

Prospects of a tourist cluster based on the intangible cultural heritage of Opishne, Reshetylivka, Petrykivka

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ABSTRACT

The work was carried out during the war with great faith in Ukraine's victory over the invaders.

Problem Statement and Purpose. The article examines examples of the work of centers of intangible cultural heritage (ICH), in which elements of the ICH have become tourist magnets for individual tourist locations. The potential of combining these locations into a modern tourist cluster is analyzed, which can serve as an example for other regions of Ukraine. Therefore, it seems logical to analyze the development of a tourism product, using the example of intangible cultural heritage, study the potential of existing tourist locations and design a model for their unification into a modern, attractive tourist cluster, which could become an example for other regions of Ukraine. The analysis should show ways to popularize intangible cultural heritage through tourism, which contributes to the socio-economic development of communities.

The purpose of the article. The work examines in detail the achievements of the National Museum-Reserve of Ukrainian Pottery in the village of Opishnoy (Poltava region), as an example of the success of a mature enterprise in the tourism industry with more than 35 years of work experience since its creation, known not only in Ukraine, but also in the world. The tourism prospects of the center of folk culture in the town of Reshetylivka (Poltava region) as a result of the creation and activity of the All-Ukrainian Center of Embroidery and Carpet Making as the leader of this center are considered. A separate part of the Center's work is presented, aimed at the formation of tourist activities in the form of offers for leisure activities, master classes, and informal education, which meets the growing demand for the study of national culture and contributes to the formation of public communications.

Results. Taking into account the experience of successful centers of intangible culture in the field of tourism in Opishnoy and the town of Reshetylivka, analyzing the reasons for less success in the field of the center of the village. Petrykivky (Dnipropetrovsk region), the author is looking for ways to form a tourist cluster Opishne-Reshetylivka-Petrykivka, built on the basis of the use of elements of the ICH of these locations. This should have a positive effect on the socio-economic development of local communities, for which tourism can play the role of a «catalyst» of regional development, taking into account the sustainable existence of elements of the ICH. The processes considered in the article contribute to the unity of Ukrainian society around the preservation of its own national cultural heritage. The war greatly reduced the volume of tourist activity in Ukraine, but the industry shows flexibility and readiness to quickly restore its functions and, to some extent, adapted to the changes and demands of wartime. Diagrams, a map, and the author's photos are offered to visualize the presented material.

Keywords: *heritage tourism, intangible cultural heritage, tourist cluster, National Museum-Reserve of Ukrainian Pottery, All-Ukrainian Center of Embroidery and Carpet Making, Petrykiv painting, socio-economic development of communities.*

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Introduction. Intangible cultural heritage (ICH) is an important component of Ukrainian culture and world culture as a whole. Before the start of a full-scale war, intangible culture resisted the processes of globalization, urbanization, and modernization, which nullified its manifestations.

On the side of the intangible cultural heritage of Ukraine, as a component of ethnoculture, the players were individual associates, public organizations, but during the years 2018–2022, the leading role was assumed by state management bodies: the Department of Cultural Heritage of the Ministry of Culture and Information Policy, its subordinate unit the Ukrainian Center of Cultural of research, authorized departments of regional administrations, and departments of territorial communities [3]. Intangible cultural heritage cannot be lost, and this is exactly what is happening now as a result of Russian aggression. In the occupied territories and in front-line

areas, the places of residence of ICH elements are physically destroyed. As a result of this tragedy, the bearers are forced to leave; human lives, age-old traditions, and their future are destroyed.

It is known about the response of Winston Churchill, who during the Second World War, to the proposal of government officials to reduce budget expenditures on culture, said: «Then what are we actually fighting for then?» After passing the test of war with an aggressor, we must preserve the country's cultural future by working as best as possible, powerfully, and effectively.

When planning the post-war future, we should use the example of the world experience of the tourism industry, which confirms the great potential of the ethnic features of the cultural heritage of different peoples. During the last decade, a new type of heritage tourism (creative tourism) has been formed in the field of cultural tourism. Centers of culture,

which are places of life and activity for custodians of folk traditions, become tourist brands that motivate travelers to visit and view them.

In our research, we are looking for a solution to the question of how to bring tourism to the intangible cultural heritage of Ukraine without harming it and with a positive impact on the growth of the socio-economic standard of living of the carriers and the communities where they live.

It is necessary to find an algorithm to make the stay of tourists in the centers of culture longer and to add more effective and long-lasting tourist services to the excursion service. The work analyzes the possibilities of individual locations, the main attraction of which is the residence of ICH elements, to unite into a cluster.

Analysis of previous studies and publications. In 1989, UNESCO formed an important act by adopting the Recommendations for the Preservation of Traditional Culture and Folklore. This emphasized the importance of the ICH as the main source of cultural diversity and a guarantee of the sustainable development of tourism. In 2001, the World Declaration on Cultural was approved. The next important document was the Convention on the Protection of Intangible Cultural Heritage, adopted in 2003 [5].

The Convention contains a caveat regarding the impossibility of commercializing cultural heritage and emphasizes that the use of intangible culture in tourism must be balanced with the condition of not harming the traditional, established way of life of its bearers. In Ukraine, «living heritage» as it is also called, is not widely used in the field of tourism. Most of the bearers of intangible culture do not have an understanding of their position regarding cooperation with tourism entities.

Demyan V. V. (2018, 2019, 2020, 2022) writes about the balanced approach of using ICH in tourism. In the works of the scientist, what is specified in the Basic Texts of the UNESCO Convention is especially emphasized: not the possibility of commercialization of elements of the Intangible Cultural Heritage, which can affect the distortion of the authentic tradition [6, p.152].

The experience of using intangible culture in European countries and Ukraine is studied by Gavrilyuk, A.M. (2016), Beznosyuk, O.I., Lyubitseva, O.O. (2021) [4, p. 155]. Alla Havryliuk emphasizes the need for effective branding of the areas where the elements of the ICH live [9, c. 21-26]. Analyzing the legal regulation of the support of the ICH element by local governing bodies, the researcher draws attention to the low level of propaganda work, the absence of programs for the development of ICH elements in the vast majority of regions of Ukraine [10, p.49,51].

