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## THE IMPORTANCE OF THE ARCHITECTURAL ENSEMBLE OF THE METROPOLITANS RESIDENCE OF BUKOVINA AND DALMATIA IN THE FORMATION TOURIST IMAGE OF CHERNIVTSI

The role architectural ensemble of Metropolitans Residence of Bukovina and Dalmatia in the formation of the Chernivtsi tourist image was analyzed in the article. Metropolitans Residence of Bukovina and Dalmatia is one of the the most popular tourist sites in Ukraine. The quantitative indicators of the monument's attendance by tourists from Ukraine and abroad in the period from 2018 to 2021 are analyzed. Ways and measures have been identified that would increase the number of visitors to the Metropolitans Residence of Bukovina and Dalmatia. One of the four aspects of the tourist image of the city was identified – the real image of Chernivtsi. For this purpose, a questionnaire was developed and a questionnaire was conducted among tourists from different regions of Ukraine who visited the city of Chernivtsi and the Residence of the Metropolitans of Bukovina and Dalmatia.

The purpose of the survey was to determine the impressions of tourists after visiting the monument and to find out, in their opinion, its role in forming a positive image of the city of Chernivtsi. 2,500 people of different ages took part in the survey. Questionnaire survey (11 questions) was conducted by online e-mail, google-forms and by survey on social networks.

The survey revealed the real image of Chernivtsi and the role of the architectural ensemble of the Metropolitans Residence in its formation. The answers of the respondents showed the problematic moments and reasons why the real image of Chernivtsi is still far from optimal. Therefore, the results of the study can be taken into account in the formation of the optimal image of the city of Chernivtsi and future research in this direction.

**Keywords:** *tourism, tourist image of the city, tourist, Metropolitans Residence, destination.*

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**Introduction.** The tourist image of any destination significantly affects of tourism development in the city, district, region and the country as a whole. The image and brand recognition of the city attracts more and more tourists, plays a key role in attracting investors from different countries.

Defining the term tourist image of the destination is quite ambiguous and problematic. Because scientists interpret it differently, depending on the purpose of the study. For example, the term "tourist image of a destination" includes: an image formed by advertising, a "stereotypical" idea of a tourist object, the impression and perception of a destination or object by local residents, an image formed by the media and online content.

Tourists and tourists evaluate the image of a territory or object subjectively, as it is based on their own perception (Moutinho L., 1987). The purpose of this article is to analyze the role of the former Metropolitans Residence of Bukovina and Dalmatia (hereinafter the Residence) in shaping the image of Chernivtsi for Ukrainian and foreign tourists. analysis of the relationship between the impressions of tourists and the formation of the tourist image after the stay in

the Residence. Important concepts for us are "intention to return", "willingness to recommend", "quality of services" and "tourist satisfaction".

**Literature review.** The impression of tourists on the object of destination and accommodation depends on the tourist image and directly affects the motive of travel (J. Enrique Bigne, 2001; Beerli, A. & Martín, J. 2004). Destinations with a positive image and professional promotion will be more popular with tourists. This fact is confirmed by studies of many authors (Alhemoud & Armstrong, 1996; Echtner & Ritchie, 1991; Johnson & Thomas, 1992; Telisman-Kosuta, 1994).

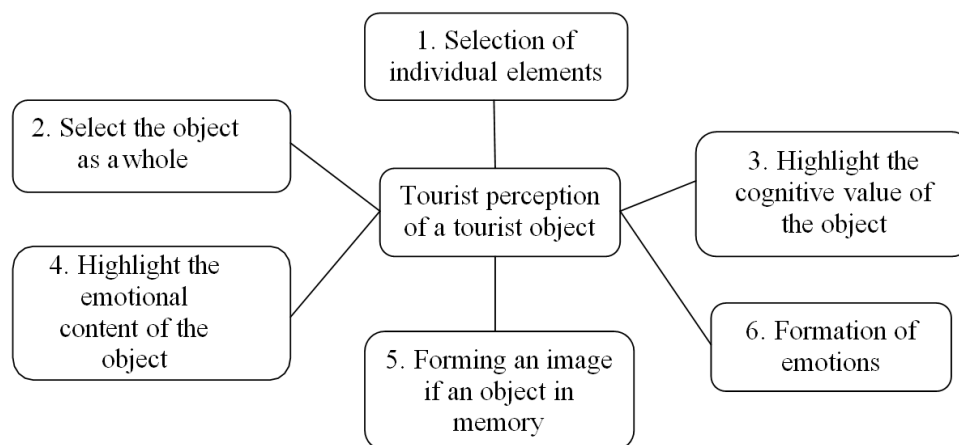
The results of scientific research show that the tourist image of the destination is defined primarily as a psychological perception, general impressions and emotions from the seen tourist object. The image for each person in a particular place is unique. It is formed on the basis of one's own memories, associations and ideas about the destination. The initial stage of image formation is the marketing of the territory.

