Alistrato-*

va K. [1] and *Ivanov A.* [10], against 3180 publications for the search query "tourism", which indicates the lack of a scientific base in the study of this type of tourism. You can, rather, get information about him in journalistic popular and foreign publications, mass media news, and on the websites of travel companies.

The history of dark tourism dates back to the distant past, when people were motivated to visit places or events associated with suffering, destruction, disaster or death. People gladly attended gladiator fights in Ancient Rome, which were impressive with their scale, grandeur and cruelty at the same time, participated in medieval public punishments (burning at the stake, hanging, wheeling), gladly visited morgues that were popular in Paris in the 19th century [27].

The modern approach to the interpretation of "dark tourism" is significantly different. Now, the motivation to overcome one's own fears and phobias, curiosity about the past, the search for something new, or mystical motives cause an interest in traveling to places associated with death. This type of tourism covers certain aspects of memorial, nostalgic (sentimental), adventure (extreme) and cognitive tourism [9].

It is important to distinguish "dark" tourism from other, similar types of tourism. Some of them may be similar thematically, while others may be similar in terms of objects used to attract people's attention. If we consider the first case, we can distinguish a similar type of tourism – military tourism (visiting places related to military and military actions). This type of tourism differs from "dark" tourism in that it is based on visiting locations of the immediate military past or places of modern combat operations, but very often the basis of military tourism is attempts to actively engage in military life - shooting, historical reconstruction of a battle, use of military techniques, etc., while dark tourism is mostly aimed at emotional and psychological extremes [27].

So, after summarizing the developed approaches

to the interpretation of the concept of dark tourism [1-3; 9; 10; 13-15; 26; 29; 34-37], we suggest that under *dark tourism we understand this type of tourism, which is associated with visiting cemeteries and burials, places of disasters, natural disasters and mass deaths of people, as well as places associated with mysticism for the purpose of tourism.*

Dark tourism has certain unique features, which are listed in the Table 2.

Classification of types of dark tourism. An important and, at the same time, somewhat debatable issue of theoretical research on dark tourism is its

classification. The first classification of tourist places of dark tourism in the palette from the "brightest to the darkest" type of tourism was proposed by F. Stone in 2006 (Fig. 1), where he distinguished the following places: dark exhibitions, dungeons, places of the dead, places of worship, armed clashes, places of genocide.

At the present stage, the majority of scientists in the typology of "dark tourism" distinguish its main types (Fig. 2) as: disaster tourism, thanatotourism, mystical tourism, necropolis tourism. In each of these types, different tourist attractions are distinguished.

Table 2

Characteristic features of dark tourism

Feature	Characteristic
Limited popularity	Popular among a limited number of people who sometimes have specific interests.
Limitation regarding traditions, moral norms, laws and mentality	Tourists have to visit other countries or states to meet their needs, where it is not prohibited to visit such places by law. The question also arises as to how ethical it is to visit such places for tourist purposes.
Limited geographical nature	Certain facilities, which are necessary for the development of this type of tourism, are located only in one or several places in a certain country. This is partly related to the legal aspects of states or administrative units.
Inconstancy of an official nature	Few travel agencies offer these types of tours on the market of tourist services, so tourists generally do not always use the services of tourist companies to realize their interests.
Similar to extreme tourism	Dark tourism can be partially attributed to extreme tourism, as it is associated with a threat to human life.
Security problem	The problem of ensuring a high level of comfort and safety is important. For this reason, there are not many specialized, experienced structures engaged in providing such services.

* developed by the author based on [27].

1. *Disaster tourism* in the manual "Modern types of tourism" is defined as "a type of tourism that operates in areas where tragic events have occurred" [15]. Disaster tourism is divided into natural and anthropogenic. It involves visiting places of natural disasters (earthquakes, hurricanes, storms), chemical and transport disasters and places where humanity has brought emergency situations. Places associated with

man-made disasters are particularly popular. Every year, many people travel the world in search of natural disasters, for example, they go on tours to places where, according to the assumptions of meteorologists, there should be a tornado. Tourists also visit places with a tragic past, where the consequences of natural disasters attract their attention: destroyed cities, flooded areas, etc. Tourists go there to learn more

- Places of death and suffering,
- Educational orientation,
- Low level of tourist infrastructure

- Places associated with death and suffering,
- Entertainment (animation) orientation,
- High level of tourist infrastructure

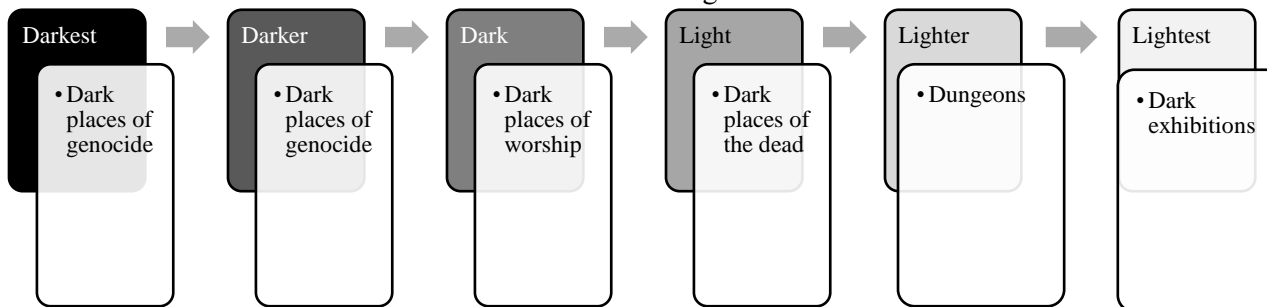


Fig. 1. Typologies of tourist places of dark tourism according to F. Stone

*developer would be the author based on [35]