The need to develop a national program that takes into account not only the research and preservation of intangible culture, but also the algorithm for attracting its elements to the tourism sector is noted in their works by Antonenko, V.S. (2012), Dutchak, A.I. (2017), Pletsan, H.V. (2022), Polyvach, K.A. (2012), Shutkevich, O.L. (2018, 2019). Scientists note that such a program should contribute to socio-economic growth in the centers of life of elements of the ICH. For planning, a systematized, visual presentation of information related to the overall picture of the country's cultural heritage is necessary, the component structure of which is the intangible cultural heritage [22, p. 26]

Kateryna Polyvach notes that the planning of the development of administrative-territorial units of all categories from the village to the region, should be based on the study, analysis, and evaluation of cultural heritage. Using a system-structural approach to research, the researcher developed a proposal for cultural-landscape zoning of the country at the macro level [22, p. 65]. The scientist carried out a large amount of informational work on the study of a wide range of objects of cultural heritage, a component of which is also intangible heritage. The result of the work was the publication of the printed and electronic atlas «Population of Ukraine and its natural and cultural heritage» [23, p.136]. This resource can be defined as basic information support in the planning of «balanced regional and state development in the direction of humanizing society» [15].

New perspectives of heritage tourism of the 21st century, which are based on intangible culture as a tourist resource of cultural and cognitive tourism, are studied by a large number of foreign researchers: Zeppel, H. & Hall, S.M. (1992), Timothy, D.J. (2011), Timothy, D.J. and Boyd, S.W. (2003, 2013), Luo, Q. (2008). The new means of cultural tourism development are not cultural objects, but creativity itself, as written by Poria, Y., Butler, R., & Airey, A. (2001, 2003), Rohrscheidt, A.M. von (2019), Mikulić, K (2021).

The author agrees with the opinion of scientists, who see traditions and events of an intangible dimension as the intellectual heritage of every nation. This legacy of ancestors gives each individual settlement its identity and uniqueness, a unique social face. Attractive intangible cultural heritage resources are explored by Mukhles M. Al-Ababneh & Mousa Masadeh (2019), Pedro Luis González Cruz (2021).

Researcher Ilincic, M. (2013, 2014, 2017) in her works defines cultural tourism, based on observation and gaining experience from interactive learning in the place of residence of intangible heritage, as creative or creative tourism [12, p. 99, 100].

Nowacki, M. (2012, 2013) explores the role of

creative tourism in heritage interpretation and heritage management strategy [16, p. 14, 38, 41].

Văduva, L. (2021) writes about changes in cultural tourism in scientific research. The author practically confirms that more and more tourists prefer to study the experience of intangible culture instead of passively observing objects of cultural tourism [33, p. 261; 34, p. 262, 263].

Mareque, M., de Prada Creo, E., Álvarez-Díaz, M. (2021) in a joint work conducted an empirical study of creative tourism as an economic and social driver of local development, recognizing it as a new segment of the tourism market [14].

Greg Richards has been an important organizer and researcher of creative tourism since the 1990s. The field of scientific activity of the scientist is cultural tourism, the formation and development of its varieties, in particular, creative tourism and heritage tourism. Every year, Richards publishes a summary bibliographic collection of articles from the Association for Education and Research in Tourism and Leisure (ATLAS), which reflects the research of a large number of scientists interested in the development of cultural tourism from around the world, in particular, those who study tourism related to the ICH [26]. The last book by the scientist «Rethinking cultural tourism» was published in early 2021 [25]. This work reflects the author's key thoughts about new concepts of cultural tourism in the future. At a time of great political uncertainty, which was provoked by the war in Ukraine, it is progressive to present important social practices of immaterial culture, as a potential contributing factor to socio-cultural integration, a factor in the growth of well-being, encouragement to hope, and prolonging life [27, p.40].

Highlighting previously unresolved parts of the overall problem. Tourism is a branch of the national economy that makes it possible to use the entire arsenal of natural resource potential, historical and cultural heritage, architectural features and historical archeology of the country to create unique tourist centers (destinations). Thanks to the diverse tourism resources of Ukraine and taking into account the experience of post-war reconstruction of countries around the world, it is quite possible, as soon as possible after the end of the war in our country, to resume tourism and use it as one of the main levers for the economic recovery of Ukraine.

Currently, in a difficult war situation, the tourism industry, like all sectors of the national economy, is suffering heavy losses. Specialists in the tourism industry gain experience working in the conditions of a warring country. Intangible cultural heritage tourism has the potential to unite society around the idea of national unity. The resource of this type of cultural tourism is a large number of elements of

the ICH.

As of the beginning of 2024, 92 elements are included in the National List of Intangible Cultural Heritage of Ukraine, and 332 elements are registered in the regional lists. This is a great potential for replenishing the base of tourism objects with a special category of interesting innovative proposals for the formation of tourism destinations of intangible heritage. How to use ICH elements in tourism without harming their carriers and places of residence?

In Ukraine, there is not much, but positive experience in the development of this direction of tourism. How to make this direction more effective, preventing excessive commercialization of intangible culture itself? What resources should be used to combine individual locations into promising tourist clusters for an innovative tourist product?

Today, examples of the replacement of authentic elements, as in the example of the Petrykiv painting, are kept silent. Despite a significant amount of research on intangible cultural heritage, the practical use of elements of cultural heritage in tourism remains unresolved, and many issues are debatable.

We hope that the characteristics of individual objects of the intangible cultural heritage of Ukraine described in this article will help to form a general idea of Ukrainian potential and will serve to popularize a new and promising tourist destination in our country.

Formulation of the purpose of the article.

Ukrainian society must be ready to rebuild the country and make it much better after the war. One of the issues of post-war development is the search for ways to develop tourism. In particular, this relates to a new type of cultural tourism for our country, intangible heritage (creative tourism), built on the attractiveness of manifestations of intangible culture.

The purpose of the study is to develop and substantiate a model of promotion of intangible cultural heritage through the possibility of building tourist clusters, for which it is possible to combine separate tourist locations of the habitats of the elements. The author, through his own research, is looking for ways to strengthen the importance of the places of residence of elements of the ICH and their popularization through tourism, which should bring profit to the bearers and contribute to the socio-economic development of the communities where they live.

