

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«Tourist product development of cultural tourism of Vinnytsia region»

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Business»

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: «Tourist product development of cultural tourism of Vinnytsia region»

Approved by the Rector's order from 10/25/2017 № 3492

2. Term of submitting by a student his/her terminated paper: 11/01/2018

3. Initial data of the final qualifying paper

Purpose of the paper is the development of tourist product of Vinnytsia region in cultural tourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

The object is development of the cultural tourism in Vinnytsia region.

The subject is theoretical, methodological and practical methods of development of cultural tourism in Vinnytsia region.

4. Illustrative material: conceptual framework of cultural tourism, classification of cultural tourism, attractiveness of objects of cultural tourism in number of tourists, problems and obstacles which restrain the development of cultural tourism in Vinnytsia region, suggested ways of improvement and promotion for cultural tourism in Vinnytsia region.

5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Kravtsov S. S.	11/20/2017	11/20/2017
Part 2	Kravtsov S. S.	11/20/2017	11/20/2017
Part 3	Kravtsov S. S.	11/20/2017	11/20/2017

6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASICS OF CULTURAL TOURISM DEVELOPMENT

- 1.1. Definition of cultural tourism and its features
- 1.2. Classification of cultural tourism, similarities, and differences of cultural tourism subtypes
- 1.3. Cultural tourism market and its segmentation

Conclusions to the part 1

PART 2. ANALYSIS OF THE DEVELOPMENT POTENTIAL OF CULTURAL TOURISM IN VINNYTSIA REGION

- 2.1. Characteristics of the resource potential of the tourist destination of Vinnytsia region
- 2.2. The current state of tourism and attractiveness of cultural tourism objects in Vinnytsia region
- 2.3. Determination of competitive advantages of Vinnytsia region

Conclusions to the part 2

PART 3. RECOMMENDATIONS FOR CULTURAL TOURISM IMPROVEMENT IN VINNYTSIA REGION

- 3.1. Ways of cultural tourism development in Vinnytsia region
- 3.2. Promotion measures for cultural tourism in Vinnytsia region
- 3.3. Development of tourist product of Vinnytsia region in cultural tourism segment

Conclusions to the part 3

CONCLUSIONS

REFERENCES

APPENDIX

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	09.01.2017-10.25.2017	09.01.2017-10.25.2017
2.	Preparation and approval of task for the final qualifying paper	10.26.2017-11.20.2017	10.26.2017-11.20.2017
3.	Writing and pre defense of the 1 st part of the final qualifying paper	11.20.2017-05.11.2018	11.20.2017-05.11.2018
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	05.12.2018-08.31.2018	05.12.2018-08.31.2018
5.	Writing and preparation of scientific article	till 06.01.2018	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	09.01.2018-10.14.2018	09.01.2018-10.14.2018
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of qualifying paper on the department and pre defense in the committee	10.15.2018-10.22.2018	10.15.2018-10.22.2018
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	11.01.2018	11.01.2018
9.	Additional processing, printing, preparation of material to final qualifying paper defense	10.23.2018-10.31.2018	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task: 02/24/2017

9. Scientific adviser of the research

_____ Kravtsov S. S.

10. Head of educational and professional program

_____ Mykhailichenko G.I.

11. The task received by the student

_____ Havdan U.Y.

12. Resume of a scientific adviser of a final qualifying paper

Student Havdan Uliana completed final qualifying paper in due time according to a calendar plan. Contents, structure and design of the work meet all the requirements. The work consists of introduction, three parts, conclusions, list of references and appendices.

In the final qualifying paper, theoretical bases of the cultural tourism were described. Different approaches to cultural tourism definition and peculiarities of this type of tourism were considered. The qualifying paper also includes the research in the field of cultural tourism typology and cultural tourism market segmentation. The work contains the complex analysis of the tourism resources and current state of cultural tourism industry of Vinnytsia region as well as the determination of the main competitive advantages of the tour destination. On the base of the conducted research, the complex of improvement measures was developed and justified. What is more, the innovative cultural tourism product “Secrets of Podillia crafts” was created.

The work is recommended to defence at the Examination Board.

Scientific adviser of a final qualifying paper _____ Kravtsov S.S.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defense in the Examination Board.

Head of educational and professional program _____ Mykhailichenko G.I.

Head of the Department _____ Tkachenko T.I.

_____, _____, 201_

CONTENTS

INTRODUCTION.....	7
PART 1.THEORETICAL AND METHODOLOGICAL BASICS OF CULTURAL TOURISM DEVELOPMENT	10
1.1.Definition of cultural tourism and its features	10
1.2.Classification of cultural tourism, the similarities, and differences of cultural tourism subtypes.....	19
1.3. Cultural tourism market and its segmentation	28
Conclusions to the part 1.....	38
PART 2. ANALYSIS OF THE DEVELOPMENT POTENTIAL OF CULTURAL TOURISM IN VINNYTSIA REGION.....	40
2.1. Characteristics of the resource potential of the tourist destination of Vinnytsia region.....	40
2.2. The current state of tourism and attractiveness of cultural tourism objects in Vinnytsia region	49
2.3.Determination of competitive advantages of Vinnytsia region	58
Conclusions to the part 2.....	65
PART 3.RECOMMENDATIONS FOR CULTURAL TOURISM IMPROVEMENT IN VINNYTSIA REGION.....	66
3.1. Ways of cultural tourism development in Vinnytsia region	66
3.2. Promotion measures for cultural tourism in Vinnytsia region.....	74
3.3.Development of tourist product of Vinnytsia region in cultural tourism segment	82
Conclusions to the part 3.....	89
CONCLUSIONS	91
REFERENCES	94
APPENDIX	101

INTRODUCTION

The actuality of research. In the modern world, tourism has transformed into a systemic social phenomenon and the largest and fastest-growing economic sector. It continues to reach new heights in all regions of the world and broaden its impact on all spheres of life of the world community. It is a multifaceted phenomenon which is considered to be a powerful factor of the economy, globalization, social and ecological situations, and of course culture.

It is impossible to exaggerate the importance of culture in the whole tourism industry. Centuries ago it was the key factor, which encouraged people to organize the first travels, and it also remains one of the principal motives for modern tourists. The impact of culture on tourism shows the strong and growing relationship between these two phenomena. The way in which they work together is the major defining factor of the destination attractiveness and competitiveness.

The new understanding of culture and the importance of preservation of its diversity in the modern world opens new horizons for cultural tourism development as a factor of regional growth. Moreover, it encourages people to respect other cultures, learn more about their authenticity and uniqueness as well as safe and be proud of their own cultural peculiarities.

In spite of the growing popularity of cultural tourism, it also faces the rapid changes in the world tourism industry. As a result, traditional forms of cultural tourism are gradually shifting to new forms, which correspond to global trends and requirements of modern tourists. Therefore, to remain competitive in the world tourism market, cultural tourism destinations try to adapt to the changes and one of the effective ways to do that is to develop innovative tourism products.

Having analyzed the cultural tourism proposition of Ukrainian regions we can say that most of them need to diversify and modernize their tourism products and this also concerns Vinnytsia region, which cultural tourism potential is not used in full measure and need to be developed. Despite this fact, a relatively small amount of researches are undertaken in this area, which shows the necessity of further work in

this sphere. That is why, the development of new cultural tourism products is the extremely actual topic for Ukraine in general and Vinnytsia region in particular.

The purpose of the research is the development of tourist product of Vinnytsia region in cultural tourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

The object of the research is the development of the cultural tourism in Vinnytsia region.

The subject of the research is theoretical, methodological and practical methods of development of cultural tourism in Vinnytsia region.

The objectives of the research are:

1. Describe the theoretical and methodological basis of cultural tourism.
2. Analyze cultural tourism potential of Vinnytsia region, determining the resources which can be used for the cultural tourism product development.
3. Assess the current state of tourism industry of the region and its main indicators.
4. Formulate the main development directions for cultural tourism of the region.
5. Propose measures for cultural tourism development.
6. Develop competitive cultural tourism product of Vinnytsia region.

Methods of research. For the purpose of meeting previously mentioned objectives we have used the number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of qualifying paper comprised the review of the existed literature on this topic, analysis of current state of cultural tourism in Vinnytsia region and its main indicators, studying of other destinations experiences in cultural tourism development and others. In the process of qualifying paper writing, the next research methods were used: analysis, systematization, comparative analysis, generalization and classification. What is more, the first theoretical part of the paper required the use of deduction, abstraction and observation. In the second part, analytical methods were actively used. The third part of the paper was created with the usage of case studies and SWOT-analysis.

Scientific innovation. In this scientific work the new innovative cultural tourism

product of Vinnytsia region was developed as well as the complex of improvement measures for tourism industry was proposed.

Practical value. Implementation of proposed measures will lead to the significant improvement of tourism industry of the region, popularization of the cultural tourism and enhancement of the competitiveness of Vinnytsia region. Moreover, the realization of developed tourism product will help to diversify the tourism offer of the region, support the economy of rural areas and culture preservation.

Publications. As the result of the research made in the qualifying paper, the scientific article “The concept of cultural tourism and approaches to its definition” was published (appendix A) in the articles’ collection of master programs students “International Hotel Business and Tourism”.

Paper structure. Final qualifying paper consists of the introduction, 3 parts; each part consists of three sections and conclusions. There are 8 figures, 25 tables in the qualifying paper.

PART 1

THEORETICAL AND METHODOLOGICAL BASICS OF CULTURAL TOURISM DEVELOPMENT

1.1. Definition of cultural tourism and its features

Nowadays, it is impossible to imagine the modern world without tourism. It has a considerable impact on all spheres of human lives and plays a role of the global factor of economic, social and cultural development of civilization.

Accordingly, culture is assumed as one of the primary beneficiaries and is regarded as a main asset in tourism development by promoting both tangible (i.e. cultural attractions, like museums and heritage centers, natural assets like beach, sun and mountain) and intangible (i.e. promoting gastronomy cultural events and festivals and selling “atmosphere”) elements. These strong relationships between two phenomena provoked the emergence of a new one – cultural tourism. However, the diversity of known definitions and a complex relationship between culture and tourism underlines the problem of defining cultural tourism [1].

The term "cultural tourism" was first officially applied internationally in the materials of the World Conference on Cultural Policy (1982) [2]. In modern conditions with the emergence and spread of mass forms of tourism, "cultural" tourism has acquired its contemporary value, which is intended to serve the ideas of intellectual and moral solidarity of mankind, the approval of ideals of respectful acceptance and proper understanding of the diversity of cultures of the world.

Before attempting to specify the meaning of cultural tourism, it is necessary to start with identifying a few essential problems related to this task.

The first problem stems from the fact that the definition consists of two words, which are difficult to define. Williams, for example, cautions that culture is “one of the two or three most complicated words in the English language”. When “culture” and “tourism” are put together to form “cultural tourism”, the problems of definition multiply [3, 4].

Another aspect, which can be considered as a problem, is the rapid evolution of

the term “culture”. Up until the late 1970s it was generally recognized as the so-called high culture which includes architecture, music, literature and fine arts, but since the 1980’s in accordance with a new broad understanding of culture, the concept refers also to tangible artifacts (sites) and intangible components (e.g. behaviors, customs) of the so-called low, popular or daily culture. As a result, the status of certain phenomena has changed and became wider [5].

Another important difficulty is the open issue of the criterion for distinguishing cultural tourism from the other types of tourism. The essence of the problem is contained in the question, what importance should be given to culture-related goals during a touring event and/or with what intensity should culture-related contents appear during a trip so that it may be classified as a cultural travel [5].

