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SIGNIFICANCE OF CULTURAL AND HISTORICAL RESOURCES IN DEVELOPMENT OF DISCOVERING TOURISM (CASE OF VOLODYMYR-VOLYNSKYI DISTRICT OF VOLYN REGION)

Twenty attractive historical places are located in Volyn region. They have preserved many monuments of architecture, archeology and history both local and national importance. Volodymyr-Volynskyi district is worthy to be noted among others with many interesting historical inhabited places, historical and cultural objects of the period of Kievan Rus'. On state registration there are 103 objects of cultural heritage (including 20 of national importance). 46 out of 103 are historical monuments (including 2 of national importance), 4 archeological sites, 48 architectural and urban planning (including 18 - of national importance), 3 monuments of monumental art and one monument of landscape art in the Volodymyr-Volynskyi district. There is the State historical and cultural reserve "Ancient Volodymyr" in the city. Tourist image of the area is determined primarily by the presence of cultural and historical resources that can be used in tourism.

Have been analyzed and assessed the informative value of 13 subgroups of cultural and historical resources of the Volodymyr-Volynskyi district by the method of S. Kuzyk. 12 out of 13 relate to middle attractive with a factor of discovering value 0.64. Moreover, this result is presented without palace-and-park ensembles. En early slavic and ancient horodysche; mound; sacred monuments of defensive type – Zymne Svyatogorsk monastery of the assumption can be noted as the most interesting objects of excursion routes among archaeological sites. It is worthy of notice the house world musician Stravinsky – historical monument of national importance in the city Ustilug. Sixteen works of his creativity are relevant to "Volyn page".

Works of folk craftsmen and professional artists are popular among tourists. Machonyuk family, V. Onischuk and M. Vavrysevych are well-known masters-embroiderers in original towels. T. Pasievych – a professional master of pysankarstva. T. Romaschuk, Y. Duben' are craftsmens in basket weaving. Complex component analysis and evaluation of cultural and historical heritage would provide an opportunity for tourist enterprises more fully engage it in order to improve the route of the "Golden diadem of Volyn". It would be also useful in the development of new local history tour routes to promote local attractions history and culture of his native land.

Key words: cultural and historical resources, cultural heritage, discovering tourism; historical monuments, architecture, material culture, crafts, folklore, attractiveness.

Ірина Нетробчук. ЗНАЧИМІСТЬ КУЛЬТУРНО-ІСТОРИЧНИХ РЕСУРСІВ У РОЗВИТКУ ПІЗНАВАЛЬНОГО ТУРИЗМУ (НА ПРИКЛАДІ ВОЛОДИМИР-ВОЛИНСЬКОГО РАЙОНУ)

У статті розглядається одна із складових компонентів туристсько-рекреаційних ресурсів – це культурно-історичні ресурси як основа для розвитку пізнавального туризму. Звернуто увагу на комплексний аналіз археологічних об'єктів, пам'яток історії та архітектури, професійних і художніх народних промислів, фольклору і матеріальної культури. Проведена оцінка пізнавальної цінності культурно-історичних туристських ресурсів Володимир-Волинського району. Встановлено, що об'єкти культурно-історичної спадщини відносяться до середньоатракативних з коефіцієнтом пізнавальної цінності 0,64. Завдяки цьому вони зможуть залучатись в розробці нових місцевих краєзнавчих екскурсійних маршрутів з метою популяризації місцевих пам'яток історії та культури рідного краю.

Ключові слова: культурно-історичні ресурси, культурно-історична спадщина, пізнавальний туризм, пам'ятки історії, архітектури, матеріальної культури, народні ремесла, фольклор, атрактивність.