Therefore, it is logical to define the following objectives of the article:

- determination of the level of significance of the studied objects for national and world heritage;
- study and analysis of existing objects of intangible cultural heritage of Opishny, Reshetylivka and Petrykivka and events popularizing them;

- Identification of problematic aspects of the further preservation and development of intangible cultural heritage using the example of objects that are described in the article and the search for their promising solutions in the post-war period;

- assessment of the possibilities of using objects of intangible cultural heritage in the tourism sector, taking into account existing hospitality services in locations and additional offers;

- formation of prospects for a tourism cluster based on industry similarity, spatial and territorial accessibility of locations, development of regional and national programs in the field of tourism to obtain an economic effect.

Presentation of the main research material.

The fact that the city of Reshetylivka, the villages of Opishne and Petrykivka are geographically located at a relatively short distance from each other is useful in our research. The villages and the city are approximately the same in terms of area, population, and have an interesting history. They are connected to each other by modern highways and convenient communication junctions. Many beautiful landscapes on the roads, interesting history of the region contribute to the creation of a tourist core based on four elements of intangible cultural heritage known in the country and abroad (Fig. 1).

The distance between Reshetylivka and Opishne

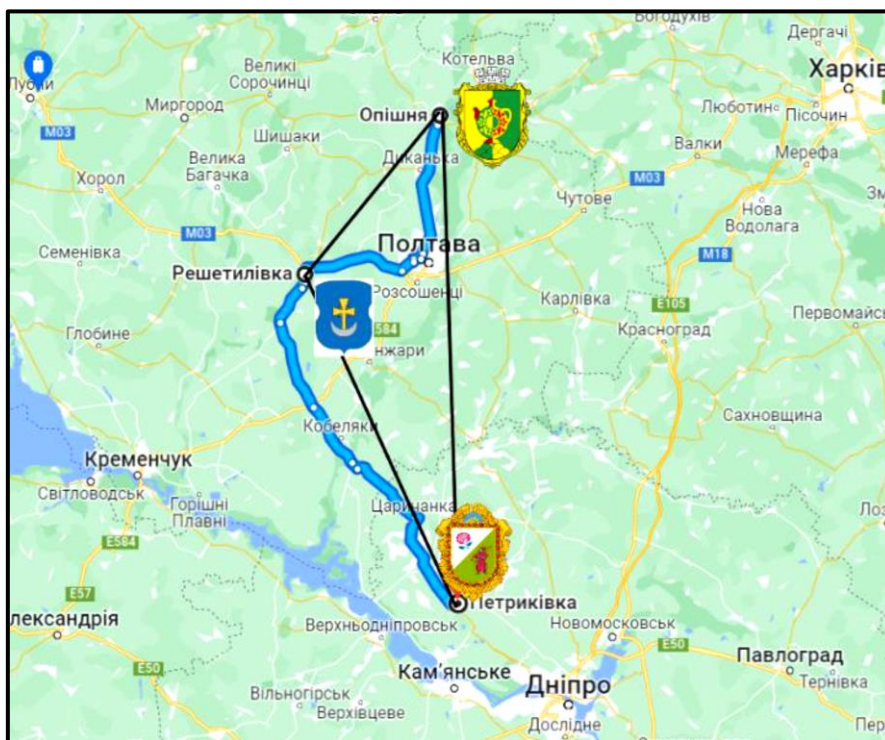


Fig. 1. Map-scheme of the tourism cluster project based on elements of the ICH

is about 70 km (Fig. 1), and Reshetylivka-Petrykivka is about 120 km. Petrykivka and Reshetylivka are located on highway H31 (Dnipro-Reshetylivka), which is the first modern highway in Ukraine. In Reshetylivka, a convenient bridge intersection with the M03 overpass of international importance has been built, from which you can go to Opishne H12.

1. Reshetylivka. Reshetyliv immaterial culture is represented by two elements: the «white on white» embroidery technology (Fig. 2 a) and the Reshetyliv carpet with a special floral ornament (Fig. 2 b). «White on white» embroidery is one of the most complex and exquisite not only in Ukraine, but also in the general list of famous embroideries in the world.

Recognition of the high level of Reshetyliv embroidery took place almost 100 years ago - at the World Exhibition in Paris in 1925, it was awarded a

gold medal [11, p. 21, 26]. The products of Reshetyliv masters represent Ukraine abroad: the Blue Hall of the UN headquarters is decorated with the carpet «The Tree of Life» (New York, N. Babenko, 1969), and the work «Born on Native Earth» (fig. 2b) is in the Council of Europe (Strasbourg, L. Tovstuha, 2005) [28, p.86, 87]. In October 2023, craftsmen from Reshetylivka demonstrated a collection of products at the Council of Europe, which was watched live by the whole world [17]. Today, masters remain the bearers of tradition, but their works respond to the events that we all live through. Such products are doomed to enter the history of modern Ukraine (Fig. 3).

Reshetylivka is a classic example of living intangible cultural heritage. This center of folk culture has been known for more than a century the skill is passed down from generation to generation, from



Fig. 2. a - a traditional Reshetyliv shirt embroidered with the «white on white» technique; b - a Reshetyliv carpet with a traditional floral ornament (a copy of L.S. Tovstuha's work «Born in Native Land»).
Photos are taken by the author



Fig. 3. A shirt embroidered for the Commander-in-Chief of the Armed Forces of Ukraine V.F. Zaluzhnyi in 2023 has every chance to get her own name «Zaluzhanka». The element of the pattern became a symbol of the indomitability of the Ukrainian spirit - the Borodyan rooster. *Photos taken by the author*

master to student, from mother to children. In 2018, the recognized elements were included in the National List of Intangible Cultural Heritage of Ukraine [8, p.64-85]. In 2022, the dossier of the element «Embroidery «white on white» of the Reshetyliv region» was submitted for consideration by the UNESCO World Heritage Expert Council [32].