In order to define the concept of cultural tourism, it is necessary to have a basic understanding of the two complex definitions of culture and tourism. However, it should be noted that the definition of cultural tourism itself is quite different and should not be assumed as a combination of the meanings of these two terms, culture and tourism [1].

Comparing with the broad term of culture, tourism is an easier term to deal with. There exist two widely used definitions of tourism: the “conceptual” and “technical” definitions.

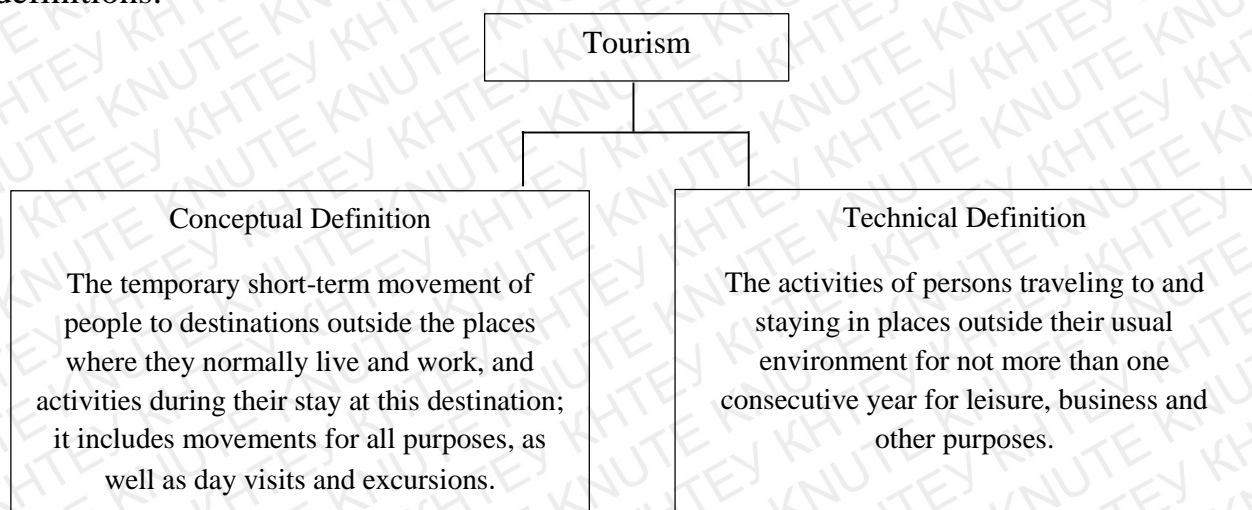


Fig. 1.1. Conceptual and technical definitions of tourism [1]

The “conceptual” definition of tourism deal with the core meaning of tourism,

and the „technical“ definition of tourism is focused on evaluating and measuring the value of tourism, which is particularly variable in different countries (Fig. 1.1).

Culture is considered as very complex and broad definition, there are many works dedicated to the culture topic and the same amount of debates regarding the issue of defining this term. Richards in his work expressed the idea that “Trying to describe “culture” in a single broadly acceptable definition, therefore, produces a level of generalization which renders the act of definition useless.” [4].

According to this approach, we can distinguish two main concepts: culture as „process“ and culture as „product“ (Fig 1.2).

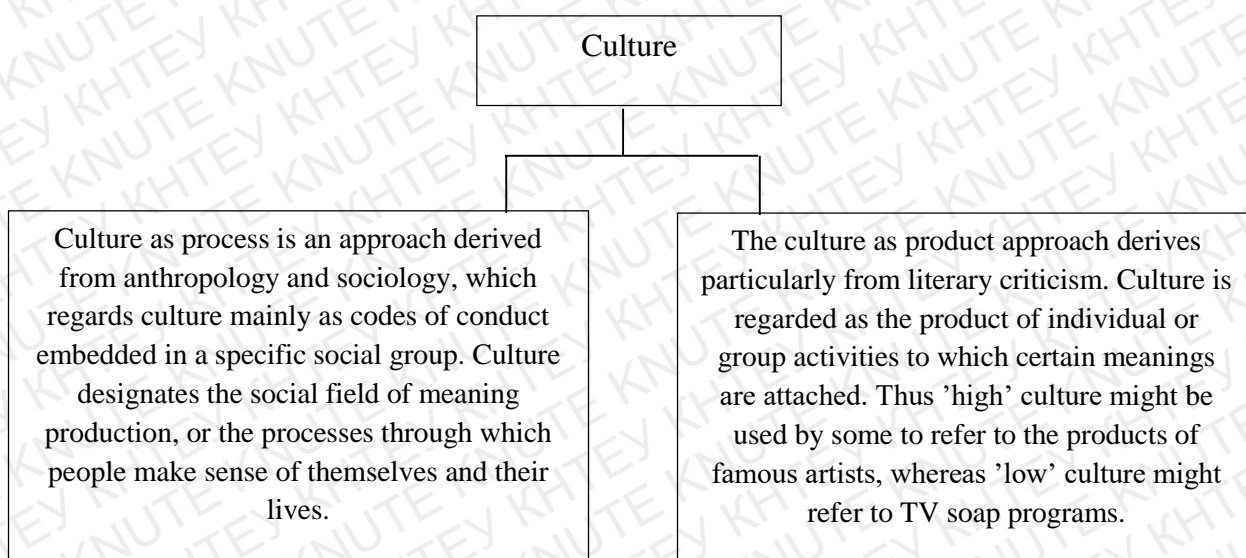


Fig 1.2. Concept of culture [1,4]

In the field of tourism, these two distinctive approaches seem to slightly overlap and integrate. In other words, tourism, accompanied by other social mechanism, may act as a catalyst to transform culture as process into culture as product, thus isolating and detaching cultural products from their initial social context [6].

The broad nature of the culture and as a result of cultural tourism phenomenon has also tended to generate a wide range of different definitions of cultural tourism which can be grouped by their features. The problem is that most of these definitions have been formulated for a specific purpose, and, therefore, tend to address only one major aspect of cultural tourism [7].

For instance, Bonink in his work highlighted two approaches to the definition of the cultural tourism: the “sites and monuments” and “the conceptual approach” [8]. “Sites and monuments” approach is focusing on explaining the type of attractions visited by cultural tourists, which mainly describe culture as a product. This quantitative approach simply assumes cultural tourism as a consumer of cultural attractions and proposes a relatively limited view of the motivations and activities of cultural tourists, thus restricting its analysis to specific attractions and sites. For instance, site and monument approach of cultural tourism, typically, consider attractions and sites as “intangible” and “tangible” expressions of culture which attracts cultural tourists.

The second approach, called “the conceptual approach”, attempts to define cultural tourism in a more qualitative way through analyzing the practices, experiences and meanings of cultural tourist in contact with other places and cultures [4]. As Richards describes: “as with tourism in general, conceptual definitions of cultural tourism attempt to describe the motive and meanings attached to cultural tourism activity” [9].

There also exists another, wider approach. In their review of definitions, McKercher and Du Cros identified four different types of cultural tourism definitions: tourism derived (resource based) definitions, motivational definitions, experiential (conceptual) definitions and operational definitions [10].

These different approaches can be placed at opposite ends of two axes (Fig.1.3). The experiential (conceptual) definitions say something about the nature of the cultural tourism experience, and essentially they are trying to understand the nature of cultural tourism in conceptual terms - what does it actually mean? The operational definitions concentrate on identifying cultural tourists, usually in order to measure the scale or scope of cultural tourism activity. The first definition axis could, therefore, be termed the measurement-meaning axis. The tourism derived definitions essentially look at cultural tourism from the perspective of the tourism industry or the tourism system. Cultural tourism is simply one more market segment that utilizes the infrastructure of the tourist industry. In contrast, motivational definitions usually begin with the tourists

themselves and their reasons for travel. These definitions, therefore, deal with the second 'tourism-tourist', or supply-demand axis [7].

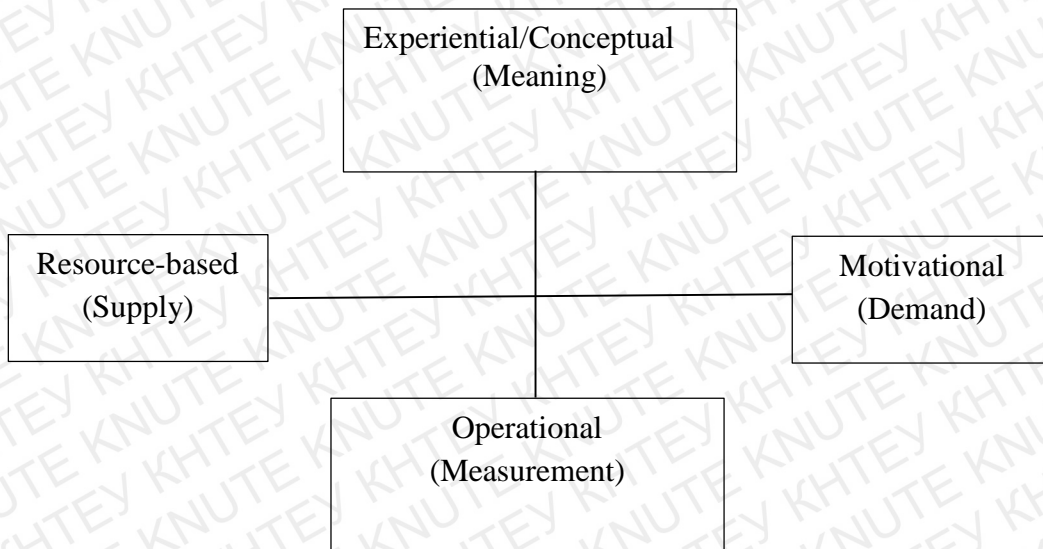


Fig. 1.3. Approaches to definition of cultural tourism [7]

If we look at some exact definitions available in studies, we can notice differences between them, their problems and understand their nature (Table 1.1). All the definitions presented in the Table 1.1 have their own peculiarities and referred to different approaches.

The group of conceptual definitions of cultural tourism includes definitions of McIntosh and Goeldner, broad definition of UNWTO and conceptual definition of Richards. They attempt to illustrate the meanings, experiences and motives attached to cultural tourism activity. According to the conceptual definition of Richards, cultural tourism covers not just the consumption of the cultural products of the past, but also of contemporary culture or the 'way of life' of a people or region.

Definitions proposed by Irish Tourist Board's, UNWTO (narrow definition), Lord Inc. and Richards (technical definition) are referred to as operational definitions. They tend to be more pragmatic than philosophical, because they are concerned with limiting the practical problems of measuring or evaluating cultural tourism [4].

Table 1.1

Definitions of cultural tourism

Author / Source	Meaning of the definition
McIntosh and Goeldner [11]	Cultural tourism is considered as comprising "all aspects of travel, whereby travelers learn about the history and heritage of others or about their contemporary ways of life or thought"
UNWTO 1985 [12]	Broad definition: "All movements of persons,because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters".
UNWTO 1985 [12]	Narrow definition: "Movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages".
UNWTO 2017 [13]	"Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions."
Richards [14, p. 24]	Cultural tourism is "the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs"
Richards [14, p. 24]	Technical definition of cultural tourism stating that cultural tourism includes "all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence".
Irish Tourist Board's [15]	"Cultural tourism is travel undertaken with the intention, wholly or partly, of increasing one's appreciation of Europe's cultural resources"
Becker [19]	"Cultural tourism uses buildings, relics and customs within specific landscapes, locations and facilities, in order to show cultural, social and economic development of a given territory to visitors by regularly providing them with access to touring options on offer, guiding services on location, opportunities for sightseeing and specific information materials. Similarly, cultural events frequently stimulate cultural tourism."
Stebbins [17]	"Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological."