This is advertising that is distributed in the media, videos, photos and videos. It is the promotion of the destination that influences the motive of the trip - "come, see, feel emotions".

However, the tourist image of the destination is a subjective concept. Mainly because it arouses the curiosity and admiration of one tourist, but not interesting to another. However, it depends on the tourist site itself. The attractiveness directly depends on the geographical location and climate of the destination, natural resources and conditions, photos and videos of the object, reviews and recommendations of other tourists. It is these elements that are perceived by tourists, help to form a "picture" and motivation for travel. From the point of view of tourists, the obtained imaginary picture is a fundamental factor of the final decision (Suzan Çoban, 2012). When a tourist chooses the destination of his trip, tourist compares different

objects. As a result, tourist chooses the one that is more attractive. Important is the range of services that will be offered to tourists in this destination (food, accommodation, excursions). The quality of the object and destination in this case is measured by how it will meet the needs of tourists (Vazhenina, 2012).

The process of perceiving a tourist object by a tourist is extremely complicated. It involves such properties of the human psyche as memory, attention, imagination, thinking. This process can be conditionally developed at the stage, each of which characterizes the degree of perception of the tourist object by the tourist and its comparison with those seen before. Consistently, this happens as follows:



**Fig. 1. Stages of perception of a tourist object by a tourist**

*Source: compiled by the authors*

In this way, the tourist, with the help of the senses, identifies a specific object that he plans to visit among many other tourist attractions. Later this forms his impression on the basis of the received emotions. As a result of this process, impressions are formed, which significantly affect the positive or negative tourist image of the destination. Note that the same objects for different people can be perceived differently, this is due to the peculiarities of the senses, emotions and motivation of tourists. Tourist and life experience, level of education, culture and value system are also important factors.

In this article we analyze the role architectural ensemble of the Residence in the formation of the Chernivtsi tourist image.

The former Residence of the Metropolitans of Bukovina and Dalmatia is the most significant architectural masterpiece of Western Ukraine, located in Chernivtsi (Ukraine). The former architectural residence of the Metropolitans of Bukovina and Dalmatia was and remains the main architectural ensemble and the most attractive tourist object in Chernivtsi.

The study aims to determine the real aspect of creating a positive image of Chernivtsi after tourists Residences and identify causes that inhibit this process. Also, it was important to find out how to sights including the UNESCO list influenced improve its tourist image and whether it is sufficient for marketing research object.

On June 29, 2011, the central building of Chernivtsi

National University was recognized as a UNESCO World Heritage Site.

The former residence of the metropolitans of Bukovina and Dalmatia was built from 1864 to 1882. The residence of the metropolitans of Bukovina and Dalmatia became the center of Orthodoxy throughout the Austro-Hungarian Empire, which then included Chernivtsi, and was considered its most beautiful pearl. The author of the complex was a famous Czech architect Josef Hlavka. It was a very large and expensive construction. Two brick and one tile factories were opened especially for this purpose.

The ensemble of the Residence consists of three monumental buildings located in the form of the Cyrillic letter "P", forming the main courtyard-kurdoner. The residence complex includes: the Metropolitan Building, the Seminary Building, the Church of the Three Saints, the Hospitable Building, the Arboretum. The architectural ensemble is clearly planned, laconic, is a model of post-romantic tendencies, built in the spirit of eclecticism, attracts with its unusual appearance of a medieval castle. As additional locations for tourists, the halls of the complex (Marmurova, Chervona, Blakytina, Shevchenkivska) and the arboretum with an area of 5 to 17 hectares, which is a promising site for events and the basis of new tourist routes. There are no analogues of the ensemble of the Residence of the Metropolitans of Bukovina and Dalmatia in Europe. After the construction was completed, the city of Chernivtsi received the

metaphorical name of Jerusalem on the Prut.