Ірина Нетробчук. ЗНАЧИМОСТЬ КУЛЬТУРНО-ИСТОРИЧЕСКИХ РЕСУРСОВ В РАЗВИТИИ ПОЗНАВАТЕЛЬНОГО ТУРИЗМА (НА ПРИМЕРЕ ВЛАДИМИР-ВОЛЫНСКОГО РАЙОНА)

В статье рассматривается один из составных компонентов туристско-рекреационных ресурсов – это культурно-исторические ресурсы как основа для развития познавательного туризма. Обращено внимание на комплексный анализ археологических объектов, памятков истории и архитектуры, профессиональных и художественных народных промыслов, фольклора и материальной культуры. Проведенна оценка познавательной ценности культурно-исторических туристских ресурсов Владимир-Волинского района. Установлено, что объекты культурно-исторического наследства относятся к среднеатракативным с коэффициентом познавательной ценности 0,64. Благодаря этому они смогут привлекаться в разработку новых местных краеведческих экскурсионных маршрутов с целью популяризации местных достопримечательностей истории и культуры родного края.

Ключевые слова: культурно-исторические ресурсы, культурно-историческое наследство, познавательный туризм, памятники истории, архитектуры, материальной культуры, народные ремесла, фольклор, атрактивность.

Introduction. Nowadays Ukraine has rather difficult socio-economic and political situation. The implementation of local government reform and decentralization are worthy to notice among the ways of overcoming crises. Tourism development is considered by local and regional councils to be one of the priority strategies of regional development for improvement of living standards. The majority of city and regional

councils approve the "Program of tourism development in the cities" in their strategies according to the law of Ukraine "Concerning local government in Ukraine". It will provide additional revenues of significant funds to the local budget. Discovering tourism is defined as a factor and resource of sustainable regional development among the varieties of tourism in depressed regions.

Cultural potential of the region which is reflected in its historical heritage ensures successful development of tourism. It is considered to be the strongest incentive tourist motive.

Activation of tourist activity is possible for regions that have outstanding natural, recreational, cultural and historical resources. In our opinion Volyn region belongs to these areas. As many other western regions of Ukraine, the region is rich on historical and cultural heritage; architectural and monumental works of art and numerous exciting features natural landscapes of recreational and educational areas. "Tourist Volyn" is one of the important directions of regional development strategy "Volyn region up to 2020". The main task is to promote and preserve the cultural heritage and valuable natural areas. This would facilitate the development of national culture as an important factor of solving economic and political problems. Twenty historic tourist attractive places are located in the Volyn region. They are presented by numerous monuments of archeology and history, both of local and national importance. V. Krul indicates that the main cultural and historical resources of Volyn region are concentrated in the cities of Lutsk, Volodymyr-Volynskiy and Kovel [9, p. 272]. Taking it into account, we think that the most interesting historically inhabited cities and places with historical and cultural objects of the period of Kyivska Rus' are in Volodymyr-Volynskiy and villages around this area.

The tourist's image of the area primarily determined by the presence of cultural and historical resources that can be used in discovering tourism as the most effective ways to save and to attract. This is caused the relevance of the topic.

Thus popularization of historical and cultural tourism would facilitate the formation of understanding the social value of historical and cultural importance of the achievements among young people would make them be proud. So, discovering tourism could be leading in Volyn.

Literature review. A number of scientific works are devoted to researches of theoretical and practical problems, prospects of tourism and recreational industry. L. Cherchik, O. Mishchenko, I. Yerko [14] made an important contribution to theoretical and methodological guidelines for development of tourist and recreational complex in Volyn region; for determining the nature and for typification of tourist and recreational resources of the region. The current state and prospects of development of tourist and recreational activities in the Volyn region are considered in works of M. Melnychuk and his co-authors [12]. Furthermore, the publications of V. Kornienko have the prior importance. They describe theoretical and practical experience in adapting historical and cultural monuments of Ukraine into functioning in the tourism sector [7]. V. Fedorchenko [11] covered in his scientific work the prospects of historical and cultural heritage as a tourist product.

O. Hatalyak [5] studied the approaches to the development of tourism in historical settlements of Volyn region. V. Krul and I. Kovalchuk [9] researched cultural and historical recreational zoning and distinguished its units by the presence of cultural and

historical sites in the cities of Volyn region. In research of I. Dobyndy spatial distribution of sacral architectural monuments in Volyn region and the development of regional tourist routes was characterized [6]. The potential of cultural tourism and its activation in preserving the cultural heritage of Ukraine and development of national culture in general was analyzed by O. Kuzmuk [10] and G. Vishnevskaya [1].