Continuation of table 1.1

Author / Source	Meaning of the definition
The Scottish Tourist Board and Scottish Arts Council [18]	“Cultural tourism is realizing the tourism potential of Scotland's performing, visual and literary arts (traditional and contemporary), language, museums, heritage, crafts, architecture, design, film and broadcasting”.
LORD Inc. [16]	“Visits by persons from outside the host community motivated wholly by interest in the historical, artistic, scientific or lifestyle / heritage offerings of a community, region, group or institution”.
Lohmann [20]	“The concept of cultural tourism comprises all journeys taken by people who temporarily leave their place of residence mainly in order to get informed, encounter and/or experience tangible and/or intangible assets of high as well as daily culture of the visited area.”
Dreyer [21]	“The term ‘cultural tourism’ may comprise all journeys which are motivated mainly by activities of cultural nature”.
Małek [22]	“Cultural tourism comprises all forms of traveling, which are primarily motivated by a desire for contact with broadly understood culture”.
Gaworecki [23]	Cultural tourism is movement of people from places of their permanent residence to places of cultural attractions in order to acquire new information and experience and satisfy their own needs. Cultural tourism comprises artefacts of culture from the past and works of contemporary culture, life-styles of specific populations or regions; it comprises travels focusing on cultural heritage and travels focusing on art. The concept of cultural tourism comprises all forms of tourism which contain culture related products on offer.”
Mikos von Rohrscheidt [24]	The term ‘cultural tourism’ may relate to all tourist expeditions taken by groups or individuals, where encounters with sites, events and other assets of high culture or popular culture, or effort aimed at improving one’s knowledge of the surrounding world organized by man are the essential part/aspect of the traveler’s itinerary or are a clinching argument for individuals decision on whether or not take up such a journey/participate in such a trip. [Mikos von Rohrscheidt, 2008, p. 31]

Resource based definitions tend to start from the premise that all people visiting cultural attractions are cultural tourists, so cultural tourism can be understood through a consideration of the resources involved. In particular, these definitions tend to emphasize the range of different types of cultural attractions. This has the advantage

of illustrating the scope and diversity of the cultural tourism product, but often so many different types of attractions are lumped together that it is still difficult to say what cultural tourism is. Bright example of this approach is definitions of Becker.

The last important type of definitions is motivational definitions. Lohmann and Heinze in their works assume that cultural tourists are motivated to travel for different reasons than other tourists and, therefore, feel that motivation must be considered an important element when defining cultural tourism [5].

In addition to definitions, which focus on some aspects of tourism, there are some examples of definitions, which try to explain this phenomenon in a holistic way. They try to take into consideration all important factors which determine the cultural tourism including cultural attractions, activities and also motivation and experience of tourism. This type includes definitions of polish scholars Gaworecki and Mikos von Rohrscheidt which shows not only the academic approach but try to practically distinguish culture tourism from other branches of tourism industry [24].

It is also important to mention the newest definition which was adopted during the Twenty-second session of the UNWTO General Assembly in Chengdu, China (11 to 16 September 2017) [13]. It involves many aspects of cultural tourism such as motivation, culture assets and experience of tourists, so it can be considered as holistic one.

Having studied all approaches we can conclude that it is extremely difficult to choose only one definition as the most accurate and appropriate which would be widely used by all the scholars. This issue is a daunting challenge for all generations of scientists. Nevertheless, to sum up all the collected and studied information we will make an attempt to summarize the definitions in order to compose the own one: "Cultural tourism is a movement of people from their normal pace of residence to different tourists attractions connected with both high and contemporary culture in order to get new information and experiences as well as satisfy culture needs and wants".

In the process of cultural tourism studying it is important to mention distinctive features which help us separate this type of tourism from other related ones. For this

purpose Rohrscheidt in his work has suggested using two criteria in other words according to the scientist, a trip may be classified as cultural tourism if it fulfills two conditions [5]. The first condition implies that the itinerary of cultural travel must contain cultural components and their amount and intensity clearly prevail other components of the travel. In the second case, the cultural component plays the main role in the trip and it is a decisive factor for the traveler, who takes a trip.

Domestic and foreign scientists believe that the main condition for the development of cultural tourism is the cultural potential of the country, the level of access to it, as well as the living conditions of tourists living. That is why it is important to define what resources should be considered as cultural assets.

One of the best known typical lists of such attractions provided by ECTARC in 1989 includes [1]:

1. Archaeological sites and museums;
2. Architecture (ruins, famous buildings, whole towns);
3. Art, sculpture, crafts, galleries, festivals, events;
4. Music and dance (classical, folk, contemporary);
5. Drama (theatre, films, dramatists);
6. Language and literature study, tours, events;
7. Religious festivals, pilgrimages;
8. Complete (folk or primitive) cultures and sub-cultures.

Rohrscheidt also defined his own version of cultural assets list, which enumerates: sites (such as landmarks, monuments, buildings and urban complexes, works of art, etc.), events (e.g. festivals, concerts, exhibitions, fairs, religious acts, etc.), but also personally recognized values, such as knowledge acquisition (hence: educational asset) [5].

On the other hand, according to McKercher & du Cros cultural tourism visits will include “archaeological sites, museums, castles, palaces, historical buildings, ruins, art, sculpture, crafts, galleries, festivals, music and dance, folk arts, theatres, ethnic communities, heritage theme parks, churches and cathedrals”[25].

The 2005 report of the European Travel Commission on City Tourism and

Culture distinguishes between an inner and outer circle of cultural tourism [26]:

- The inner circle represents the primary elements of cultural tourism which can be divided into two parts, namely heritage tourism (cultural heritage related to artifacts of the past) and arts tourism (related to contemporary cultural production such as the performing and visual arts, contemporary architecture, literature, etc.).
- The outer circle represents the secondary elements of cultural tourism which can be divided into two elements, namely lifestyle (elements such as beliefs, cuisine, traditions, folklore, etc.) and the creative industries (fashion design, web and graphic design, film, media and entertainment, etc.).

Speaking about the definition of cultural tourism we should mention the misunderstanding with related concept of heritage tourism. The problem is that some scholars tend to use the term ‘cultural tourism’ interchangeably with ‘heritage tourism’. However, a number of researchers have tried to define cultural tourism by approaching it through a number of alternative ways. For example R. Isaak follows the point of view that the major difference between cultural and heritage tourism is that heritage tourism is place-based, which creates a sense of place rooted in specifics of the local land, its people and their artifacts, stories and traditions [9]. Cultural tourism, meanwhile, embraces the same kinds of experience with less emphasis on place. In many classifications we can see that heritage tourism is considered to be the sub-type of cultural tourism and we can agree with this statement due to the fact that the concept of cultural tourism is much wider and comprises the heritage tourism.

1.2. Classification of cultural tourism, the similarities, and differences of cultural tourism subtypes

Being the broad and complex concept, cultural tourism has different classification approaches based on a variety of principles. The great impact on the development of the concept of cultural-educational tourism was made a by M. Dragichevich-Sheshich, which study resulted in the classification of cultural tourism

(Table 1.2) [27].

Table 1.2

Classification of cultural tourism by M. Dragichevich-Sheshich

Group	Types
Historical travels	journeys aimed to learn more about the history travel-reconstruction of historical events religious trips studies of the historical period
Geographical tours	Complex Specialized
Art travels	travels used for the study of any direction in the arts, etc.

One more approach to the typology of cultural tourism was highlighted by Petroman. Scientist distinguishes several sub-types of cultural tourism, such as [28] low-scale cultural ecotourism; indigenous cultural tourism; eco-cultural tourism; socio-cultural tourism.

Another classification developed by Hughes (1996) divide cultural tourism into several forms [29]: historical or heritage tourism; arts tourism; galleries and performing arts; ethnic tourism.

Studying these classifications we need to say that they are very narrow and do not take into consideration a lot of other types of cultural assets which are attractive for tourists.

According to the wider classification developed by János Csapó [30] we can introduce and highlight the most important types or in other words elements of cultural tourism. This classification comprises the main types of cultural tourism such as heritage tourism, cultural thematic routes, cultural city tours, ethnic tourism, events and festival tourism, religious tourism and creative tourism as well. To understand the main similarities and differences let us consider these types more detailed (Table 1.3).

Table 1.3

Cultural tourism typology by János Csapó

Types of cultural tourism	Tourism products, activities
Heritage tourism	•Natural and cultural heritage (very much

	<p>connected to nature-based or ecotourism);</p> <ul style="list-style-type: none"> • Material <ul style="list-style-type: none"> - built heritage, - architectural sites, - world heritage sites, - national and historical memorials • Non material <ul style="list-style-type: none"> - literature, - arts, - folklore • Cultural heritage sites <ul style="list-style-type: none"> - museums, collections, - libraries, - theatres, - event locations, - memories connected to historical people
Cultural thematic routes	<ul style="list-style-type: none"> • wide range of themes and types: <ul style="list-style-type: none"> - spiritual, - industrial, - artistic, - gastronomic, - architectural, - linguistic, - vernacular, - minority
Cultural city tourism, cultural tours	<ul style="list-style-type: none"> • “classic” city tourism, sightseeing • Cultural Capitals of Europe • “Cities as creative spaces for cultural tourism”
Traditions, ethnic tourism	<ul style="list-style-type: none"> • Local cultures’ traditions • Ethnic diversity
Event and festival tourism	<ul style="list-style-type: none"> • Cultural festivals and events <ul style="list-style-type: none"> - Music festivals and events (classic and light or pop music) - Fine arts festivals and events
Religious tourism, pilgrimage routes	<ul style="list-style-type: none"> • Visiting religious sites and locations with religious motivation • Visiting religious sites and locations without religious motivation (desired by the architectural and cultural importance of the sight) • Pilgrimage routes

Continuation of table 1.3

Types of cultural tourism	Tourism products, activities
Creative culture, creative tourism	<ul style="list-style-type: none"> • traditional cultural and artistic activities - performing arts,

	<ul style="list-style-type: none"> - visual arts, - cultural heritage and literature • as well as cultural industries - printed works, - multimedia, - the press, - cinema, - audiovisual and phonographic productions, - craft, - design and cultural tourism
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Heritage tourism. Heritage tourism is quite a new phenomenon on the one hand, concerning cultural tourism but on the other hand, its routes can be traced back to the ancient times of human history. Heritage tourism and its different forms presented in the table are extremely important parts of cultural tourism based on experiencing the places and activities that authentically represent historic, cultural and natural resources of a given area of region [30].

Heritage tourism is a subgroup of cultural tourism, in which the main motivation for visiting a site is based on the place's heritage characteristics according to the tourists' perception of their own heritage' [32]. The extraordinary growth of this type of tourism from the 1990s but especially in the 21st century can be explained by the emersion of the new trends in tourism industry and recent changes in social life of the world community [33]:

- The growing educational level which influences the increase in tourists with cultural (heritage) needs;
- The role of heritage and heritage tourism has significantly risen from the second half of the 20th century; nowadays this phenomenon is widely supported and protected by international and national policies;
- The active actions of media in field of introducing and promotion of the heritage sites;
- Heritage became a product with tourists can consume with the help of different intermediaries;
- The new trends have influenced not only on the growth of heritage tourism but also

on the characteristic of the tourists involved in this type of tourism [33];

- The main amount of heritage tourists are coming from the urbanized cities and developed countries;
- This type of tourists tend to spend more in comparison with others;
- The length of journeys are small but the frequency is much higher;
- The majority of tourists have the higher educational background;
- Most tourists are middle-aged people without children.