The process of researching both elements of intangible culture contributed to the opening in 2018 of the All-Ukrainian Center of Embroidery and Carpet Making (AUCECM) [13]. This allowed the Reshetyliv community to stand in line with such centers of culture recognized in Ukraine and the world, such as the ceramics center in Opishnoy, known as the pottery capital of Ukraine, and the painting in Petrykivka, which has been recognized as a UNESCO

world heritage site since 2014.

In our opinion, a promising tourist location is being formed in Reshetylivka. The project of creating a modern Art HUB, which is part of the large project of the development of the All-Ukrainian center of embroidery and carpet making, has been approved. The project provides conditions for ensuring the reception of people with disabilities in accordance with the requirements of universal design [30]. Conceptually, these are discussed as parts of special rehabilitation. The project envisages major repairs to the premises and territory of the former industrial facility (the K. Zetkin art products factory) with the aim of renovating them into large exhibition halls, classrooms, and a hotel. (Fig. 4).

The list of planned works reveals the strategic

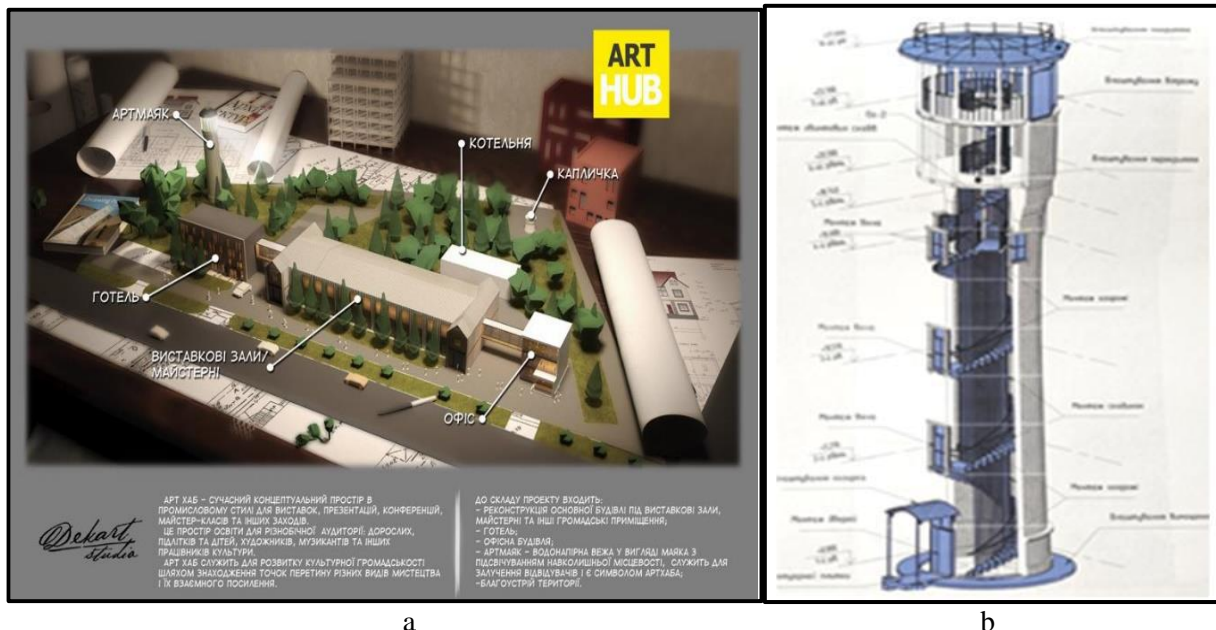


Fig. 4. a-general view of the Art HUB project of the All-Ukrainian Center of Embroidery and Carpet Making; b-detailing of the reconstruction project of the water tower into the Mayak art object. The photos were taken by the author with the permission of the Central Central Committee from the original design documents in August 2023

plans of the AUCECM to provide non-formal education services, conduct master classes, and organize large-scale exhibitions. Today, you can learn about the elements of the ICH through the publication of the catalog «Reshetyliv Miracles» which contains information about individual masters and entire dynasties of carriers of the ICH, photos of their works [29].

The implementation of the project will allow scientific forums and conferences of an international scale to be held within the walls, based on the examples of the work of the Azerbaijan State Carpet Museum or the National Turkmen Carpet Museum [31].

A contributing factor for the development of tourism in Reshetylivka was the reconstruction of the physical culture and sports, rehabilitation, and recovery complex «Kolos», carried out in 2021-2023. In today's conditions, this complex has become the first stage of the military rehabilitation center project (before the war, the sports complex was planned as rehabilitation and sports training for people with disabilities). A 36 m high gym is already ready, as is a hotel in which rooms are furnished in compliance with accessibility standards for 30 places. Next, the second and third stages of the complex are planned: reconstruction of the stadium and the territory of the children's camp in the village of Sukhorabivka (12 km from Reshetylivka) with the aim of creating a large rehabilitation complex. The project was started as part of the presidential program «Big Construction», and was completed with state support within the framework of the Emergency Credit Program for the Reconstruction

of Ukraine [18].

Reshetylivka is being developed comprehensively, which will contribute to its tourist attraction in the future: in the city before the war, modern roller riICH, a velodrome, beautiful sports grounds for game sports, a station for renting kayaks, and canoes, the construction of a summer concert-cinema for showing films was almost completed, as were festivals, equipped recreation areas on the banks of the Govtva River.

There are several accommodation options in the city: the Medina hostel (up to 18 beds), the Ni Puha, Ni Pera hotel and restaurant complex (with an outdoor swimming pool and large recreational areas), and the 777 Hotel, which is located in the area of modern landscape design. The hotels offer standard, standard+, and deluxe rooms. Their disadvantage is the limited number of places for 18-28 people and the distance from the city center, where the locations of intangible cultural heritage are concentrated, the Center for Cultural Heritage with an exhibition hall, the private workshop «Solomia», the studio of the Pilyugin family, the workshop of Nina Ipatiy, the artistic and vocational lyceum with its own exhibition hall, the «Oberig» Culture and Leisure Center, food establishments and all the sports and leisure venues listed above.