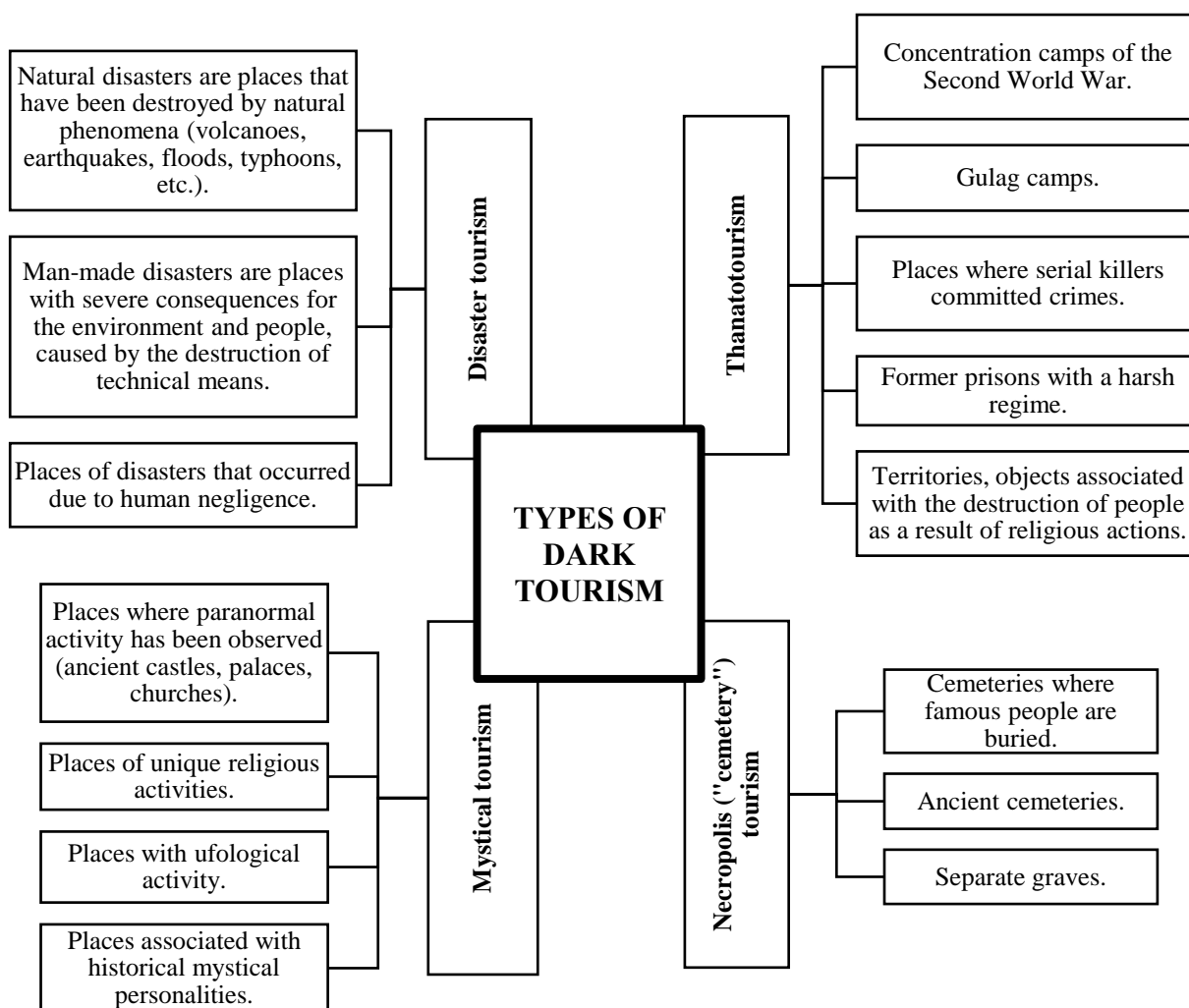


Fig. 2. Classification of types of dark tourism

**developed by the author based on [4; 15; 23]*

about the events that once took place there.

2. *Thanatourism* – visiting places where tragic events took place. This type of dark tourism also includes high-security prisons, torture museums, and places of historical battles and executions. After the end of the Second World War, the places where people died – the concentration camps – were opened for visitors. Today, the Gulag camps are open to the public.

Many global tourist companies offer tours or separate tours to the places of serial killers, or to established thematic museums and exhibitions: Jack the Ripper, Charles Manson, Mary Ann Cotton, Ted Bundy, Hannibal Lector, etc. [23].

3. *Mystical tourism* is travel to sights where ghosts "live" or places associated with mystical phenomena or paranormal activity. Another subspecies of mystical tourism is demonological – ghost tourism, when tourists want to see unusual corners of the planet that are associated with demonology [15]. Some people feel drawn to the supernatural and therefore choose places and objects where paranormal activity has been observed. Usually, these can be various castles and fortresses, palaces shrouded in

legends about ghosts, as well as places associated with aliens. Castles with ghosts and vampires, places of miracles and power, unique religious practices, UFOs, sorcerers and mofars and any other paranormal activity is the subject of study for lovers of mystical tourism.

4. *Necropolis ("cemetery") tourism* – a type of tourism, visiting places of mass or individual burials (graves, cemeteries) for educational, memorial or research purposes. In general, tours of cemeteries are organized in places with a long history and interesting architectural elements – tombstones, or the presence of graves of famous people.

Cemeteries are an integral part of society, because the culture of burial arose even before our era, and since then there have always been necropolises next to human settlements. The preserved burials of famous politicians, scientists, priests, musicians, writers, artists, composers, artists and other people in the historical cemeteries of the cities of the world reflect the culture and history of countries in many ways [4]. Necropolises are of interest not only from a historical point of view. Cemetery tours are a fairly

common service around the world. Around the world, cemetery tourism has long been popular as part of nostalgic tourism. All because people have a need to visit places of memory.

An important issue related to the development of dark tourism is *the motivation of the tourist* who chose this type of travel or excursion. It is possible to single out 5 main reasons for tourists' interest in objects of dark tourism.

Understanding the motivation of tourists is necessary for the further study of dark tourism, since it is motivation that is the most important element of tourist activity, on which an effective system of development and implementation of a tourist product should be built. This will ensure the matching of supply and demand, and as a result, increase the profit of tourist enterprises.

Table 3

Reasons for tourists' interest in objects of dark tourism

<i>Reason</i>	<i>Characteristic</i>
Interest	This is a natural human desire to learn something new. When people visit mystical sites, they want to know what they will feel, what the people who have been there before them felt. <i>F. Stone and R. Sharpley</i> claim that people choose to visit places of tragedies and unconsciously seek to contemplate death in order to be able to think about it.
Search for novelty	The intrinsic need for a change of scenery is part of the process of choosing a travel destination. Today, there is a new generation of tourists who have tried most of the travel products on the market and are still interested in exploring new destinations. The tourism industry must follow the wishes of customers and develop new products.
Memory and cultural heritage	From time immemorial, people have had various rituals and traditions with which people honored the memory of the dead. Many crypts, cemeteries or other places of burial are included in the UNESCO World Heritage List. Thousands of people visit the graves of deceased celebrities every year, and the numerous memorials and monuments are another proof of how important it is for people to remember the dead.
The role of mass media	In modern realities, this motive cannot be underestimated. People from all over the world can receive information about important world disasters, which stimulates the desire to visit these places for one reason or another.
Emotions	This is one of the important reasons why people are interested in dark destinations. Today, people increasingly go on a trip not for relaxation or to get new information, but in order to test themselves, their feelings, to think about their own lives. Such desires are fully satisfied by dark tourism, which, first of all, is aimed at evoking various emotions in tourists.

* developed by the author based on [22, 31].

Development of dark tourism in Ukraine.

Dark tourism in Ukraine is not very common, although it is considered an innovative tool and a new promising direction for improving the country's tourist attractiveness. Ukraine has a significant number of famous places and objects of dark tourism, considerable "mystical" potential. However, in practice, the involvement of objects in the range of programs of tourist enterprises is insignificant.

Monitoring of "dark" places and locations of Ukraine made it possible to identify about 120 potentially popular objects for tourists: medieval castles, dungeons, cathedrals, ancient settlements, cemeteries, places of strength, battlefields and battles, etc., which can be used in the development of new tourist products (see Table 4, Fig. 3).

This systematization allows you to familiarize yourself with the geographical and thematic distribution of objects of "dark" tourism in the territory of Ukraine (Figs. 3–5).

As we can see from fig. 3 and 4, Western Ukra-

ine concentrates the most objects of dark tourism on its territory – 53 objects, which is almost 40 % of the "dark" locations of Ukraine, and the least – Eastern Ukraine – only 11 objects (10 %). It should be noted that the uneven distribution of facilities by region is primarily due to the fact that each region has an unequal number of regions. In addition, the objects are placed unevenly across the country: for example, one region from the Western region has as many places that can be classified as dark tourism, as well as the entire Northern region of Ukraine, which includes four regions.