Cultural thematic routes. The term thematic routes appeared and gained definition in modern Western European countries, USA and Australia after 1980, where tourism was extremely developed, and after 1990 in Eastern European countries. In English literature, thematic routes are mentioned with a different terminology, such as: "trails", "pathways", and «roads" [34].

Nowadays, the term “thematic route” acquires its contemporary meaning as a route that connects natural or artificial attractions, on the basis of a certain theme, and that are accessible by a form of transport. The thematic routes – according to Puczko & Rätz [35,36] – are such tourism products which row up natural or man-made attractions accessible by different transport forms around a chosen topic or theme.

When developing thematic routes, the more increased application of the given attractions is a general aim due to which this supply will be more strongly taking part in the tourism of the given region and area [30].

Modern cultural thematic routes aimed to provide leisure and the education at the same time. We can distinguish the main objectives pursuit by this type of routes which are: education and knowledge improvement, entertainment and amusement, cooperation, development of new markets, protection of heritage and support of the principles of sustainable development [37].

Success of thematic routes can be determined by geographical conditions, landscape, environmental factors and available cultural assets. All these factors with combination of natural and human-made resources located on the certain area and route which covers a certain theme form the culture thematic route.

Thematic routes can vary according to different points of view. From

geographical scale, thematic routes can be of: local importance, regional importance, national importance or international. From the point of view presented in the table culture routes can also be classified according to the culture assets which take place in the thematic route. There are following types of culture thematic routes among them: spiritual, industrial, artistic, gastronomic, architectural, linguistic, vernacular, minority [30].

Cultural city tourism. Another segment of cultural tourism is cultural city tourism also known as urban tourism. UNWTO refers to city tourism as trips taken by travelers to cities or places of high population density. The duration of these trips is usually short (one to three days), therefore, it can be said that urban tourism is closely linked to the short – breaks market [38]. What makes city tourism distinct from other types of tourism is that cities have a high density of diverse cultural offerings in a relatively small area, attracting different types of tourists [39].

In the early 20th century, a lot of cities understood that their cultural and other resources can be effectively used for the tourism purposes. However, city tourism has always been a challenging area because it's complicated nature which makes it difficult to plan and manage. Nonetheless, cities which reacted to this phenomenon enjoyed the boost of economy caused by the services they provide to the tourists.

In the last 50 years city tourism was actively studied, all the researches identify this as a complex phenomenon affecting many stakeholders in the value chain. The constant aspiration of the cities to provide its visitors the experience and products they expect and adapt them according to increasing demand leads to a constant investment in infrastructure, promotion and conservation ultimately benefiting tourists and local residents [30]. Moreover, most attractions and amenities tourists are drawn to have not been primarily intended for tourists, which often lead to an interaction between tourists and locals [38].

Traditions, ethnic tourism. One of the first definitions of “ethnic tourism” was given by Smith (1989, p. 4) who defined it as “tourism marketed to the public in terms of “quaint customs of indigenous and often exotic peoples” tis approach shows ethnic tourism very narrowly [40].

According one of the modern definitions of SANYAL (2009) ethnic tourism is “travel motivated by search for the first hand, authentic and sometimes intimate contact with people whose ethnic and /or cultural background is different from the tourists”[30]. So ethnic tourists visit other destinations in order to explore for themselves different culture. Travels of ethnic tourists are usually driven by such motives as curiosity and respect to other culture groups.

According to the point of view of János Csapó [30] we can differentiate two types of ethnic tourism. One of them is “root tourism” and the other – more widely in practice - is tourism with the purpose of getting to know other people’s differing cultural background from an authentic approach.

We should also mention one more classification of ethnic tourism which stipulates that it can be divided to anthropological, tribal and village tourism as well.

Ethnic tourism is very important type of tourism because it gives a possibility to attract tourists not only to developed countries but also to developing. This form of travel can be studied in almost every part of the world but the most important objective of this form of tourism is to get to know other’s culture without disturbing and negatively affecting the local population [30].

Event and festival tourism. Festivals and special events play a significant role in communities' lives because they provide important activities and spending outlets for both locals and visitors, and enhance the tourist image of local communities and their social cohesion [41]. These events and festivals offer the tourist additional reasons to visit a place over and above the regular cultural product offered. Often because events are one-off and take place in a limited timeframe and because festivals offer a concentrated and often unique offering in a limited time period, they form an additional reason for cultural tourists to visit a place. They can cause a place to rise on the shortlist of places the tourist has in his or her mindset of attractive destinations.

Festivals and events are both effective instruments in attracting first-time visitors as well as repeat visitors due to the differential advantage they can offer [26].

Recent case studies illustrate that fact that all the events held in the destination attract additional flows of tourists but the most popular of them are dedicated to events

connected with traditions, gastronomy, customs, folklore and handicrafts [41].

Nowadays events and festivals are considered to be a great catalyst of cultural tourism development. Moreover, it has a huge impact on the economic and social life of the host community [42]. The different festivals can contribute to the image of the region and make it more attractive for travelers; they play a big role in spreading the information about the culture and the traditions of the territory which lead to the culture tolerance and understanding among nations. What is more, holding different events a lot of destinations manage to cope with the seasonality, since a vast amount of festivals and events are organized in the low season.

Religious tourism and pilgrimage routes. Religious tourism and pilgrimage routes are the oldest forms of tourism. From the ancient times millions of people travel with religious purposes every year.

Religious Tourism is considered as a form of tourism, whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. It could boulder pilgrimage, missionary, or leisure purposes [43]. Religious tourism may comprise the following activities (Table 1.4) [44].

Table 1.4

Religious tourism activities

Religious tourism activities	
Pilgrimages	Visiting of religious tourist attractions
Missionary travel	Monastery visits and guest-stays
Leisure (fellowship) vacations	Faith-based camps

Speaking about religious tourism it is important to mention the main motives which encourage people to take religious travels. Among them are:

- Connection personally to a holy place;
- Better understanding and appreciation of a religion;
- Feeling free from worry;
- Finding peace and meaning in life [44].

Many scholars assert that religious tourism is referred to all kinds of travel that is motivated by religion and where the destination is a religious site, and these sites may not necessarily be associated with current religions since there are many religions in the history of the world have been extinct [45. p.37]. Religious tourism is said to have five characteristics; voluntary, temporary, and unpaid travel, motivated by religion, supplemented by other motivations, the destination is a religious site, and travel to the destination is not a religious practice [46].

Creative culture, creative tourism. In the modern world, destinations have faced changes in the nature of experience, production and consumption. These changes force destinations to find new ways of diversification. One of the methods devoted solving this problem is creative tourism. The most recent trends of cultural tourism investigate more and more on the topic of creative tourism. Richards has defined creative tourism as: “Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken” [47].

This new way of discovering a foreign culture by experiencing it, has been growing increasingly for the last decade. It is a sub-segment of cultural tourism and is based on co-operation between tourists and residents to co-create participative experiences. It is considered a new and more interactive generation of tourism [48]. The growing demand for Creative Tourism arouses the interest of the destination managers and local governments, they realized the opportunity to attract high-value tourism by simply fostering their intangible heritage (workshops) and optimizing the use of existing infrastructures (venues rental).

Fast development of this type of tourism has provoked the emergence of a new generation of tourists – creative tourists. They no longer conform themselves in attending traditional sightseeing tours, they need to feel involved in the destination’s daily life. They don’t want to be considered as “tourists”. In comparison with the previous generations of cultural tourists they are [49]:

- They look for more interactivity;
- More skilled – in TICs, languages, humanities, among others;

- They belong to a wide array of social communities;
- Prosumer: they produce valuable contents and experiences themselves.

Having studied these types of cultural tourism we can conclude that on the one hand all of them has its own peculiarities which distinguish them from each other. On the other hand, the essence of all these types is connected with culture and the ways of its consumption by tourists. That is why they are separated but remains interrelated.

1.3. Cultural tourism market and its segmentation

Tourism is considered to be unstable and changing industry, subject to fast alterations and unpredictable shifts in demand and supply. In this situation, it is extremely important to be able to react to these changes by differentiating the product and following the business from the customer's standpoint. Nowadays, researching of the market in order to understand the customer's needs, wants, experiences and motivations is an essential process which enables to predict future demand, create new tourism products and develop the destinations [9].

Cultural tourism is one of the largest and fastest-growing global tourism markets. According to the initial findings of the Tourism and Culture Survey 2015 by UNWTO, cultural tourist arrivals are growing steadily compared to overall international arrivals. 40% of international arrivals are considered to be "cultural tourists", that is, travelers who participate in a cultural visit or activity as part of their stay [50]. What is more, the cultural tourism market is expected to grow at almost 36% by 2021 [51].

Recent researches highlight that growth of cultural tourism stem from the changes, which take place in the social, cultural and economic environment. They are connected with the nature of consumption, changes in production and supply and also changes in the nature of tourism itself [52].

The first change in the tourist market is the trajectory of consumption. In modern, situation when it became easier and easier to satisfy our basic needs connected with food, shelter, safety and so on, people pay more attention to satisfaction of needs of "higher order" such as self-development, the desire of prestige and feeling of

accomplishment and also using their creative potential. Tourists no longer want to take part in classic mass tourism; they want to experience wide range activities which foster their skills. They also demand more experiences connected with the everyday life of the local community [52].

All these factors increase the role of creative culture in the culture tourist activity and also have a big impact on the supply process. As a result, the trajectory of production has changed from the productions of goods and services to economy based on the production of experiences, which cannot be replaced by competitors so easily.

In addition to changes in consumption and production, the big changes emerge in the tourism itself, which is changing from mass tourism to cultural tourism and further to creative tourism [52].

In spite of the fact that knowledge of cultural tourism market is still in its early stages, it is possible to notice the growing interest of scientists to this topic. More and more scholars pay attention to this and admit that cultural tourism market is not a homogeneous, but diversified and requires a detailed research. That is why cultural tourism segmentation plays a big role in cultural tourism theory and practice.

Marketing theory argues that every market consists of groups or segments of customers with somewhat different needs and wants (Kotler, 1999). Customers who react in the homogeneous way are grouped into segments according to their motivation, behavior, benefits they seek reaction to marketing activities or other factors. A market segment, therefore, is a group of customers who experiences a problem and who reacts to market stimuli in the same way [53]. One of the first but still relevant definitions of the market segmentation was developed by Smith and states that “Market segmentation consists of viewing a heterogeneous market (one characterized by divergent demand) as a number of smaller homogeneous markets” [54].

In order to segment the market scholars use either aggregating individuals into definite groups or disaggregating a total market into pieces. The benefit of market segmentation lies in a tourist destination being able to specialize in the needs of a particular group and become the best in catering for this group.

Segmentation has sense only if it helps to match the products with its target

markets and as a result they can more efficiently satisfy the needs and wants of each segment [53]. In order for a segment to be managerially useful a number of requirements should be fulfilled, including [53]: sharing common values and interests that are sufficiently different and distinct from other segments; being sufficiently large to give the organization return for its effort; being easy to reach through promotional media and other marketing activities, at an affordable cost; having their needs satisfied by the products being offered.

Before the researching of cultural tourism segments it is necessary to answer the question: “Who are cultural tourists?” The variety of definitions of “cultural tourism” and absence of the generally accepted one make the definition of “cultural tourist” even harder issue. Nevertheless, in order to distinguish cultural tourists from other ones scholars suggested several definitions.

In a very general way, cultural tourists are persons who participate in cultural activities while travelling outside their home communities. However this definition does not take into consideration such important aspects as tourist’s intentions and motivation.