The analysis of scientific publications devoted to different views on research natural-tourist and recreational resources as a basis for the development of tourism shows that insufficient attention is paid to inclusion of cultural and historical resources of Volyn region for tourism sector. These resources should be involved and used in programs of development the territories according to O. Ognievaya and O. Zlatogorskyi [9, 13]. In particular, V. Krul [9, p. 272] presented in his article, that historical and cultural properties are not almost valued as tourism resources and are not included in the development of tourist routes in our country. Scientific work of V. Kornienko [7] reflects that nowadays any generalizing works, devoted to the complex issue of inclusion historical and cultural heritage of Ukraine to the tourist infrastructure absent. According to O. Kuzmuk there are no system researches of possibilities of cultural tourism to contribute to the development of small towns and rural settlements in Ukraine. Cultural and historical heritage also is not sufficiently advertised both in Ukraine and abroad. Thus, their educational function is minimized [7, 10].

Only one part of the cultural and historical resources - monuments of history, architecture and urbanism are considered as objects of tourism in the vast majority of studies. Instead of other part of resources such as life events, prominent personalities, craftsmen of folk crafts and historical events remain to be insufficient understudied as a potential tourism product. Thus reflects the need to make a comprehensive analysis and subsequent evaluation of cultural and historical tourism resources.

The purpose of the article is to analyze and evaluate all cultural and historical resources of the Volodymyr-Volynskiy district in order to use them in developing excursion programs for the development of tourism.

Main contents of research. Discovering tourism introduces tourists with monuments of history and culture, typical natural complexes, local traditions, customs and lifestyle of the population of any region of the country. The significant role in the development of tourism could be any area with considerable potential cultural and historical sites as clear evidence of identity people, their past and own identity [10].

Cultural and historical resources are both material and spiritual monuments of history and culture, created by human in historical development of particular area; form cultural-historical potential and are objects of tourist's educational interest [14, p. 38].

Volodymyr-Volynskiy district is located in the South-Western part of Volyn region. It is 75 km far from the regional center Lutsk. District borders with the Republic of Poland on the west. It contributes to the wide

possibilities for developing economic relations, active international cooperation and tourism development. There are two cities – Volodymyr-Volynskyi and Ustilug. Volodymyr is one of the oldest cities not only in Volyn land but in Ukraine as well. Archaeological finds indicate existed settlement from 3-4 century. It was an economic and political center of the South-Western part of Kievan Rus' and the capital of the Principality of Galicia-Volhynia for few centuries. An ancient written sources “Tale of Bygone Years”, “The Tale of Igor's Campaign”, “Galician-Volhynia Chronicle” evidenced about old unique monuments of history and architecture preserved in the city; the monuments of material culture and the archaeological excavations of ancient settlements.

There are 103 objects of cultural heritage on state registration (including 20 of national importance). 46 of 103 are historical monuments (including 2 of national

importance), 4 archeological sites, 48 architectural and urban planning (including 18 - of national importance), 3 monuments of monumental art and one monument of landscape art in the Volodymyr-Volynskyi district. One state historical and cultural reserve “Ancient Volodymyr” functions in the city Volodymyr-Volynskyi. It consists of six monuments of national importance and nineteen – of local [2, 4].

Assessment and use of cultural and historical resources of the region for tourism development are important nowadays. We used methodology of S. Kuzyk [8] for their evaluation. It is proposed point scale, where there are thirteen subgroup objects. They were received from the structuring of five subspecies of cultural and historical resources (Fig. 1). Each subgroup has its own logical set of indicators that are rated on a five point scale.