2. Opishne. The most successful of the three locations is the village of Opishne, where the largest pottery museum in Europe is located - the National Museum-Reserve of Ukrainian Pottery (NMRUP). The village, known since the 12th century, is located on the right bank of the Vorskla River. It has been

optional since the 17th century; it is known as a center of weaving and pottery; and since the end of the 19th century, it has gained popularity as a center of Ukrainian ceramics for the production of tableware, toys, and facing tiles with a stylized plant pattern [20].

The study showed that the flow of tourists for

the period 2015-2023 decreased by five times, but remained not small, even in such an extremely difficult time of war (Fig. 5). The pottery center receives profit from the price of sold tickets (70-300 hryvnias per ticket) [19]. The price corresponds to a large volume of services, which include excursion services, visiting exhibitions, and pottery master classes.

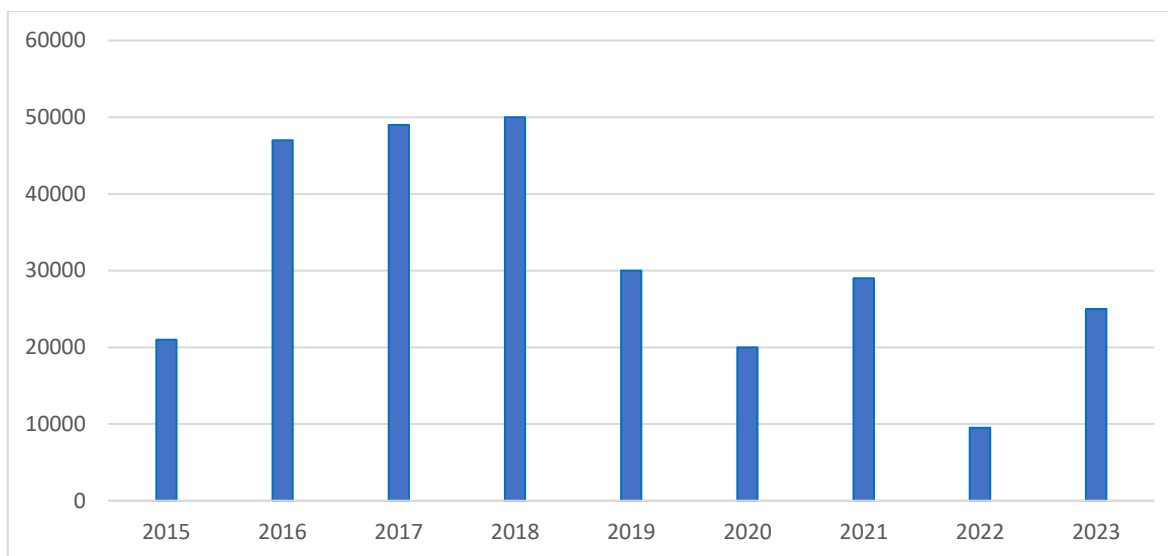


Fig. 5. Dynamics of visits in Opishny, Poltava region. Developed by the author based on data provided by the administration of NMRUP

The reserve actively works to attract tourists who are interested in pottery, ceramics, blacksmithing, folk art, and a sustainable lifestyle, organizing a large number of festivals, holding non-formal education events at different times. Some of these events are designed for a long stay of the participants and attract the attention of additional visitors throughout the duration of the event. For example, E-litnya HONCHARNA AKADEMIYA (E-summer ACADEMY OF POTTERY) lasts about three weeks, International the symposium of monumental ceramics «GigantoMANIA» is designed for the work of the participants for a month, and the blacksmith's residence «Vakula Fest – XXI» Vakula fest - XXI lasts a week [19].

The reserve-museum has been assigned the status of national. It employs 105 specialists, among whom more than 10% are employees with scientific degrees in the fields of history, art history, and tourism. At the same time, most of the employees, including the general director, Oles Poshivaylo, are carriers of the element of the Opishnian Pottery of the NCS.

The tourist potential of the reserve consists of large exhibition areas: the National Gallery of Monumental Clay Sculpture, the Museum of the Krychevsky Art Family, the Memorial Museum-Estate of the potter Oleksandra Selyuchenko, the Memorial Museum-Estate of the Poshivayl Potter Family, the Memorial Museum-Estate of the philo-

sopher and collector of Opishnya ceramics Leonid Smorzh (p. City Mills), the museum of Malobudyshcha pottery (Ethno-village «Honchariyya» in the village of Mali Budyshcha), the center for popularizing the pottery heritage of Ukraine (Fig. 6).

In the reserve-museum, on the territory of more than 20 hectares in the open air, a kind of gallery of monumental garden and park ceramic sculpture has been created, which includes more than 300 works of Ukrainian artists and sculptors from different countries of the world.

Opishnya ceramics can be purchased at «Keramokramnytsia», and delicious coffee can be drunk at «Gornyatko» cafe. Hospitality services are provided through the possibility of accommodation in the Ceramic Residence and the Presidential Apartments «Opishnyy dvir» (Opishny Dvir).

3. Petrykivka. Petrykiv painting should be studied separately as an example of the process of replacing of an element of the ICH outside the place of origin. Almost in every city of Ukraine, in many parts of the world, there are artists who work in the style of Petrykiv painting, but, in the opinion of the author, they are not the real bearers of this element of the ICH. Presentations, exhibitions, informal education, and the use of painting in decorating products outside the main place of residence became a feature of the «Petrykiv painting» element [1].