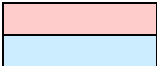
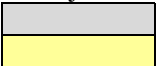
According to the topic (Fig. 5.), the structure of "dark" destinations is dominated by objects of mystical tourism – 87 units, or $\frac{3}{4}$ of all objects in Ukraine. The number of necropolis and thanato-tourism objects is approximately the same, the least – only 3% – disaster tourism locations.

Therefore, the most objects of "dark tourism" are located in **West of Ukraine**. Stories and legends are an integral part of the history of castles and fortresses,

Table 4

Objects of dark tourism in Ukraine

West of Ukraine		North of Ukraine	Center of Ukraine	East of Ukraine	South of Ukraine
<i>Volyn region</i>	<i>Khmelnyskyi region</i>	<i>Zhytomyr region</i>	<i>Dnipropetrovsk region</i>	<i>Kharkiv region</i>	<i>Zaporizhzhia region</i>
Lubart Castle	Bakota	Stone village	Monastyrsky Island	Kharkiv anomalous zone	Panske lake
The cemetery on Shevchenko street	Medzhibozh	Gromovyshte lawn	Mavrinsky Maidan	Singing terraces, Horodnoe	Stone grave
Pond in Terehno	Lake of ghosts, Khropotova	Drevlyanske village	Mound "Fat Grave"	Kharkiv dungeons	Sanctuary-observatory
Lake Somin	Old city cemetery	<i>Kyiv region</i>	Careers in Kryvyi Rih	Memorial former secret cemetery of the NKVD	Lysa Gora, Yurkivka
<i>Rivne region</i>	<i>Ivano-Frankivsk region</i>	Lukyaniv Cemetery	Museum "Memory of the Jewish People and the Holocaust in Ukraine"	Annunciation Cathedral	Park of Megaliths "Skifskyi Stan"
Tarakaniv Fort		Baikove cemetery	Sanctuary with ancient burials of a clan of priests		
Ostrog castle		Green Theater		"Atomic Birky"	
Duben Castle	Museum of Hutsul magic	Lysa Mountain	Kirovohrad region		Cave Scythian monastery
<i>Lviv region</i>	Dovbush rocks	Divich-Hora, Trypillya			
Prison on Lontskyi	Ivano-Frankivsk Dungeon	Totoha mountain	Highlands (north-eastern part of the region)	Marl Ridge ("Luhansk Stonehenge")	Oguz mound
Museum "Territory of Terror"	The ghost town of Frankivsk-16	Abandoned laboratory			
Svitovydove pole	Jewish cemetery	Widow's house	Black lake	Donetsk region	Old city cemetery
Lychakiv cemetery	Austrian cemetery of the First World War	Babin Yar	Black forest		
Janivskyi cemetery		National Museum "Memorial to the Victims of the Holodomor"	Bovtysky crater	Reserve "Stone Graves"	Kinburn spit
Zolochiv castle		The cemetery on Kyivska Str.			
Pidhoretsky castle	The cemetery on Kyivska Str.	Lukyanivska prison	Museum of Rocket Forces	Donetsk airport	Trikratsky forest-labyrinth
Pidkamin		<i>Chernivtsi region</i>	Chernobyl, Pripyat		
Dungeon of Lviv	<i>Chernivtsi region</i>	<i>Chernihiv region</i>	<i>Cherkasy region</i>	Soledar lake	Mykolaiv Necropolis
Tustan	Khotyn Fortress	Horizon observatory	Lake Buchak		
Lysa Mountain	Jewish cemetery	Antony's Caves	Kholodny Yar	Odesa region	Old Jewish cemetery
Dead Lake	Mykolaiv Cathedral	Zayzd village	Trakhtemyriv		
Dominican Church	<i>Zakarpattia region</i>	Zayzd village	Church of the Nativity of the Virgin, Verbivka village	Soledar lake	Sarmatian crypt
Stiliske settlement	<i>Zakarpattia region</i>				
Citadel	Uzhgorod Castle	<i>Sumy region</i>	Leskiv Castle, Mr. Tadeusz Dachowski	Zhevakhov Mountain	Odesa catacombs
Damn rocks	Lake Synevyr	Bugai triangle	Lake Lymarka		
<i>Ternopil region</i>	Palanok Castle	Bugai triangle	Lake Lymarka	Poltava region	"Wolf's Lair" manor palace
Mykulynetsky cemetery	Chornohirsky ridge				
Pidhayetsky kirkut	Nevytskyi Castle	Scythian mounds	Poltava pyramids		
Zvenigorod temple of the idol with four shrines	Schönborn Park	Spadshchansky Forest			
Ancient sanctuary of Bogyt	Bunker of the Arpad Line				
Kremenets Castle					

			Dikanka		
Haunted House			Museum of the Battle of Poltava		
Museum of political prisoners			<i>Vinnytsia region</i>		
			Adolf Hitler's "Werewolf" bet		
			Rock temple, Busha		
			Psychiatric hospital		
			Illinets meteorite crater		
Legend:					
Objects ...:					
	mystical tourism, thanatourism,		necropolis tourism, disaster tourism.		