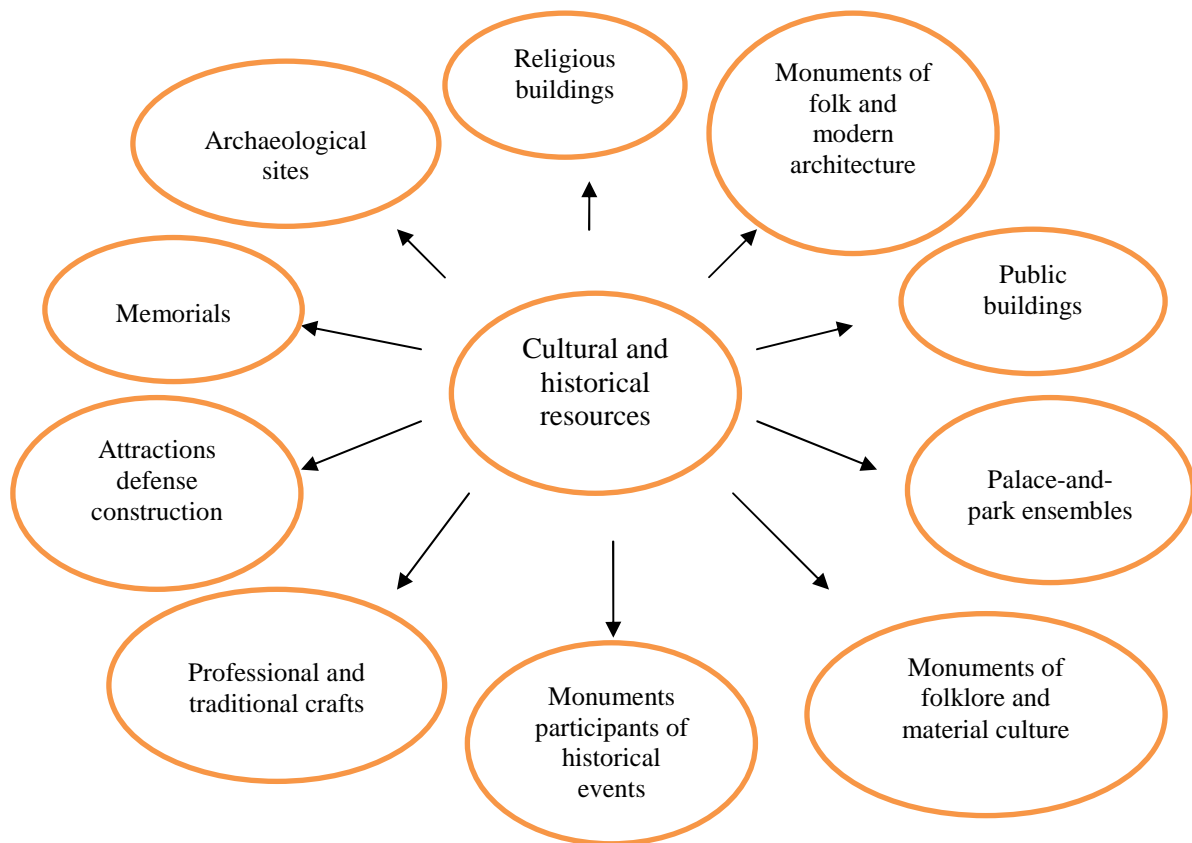


Fig. 1. The main objects of cultural and historical resources (was built according to [8])

As it was mentioned above, cultural and historical heritage is a valuable source of information about the past, factor of formation national consciousness and are sightseeing objects in tourist and excursion routes. It is very importance to define the level of attractiveness of all subcomponents of cultural and historical resources [9]. We consider some of the most famous one that attract tourists' attention. They are an early settlement of Prague-Korchatska period (6-7 centuries); an ancient mound (13 century) located in Zymne (6-7 centuries) and Horodushe in Ustilug.

Memorial monuments in Volodymyr-Volynskyi are

presented by four memorable signs, seven memorial plaques and memorial complex “To the victims of fascism of 1941-1945”. The last one is sign of national importance.