Today, the cell itself, which gave the name to the element and gave birth to this element, suffers

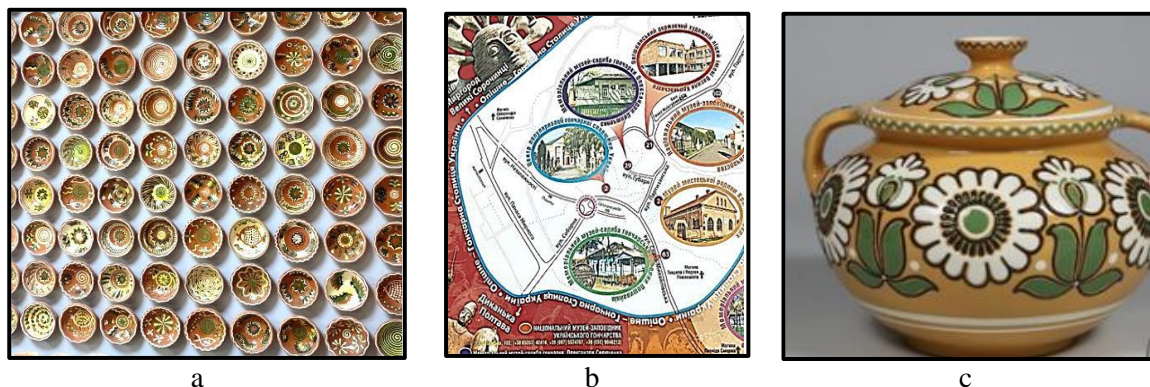


Fig. 6. a - part of the museum collection, pottery heritage; b - map-scheme of NMRUP in the Opishne. Photos are taken by the author. c - an example of Opishnya ceramics [19]

almost in oblivion, declines, and does not develop, which is a great injustice and must be changed.

The favorite element of intangible culture for many Ukrainians is the result of a centuries-old artistic tradition of painting personal homes with floral patterns in the village of Petrykivka in the Dnipropetrovsk region and in neighboring villages.

In the ideal world of Petrykivka painting, masters transfer scenes from the world around them to decorative objects: family life, holidays, flowers from their own gardens, and scenes of the lives of their fellow villagers (Fig. 7). It is interesting that the real bearers of the element use the wool of ordinary local Petrykivka cats to make brushes.



Fig. 7. Petrykiv painting. Ulyana Sklyar's work. The photo of the work was taken by the author

The history of Petrykiv painting and the work of masters can be explored in the Center of Folk Art, the museum named after F. Panka, the restored complex of the Cossack farm «Halushkivka» the museum of ethnography and applied art, the private manor-museum of the oldest of the masters - V. Sokolenko, in the ethnomuseum-manor «Mykolyn khutir» (Mykolyn khutir) of the Deka family.

You can stay for accommodation only in the «Mykolyn Khutir» state (8-10 people). Master classes are offered in all the listed locations. With the help of the Google Maps resource, a tourist map of Petrykivka (Fig. 8) was developed [24]. The map is interactive: by marking tourist objects, you can get information about their work schedule, contacts, and

websites (not all objects have their own websites and contacts). Over the five years of its existence, the map has been viewed about 30,000 times.

In practice, despite all the tourist attractiveness of the ICH elements in the studied locations, the implementation of plans to develop their potential is partial.

Tourists visit each location separately. The peculiarity is that most of these are only one-day excursion tours, which do not bring much profit to the communities where the elements live.

The presented locations of Reshetylivka, Opishnya and Petrykivka can successfully build a tourist cluster that will represent the well-known elements of the ICH. This process is hindered today

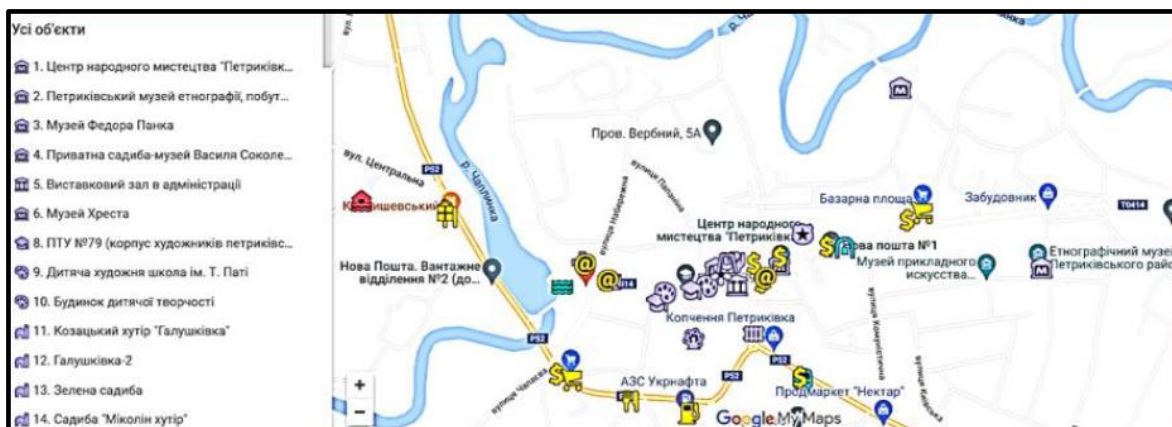


Fig. 8. Interactive tourist map. The author of the development is the blogger Ihor Lisniy [24]

by a lack of quality tourist service: small volumes of hotel offers, a lack of modern logistics, non-modern catering establishments, and a lack of marketing policy.

If we consider the prospects of this cluster, a large number of festivals, which before the war had a permanent calendar of events, should play a positive role in its formation (Fig. 9).

Among these events, the oldest are the «Reshetylivska Vesna» festival, which has been held since 1998, the «Petrykiv Miracle» festival - since 2008, and the International Art Fair «Pottery Universe in Ukraine» - since 2009. The result of holding festivals before the start of the pandemic, and now the war, was the flow of thousands of tourists, which brought income to local communities and the region