**developed by the author based on [1, 5, 6, 8, 16, 18-23, 30]*

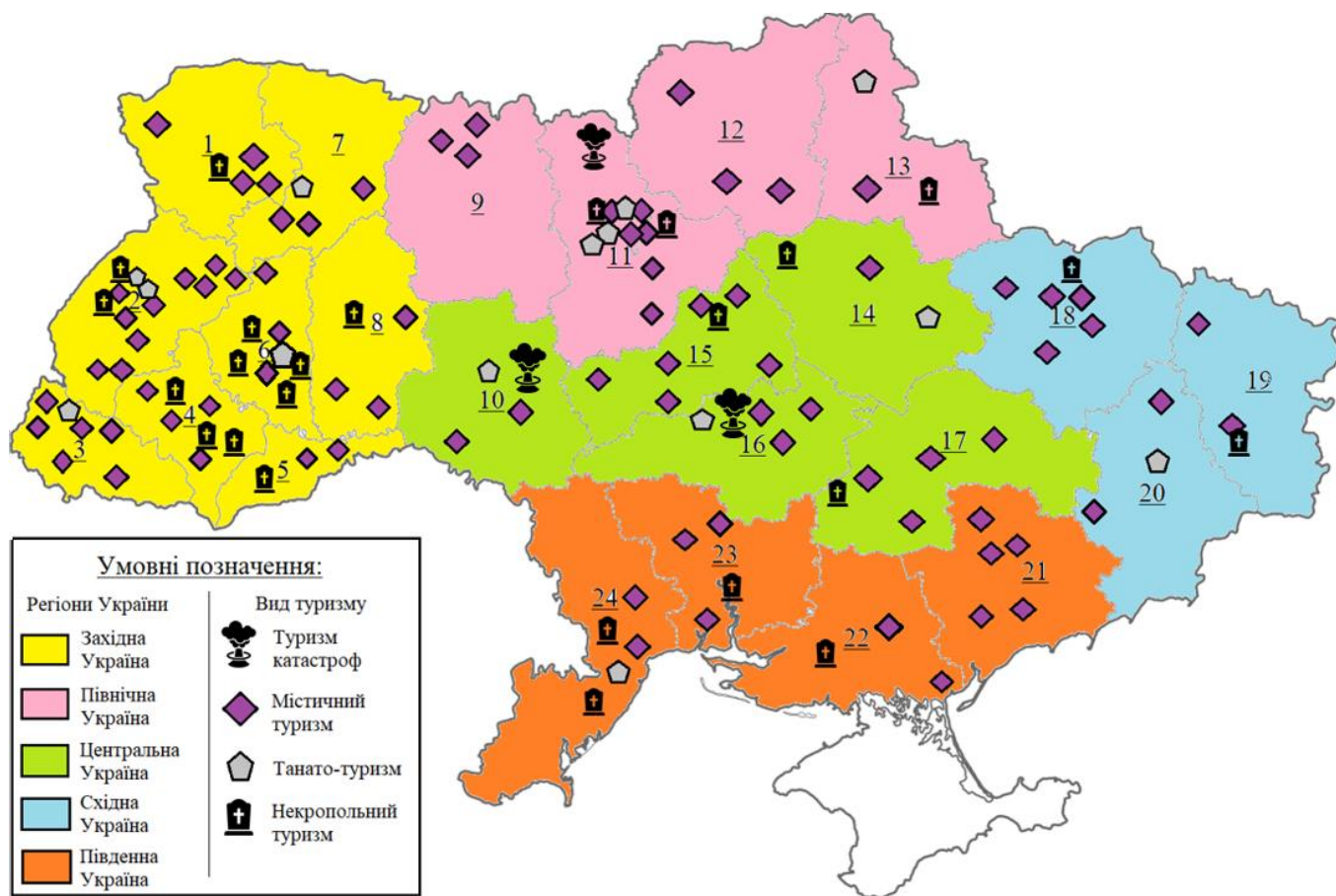


Fig. 3. Map of popular objects of "dark" tourism in Ukraine

**developed by the author based on [1, 5, 6, 8, 16, 18-23, 30]*

Notes: Western Ukraine: 1. Volyn region, 2. Lviv region, 3. Zakarpattia region, 4. Ivano-Frankivsk region, 5. Chernivtsi region, 6. Ternopil region, 7. Rivne region, 8. Khmelnytskyi region; Northern Ukraine: 9. Zhytomyr region, 11. Kyiv region, 12. Chernihiv region, 13. Sumy region; Central Ukraine: 10. Vinnytsia region, 14. Poltava region, 15. Cherkasy region; 16. Kirovohrad region, 17. Dnipropetrovsk region, Eastern Ukraine: 18. Kharkiv region, 19. Luhansk region, 20. Donetsk region; Southern Ukraine: 21. Zaporizhzhya region, 22. Kherson region, 23. Mykolaiv region, 24. Odesa region

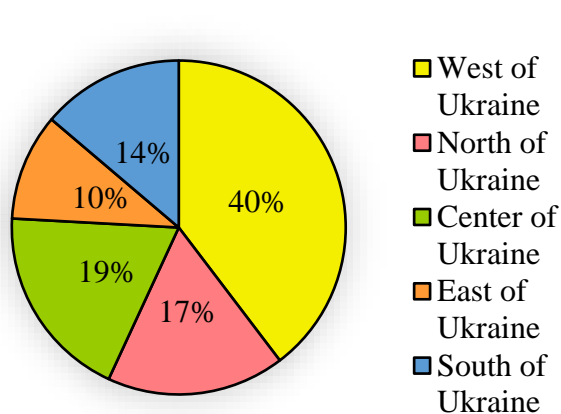


Fig. 4. Geographical distribution of dark tourism objects, %

*developed by the author based on [1, 5, 6, 8, 16, 18-23, 30]

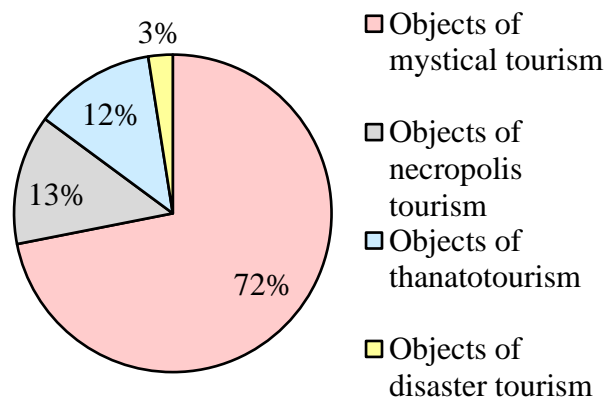


Fig. 5. Distribution of dark tourism objects by types, %

which are numerous in this region. *Pidhoretskyi, Zolochivskyi, Oleskyi, Svirskyi (Lviv Region), Nevytskyi (Zakarpattia Region), Lutskyi (Volyn Region), Kremenetski Castles (Ternopil Region) and Tarakaniv Fort (Rivne Region)* can "show off" mystical details and sometimes their own "ghosts" [6; 12; 30]. The "gloomy" tourist map of the region is also formed by well-known cemeteries (*Museum-Necropolis "Lychakiv Cemetery" (Lviv Region), Pidgayetski Kirkut (Ternopil Region)*) [5], dungeons (*Dominican Monastery and Jesuit Church Underground (Lviv Region)*) and museums (*Museum-memorial "Prison on Lontskoho" (Lviv Region), Museum of Hutsul magic (Ivano-Frankivsk Region)*) [19]. In addition to castles, many legends and mystical stories are associated with the Carpathians. To this day,

you can hear stories about the snowman, the Chugaist, foresters and Carpathian sorcerers – the Molfars. In addition to historical and cultural monuments, paranormal energy is also attributed to natural objects – *Svitovidove Pole (Lviv, Lviv Region), Lysa Gora, or Lion Mountain (Lviv, Lviv Region), Synevyr Lake (Zakarpattia Region), Dead Lake (Lviv Region), Dovbush Rocks (border of Ivano-Frankivsk and Lviv Regions)*, etc. [5, 6, 12, 17–21, 28, 30].

We consider the 30-km *Chernobyl exclusion zone* to be the most famous object of dark tourism in **North of Ukraine**. Every year, the number of tourists, including foreign ones, who want to see how nature has changed and the remains of human habitation destroyed over a period of more than 35 years, increases (Fig. 6).

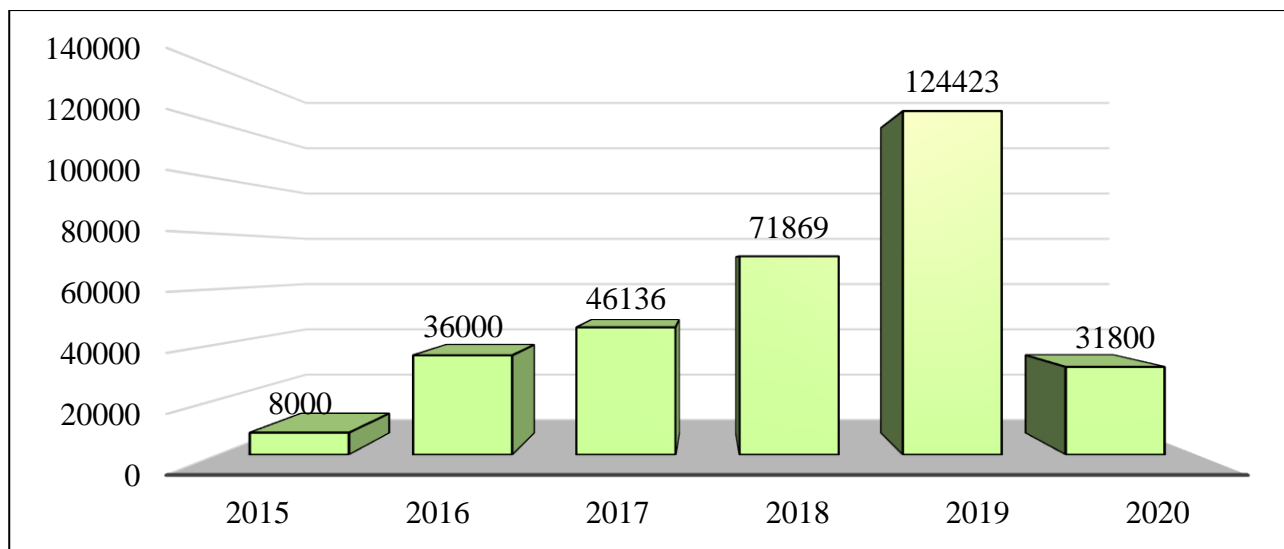


Fig. 6. Dynamics of the number of visitors to the Chernobyl Exclusion Zone, 2015–2020, persons