World Tourism Organization defines cultural tourists as the people that travel for mostly cultural motivations, which they suggest includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore and pilgrimages.

Du Cros and Johnston [53] defined that cultural tourists visit a cultural site in order to experience a deeper understanding and meaning from their visit. They refuse to consider themselves tourists, they want to be travelers. Cultural Ministers Council suggested point of view that cultural tourists travel in order to either experiencing another culture or the cultural attractions of a place.

McKercher claims that cultural tourists are people who visit or intended to visit a cultural tourism attraction, art gallery, museum or historic site, attend a performance or festival, or participate in a wide range of other activities at any time during their trip [56].

Stebbins [57] asserts that real cultural tourists pursue the ideas of self-

development, self-actualization, self-enrichment and self-gratification. Indeed, tourists who are sensitive to the cultural manifestations, who are able to appreciate, respect and share authentic cultural experiences, as well as live realities of the everyday life with the locals, can be considered cultural tourists. They take trips not only to have a rest and change the environment but also to satisfy the quest for knowledge, intellectual curiosity and an urge to reveal the unknown culture man makes cultural tours or involves in cultural tourism activities.

In this situation it becomes obvious that cultural tourists differ from other ones and have their own peculiarities, characteristics and profile. One of the methods used to measure cultural tourist's profile is in accordance with socio-demographic characteristics. Many scientists such as Fraser, Silberberg and scholars of ATLAS organization highlighted divergence of cultural tourists using social and demographic data such as age, level of education, sex, levels of profit, length of stay and amount of spending (Table 1.5)[58].

Taking into consideration all these statements, we can conclude that cultural tourists are separated type of tourists which is significantly different from traditional mass tourists and has its own peculiarities and character. However, cultural tourists are not only people who travel in order to search for cultural experience, McKercher and du Cros [10] stated that a cultural tourist is anyone that attends to a cultural commodity regardless of the reason for visiting the destination this commodity belongs to. In this situation, we need to use the clear cultural tourist's typology which helps us understand tourists' intentions, motives, aspirations and behavior better [59].

Table 1.5

Demographic and socioeconomic characteristics of cultural tourists [59]

Characteristic	Fraser 2001	ATLAS 1997	Silberberg 1995
Age (years old)	45 to 65	35% under 60 26% over 50	Older age categories
Gender	Female	Female (52%)	More women than man
Education	Some post-secondary education	Highly educated (44% having a higher education qualification)	More highly educated than the general public
Occupation	-	50% employed (12% of	-

		them self-employed) 16%- students 14%- retired people	
Income level	Higher	Relatively high income	Earn more money
Origin	-	60% tourists(55%- foreign, 40%- local residents)	-
Expenditures	Spend between 8-10% more per day while travelling Spend more on consumer products such as souvenirs, arts, crafts, clothing etc.	-	Spend more money while on vacation More likely to shop
Length of stay	Stay almost the entire day longer at the destination	-	Spend more time in an area on vacation
Type of accommodation	Use more commercial accommodation	-	More likely to stay in hotels or motels

Historically, the researches in cultural tourism were concentrated on the classification of tourism types, not on the tourists' classification and their motivations, characteristics, individual features, needs and others. In this situation it was hard to understand the tourists as individuals and tourists as groups. Nevertheless, considering the studies in the field of cultural tourism segmentation we can find several approaches to this issue. Most studied typologies are developed according to the level of cultural tourist's motivation, varying from tourists very cultural motivated tourists for whom the availability of heritage and cultural assets are driving factor in the trip decision to tourists who do not plan to visit cultural attractions during the trip but do that.

The bright example of typology according to motivation was developed by cultural tourism analysis of Central and Northern Jutland in Denmark [60]. Results of this research claim that there exist two types of tourists: Specific and general cultural tourists[60].

- Specific cultural tourists (or core cultural tourists) choose the destination to travel taking into consideration the culture, which plays a vital role in this decision. They are interested in using what the culture of the destination offer.
- General cultural tourists (or occasional cultural tourists) chose the particular destination because of attractions different from culture like seaside and nature.

Nevertheless, these tourists use cultural assets but only by occasion.

Very similar at the first sight typology can be met in the works of Stebbins, who also distinguishes two types of cultural tourists: specialized and general (Table 1.6).

Table 1.6

Categories of cultural tourists in general [61]

The “general” cultural tourist	The “specialized” cultural tourist
<p>Makes a hobby of visiting different geographic sites. Over time as general cultural tourists increase their knowledge of different cultures, they may become specialized cultural tourists who focus on one or a small number of geographic sites or cultural entities.</p>	<p>Repeatedly visit particular city, region or country in search of a broad cultural understanding of the place, or goes to different cities, regions or countries in search of exemplars of, for instance, a kind of an art, history, festival or museum.</p>

Another motivation-based typology was proposed by Silberberg. It stipulates that there exist different degrees of consumer motivation in cultural tourism and we need to take them into account while segmenting the market. To visualize it, Silberberg suggested using the concentric circles which show the varying motivation (Figure 1.4)

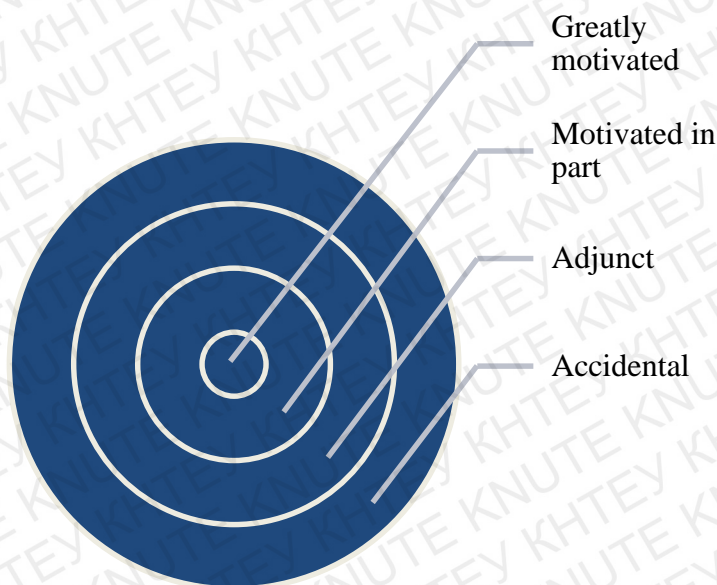


Fig. 1.4. Levels of cultural tourism motivation

According to these motivation levels LORD Cultural Resources Planning and

Management Inc. suggested the approximate amounts of each type of cultural tourists [62].

The smallest circle located in the center is referring to as "greatly motivated" tourists. This type of tourists involves people who take a trip to the destination mostly because it's cultural assets. However, this segment is the smallest one. As it was mentioned in the study it can be about 5% of the resident market and 15% of tourists from outside the destination region.

The second circle, which represents about 15% of resident market and 30% of foreign market consist of the people motivated "in part" by culture. These tourists visit particular destination because of its cultural assets and because of other reasons which are not connected with culture.

The next circle involves people who consider culture as an adjunct to the main motivation, so the motivation for the trip is different from the culture motivation but this type of tourists plan to include some cultural opportunities while the travel. This circle represents about 20% of both markets.

The outer circle called "accidental cultural tourist," also about 20% of resident and tourist markets. These tourists do not plan to include cultural opportunities in their trips, but they accidentally visit some cultural attraction or event for example.

Area outside the circle represents people who would not attend cultural attractions under any circumstances. It is about 40% of the residents and 15% of outside the destination [62].

Considering motivational typologies it is necessary to mention one more example developed by Bywater [63]. He identified three types of cultural tourists: culturally interested, culturally motivated and culturally inspired. Culturally interested tourists use cultural opportunities casually but they do not intend and actually plan to do that. They have blurred and general interest in culture. For culturally motivated tourists cultural assets play a major role in their trip and take a lot of time during the vacation. However, their destination decision does not entirely stem from the desire of cultural experience. The third type is called culturally inspired tourists. They can be distinguished from the previous two types by their strong cultural motivation. They

consider culture as their main motive to travel and can take a long and far journey to get cultural experience and immerse in culture [7].

One of the broadest and widely used all over the world classifications of cultural tourist market was developed by McKercher and Du Cros [10]. This typology produces more detailed distinctions among cultural tourists by taking into consideration not only the degree of cultural motivation but also the experience of tourists. They understood the importance of the tourists “depth of experience” along with the meaning of the culture in decision making.

According to this concept they have developed two-dimensional typology which divides cultural tourists into five groups: purposeful cultural tourists, serendipitous cultural tourists, incidental cultural tourists, casual cultural tourists and sightseeing cultural tourists (Fig. 1.5).

- The purposeful cultural tourist (high centrality/deep experience). Learning about the other's culture or heritage is a major reason for visiting a destination and this type of cultural tourist has a deep cultural experience. They see traveling as a way to learn about another's culture, as well as to “grow personally.” Before traveling they research their destination more than any of the other segment.

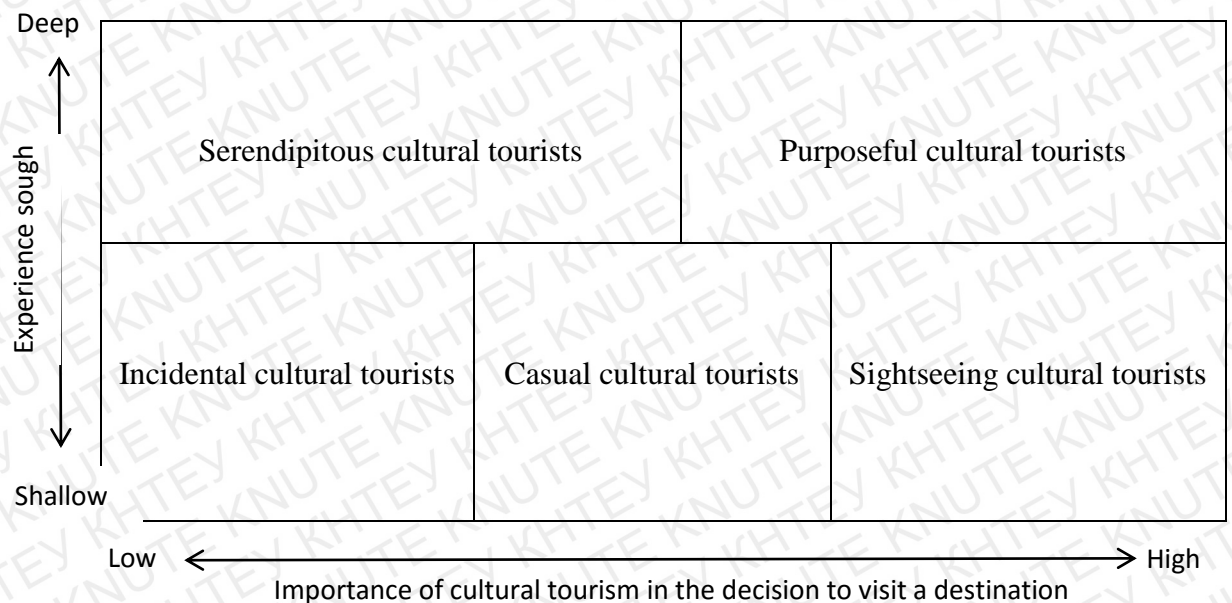


Fig. 1.5. Typology of cultural tourist by McKercher and Du Cros [10]

- The sightseeing cultural tourist (high centrality /shallow experience). Learning

about the other's culture or heritage is a major reason for visiting a destination, but this type of tourist has a more shallow, entertainment-orientated experience.