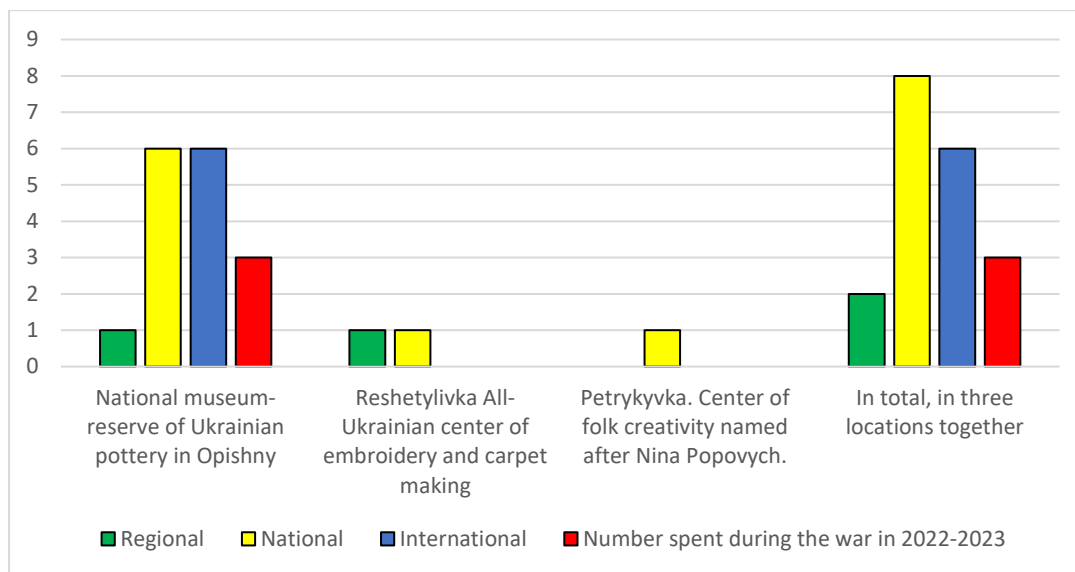


Fig. 9. The number of creative activities related to the peculiarities of the daily life of elements of the ICH, their history, development, popularization, and modernization.

The diagram was compiled by the author based on the research of open sources

as a whole. For example, in 2018 the festival «Reshetylivska Vesna» during the first day (held for two days), more than 30,000 people visited, which was 3.5 times the official number of the population [21].

It is difficult to predict how artistic events, which were regular and planned, will take place as a result of war events. The peculiarity of the studied locations, a kind of positive factor during the war, is that due to their geographical location, they remain in relatively safe areas in relation to the line of combat and enemy attacks. During the war years, a new

form of activity appeared in communities - assistance in the adaptation of immigrants from regions that suffered as a result of rashytskaya aggression.

As a result, elements of the NCS of these communities received an unexpected development they are part of the psychological assistance provided to people who suffered from the war, including children. The All-Ukrainian Center of Embroidery and Carpet Making organizes artistic events within the framework of the charity project «Children of War in the Arms of Reshetylivka» for the community of immigrants (Fig. 10) [7].

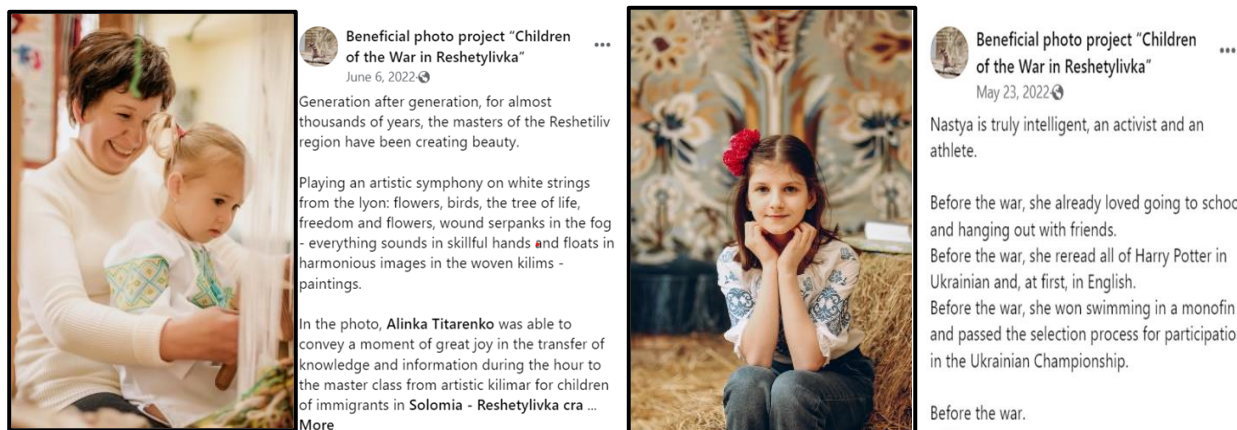


Fig. 10. Development of ICH elements in wartime conditions: psychological rehabilitation of people injured as a result of war. *Photographer Alina Tytarenko*

Conclusions. The tourism industry continues to work, even under war conditions, but only the success of our Armed Forces can guarantee the development of tourism.

In the cultural centers of Opishne, Reshetylivka and Petrykivka, the stage of selective creation of local tourist facilities and development of tourist infrastructure has already taken place: museums, exhibition halls are operating, local and international festivals are held, and related services are provided to tourists.

All locations are territorially related to the central part of Ukraine. Before the war, they could not be named among the popular tourist destinations. Today, even under the conditions of military aggression, the conditions are in place for increasing domestic tourist flows. Among the reasons are the remoteness from military operations, convenient and high-quality communication routes, and the presence of well-known and interesting centers of intangible cultural heritage.

The development of a tourist cluster can contribute to the growth of the economic profits of individual locations. This process requires changes in locations:

Reshetylivka. For this location, it is important to create a territorial tourist and recreation complex with a hotel and Art Hub, which are provided for by the development project of the All-Ukrainian Center of Embroidery and Carpet Making (2020).

This perspective is very important for the further socio-economic development of the local community, because it can provide an additional number of main and related jobs, increasing financial income to the local budget, as a result of the growth of the tourist flow. The construction process stopped during the war in 2022-2023, but must be completed. Today, we need a program to restore this project, the initial customer of which was the Ministry of Culture and Information Policy and the Cabinet of Ministers of Ukraine.

The convenient geospatial location of the Reshetyliv cell makes it possible to stay within the cluster for a long time. Modern recreational areas, the opening of a rehabilitation center, existing accommodation facilities - today make Reshetylivka a key location for visiting the entire Opishne-Reshetylivka-Petrykivka cluster. Therefore, the presence of the hotel on the territory of the All-Ukrainian Center of Embroidery and Carpet Making, equipped exhibition halls with large areas, and opportunities for organizing informal education make this location key.

There are restaurants in Reshetylivka that can be recommended for tourists. They offer tasty, high-quality, and inexpensive food made from local ecological products. But the interior and exterior of institutions are in dire need of a change in concept and modernization.