*developed by the author based on [25]

As you can see, in 2019, more than 120,000 tourists visited the exclusion zone, 80 % of whom were

foreigners. The largest number of foreign tourists (15 %) came from Great Britain. Among foreign tourists

there are also Poles, Germans, Americans, Czechs, etc. The decrease in the flow of tourists in 2020 was influenced by entry restrictions due to the COVID-19 pandemic and the introduction of quarantine. Currently, more than 21 routes have been developed for visiting the zone. It should be noted that "Safe Chernobyl" exists, but the zone can only be visited in the company of specially instructed persons engaged in the organization of such excursions [7; 25].

It should be noted that the series "Chernobyl", which was released in 2019 and received a constellation of international film awards, significantly contributed to the popularization of tourist visits to Chernobyl. A special report "Following the Secret of Chernobyl" was also prepared, which increased the curiosity of tourists and visitors to personally see the cities of Chernobyl and Prip'yat [7; 11].

In addition to Chernobyl, the top 5 darkest locations in the region include:

– *Bald Mountain in Vydubychy (Kyiv Region)* – this place has been closely associated with witchcraft since the days of Kyiv Rus, this has been repeatedly proven by archaeological finds of ancient books, jewels and magical signs [20; 21].

– *Babyn Yar (Kyiv Region)* is the largest international cemetery in Ukraine, a world-famous place of tragedy that became a symbol of the Holocaust [5; 19].

– *Mount Totoha (Kyiv Region)* – a mound where multilayered Trypilian and Scythian settlements were discovered, one of the most powerful places of strength in Ukraine. It is believed that the energy points of the location are charged with positive energy [22].

– *Bezvodivska Prihorizontna observatory (Chernihiv Region)* is a system of ancient barrows of nomadic tribes of the 1st millennium BC. e. This is a kind of scientific center of the Bronze Age, its representatives, ancient astronomers, explored the universe using methods available to them without telescopes. The impressive scale of the place testifies to the accuracy of measurements of the points of emergence of the sun on the horizon [19–21].

Adolf Hitler's "Werewolf" pond (Vinnytsia Region) is considered the main "dark" object of **Centr of Ukraine**. This is the main apartment of the Führer on the Eastern Front, where there were specially equipped points that allowed to manage military operations. The base had connections with Berlin, Vinnytsia, Hering's base, the airfield in Kalinivka, direct daily rail and air connections between Berlin and Vinnytsia. No documents have been preserved regarding the construction, planning of bunkers, and the fate of Soviet prisoners of war. During the offensive of the Red Army in the spring of 1944, all communications of the pond were blown up. And, today, only huge blocks of concrete remain from the powerful complex, which consisted of more than 80 external buildings and several under-

ground bunkers. But even this is enough to understand and imagine the scale of the building [19].

In the *Dnipropetrovsk Region* is the *Museum "Memory of the Jewish People and the Holocaust in Ukraine"* – the largest museum in Ukraine and the third in the world on the history of the Jewish people and the Holocaust. A distinctive feature of the museum is that, in addition to traditional showcases with exhibits, multimedia installations are used in the exhibitions.

One of the most famous places of strength in the region is the tract of *Kholodny Yar (Cherkasy Region)*. According to scientists, a large asteroid fell here in ancient times, which formed the crater-valley. Kholodny Yar attracts people with its mystical phenomena, stories and unique monuments of nature and culture. In addition, a large number of ancient sites and settlements were discovered on the territory, starting from the time of the Trypil culture [20, 21].

East of Ukraine attracts tourists with paranormal phenomena and supernatural energy. Visits to *anomalous zones of the Kharkiv Region* are especially popular. The zone was opened in 1979 by the Section for the Study of Anomalous Phenomena of the Kharkiv Branch of the Popov Scientific and Technical Society of Radio Electronics and Communications. According to ufologists, movements in the sky in the form of red or orange balls of various sizes, as well as flashes of light, were repeatedly observed here. In addition, various sounds were heard, the source of which was not visible [22].

A museum of cosmonautics and ufology was also created here (*Kharkiv, Kharkiv Region*). In the museum you can see models of spaceships, photographs of UFOs, models of flying saucers, sculptures of residents of foreign civilizations, figures of aliens; to gain knowledge from the ancient world through the Middle Ages (models of Galileo's first telescopes) to modern times (telescopes currently in space) [19, 22].

An important historical, archaeological and mystical object of the Eastern Ukrainian region is the *"Stone Tombs" reserve (Donetsk Region)*. It is known that representatives of ancient cultures and civilizations performed various religious rites here, burial mounds were discovered throughout the territory of the reserve. "Stone Graves" is a mountainous country in miniature. This area invigorates and charges visitors with unusual positive energy [22].

Both the **eastern and southern regions** of Ukraine do not have a large number of "dark" objects, but they impress with their authenticity. *Historical and archaeological reserve "Stone Tomb" (Zaporizhia Region)* is a landmark of the ancient culture of the Paleolithic era. In addition to the fact that the area was a cult place of sacrifice and religious rites of various tribes that lived here, the object is considered

one of the most powerful energy places in the world, next to Tibet, Nepal, and Egypt [19, 22].

The tourist zone of the *Mykolaiv Region*, which attracts tourists, is the *Aktovsk Canyon*, which is included in the list of natural wonders of Ukraine and is considered one of the oldest stretches of land. Almost extinct plants grow here, rare animals live here. In the canyon, you can come across waterfalls with crystal clear water, which is considered healing [19, 20, 22].

Odessa catacombs (Odesa, Odesa region) are one of the most interesting sights of the southern part of Ukraine. They are recognized as one of the longest underground labyrinths, their length reaches approximately 2.5–3 thousand km. It was in the catacombs that smugglers hid in the 18th-19th centuries. Later, Red Army revolutionaries came here, followed by partisans from the Second World War. Various bandit groups also lived there from time to time. With such impressive dimensions and a complicated structure of passages and tunnels, it was almost impossible to find a person in the Odessa catacombs [19, 22].

Based on this analysis, it can be concluded that Ukraine has a sufficient resource base for the development of dark tourism in general and for each of its subspecies (catastrophe tourism, mystical, necropolis tourism, thanato-tourism) in particular. All regions of Ukraine, without exception, can offer tourists interesting and mysterious objects, on the basis of which even more tourist programs can be developed. In addition, there are many "places of power" in Ukraine, which should be classified as mystical tourism, because they mysteriously have strong energy, where people have historically restored their mental health.