It is worthy to notice Volodymyr-Volynskyi Ladomyrske city cemetery among other interesting, unexplored and historical monuments in the city. Prominent people, soldiers of the Russian and Soviet Army, members of the national liberation struggle and victims of political repression found an eternal rest in four mass graves. The mass grave of Soviet soldiers who died 1941-1945, monument in honor of Soviet soldiers

tank man and A.Y. Crimean (an outstanding scientist, linguist, historian, ethnographer, poet and translator) are also taken into account as great historical monuments.

The monuments of military construction are universally recognized objects of architecture as well. The ramparts of the city from 11-12 centuries; earthen ramparts of the castle of 13-14 centuries (Horodysche); walls with gates from 17 century; Capuchin walls 18 century, located in the square near the church of Saints Joachim and Anne belong to the monuments of great historical period Kievan Rus' from 10-13 in Volodymyr-Volynskiy.

In our opinion Zymne Monastery in the village Zymne is the most attractive of all objects of sacral architecture of the defense type in Ukraine. It belongs to the most ancient shrines of Ukraine and Rus'. This sacred landmark of national importance was built by Prince Volodymyr the Great in the XI century. Defensive walls with towers of the 15-16 centuries also belong to ancient monuments [4].

A number of religious monuments of national importance of Volyn region are concentrated in Volodymyr-Volynskiy and its environs. They are the Cathedral of the Dormition or Mstislav temple (a unique monument of Kievan Rus' from the 12 century), St. Basil's Church-the rotunda from the 13-14 century, the house with the bell tower from the 15 century, Nicholas Church from 18 century, the Church Epistles from 18 century and the Church of Joachim and Anna from the 18 century (sample of late baroque architecture). Sacral monuments of architecture of national value in Zymne such as the Dormition Cathedral of the caves of the 15-16 century, Trinity Church of the 16 century, the refectory Church of the monastery gate bell tower of the 19 century are also considered as valuable monuments. Furthermore, the wooden churches are interesting monuments of folk architecture. Two out of ten that remained in district have national significance. They are Nicholas Church from 1601 in the village Ludyn and St. Michael's Church in the village Khmelev from 1770.

Public buildings and various residential buildings, where have lived historic persons, are interesting in the area as well. First of all, we should note the house of world musician Stravinsky in Ustilug. It is a historical monument of national importance which was built in 1907. The composer have worked on own pieces of music in here. Nowadays there are music school and museum in its left wing. The outstanding houses in Volodymyr-Volynskiy belong to Monuments of public buildings. They are: the hospital where M. Ulyanova worked as a nurse in 1915, the building of the railway station 1908, the public building of 1890 and public construction from 1948, where now the State college named after A. Krymskiy is working. It is appropriate to take into account the residential (individual) house from 1889, where was born O. Tsinkalovsky. This was well-known archeologist, the historian and regional ethnographer of Volodymyr-Volynskiy district. Two mills are preserved in Zymne and Vladimir-Volynskiy from 19 century. The school from 1899 now is a public monument of architecture and has national significance [2].

Modern monuments of architecture executed in 1988 are presented by ceramic and decorative panels on

historical subjects in Volodymyr-Volynskiy. The products of the works of folk craftsmen and professional artists are the most popular among tourists. Different crafts such as embroidery, carpentry, forging, pottery, fine art, pysankarstvo, basket weaving, manufacture of articles of straw, cattail and elm have place in Volodymyr-Volynskiy [3]. Many famous Ukrainian folk artists and craftsmen live in this area. Furthermore, they are members of the National Union of masters of folk art of Ukraine. For example, Y. Romaschuk is multi-faceted personality, who produced goods from osier, straw and cattail. For his skills he was awarded of regional prize named after Y. Kondzelevych. Well-known family Machonyuk – skilled embroiderers of towels from village Ovadne also deserves the attention. Their personal exhibition “Unfading garden” was exhibited in many museums of Ukraine, including Volodymyr-Volynskiy historical museum. In addition, skilled embroiderers V. Onischuk, and M. Vavrysevych from village Ovadne are also well-known. Their embroideries were exhibited at many local, regional, national and international exhibitions. Furthermore, attention should be given to Nikita's family which makes tapestry weaving with landscapes of Volyn nature and heroes of literary works.