**Study methods.** The dynamics of the number of tourists who visited the former Residence was formed by analyzing the statistical indicators of the excursion department of Chernivtsi National University. To determine the real image of Chernivtsi, which is formed in tourists by visiting the Residence, a questionnaire (11 questions) was developed, which aimed to determine the impression of tourists from visiting the Residence. Questionnaires were conducted through online e-mails, google forms and through surveys on social networks.

**Results.** Visit Residences are always part of the tourist routes that provide visiting Chernivtsi. Typically, sightseeing tours of Chernivtsi completed a visit to the Residence. The geography of visits to the complex is quite diverse, but only for tourists from Ukraine. The leaders of visits to the Residence are tourists from Kyiv and adjacent to Chernivtsi region. Table 1 shows information on the number of tourists who visited the former residence of the Metropolitans of Bukovina and Dalmatia in the period from 2018 to 2021.

Table 1

*The number of visitors to the former Residence of the Metropolitans of Bukovina and Dalmatia, who were provided with excursion services for 2018-2021 [15]*

№	Months of the year	2018	2019	2020	2021
1	January	4436	3078	3435	2696
2	February	2734	2808	2628	1660
3	March	4685	5687	1056	-
4	April	10975	9900	-	-
5	May	13295	13898	40	-
6	June	11502	11557	1000	-
7	July	9875	8607	3472	-
8	August	10278	10124	4514	-
9	September	8974	9510	2611	-
10	October	10915	14000	3201	-
11	November	4879	5042	1479	-
12	December	2050	2306	1225	-
	Total:	<b>94598</b>	<b>96517</b>	<b>24661</b>	-

From the information presented in Table 1, it can be seen that most UNESCO sites in Chernivtsi are visited during the warm season from April to October. And this is almost 80.40% of all visitors. Visiting the Residence in January, March and November is traditionally associated with vacations and holidays. The least visited in the year are December and February, respectively. This trend of visiting the Residence in terms of months fully reflects the visit to the city of Chernivtsi in general.

The inclusion of the Residence in the UNESCO list certainly had a positive effect on the number of visitors. Attendance rates increased by almost a third. In 2019, these figures were maximum. The residence was visited in 2019 by 96517 tourists. However, this is not enough. An increase in the number of visitors can be achieved. It is especially important to do this in the least visited months of the year between December and March. This can be achieved through a variety of activities, including animation. All over the world, events that become regular attract the attention of visitors to certain attractions on a regular basis, rather than once. Today, the main events associated with the Residence are holding scientific conferences, forums, weddings in the university church. Thematic routes on a complex which cause visual, sensory, physiological sensations, curiosity, fascinate and even frighten can be perspective. Due to these measures, the number of visitors to the Residence can be significantly increased due to the residents of Chernivtsi as well, who will be interested to see something new.

The problem is still the lack of a well-established catering system for tourist groups, no souvenir shop or

kiosk. Of course, this does not affect the number of visitors, whose main goal is to see with their own eyes a unique architectural monument. However, this would help to diversify the number of services provided at the Residence.

Accessibility to the tourist complex is regulated, excursion service for groups and individual tourists is established. However, there are logistical problems related to the accessibility of the city of Chernivtsi. At the moment, marketing intermediaries (local tour operators and travel agencies) are focused on outbound tourism and are not active in the formation of package offers and promotion of the Residence. It is advisable to identify and mark attractive points of photography in the Residence of the Metropolitans of Bukovina and Dalmatia in Chernivtsi. The destination, as a product, is not only what is "at the entrance" (infrastructure, attractions), but also what is "at the exit" (perception of these attractions by tourists, their emotions, feelings, attitudes).

The city of Chernivtsi and the Residence, respectively, are still visited by a small number of foreign tourists. Table 2 shows the indicators of visits to the Residence by foreign tourists in the period from 2018 to 2019. In 2019, this figure was only 10.6% of the total number of visitors.

Most tourists visit the city of Chernivtsi and the Residence from Germany, Austria, Poland, Romania and Moldova. Most foreign tourists visit the Residence also in the warm season from April to October. This figure is more than 87%.

The coronavirus pandemic in 2020, as around the

world, has negatively affected the tourism industry. The number of tourists who visited the Residence decreased almost four times in 2020. Among foreign visitors, this figure was even higher - almost 16 times less than in the previous 2019. At the beginning of 2021 (January and

February), the Residence was visited by 4356 tourists, of which only 127 were foreign tourists. These tourists were dominated by tourists from Moldova, who tied the visit to the Residence to visit the ski resort in Bukovel as the main location in their tour.