In our opinion, if the cluster will work actively, then market processes will bring new conceptual food establishments or franchises of well-known restaurant brands to Reshetylivka.

Opishne. The work of the National Museum-Reserve of Ukrainian Pottery is an excellent example of imitation for Reshetylivka and Petrykivka. A significant number of festivals and mass events, attended by a large number of visitors, automatically makes tourists the bearers of advertising for Opishny itself, which in the future can become advertising for the entire cluster.

As a result of a personal analysis, we note that the small offer in terms of the number of places of residence, the remoteness of additional services, which include important food services, need improvement. The author believes that this is the main reason why the majority of visitors use only the excursion service.

The site of the reserve provides answers to all possible questions of tourists, but it lacks a calendar of events for the year.

Petrykivka. This cell has a well-known name, which is already a brand in tourism, but in reality,

tourism in this location is declining.

All the tourism facilities mentioned in the study need to be modernized. Staying in them today has a large number of questions regarding the aesthetics of the design, the quality of service.

Only together with two locations in Opishnoy and Reshetylivka, Petrykivka has a chance to reveal itself as a successful tourist location, to strengthen the role of a magnet, which is the unsurpassed element of the ICH «Petrykivsky painting».

Homesteads that offer services today need development and marketing. Personal communication with their owners left the author with the impression of being in a time machine that transported them to the era of the Soviet Union. The owners of estates do not have tourism education, they conduct their activities without long-term planning, they do not know how to cooperate with tourism companies and organizations of the country. Tourists' visits to this center became random and unplanned.

Petrykivka estates have enormous potential: ecological housing and food, preserved authenticity. There are significant advantages compared to the usual examples of green rural tourism: the opportunity to participate in natural management becomes many times more interesting when the hosts with whom you live reveal the secrets of not only sustainable living, but also the mastery of Petrykiv painting.

Today, the unusual, new tourist attraction of all three locations is the security of stay. All cells are far from hostilities. They are not bypassed by the inclusion of «air alarm» signals, which sound in ar-

reas when enemy aircraft are rising [2]. But, in fact, there are no real «anxieties» so staying in these locations has a positive factor of a sense of security, which has become especially valuable today.

We strive for victory and plan our future, in which the service sector, which provides people with recreation, will be important. Therefore, by studying the topic of developing a tourist cluster based on the elements of the ICH, we are preparing for the successful future of our country. The prospect will contribute to the preservation, popularization, and protection of intangible cultural heritage, the development of national identity, and the formation of interest in Ukraine on the part of the international community interested in creative tourism and heritage tourism.

In order to implement the idea of creating a cluster, it is necessary to develop a joint tourism development plan for all three locations, which will take into account their individual needs for the sake of joint success.

To implement the idea of creating a cluster, it is necessary to develop a joint tourism development plan for all three locations, which will take into account their individual needs. Today, all objects in the presented locations are competitors, although they have all the prerequisites for combining into a cluster. Therefore, the efforts of public organizations and local authorities need to be directed towards organized unification and cooperation, with the aim of creating a complex of competitive tourism products within the cluster, which is rich in the diversity of the NCS and will contribute to economic stability.

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Перспективи туристичного кластеру заснованого на нематеріальній культурній спадщині Опішного, Решетилівки, Петриківки

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В статті досліджується туризм нематеріальної культурної спадщини, який є сучасним різновидом культурного туризму. В глобалізованому світі, він виступає альтернативою масовому культурному туризму. Туризм спадщини обирають мандрівники, які прагнуть творчої діяльності, націлені, за рахунок власної участі, отримувати знання та уміння. Автором наведено приклади використання нематеріальної культурної спадщини (НКС) в галузі туризму інших країн. Зацікавленість в цьому різновиді туризму в світі зростає, про що говорить кількість публікацій, присвячених його вивченню та аналізу. Для прикладу, розглянуто праці Грега Річардса, який є засновником Асоціації освіти та досліджень туризму та дозвілля (ATLAS). В роботах науковця та його колег окреслено зростання попиту на подорожі, в яких туристи шукають захоплюючого досвіду в результаті перебування в місцях, де можна спостерігати та приймати участь в творчих проявах національних культур. НКС України є прикладом багатства в соціокультурному плані: традицій, досвіду та знань. У статті розглянуто приклади вже існуючих локацій, в яких туристичним ресурсом стали чотири елементи НКС: «Опішнянська кераміка», «Технологія вишивки «білим по білому» і «Традиції рослинного килимарства» міста Решетилівка та «Петриківський розпис». Метою роботи є дослідження потенціалу окремих туристичних локацій с. Опішного, м. Решетилівки, с. Петриківка, побудованих на привабливості проявів НКС, та пошук шляхів зростання значення місць побутування елементів НКС, їх популяризації через туризм. В статті досліджуються перспективи формування туристичного кластеру за галузевою схожістю, просторово-територіальною доступністю локацій, зростанням значущості досліджуваних об'єктів для національної та світової спадщини. Ця ініціатива в результаті має на меті посилити значення самих центрів живої спадщини, створити дохід для носіїв спадщини та сприяти соціально-економічному розвитку регіону в цілому. В роботі проаналізовано масштаби досягнень та розглядається приклад успіху діяльності туристичної локації, сформованої навколо Національного музею-заповідника українського гончарства в с. Опішне Полтавської області. Представлено перспективи розвитку туристичної локації міста Решетилівка, головним туристичним магнітом якої став Всеукраїнський центр вишивки та килимарства, її можливості в разі комплексної співпраці з елементами «Опішнянська кераміка» та «Петриківський розпис» (с. Петриківка Дніпропетровської області). Автор бачить головну причину можливого успіху в створенні умов комплексного відвідування всіх трьох локацій, ніж окремо кожної, зважаючи на віддаленість локацій від більшості регіонів України. Стаття є передумовою подальшого пошуку практичних рішень реалізації створення туристичного кластеру, заснованого на привабливості елементів НКС.

Ключові слова: туризм культурної спадщини, нематеріальна культурна спадщина, туристичний кластер, Національний музей-заповідник українського гончарства, Всеукраїнський центр вишивки та килимарства, Петриківський розпис, соціально-економічний розвиток громад.

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