The full-scale unprovoked military invasion of Russia on the territory of sovereign Ukraine caused the appearance of countless new locations of dark tourism - places of pain, bloody traces of the aggressor's crimes against humanity and nature, man-made disasters, places of mass burials (mass graves), torture camps, filtration camps, etc.

Izyum (Kharkiv Region) is already called the new Khatyn. This is a new place of pain, despair and tears. The city center is a complete ruin. Piles of stones, sinkholes, mutilated trees, fires, bullet holes in high-rise buildings. The city has no bus station, court, railway station, executive committee, medical college, police, military commissariat, dozens of shops and offices, the hospital has no windows, and a projectile hit the children's sports school. Central Park resembles a place of bloody massacre. The city is an absolute testimony of genocide - under the occupation, people had no food, basic bread, no water, light, gas, heat, medicine, communication did not work. People spent six to ten days in bomb shelters.

After liberation from the occupation, Bucha, a modest district center in the Kyiv region and a satel-

lite city of the capital, became a symbol of the enemy's inhuman cruelty: the Russians killed at least 403 civilians here. In fact, every tenth citizen who found himself in the occupation was killed: in the city, whose population before the war was approximately 42 thousand people, after the arrival of the Russians, approximately 3.6-4 thousand people remained. Many victims had their hands tied behind their backs, traces of torture remained on their bodies, many were killed while trying to evacuate. The bodies of almost 85% of those killed have bullet holes, that is, they are not accidental victims of the war, the Russians killed deliberately. The situation is similar in other villages and towns north of Kyiv – Irpin, Borodyanka. Photographs of these territories have already become a symbol of inhuman atrocities in the 21st century.

Problems and prospects of the development of "dark" tourism. Dark tourism, like any other type of tourism, has its strengths and weaknesses. One of the problems of this type of tourism is the question of the ethics of visiting such places for tourist purposes, which is primarily related to the religious beliefs of the population of Ukraine. Of course, people need to learn the truth about the events of our past, but at the same time, it is necessary to show respect to the victims of tragic events. Unfortunately, some tourists perceive it as entertainment and simply take pictures against the background of places where people died.

The next important problem is ensuring the safety of tourists when visiting places, because there are many cases of injuries to tourists at such facilities due to the disorganization of this type of tourism, the carelessness of the tourists themselves, and the lack of control of the facilities of this type of tourism.

Another problem of dark tourism is the ignorance of guides in this tourism. The places of dark tourism are unusual, and sometimes dangerous for tourists, which, accordingly, creates the need to conduct tours accompanied by competent and experienced specialists.

It is worth noting that if the moral side of visiting special places remains on the conscience of every tourist, then the problem of ensuring security needs to be worked on. Yes, a tourist should not forget about his safety and the safety of others, but the responsibility of the tourists themselves will not be enough. Therefore, control of the tourist organization that provides these tours is needed, but above all, state control of dangerous places for dark tourism. Therefore, ensuring security at such facilities will allow the development of this area.

It so happened that in recent years, fewer and fewer people pay attention to domestic destinations and tourist facilities when choosing a tour. Although, considering dark tourism as a whole, it is safe to say that there are countless attractive objects for dark tourism in our country, but they are popular only

among small groups of amateurs, since many such objects are not advertised and are not developed as full-fledged tourist products.

To identify opportunities and threats to the development of dark tourism in Ukraine, a SWOT analysis was conducted, the results of which are presented in the table 5.

Strengths and weaknesses, opportunities and threats were assessed according to the developed scales (Table 6) and a SWOT matrix was constructed. In the next stage of the SWOT analysis, strengths and weaknesses, opportunities and threats are evaluated according to the table 6.

When evaluating opportunities and threats, the

Table 5

SWOT analysis of opportunities and threats of dark tourism in Ukraine

Strengths (S)	Weaknesses (W)
A large number of places and objects filled with legends, mystical and tragic stories. (S1)	Relatively high cost, lack of tourist infrastructure, additional financial costs for travel. (W1)
Taking into account the needs of tourists by travel firms and their implementation. (S2)	Negative attitude of part of the population to domestic tourism. (W2)
The professionalism of the organizers of these tours, the saturation of tourist programs, group communication with the guide. (S3)	Low awareness of "dark" tourism among tourists and tourism enterprises. (W3)
The desire of foreign tourists to visit Ukraine and the popularity of specialized tourism among them, which also includes dark tourism. (S4)	Psychological factors of tourists that deter visits to places of dark tourism: fear, religiosity, negative memories. (W4)
Preservation of legends and traditions that were formed in a certain territory. (S5)	Not all objects are suitable for visits due to a state of emergency. (W5)
Opportunities (O)	Threats (T)
Development and implementation of new tourist products. (O1)	Damage to monuments, pollution of the territory due to the visits of tourists. (T1)
Increasing the number of domestic and foreign tourists. (O2)	Prices may increase due to low demand. (T2)
Increasing attention and attracting investments to the development of tourism. (O3)	Decreased interest in such objects among visitors. (T3)
Ensuring appropriate security when visiting facilities. (O4)	Lack of state control and support for the development of this tourism. (T4)
Development of tourist infrastructure to these places and objects. (O5)	Spreading the opinion about the unethical nature of these tours. (T5)

**developed by the author.*

Table 6

Rating scale

Mark	Characteristics of the significance of the impact			
	internal strengths and weaknesses		external opportunities and threats	
	Strong side (asi)	Weak side (awi)	Possibility (koi)	Threat (kti)
5	significant advantage (unique, strategically important)	the weakest (catastrophic)	very strong	very strong
4	significant advantage (can have a significant impact)	very weak (can have a negative effect)	significant, facilitates the achievement of goals	significant, delays the achievement of goals
3	strong (medium impact)	weak (medium impact)	moderately facilitates the achievement of goals	moderately delays the achievement of goals
2	not strong enough	less weak action	weak	weak
1	least strong (low impact)	least weak (low impact)	has almost no effect	has almost no effect

**developed by the author based on [43]*

probability of their occurrence is also taken into account: 0.05 – the probability is very low; 0.25 – the probability is low; 0.50 – the probabilities of manifestation and non-manifestation are the same; 0.75 – the probability is high; 0.95 is a very high probability [43]. Further actions consist in the analysis of the most influential factors of the internal and external environment, which involves the formation of a mat-

rix of integral assessments, which compares various combinations: strengths – opportunities, strengths – threats, weaknesses – opportunities, weaknesses – threats. The results of integral calculations allow you to determine the appropriate strategy. For this, it is worth constructing a graph of the directionality vector, which will give an idea of the combination of internal and external factors (Fig. 7).