Table 2

*The number of visitors of foreign tourists to the former residence of the Metropolitans of Bukovina and Dalmatia, who were provided with excursion services for 2018-2021 [15]*

	Months of the year	2018	2019	2020	2021
1	January	240	141	236	24
2	February	197	164	244	103
3	March	195	396	-	-
4	April	635	694	-	-
5	May	1423	1876	3	-
6	June	1037	1022	3	-
7	July	1232	1351	12	-
8	August	1663	1742	28	-
9	September	1605	1386	23	-
10	October	669	876	41	-
11	November	520	462	28	-
12	December	169	142	24	-
	Total:	9586	10252	645	-

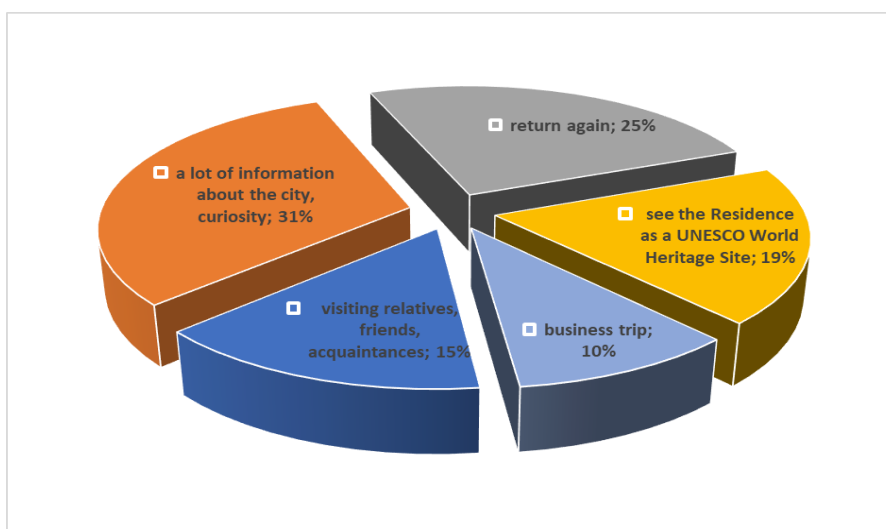
One of the main reasons why the number of visitors to the Residence by foreign tourists is insufficient advertising of the monument on the Internet, lack of information about the Residence in English and other international languages, lack of official website of the former Residence of Metropolitans of Bukovina and Dalmatia as a UNESCO site. Mention of the Residence as a UNESCO site is on the official website of Yuri Fedkovych National University of Chernivtsi. In our opinion, such a monument should have a separate website in different languages, where tourists would be provided with all the necessary information, following the example of other world-famous attractions.

Our task was to find out the formation of a positive real aspect of the image of the city of Chernivtsi after tourists visit the Residence. 2,500 people of different ages took part in the survey. An online survey was

conducted on social networks among tourists who visited the city of Chernivtsi and the former Residence of the Metropolitans of Bukovina and Dalmatia. We hypothesized that the presence of the Residence as a UNESCO site has the greatest impact on the formation of the tourist image of the city of Chernivtsi.

The survey revealed the motives for tourists to travel to Chernivtsi and visit the Residence, their impressions after the tour, the desire to recommend to others, as well as age, gender, education and place of residence.

The results of the survey show that the main motives for traveling to Chernivtsi were: visiting relatives, friends, acquaintances - 15%, a lot of information about the city, curiosity - 31%, return again - 25%, to see the Residence as a UNESCO monument - 19%, business trip - 10% (Fig. 2). For 61% of tourists it was the first visit to Chernivtsi.



**Fig. 2. Motives for tourists to travel to Chernivtsi**  
Source: defined by the authors

In 2011, the Residence was included in the UNESCO World Heritage List, but only a part of tourists with a share of 37% knew about it, and 63% learned about it for the first time in Chernivtsi. Most of the surveyed tourists -72% planned to visit the Residence during a trip to Chernivtsi. The rest had no idea of its existence. The motivation for visiting the Residence was the image formed by this object on the Internet. 52% of tourists were motivated to visit photos and videos from the network, and 48% - advised friends, acquaintances, was earlier and liked it. Even if the Residence was the only interesting tourist attraction, 90% of tourists would come to Chernivtsi. This indicates that this object is one of the tourist magnets of Chernivtsi.