- The casual cultural tourist (modest centrality/shallow experience). Cultural tourism reasons play a limited role in the decision to (visit a destination and this type of cultural tourist engages the destination in a shallow manner.
- The incidental cultural tourist (low centrality/shallow experience). Cultural tourism plays no meaningful role in the destination decision-making process. However, while at the destination, the person will participate in cultural tourism activities, having shallow experience.
- The serendipitous cultural tourist (low centrality/ deep experience). Cultural tourism plays little or no role in the decision to visit destination, but while there this tourists visits cultural attractions and ends up having a deep experience [56].

This typology was tested in field research in Hong Kong. It revealed that most tourists have cultural motivations for travel, but only small amount of them is looking for the deep experiencing of the culture. In accordance with that the amount of purposeful (12%) and serendipitous cultural tourist (6%) is significantly smaller than numbers of incidental cultural tourist (28%), casual cultural tourist (24%) and sightseeing cultural tourist (31%) [7].

Relatively few writers have attempted to produce typologies of tourists concerning the educational level as an important motivational force for cultural tourism travel. In this sense education is devoted to determine the propensity to any types of cultural tourism. Lohmann and Mundt highlighted six types of cultural tourists with regard to their educational involvement such as [64]:

- People on educational trips (e.g. for learning languages, attending courses in painting, drawing or photography).
- Travelers on classical study trips.
- Cultural tourists (people travelling in order to take part in cultural events).
- People whose motivation to travel is to (also) have cultural experience.
- Holidaymakers who are also interested in culture and visit cultural sites and/or events during their holidays.

- People on business trips who take the opportunity to develop some cultural activities.

In addition to above-mentioned classifications, there are exist some based on the case studies held in the particular country, city or region. For example, Aluza, O'Leary, and Morrison [65] explored culture and heritage travel by examining international outbound travelers from the United Kingdom. Using two-stage integrated cluster analysis, they highlighted the hypothesis that cultural and heritage market consists of five distinct segments. Among them they distinguished: heritage/younger/backpacker (16.4%), family/resort/sunbathing (31.2%), older/urban/heritage (15.7%), visiting friend and relatives (12.8%), and the heritage/middle-age/family clusters (23.9%).

Important research was undertaken by Nyaupane and Andereck [66]. The survey was based on the randomly selected 1,938 tourists visiting 17 cultural heritage sites and three events in Arizona. The typology based on this survey divide cultural tourist market into two groups and five sub-groups. Segmentation is grounded on the reasons to travel which make the most powerful influence on the groups of tourists. It distinguishes: "true cultural tourist" and "spurious cultural tourist." In their turn, cultural tourists can be divided into sub-groups : "cultural site" and "cultural event" tourists. Similarly, spurious cultural tourists can be further divided into three sub-groups, "nature," "sport," and "business" tourists [66].

To sum up, we can say that all the considered classifications can be used in cultural tourism practice to help us understand cultural tourists. They remind and highlight that cultural tourist market is heterogeneous and complex and tourists who are involved in cultural tourism differ from each other by variety of factors. That is why all tourists cannot be treated and targeted in the same way.

Therefore, studies in the field of culture tourist segmentation should be carried out to find out more about the motivations of cultural tourists, their behavior and experience in consuming cultural attractions. It will open a lot of opportunities for both scientists and businesses and will help to create new cultural tourists' products, develop destinations and attract new tourist flows.

Conclusions to the part 1

To sum up the results of research conducted in part 1, we can mark the following conclusions:

1. Cultural tourism is one of the oldest and the most important types of tourism, but despite a large number of scientific works dedicated to cultural tourism, there is no one generally accepted definition of the phenomena, which can be explained by the complex nature of the concept that comprises two difficult terms. Nevertheless, the numerous approaches to this exist, but they highlight different aspects of the term. That is why, to simplify the studying of the concept and sum up approaches, we have composed the new definition: “Cultural tourism is a movement of people from their normal pace of residence to different tourists attractions connected with both high and contemporary culture in order to get new information and experiences as well as satisfy culture needs and wants”.

2. Among the variety of cultural tourism classifications developed by scholars, one of the completest ones was proposed by János Csapó. This classification comprises the main types of cultural tourism such as heritage tourism, cultural thematic routes, cultural city tours, ethnic tourism, events and festival tourism, religious tourism and creative tourism as well. All mentioned subtypes have its own peculiarities, use different groups of cultural resources and involve different motives for travelers.

3. Cultural tourism market is one of the largest and fastest-growing, which faces a lot of changes nowadays. The new trends of the market influence the way people travel, the destinations they choose and in what activities they participate to the direction of exploration and immersion to the culture. The global cultural tourism market is not homogeneous, which highlight the problem of market segmentation. The most typologies of tourism market are developed according to the level of cultural tourist’s motivation such as division to general and specialized cultural tourists as well as segmentation to serendipitous, purposeful, incidental, casual and sightseeing cultural tourists.

PART 2

ANALYSIS OF THE DEVELOPMENT POTENTIAL OF CULTURAL TOURISM IN VINNYTSIA REGION

2.1. Characteristics of the resource potential of the tourist destination of Vinnytsia region

The second part of the final qualifying paper is dedicated to the complex analysis of the tourist resources which are used or can be used in Vinnytsia region for the organization of tourism activities. There is also presented an assessment of the cultural resources and their attractiveness for the purposes of creating the new tourism product in cultural tourism segment and determination of competitive advantages of the destination.

Tourism resources have the fundamental importance for the destination and its attractiveness and determine the basis of tourism proposition. That is why it is necessary to analyze the available resources of the destination and systemize them before the tourism product development.

To start with, Vinnytsia region is a land of rich and diverse nature, heroic history, unique archaeological, architectural and cultural monuments of various eras and folk treasures which originated in prehistoric times.

Vinnytsia region was founded on February 27, 1932. It is located in the forest-steppe zone of the central part of Right-bank Ukraine, at Dnieper Upland in the south-east and Podillian Upland in the southwest. It borders with seven regions of Ukraine: in the west with Khmelnytskyi and Chernivtsi regions in the north it is with Kyiv and Zhytomyr regions, in the east with Cherkasy and Kirovohrad regions, and in the south – Odessa region and also has the boundary along the Dniester river with Moldova.

The total area of Vinnytsia region is 26,513 km² and ranks 12th among the Ukraine's regions and comprise 4, 4% of the territory of Ukraine.

The number of the population of the region is 1590,4 thousand people. 810,1 thousand people or 50,9% of the total population of the region lives in urban areas,

780,3 thousand people or 49,1% - in rural areas [68].

The administrative center of the region is Vinnytsia. The region is divided into 27 rural administrative districts. In the region there are 6 cities of regional significance (Vinnytsia, Zhmerynka, Koziatyn, Ladyzhyn, Mohyliv-Podilskyi, and Khmilnyk), 12 cities of district importance, 29 urban-type settlements, 661 village councils, 1,466 rural settlements [69].

Considering tourism resources we should analyze natural, cultural and socio-economic resources of the destination.

Natural resources can be presented by all elements of nature which possesses the attractiveness that reflects their geographical environment and can be used for tourism purposes.

One of the most important elements of natural resources is the climate of the destination. The climate of the Vinnytsia region is moderate continental, with mild winters and warm summers. The average January temperature is -4°C - -6°C ; July + 18.6°C , + 20.5°C . The temperature of more than $+10^{\circ}\text{C}$ is 155-180 days of the year. Under the influence of continental air masses, sometimes there is a decrease in temperature on separate days to $-32 \dots -38^{\circ}\text{C}$, in the summer - increase to $+37^{\circ}\text{C}$. The average annual precipitation in the region is 440-590 mm. The maximum precipitation falls on May - July (130-170 mm) and less – on winter month (65- 80 mm). In general, the climate of Vinnytsia region is favorable for tourism: long warm and rather a damp summer, early spring, dry autumn, winter with moderate frosts - all this enables tourists to visit region all year round [68].

Vinnytsia region has dense river network belonging to the Black Sea basin. The main rivers of the region are supplemented by small ones, which amount exceeds 3,6 thousand, their total length 11,8 thousand km. The main rivers are Southern Bug with tributaries of Zgar, Riv, Dohna, Sob, Savranka and Dniester with tributaries Lyadov, Nemiya, Muraf, Rusava, Markivka and Kamyanka. The Dnipro basin includes the rivers of the north-east of the oblast which only partially flow through the territory of the region. Among them are Ros, Orihiv and Rostavitsa. The great part of water resources in the region is concentrated in ponds (5300) and storage ponds (52). Various

water resources of the region provide great opportunities for such types of rests as boat trips, catamarans, bathing, sun and air baths, fishing. These types of rest can also be used by both tourists and local population.

Structure and use of land resources. Most of the territory - 2064.0 thousand hectares (77.9% of total area) occupied by agricultural lands. Forests make up 380,3 thousand hectares (14,36% of the total area), built-up land 107,7 (4,07%), wetlands 29,1 (1,10%), open earths without vegetation or with insignificant vegetation cover 25,0 thousand hectares (0,94%), internal waters 49,4 thousand hectares (1.86% of the total area) and other lands (households and roads, sand, ravines, stony places, etc.) 49.4 thousand hectares (1.86%). The area of land for recreational purposes is 0.3 thousand hectares, land health resort - 0.6 thousand hectares [68].

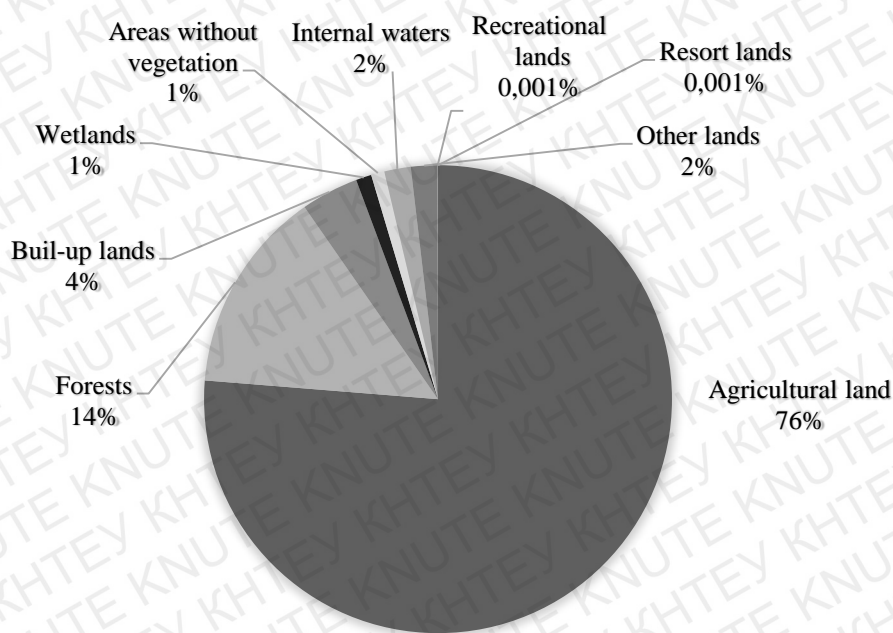


Fig. 2.1. Structure of land resources in Vinnytsia region

The rich forest resources of individual districts of the region, in particular: Vinnytsia, Haisyn, Zhmerynka, Illintsi, Kalynivka, Lityn, Pishchanska, Trostyanets, Tulchyn, Khmilnyk and Chechilnyk districts have the great importance for the development of ecological tourism and recreation in the region.