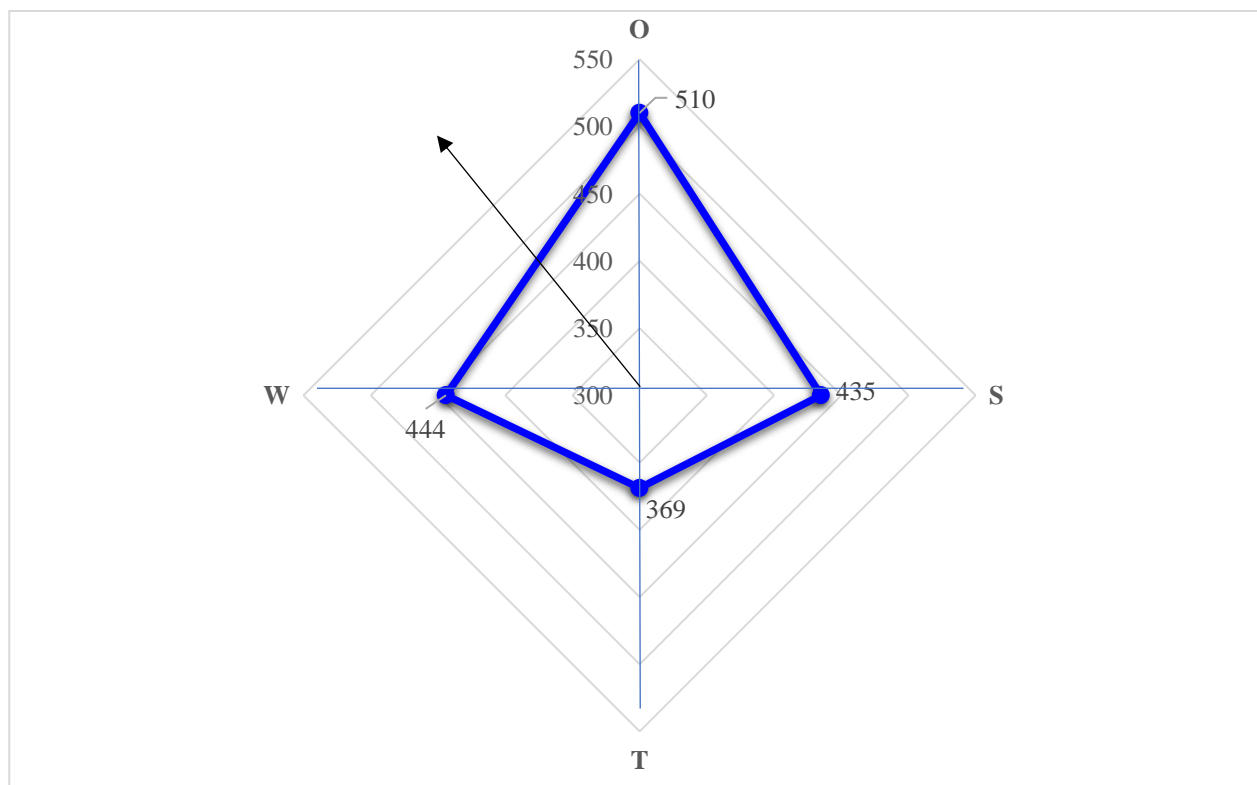


Fig. 7. Directional vector of the strategic reference point for the development of "dark" tourism in Ukraine

Therefore, the vector is located in the WO zone, which means that weaknesses prevent the use of external opportunities. The problems of the introduction of dark tourism in Ukraine have a greater impact than the strengths of this tourism.

Therefore, an important stage in the development of dark tourism is the solution of these problems and a responsible attitude to the organization of tours of such a nature that will attract more tourists to visit tourist places.

Proposed measures to popularize dark tourism in Ukraine. To popularize dark tourism in Ukraine and solve its problems, a number of measures should be taken:

- to monitor the tourist market for the presence of dark places and objects in Ukraine, determine which are suitable for tourists to visit and can be included in the range of programs of domestic tour operators;

- to create an interactive map of dark places of Ukraine. It should be noted that a similar esoteric map of Ukraine exists, it was created by the Free Travel company and has already been viewed by more than

140,000 people, which confirms the interest of tourists in such objects and places of our country [8]. Places of strength, harmful and abnormal zones, as well as temples and monasteries are marked on the map. The content is updated every time with new locations and infrastructure facilities – restaurants, cafes or museums. At the moment, 100 objects are presented on the map, of which 60 are places of strength of Ukraine, 28 are harmful, creepy and anomalous zones. However, the map has a significant drawback – there is no information about the objects, only marks on the map, their names and photos, so we believe that it is worth supplementing the map with brief information.

- to analyze foreign experience in the organization of dark tourism, to find out its main trends in the world and the possibilities of using such experience in the organization of tours by domestic tourism enterprises;

- to hold cultural events, contests, quests, festivals, educational excursions in mystical places for their distribution among tourists and attracting additional investments;

- to involve medieval castles in the development

of mystical tours and equip rooms for tourists, install the necessary equipment (projectors), develop animation events;

– to advertise dark places in Ukraine in the mass media and to create a web page with information about such places in Ukraine and thematic "dark" tours, as well as the YouTube channel "Mystical Ukraine";

– to improve the tourist infrastructure near the location of the facilities, in addition, to open entertainment facilities (such as caves of horror) near mystical objects and restaurants in the appropriate style.

Creating a website with information about places of dark tourism and an interactive map of dark places of Ukraine consists in displaying interesting objects. You can add a photo and information about each object marked on the map. Such a website is a kind of information source for planning a tourist trip with such an inclination, it can display a list of proposed tours from travel agencies, and a map can be used to lay out tourist routes, familiarize yourself with interesting objects, and develop the accompanying infrastructure. An example of such a site about dark tourism is "dark-tourism.com". This is a comprehensive travel guide to dark tourism destinations around the world, covering over 900 individual locations in 112 different countries. Also reflects various news on this tourism in the world [33].

The creation of the YouTube channel "Mystical Ukraine" is another push to promote mystical places, objects and an interesting project for tourists. The purpose of such a channel will be to highlight the tourist attraction of mystical objects of Ukraine, to convey information about them to both citizens of our country and foreigners, so it is worth developing subtitles for the video in English.

In some countries of the world, entertainment centers for dark tourism have been built – establishments that offer tours of attractions based on real or fictional bloody events, such as "London Dungeon", Tower of London and "Jack the Ripper Tours", Dracula's Palace, and the so-called "vampire house" in Geroland park [9]. Various "dark" events and festivals should be added to the entertainment industry. There are many festivals on this topic, mainly they are related to the celebration of Halloween. Americans prepare especially carefully for this holiday – the best parades, parties, festivals on the theme of Halloween are held in the USA. For example, the popular Village Halloween Parade in New York has been held for 45 years. About 50,000 people participate in this event every year, and the parade attracts the attention of more than 2 million spectators.

Mostly, the "dark" industry offers tourists an entertainment product, but there are "dark" exhibitions that are dedicated to events related to the tragic past, death, and they have a more educational, commemo-

rative function. They also have a commercial orientation, but are aimed at preserving the memory of historical events and rethinking the events of the past. Recently, exhibitions related to the demonstration of anatomical representation of human bodies have become popular, such museums have already been visited by more than 20 million people.

Various publications, books, films or series play a big role in the development of a certain type of tourism and the popularization of relevant objects. A case in point is the 2019 Chernobyl series, a miniseries from Sky Atlantic and HBO that was highly praised by critics and viewers, based on the real events of the 1986 Chernobyl disaster and the memories of Pripjat residents. In total, "Chernobyl" received the "Golden Globe", the award of the Producers Guild of the USA, as well as the award of the Screenwriters Guild, received 7 awards of the BAFTA award of the British Academy of Film and Television Arts. It was because of this series that the interest of tourists to see the cities of Chernobyl and Pripjat in person increased significantly, and already in 2019, the number of tourists increased by 2 times.

In today's world, there is a rapid takeover of the market by such online services and social networks as Booking, TripAdvisor, Facebook, Instagram, etc. They allow the user of services not only to book various tourist services, but also to find out detailed information and impressions of other tourists about certain tourist objects.