The emotions of tourists about the Residence and its influence on the real image of the city were important. The results of the survey showed how respondents assess the impact of the inclusion of the Residence on the UNESCO list on the image of the city of Chernivtsi. 59% of respondents believe that the inclusion of the Residence in the UNESCO list has had a positive impact on the tourist image of the city of Chernivtsi, but 41% are convinced that it is not. Among this category of tourists 23% believe that the Residence and the city of Chernivtsi are not well known and need more promotion, for 38% of tourists there were no positive changes in the Residence and the city after the last visit, and 21% believe the lack of interesting activities in the Residence. 18% - the city of Chernivtsi and the Residence are interesting only during the first visit.

Most of the surveyed tourists were residents of the regions of Ukraine, but most of them were from the Chernivtsi region and the city of Kyiv. Women took a more active part in the survey, which is 59% of all respondents.

During the survey also asked aimed to determine how many tourists have visited the residence several times in the last ten years. Those tourists were only 6% of the 36% who visited Chernivtsi in the last ten years several times. These indicators allow calculate the loyalty of tourists to the object (coefficient of restitution tourists) -  $K_{\pi}$  [11]:

$$K_{\pi} = N_1 / N_2,$$

where the  $N_1$  is the number of tourists who have visited the Residence several times in the last ten years, the  $N_2$  is the number of tourists who have visited the city of Chernivtsi more than once.

In our case, the  $K_{\pi}$  is 0,06. The return rate of tourists is measured from 1 to 10. And as we see in the case of the Residence is very low.

This result indicates the desire of tourists to visit the Residence no more than once, because the second time it is already uninteresting for them. Examples of other famous architectural monuments in the world and in Ukraine, in particular, show the opposite - they are always interesting to tourists. The main reason is a variety of interesting animation activities throughout the year, attractive daily activities and entertainment during the day or night, etc.

Among respondents, most tourists were residents of regions of Ukraine, but most of them were related to

Chernivtsi regions and from Kyiv. More actively participated in the survey women, and this - 59% of respondents.

As the results of the survey, including the list of UNESCO Residences certainly had a positive impact on the image of Chernivtsi, but not all respondents were a decisive argument. Choosing city Chernivtsi and former residence of Metropolitan of Bukovina and Dalmatia to visit, tourists pay attention primarily on the recommendations and to good photos that are seen on the Internet or from friends, friends, and others.

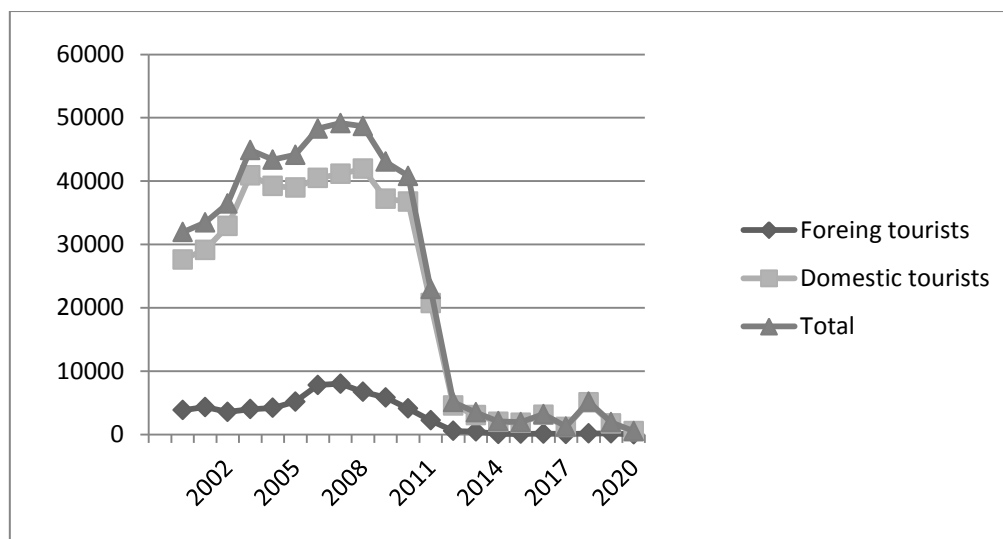
The central building of Chernivtsi National University is certainly the hallmark of Chernivtsi, the most popular tourist attraction and sights including the UNESCO list to improve tourist image of the city. However, as is evident by the fact that so far, not enough attention is paid advertising Residence's object as UNESCO and UNESCO in general.

The fact of attractions including the list of UNESCO would already be a determining factor in his visit, but for many visitors it is not yet working. Need more than harping on the fact Residences inclusion in the list of UNESCO. Survey results can be used in the formation of optimal image of Chernivtsi. The best image is formed with all existing shortcomings, and that the image of the city, which can be achieved by employing all available resources and opportunities.