Pysanka is one of the common types of folk arts in the southern districts of the region in general and in Volodymyr-Volynskiy district in particular. T. Pasievych deserves attention as a professional mistress of Pysankarstva. She is a winner of the regional prize named after Modest Levitsky. Her works are made on white and red background, that actually reflects Volyn ornament. A. Boyko is a local tree carver. He has mastered painting, embroidery, manufactured products from the roots of trees, glass products by his own [3].

Basket weaving is interesting folk craft too because has its own history. One of the area even was called Loshivschyna due to the huge amount of osiers in ancient times. Nowadays this trade has its own masters and traditions. As old as the world, but forever young basket weaving was an integral part of Y. Romaschuk's life – honourable citizen of Volodymyr-Volynskiy and S. Yanovich – veteran of pedagogical work. Y. Duben' continues this mission among the younger generation. Sincerely devoted to his work, he generously shares children his knowledge and experience on the arts lessons at the Pedagogical College named after A. Krum-skiy.

Monuments of material culture that are best represented in the expositions of museums of different profiles have a significant role among the cultural and historic resources. Volodymyr-Volynskiy historical Museum, established in 1887, is one of the earliest collections of antiquities in Volyn region. It is located in one of the best houses in the city – an architectural monument of early 19 century. Eighteen thousand exhibits of the main fund are saved in this museum. There is the State historical and cultural reserve “Ancient Volodymyr” in the city. It is worthy to notice also Museum of Igor Stravinsky in Ustilug. Music created by Igor Stravinsky in Ustilug – one of the brilliant pages in world culture. Sixteen works of his creativity are relevant to “Volyn page”.

We can find a reflection of the traditional everyday

culture and art in folklore. Folk music of Volyn will forever remain in the history of world music due to the I. Stravinsky works through the ballets “The Fire-bird” (1910), “Petruška” (1912), “The Rite of Spring” (1913) and “The wedding”. In his music he revived the severity of ancient customs of the tribe, rituals of spring divinations and natural forces spells. Folk groups of the area such as “Zhuravka”, “Bereginya”, “Skarbnuťsy” and “Djereło” participating in ethnic festivals, dedicated to calendar events and everyday rituals [3].

The assessment at educational value of cultural and historic resources was held according to the technique of S.P. Kuzyk. The results of research established that Volodymyr-Volynskyi and settlements of the area belong to middle attractive areas with educational value 0.64. By the way, palace-and-park ensembles are not presented on the territory such as kind of attractions. Therefore, the informative value of cultural and historical resources is not determined by the size of the city, but depends on the presence of historical and cultural objects, their structure and informative value of the available resources [8]. However, even these small historical settlements like Volodymyr-Volynskyi and Ustulug attract foreign tourists as centers of culture and identity of Ukraine.

Conclusions. The combination of interesting, unique historical monuments, mosaic of architectural styles and culture differ Volodymyr-Volynskyi district among others of Volyn region. It contains 12 subgroups

of cultural and historical resources with educational value 0.64, which determines middle attractive level.

From this it follows that the assessment of cultural heritage can change biased stereotypes about the cognitive capabilities of individual rural settlements of the region. There are no systematic studies of the use and opportunities in attraction cultural and historical resources in development of tourism in Ukraine. However, it could contribute to the improvement of the social infrastructure of small towns and rural settlements. Therefore, the recognition of the image of the district, development of brands and tour itineraries in the tourism sector should be based on a detailed study of its cultural and historical heritage.

As was shown above, we believe that the comprehensive component analysis and assessment cultural and historical resources should be continued in the administrative districts of Volyn region. Among them the greatest level of attractiveness should be determined. Tourist enterprises would involved this information in order to improve the route of the “Golden diadem of Volyn”. It could be also useful in the development of new local history tour routes for promoting local attractions history and culture of his native land. This integration of cultural heritage in the tourism network would facilitate the flow of additional funds, will encourage the approval of individual programmes for repair and restoration and further conservation of cultural heritage.

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