In addition, the role of mobile applications in tourism is constantly growing. We consider the recently created mobile application WalQlike (Walk you like) to be an interesting and creative project, the purpose of which is to show the cities of Ukraine from a new perspective – in the format of an interactive walk using the example of quests, the riddles of which need to be solved. The topics of such excursions are different – from a tour of the historical monuments of the city to "ghost hunting". WalQlike quest-excursions are presented in such cities as Lviv, Kyiv, Odesa, Chernihiv, Kamianets-Podilskyi, Ternopil, Dnipro, Ivano-Frankivsk, Chernivtsi and Kharkiv.

Using the example of such an application, we consider it relevant to create the "Legends of Ukrainian Castles" application, which will provide descriptions of Ukrainian castles and legends about them. The application can be filled with excursions with a developed route and a built-in guide that will tell in turn about the castle itself, legends and historical facts, its rooms and exhibits that are presented in it, it is important that the recorded audio guide is available in different languages, for example, Ukrainian, Russian, Polish, English, German languages.

Undoubtedly, such measures cannot solve the problems of domestic and inbound tourism in Ukra-

ine (unsatisfactory condition of many sightseeing objects and critical shortcomings of tourist infrastructure, primarily transport), but they will contribute to the growing popularity of dark tourism.

There are different views, sometimes quite antagonistic, regarding the expediency of the development of dark tourism: from categorical denial and emphasis on the immoral aspect to acceptance and active promotion. We believe that visiting objects and places of this type of tourism can have a positive experience. First of all, it will help to better understand the history of our people, as well as the world. Travels to places of tragedy or crime, to unique mystical locations or places of power raise questions of the past in order to avoid similar disasters in the future, allow you to realize your own mental identity and once again feel pride in the rich mythological history of the country.

Solving problems and carrying out various activities will allow to move from the nascent stage to the stage of development of dark tourism in Ukraine. Orientation of the population to domestic tourism through popularization and organization of safe tours at the state level will allow the necessary development of the tourism business of Ukraine.

Conclusions.

1. Dark tourism is not very common in Ukraine, although it is considered a new promising direction. Foreign and domestic academic literature contains certain developments in the field of dark tourism. At the same time, there is no comprehensive study of the development possibilities of this type of tourism in Ukraine.

2. As a result of the study of the thematic developments of domestic and foreign scientists, analysis of statistical materials of the State Statistics Service of Ukraine, popular scientific literature, including Internet resources, we propose to understand dark tourism as a type of tourism that is associated with visiting cemeteries and burials, places of disasters, natural disasters and mass deaths of people, as well as places associated with mysticism for tourist purposes.

3. Dark tourism has certain unique features, in particular: limited popularity, limitations regarding traditions, moral norms, laws and mentality, limited geographical character, impermanence of official character, similarity with extreme tourism, problems with guaranteeing the safety of tourists. An important issue related to the development of dark tourism is the motivation of the tourist who chose this type of travel or excursion. We can distinguish 5 main reasons for tourists' interest in dark tourism objects: curiosity, search for novelty, memory and cultural heritage, role of mass media, emotions.

4. An important and, at the same time, still deba-

table issue in theoretical research of dark tourism is its classification. At the present stage, the majority of scientists in the typology of "dark tourism" distinguish its main types as: disaster tourism, thanatourism, mystical tourism, necropolis tourism. In each of these types, different tourist attractions are distinguished.

5. Ukraine has a significant number of well-known places and objects of dark tourism, considerable "mystical" potential. However, in practice, the involvement of objects in the range of programs of tourist enterprises is insignificant. Monitoring of "dark" places and locations of Ukraine made it possible to identify more than 120 potentially popular objects for tourists: medieval castles, dungeons, cathedrals, ancient settlements, cemeteries, places of strength, battlefields and battles, etc., which can be used in the development of new tourist products.

6. This systematization allows you to familiarize yourself with the geographical and thematic distribution of objects of "dark" tourism in the territory of Ukraine. Geographically, Western Ukraine concentrates the most objects of dark tourism on its territory – 53 objects, which makes up almost 40 % of the "dark" locations of Ukraine, and the least – Eastern Ukraine – only 11 objects (10 %). By subject, the structure of "dark" destinations is dominated by objects of mystical tourism – 87 units, or $\frac{3}{4}$ of all objects in Ukraine. The number of necropolis and thanatourism objects is approximately the same, the least – only 3% – disaster tourism locations.

7. Dark tourism has both its disadvantages (weaknesses) and advantages (strengths). The conducted SWOT analysis made it possible to state that weaknesses prevent adequate use of the potential opportunities of dark tourism in Ukraine.

8. An important stage in the development of dark tourism is the solution of problems that hinder the development of dark tourism, the main ones of which are: the safety of tourists when visiting dark locations, the expediency and ethics of dark tourism, the poverty of the range of tourist programs and the ignorance of specialized guides, the unsatisfactory state of the tourist infrastructure, etc.

9. To popularize dark tourism, it is necessary to take a number of measures, including the creation of a web page and map with information about dark places in Ukraine, the development of the YouTube channel "Mystic Ukraine", the launch of the mobile application "Legends of Castles of Ukraine", holding cultural events, contests, quests, festivals, improvement of tourist infrastructure, etc. A responsible attitude to the organization of tours of this nature, the involvement of the state will allow to attract a larger number of tourists to this type of objects.

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Можливості розвитку темного туризму в Україні

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Як відомо, сьогодні туризм відіграє важливу роль у світовій економіці та є основним джерелом доходу в деяких країнах. З кожним роком туристична діяльність видозмінюється від традиційних видів до нових різновидів туризму. Зауважимо, що серед таких напрямків варто відзначити темний туризм, який хоч і вважається новим різновидом туризму, але уже відіграє важливу роль в сучасній туристичній індустрії. Вважаємо, що даний вид туризму має всі можливості та перспективи для подальшого розвитку і в Україні. Ефект від популяризації темних турів може бути не лише комерційно вигідним, а й світоглядно корисним, оскільки дозволяє переосмислити історичні трагедії, помилки минулого та масштаби техногенних катастроф. Оскільки, проблематика «темного» туризму є недостатньо опрацьована в наукових джерелах, проте уже викликає зацікавленість в науці та суспільстві, вважаємо наукові спроби дослідження «темного» туризму в Україні актуальними і своєчасними. У статті описано підходи до трактування поняття «темний туризм» у науковій літературі, наведені основні особливості, що визначають зміст «темного» туризму, проведено його класифікацію з характеристикою тематичних різновидів: містичного туризму, некропольного туризму, танатотуризму та туризму катастроф. Визначено ключові причини інтересу туристів щодо темного туризму та здійснено характеристику мотивації потенційного «темного» туриста. Проаналізовано передумови розвитку темного туризму в Україні. Досліджено ресурсну базу даного виду туризму. Систематизовано і впорядковано за географічним і тематичним критеріями «темні» об'єкти та локації в Україні. Виокремлено найцікавіші об'єкти темного туризму регіонів України та подано їх коротку характеристику. Здійснено аналітичний огляд можливостей і загроз розвитку темного туризму в Україні за допомогою SWOT-аналізу, обґрунтовано проблеми розвитку даного виду туризму та наведено можливі шляхи їх рішення, запропоновано заходи для популяризації та комерціалізації темного туризму в Україні.

Ключові слова: туризм, темний туризм, містичний туризм, туризм катастроф, танатотуризм, некропольний туризм, туристичні потоки, туристичні об'єкти, SWOT-аналіз.

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