The architectural ensemble of the Residence of the Metropolitans of Bukovina and Dalmatia attracts the attention of all who plan to visit the city of Chernivtsi for the first time. This is a fact that needs no proof. However, the negative trends in the tourism industry shows statistical information in the city of Chernivtsi and Chernivtsi region in general. During the period from 2000 to 2020 the number of tourists has not increased but rather decreased [12]. Figure 3 presents information on the number of inbound and domestic tourists using the services of tour operators and travel agents, and visited the city of Chernivtsi and Chernivtsi regions for 2000-2020 years.

This statistical information on the number of tourists, of course, is not complete, as not all of them turn to the services of tour operators and travel agents, but it makes it possible to trace the general negative trend of the last almost ten years. Chernivtsi and the Architectural Ensemble of the Residence of the Metropolitans of Bukovina and Dalmatia are undoubtedly interesting for tourists, but insufficient advertising and a small number of interesting events, etc. for tourists have partially lost their positions due to better marketing policy and more active and better tourism policy of neighboring cities.

**Conclusions.** According to the results of the survey, the inclusion of the Residence in the UNESCO list certainly had a positive effect on the image of the city of Chernivtsi, but not for all respondents it was a decisive argument. When choosing the city of Chernivtsi and the former Residence of the Metropolitans of Bukovina and Dalmatia to visit, tourists paid attention, first of all, to the recommendations and good photos they saw on the Internet or from acquaintances, friends, etc.



**Fig. 3. The number of tourists visiting the city. Chernivtsi and Chernivtsi regions for the period 2000-2020. Using the services of tour operators and travel agents [17]**

The central buildings of Chernivtsi National University are definitely the hallmark of the city of Chernivtsi, the most popular tourist attraction, and the inclusion of the monument on the UNESCO list has improved the tourist image of the city. However, it is also obvious that so far not enough attention in advertising is paid to the Residence as a UNESCO site and UNESCO in general. The fact that the monument is included in the UNESCO list should already be one of the determining factors when visiting it, but for many

visitors it does not work yet. We need to play more on the fact that the Residence is included in the UNESCO list.

The results of the survey can be used in forming the optimal image of the city of Chernivtsi. The optimal image is formed taking into account all the existing shortcomings, and the image of the city, which can be achieved by using all available resources and opportunities.

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## ЗНАЧЕННЯ АРХІТЕКТУРНОГО АНСАМБЛЮ РЕЗИДЕНЦІЇ МИТРОПОЛИТІВ БУКОВИНИ І ДАЛМАЦІЇ У ФОРМУВАННІ ТУРИСТИЧНОГО ІМІДЖУ ЧЕРНІВЦІВ

У статті проаналізовано роль архітектурного ансамблю резиденції митрополитів Буковини і Далмації у формуванні туристичного іміджу Чернівців. Резиденція митрополитів Буковини і Далмації є одним із найпопулярніших туристичних об'єктів України. Проаналізовано кількісні показники відвідуваності пам'ятки туристами з України та зарубіжжя за період з 2018 по 2021 роки. Визначено шляхи та заходи, які дозволять збільшити кількість відвідувачів Резиденції митрополитів Буковини і Далмації. Було визначено один із чотирьох аспектів туристичного іміджу міста – реальний образ Чернівців. Для цього було розроблено анкету та проведено анкетування серед туристів з різних регіонів України, які відвідали місто Чернівці та резиденцію митрополитів Буковини і Далмації.

Метою опитування було визначити враження туристів після відвідування пам'ятки та з'ясувати, на їхню думку, її роль у формуванні позитивного іміджу міста Чернівців. В опитуванні взяли участь 2500 осіб різного віку. Анкетне опитування (11 питань) проводилося за допомогою електронної пошти в режимі онлайн, google-форм та опитування в соціальних мережах.

Опитування виявило реальний образ Чернівців та роль архітектурного ансамблю Резиденції митрополитів у його формуванні. Відповіді респондентів показали проблемні моменти та причини, чому реальний образ Чернівців ще далекий від оптимального. Тому результати дослідження можуть бути враховані при формуванні оптимального іміджу міста Чернівців та майбутніх дослідженнях у цьому напрямку.

**Ключові слова:** туризм, туристичний імідж міста, турист, Резиденція митрополитів, дестинація.

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