The significant recreational potential of Vinnytsia region is made up of nature protection objects. On the territory of Vinnytsia region there are 416 objects of the

nature reserve fund (43 objects of the national value, including 1 national natural park and 372 objects of local meaning, including 4 regional landscape parks), with a total area of 60 thousand hectares. The main objects of nature protection are:

- National Nature Park "Karmelyukove Podillya";
- RLP "Dniester";
- RLP "Nemyrivske Pobuzhya";
- RLP "Medium Pobuzhya";
- RLP "Murafa".

Very interesting place of the Vinnytsia region is the Illinetsky crater – one of the most ancient shock-explosive craters in the world, the age of which is 400 million years.

Vinnytsia region is rich in high-quality mineral and groundwater. It is worth to mention Khmilnyk city with its mineral radon waters and broad system of health resorts. In addition to, 21 sources of table water have been explored. The most important of them are Tulchinska, Regina (Murovani Kurylivka), Podolsk (Vinnytsia), Shumilivska (Tomashpil district); water Dana (Trostyanets district), water Rina of the city Kozyatyn [68].

In addition to the rich natural potential, Vinnytsia region is represented by the variety of archeological, architecture and historical resources, unique culture and ethnography. In the present moment there are 4307 cultural monuments on state registration in Vinnytsia region. Among them: 1739 – archeological monuments, 1893 – historical monuments, 526 -urban planning and architecture, 101 -monumental art, 47 - garden and park art, 1-landscape. In accordance with the current legislation the list of objects of cultural heritage of national importance includes 138 monuments (19 archeology, 7 histories, 2 monumental arts, 107 architecture and city planning, 4 landscape gardening). Among them we can see such famous landmarks as the Nemyriv Scythian settlement, the Pototskyi Palace in the city of Tulchyn, the burial vault of M.I. Pirogov in Vinnytsia, the State Historical and Cultural Reserve "Busha" and others.

More than 1,500 archaeological sites dated from the late Paleolithic period to the Middle Ages were discovered in its territory. A significant part of them belongs to

Trypillya culture. Several settlements and burial mounds have been found on the territory of the region, among them Nemyriv Scythian settlement – one of the largest in Ukraine. Far ancestors left a lot of unique burials and treasures that have survived to this day.

We should also mention the excavations near the village Gordiyivka Trostyanets district, where the earliest gold of Ukraine was found (the Bronze Age, the age of burial mounds - 3-3,5 thousand years). The collection of amber from this complex is one of the largest in Europe. The famous burial of the Sarmatian priestess with all the attributes was found near the village Severinovka of the Yampil district. There are only a few monuments of this type in Ukraine in the history of archeology which show us the uniqueness of the artefacts.

Talking about the architectural heritage of the region, castle complexes of the seventeenth and eighteenth centuries in Busha, Bar, Ozarintsy, Murovnyh Kurylivtsi, Selyshchi, Khmilnyk and Ivanov have the great tourist potential. In addition, there are many orthodox and catholic churches of the seventeenth and nineteenth centuries which are preserved in 22 districts as well as in Vinnytsia and Mogilev-Podolsky. Among them, we can distinguish Holy Transfiguration Cathedral and Church of Our Lady in Vinnytsia, Nicholas Church tomb Pirogov and many others. There are also ancient synagogues, such as one in Shargorod. It worth to mention one of the major shrines of Ukraine – a rocky monastery in the village Lyadova in Mohyliv-Podilskyi district popularly called Podilskyi Athos.

Vinnytsia region is extremely attractive for cultural tourists due to the numerous palaces with unique architecture and rich history. The most famous of them are – Potocki Palace in Tulchin, Countess Shcherbatova Palace in Nemyriv, Grokholsky Palace in Voronovytsia, Palace Zobotina in Small Rostovka, Palace Sobanskih, Spichintsy, Palace Vitoslavskih in Chernyatin and others. Furthermore, in Vinnytsia region many valuable public buildings have been preserved – gymnasiums in Gaisyn and Zhmerynka, a real college in the cities of Bar and Vinnytsia, railway stations in Kozyatyn and Zhmerynka, Savoy Hotel in Vinnytsia.

Along with tangible cultural resources Vinnytsia region has accumulated a huge

treasure of original national traditions, customs, rituals and traditional crafts. Being a land of high culture and spirituality, Vinnytsia region is also well known by unique and diverse art of talented folk artists. Klembivka of the Yampil district was famous from the XIX century far away from Ukraine by their embroidered towels and shirts. The craft of pottery was developed in Bubnivka, Haysyn district, which is famous for its deep traditions, beauty and peculiar character of ceramic products. Another well-known center of traditional pottery is considered to be in Chryschyntsi and Tulchyn districts.

Due to the large reserves of granites in Vinnytsia region the cultivation of a stone craft became widespread. One of the centers of monumental-memorial plastic, decoration of products of garden architecture is Hnivan.

Vinnytsia region is also known because of the high level of development of different crafts, which are widely represented for tourists, including carving on wood, pottery, embroidery, painting, carpentry, wickerwork, ceramics, floristry, dummy doll, tapestry, weaving.

Cultural and artistic treasures of Vinnytsia region today are worthily carried by hundreds of folk groups of different genres, and almost 300 are honorary titles - folk (exemplary) amateur [69].

The tourist infrastructure of the city is represented by the transport infrastructure, accommodation facilities, public catering, trade establishments and souvenir shops, leisure and entertainment infrastructure, mass events, tourist routes, etc.

The geographical location of the Vinnytsia region in the center of Ukraine is favorable for its long-term development both in general and for tourism in particular. It also determines the transit of the territory.

Vinnytsia region has one of the greatest lengths the roads of the general use - 9,5 thousand km. This is second place among the regions of Ukraine. Density of highways for 1000 sq.km of the territory is 339 kilometers, which is higher than the average in Ukraine (277 km). The network of highways of the general use of the region amounted to 9521.5 km, including:

1. Roads of a state importance - 2939.0 km:

- international - 365.2 km;
- regional - 726.5 km;
- territorial - 1847,3 km.

2. Roads of local importance - 6582.5 km [68].

Among them two international highways have the a great importance:

1. Stryi- Ternopil - Kirovograd - Znamenka - 181.9 km;
2. Zhytomyr - Vinnytsia - MohylivPodilsky- 178.1 km.

The total length of railways by the end of 2014 is 1074.3 km. According to the density of railroad tracks on one thousand square kilometers of the territory, region occupies the fifth place in Ukraine. The main railway junctions are Kozyatyn, Zhmerynka, Vinnytsia, Vapniarka, Kalynivka and Rudnytsia. Branched railway network connects all the major industrial centers of the region with the cities of Ukraine, CIS, and Europe [70].

One of the important factors which contribute to the tourism development of the region is the presence of the airport "Vinnytsia" (Havryshivka) (IATA: VIN, ICAO: UKWW). The airport is located near the village of Havryshivka in 7.5 km east of Vinnytsia railway station and serves the city of Vinnytsia and Vinnytsia region of Ukraine.

International airport "Vinnytsia" has air connection with next countries: Poland (Warsaw), Israel (Tel Aviv), Turkey (Dalaman, Antalya), Egypt (Sharm el-Sheikh) and around Ukraine. During the 2017 more than 800 regular and charter flights were made in the International airport "Vinnytsia" which carried 52 thousand passengers, which is twice bigger amount than in previous year (table 2.1) [71].

Airlines which cooperate with International airport "Vinnytsia": Ukraine International Airlines, "Yanair", "Windrose", "Cavok" and "Bravo".

In 2017 International airport "Vinnytsia" became "Airport of the year" in Ukraine. Also, the Vinnytsia City Council, Vinnytsia Regional State Administration and the Ministry of Defense of Ukraine signed a trilateral Memorandum on the further development of the airport.

Table 2.1

**Dynamics of passenger traffic and number of flights of the
International airport "Vinnytsia"**

Name of the indicator	In a year		Until the previous year +/-
	2016	2017	
Passenger traffic, person	29 002	52 942	23 940
Flights (arrival /departure)	442	802	360

The state of hotel infrastructure in the region allows organizing tourist services in the most visited tourist centers, but it remains not so dense and well-equipped. The number of collective accommodation facilities of Vinnytsia region in 2017 was 85 units, which made up only 2% of the total amount of accommodation facilities of Ukraine (table 2.2)

Table 2.2

**The number of accommodation facilities of Vinnytsia region and Ukraine
by their type in 2017 year**

Region	Collective accommodation facilities, units		Including:		Capacity (number of beds) of collective accommodation facilities, units	
	Total amount, units	% from the total amount	Hotels and similar establishments	Specialized accommodation facilities	Hotels and similar establishments	Specialized accommodation facilities
Ukraine	4115	100,0	2474	1641	120 248	293 733
Vinnytsia region	85	0,02	66	19	1 918	5 691

The total amount of accommodation facilities of the region comprises:

- Hotels and similar establishments (66 units) such as hotels, motels, hostels, campings, tourist centers, mountain shelters, summer camps and other places for temporary accommodation.
- Specialized accommodation facilities (19 units) such as sanatoriums, children's sanatoriums, balneological hospitals, mud baths resorts, recreation centers, wellness

establishments and other recreation facilities (except for tourist centers).

The total capacity (number of beds) of collective accommodation facilities in Vinnytsia region is 7 609 and it occupies the 14 place among Ukraine's regions. To sum up, hotel infrastructure in Vinnytsia region is insufficient for the tourist purposes and needs to be developed [72,73].

Among other accommodation facilities it is worth to mention well-known in Ukraine and far beyond its borders sanatoriums in Khmilnyk (6 sanatoriums), where the use of mineral-medicinal water "Radon" successfully treat people with a variety of pathologies, and first of all - osteochondritis. Here are rehabilitation treatments after myocardial infarction and stroke. Nemyriv sanatorium "Avangard" carries out treatment in specialized departments: post-burn, pulmonology and pathology of pregnancy of women. The sanatoriums are equipped with modern medical diagnostic equipment and have high climatic indicators. Here are also varieties of rest houses such as "Mountain" (Mohyliv-Podilskyi district) and "Sokilets" as well as bases of recreation on the banks of the Southern Bug, Dniester and Murafa.

We also should mention the public catering sector. There are 2635 enterprises of restaurant business (legal entities and individuals) including 1227 enterprises in rural areas. The network of roadside services comprises 260 objects of trade and domestic use (cafes, shops for the sale of food and non-food products, Petrol stations, automobile shops, service stations, etc.), including food and trade items - 123 units.

Vinnytsia region has a high level of cultural development. The network of institutions of culture and art of the region as at 2015 year is 2165 establishments, including in the countryside – 1913 [70].

Currently, there are more than 120 museums of the Ministry of Culture and Tourism of Ukraine, 23 of them have the status of national and 97 are amateur. 33 museums in Vinnytsia region have the title of international. The collections of museums of the region comprise about 200 thousands museum items which are part of the Museum Fund of Ukraine [69]. Among the museums of the region we can distinguish establishments which have the main scientific and tourism importance, such as:

- Vinnytsia Local History Museum;
- Vinnytsia Regional Museum of Art;
- The National Pirogov's Estate Museum;
- Museum of Retro Technology Avtomotovelofototeleradio;
- Mykhailo Kotsyubynsky Literary Memorial Museum;
- Mohyliv - Podolsky Local History Museum;
- Tyvrivsky Local History Museum;
- Voronovitsky Museum of History of Aviation and Cosmonautics;
- D. Zabolotny's Memorial Museum;
- Historical memorial complex to victims of fascism the Hitler's headquarters "Werwolf";
- Memorial Museum of M. Leontovich.

Aside from the wide range of museums, the cultural sphere of Vinnytsia region is presented by the theatres, galleries and other cultural institutions. The main professional theatres in Vinnytsia region are Vinnytsia Academic Music and Drama Theater of Sadovsky and Vinnytsia Regional Academic Puppet Theatre "Zoloty Kliuchy" which organized 827 performances attended by over 123,300 people in 2016. Vinnytsia Regional Philharmonic performed 438 concerts which attracted 83.2 thousand viewers. Moreover, there are 6.9 thousand clubs in the region with the club formations, whose participants are 78.4 thousand people [70].

2.2. The current state of tourism and attractiveness of cultural tourism objects in Vinnytsia region

One of the main steps which should be made before the development of the new tourist product is the analysis of the tourist flows of the region and determination of the current state of tourism and main tourist attractions in general.

Analyzing tourist flows of Ukraine we can see that during the 2015-2017 years the outbound tourist flow has increased from 22.43 million people in 2014 to 24.66 million people in 2017, in the same time period the inflow of tourists increased from

12.71 million people in 2015 to 13.33 million people in 2017. In spite of the positive tendency of these indicators, that fact that outbound tourist flows prevail the number of inbound tourists led to creating of negative tourist balance (-11.33 in 2017) [73]. The situation can be explained by the fact that most of the travel companies in Ukraine are oriented on the selling and providing tourist products outside the country and slow recovering of Ukraine's tourism industry from the big crisis of 2014.

Except for the tourist flows there are other indicators that show us the state of tourism (table 2.3).

Table 2.3

Indicators of the tourist industry development of Ukraine and Vinnytsia region in 2015-2017 [74,75]

Region	Years	Changes in 2015 – 2017 %	Total number of tourists served by tour operators and travel agents	Including:		
				inbound	outbound	domestic
Ukraine	2015	Increase of 38,9%	2019576	15159	1647390	357027
	2016		2549606	35071	2060974	453561
	2017		2806426	39605	2289854	476967
Vinnytsia region	2015	Increase of 69,8%	22748	42	13580	9126
	2016		27485	-	17550	9935
	2017		38634	-	30645	7989

Having analyzed this table, we can see that the dynamics in Ukraine during the 2014-2017, in general, had positive development trends. The total number of tourists served by tour operators and travel agents in 2017 comparing with 2015 increased in 38,9%. The same indicator in Vinnytsia region increased in 69,8% during 2015-2017 years. Meanwhile, the number of foreign tourists served by tour operators and travel agents in Ukraine rose again and made up 39605 people in 2017.

Unfortunately, the statistical information shows that there is no foreign tourist served by tour operators and travel agents in Vinnytsia region in 2016 and 2017 years, which highlights the low level of organized inbound tourism of the region. The

negative tendency can be observed in the segment of domestic tourism of Vinnytsia region. The amount of Ukrainians travelling around the Vinnytsia region decreased from the 9935 people in 2016 to 7989 people in 2017. The outbound tourism in Vinnytsia region is rapidly growing. The number of tourists travelled abroad from the Vinnytsia region in 2017 increased in 74,6% comparing with previous year. That is why we can speak about the insufficient and inefficient tourism development of the region.

According to the Vinnytsia Regional State Administration, the region is mostly visited by domestic tourists and travelers from Germany, Georgia, Poland, Italy, Israel, Moldova, Canada, Bulgaria and The Netherlands [69].

In 2017 Vinnytsia region ranked the 15 th by the number of subjects of tourist activity – only 69 subjects which is almost 2% of the total sum in Ukraine (table 2.4).

Table 2.4

**Number of subjects of tourist activity in Ukraine and Vinnytsia region
in 2015-2017 [76]**

	2015	2016	2017
Total number of tourist activity subjects			
Ukraine	3182	3506	3469
Vinnytsia region	63	68	69
Including:			
Tour operators			
Ukraine	500	552	498
Vinnytsia region	8	7	6
Travel agents			
Ukraine	2547	2803	2802
Vinnytsia region	52	58	60
Subjects of excursion activity			
Ukraine	135	151	169
Vinnytsia region	3	3	3

During 2015-2017 we can notice the slight growth of this number from 63 to 69 subjects including 8 tour operators, 52 travel agents and 3 subjects of excursion activity, but in general this number is lower than in the majority of Ukraine's regions.

The most active tour operators of the region are: "Podillya-Travel", "Vinavia", "Slavyansky tour" and "Bomba-tour".

Speaking about the purposes of travel, statistic data says that in 2017 year 99,6% of tourists served by tour operators and travel agents in Vinnytsia region were travelling with leisure and rest purposes (table 2.5). This tendency is also observed around Ukraine. Only 0,3 % of organized tourist travelled with business or studying purposes.

Table 2.5

Breakdown of tourists served by tour operators and travel agents by the purpose of travel in 2017 [76]

	Total number of served tourists	Among them by the purpose of travel:					
		business or studying	leisure and rest	Treatment	sport tourism	specialized tourism	other
Ukraine	2806426	197356	2517065	79299	2864	2452	7390
Vinnytsia region	38634	150	38484	-	-	-	-

Current state of tourism in Vinnytsia region. Analyzing the tourism of Vinnytsia region we can notice that tourism resources as well as infrastructural establishment are located unevenly on the territory of the region. This situation caused the division of territories by the intensity of tourist and recreational activity and density of tourist resources and tourism infrastructure. In Vinnytsia region scholars distinguish the next tourist zones: Central, North, Southern, Western, Southeast and Northeastern (table 2.6) [77].

Table 2.6

Tourist zones of Vinnytsia region

Tourist zone	Districts
Central	Vinnytsia, Nemyriv, Tulchyn, Ladyzhyn, Gaisyn, Tyvriv, Trostyanets
North	Khmilnyk, Kalynivka, Lityn
Southern	Murovani-Kurylivtsi, Mohyliv-Podolskyi, Chernivtsi, Yampil, Tomashpil
Western	Bar, Zhmerynka, Shargorod
Southeast	Teplyk, Bershada, Chetchnik, Pischanka, Kryzhopil
Northeastern.	Koziatyn, Pogrebysche, Orativ, Lipovets, Illintsi

The most popular types of tourism in Vinnytsia region in general are: cultural, health-improving, medical, rural green tourism, religious and sports tourism. In spite of that, each region has its own tourist specialization. Central tourist zone is oriented on cultural, medical, health-improving and sport tourism; North is specialized on medical and cultural tourism; Southeast – medical, health-improving and sport tourism; Southern and Western – health-improving and cultural tourism; Northeastern- health-improving, cultural and sport tourism.

In the last years the development of green tourism has become an urgent issue. Nowadays, more than 30 farmsteads provide comfortable accommodation, national cuisine, eco-friendly food and interesting leisure during holidays. The most active districts in the context of rural green tourism development are Bar, Vinnytsia, Haysyn, Nemyriv, Mohyliv-Podilskyi, Murovani Kurylivtsi and Yampil districts.

In addition, active tourism is rapidly developing in the area. In order to popularize and support this type of tourism, the Vinnytsia Tourist and Sports Union has developed 37 new routes, including water, walking, cycling routes and even skiing [69].

The number of tourist excursions routes was developed for the promotion of inbound and domestic tourism by the tourist organizations with the support of Department of Culture and Tourism of the Regional State Administration of the region. These routes are thematic and based on the history and attractions of the region. Among them 41 tourist excursion routes including: 21 - bus, 7 - water, 6 – pedestrian and 6 –

cycling. The main of them are: “Symphony of Podillia palaces”, “Spiritual heritage of the folk”, “Literary Vinnytsia region”, “The talented people of Podillia land”, “In the Origins of Aviation”, “Places of Military Glory”, “Musical Podillya”, “Cossack ways”, complex of theme tours “7 miracles Vinnytsia region” and others.

One more type of tourism which can be actively developed in Vinnytsia region is water tourism. Water tourism on catamarans and rafts on the South Bug combines the passage of water rapids and acquaintance with tourist sites [77].

As it was previously said, the tourist potential of the region varies depending on the area. In order to analyze the distinct potential of the districts we can use the assessment made by I.V. Levitska (table 2.7).

The results of the tourism potential assessment of the Vinnytsia region districts show us that not all of them have the same prospects for tourism development. The coefficient of recreational value varies from 1.1 to 1.8. An average coefficient for all Vinnytsia region is 1.4. In the same time the highest recreational potential estimated at 36 points (Vinnytsia district) and the smallest at 20 (Chernivtsi district).

In spite of that, all districts have something to offer their potential tourists. But, unfortunately, the main tourist flows go to the few most famous and traditional centers that attract tourists -Vinnytsia, Khmilnyk, Nemyriv, Yampil, and Mohyliv-Podilskyi.

The highest levels of indicators are in Vinnytsia, Mohyliv-Podilskyi, Nemyriv and Tulchyn districts. The middle level can be observed in Haisyn, Trostyanets and Zhmerynka districts. The lowest than the average indicators of integrated rating and the coefficient of recreational value observed in Chernivtsi, Orativ, Chechilnyk, Kalynivka, Lypovets districts. The city of Vinnytsia, Mohyliv-Podilskyi, Nemyriv, Tulchyn, Gaysyn, Vinnytsia and Trostyanrts districts have the highest density of tourist attractions which allows them to be considered the most promising for the development of various types of tourism. Other districts of the Vinnytsia region have a much lower density of tourist facilities, and, therefore, considerably lower intensity of tourist and recreational activities.

Table 2.7

Assessment of tourist potential of Vinnytsia region districts [77]

№	District	Area sq.km	Type of assessment																		
			SGP	AA	MA	FA	WA	CA		NP	RL	PNRA	HCA	TA	SRA	HA	TrA	Res A	Inf A	Comp	KRec
1.	Bar	1100	2	2	0	2	1	3	3	1	2	14	2	2	1	1	2	3	9	27	1,3
2.	Bershad	1300	2	2	0	1	3	3	2	1	2	14	2	2	0	1	1	2	6	24	1,2
3.	Vynnytsia	900	2	3	0	2	3	3	3	2	2	18	3	3	2	2	3	3	13	36	1,8
4.	Haisyn	1100	2	2	0	2	3	3	2	1	2	15	3	2	1	1	2	3	9	29	1,4
5.	Zhmerynka	1200	3	2	0	2	1	3	3	3	2	16	2	2	1	0	2	2	7	28	1,4
6.	Illintsi	900	2	2	0	2	2	3	3	1	2	15	3	3	0	0	1	2	6	26	1,3
7.	Kalynivka	1100	2	2	0	1	1	3	2	1	2	12	2	2	0	0	2	2	6	22	1,1
8.	Koziatyn	1100	1	1	0	1	1	3	3	1	2	12	2	3	1	1	2	2	9	24	1,2
9.	Kryzhopil	900	3	2	0	1	1	3	2	1	2	12	2	2	1	1	1	1	6	23	1,1
10.	Lypovets	1000	2	1	0	1	1	3	3	1	2	13	2	2	0	0	1	3	6	22	1,1
11.	Lityn	1000	2	2	0	2	3	3	3	1	2	16	2	2	0	0	1	3	6	26	1,3
12.	M. Podilskyi	900	2	3	2	1	3	3	1	2	2	17	3	3	1	1	2	3	10	32	1,6
13.	M.Kurylivtsi	900	2	2	2	2	3	3	2	2	2	18	2	2	0	0	1	2	5	27	1,3
14.	Nemyriv	1300	3	2	2	2	3	3	2	1	2	17	3	2	1	1	2	2	8	31	1,5
15.	Orativ	800	1	2	0	1	1	3	3	1	2	13	2	2	0	0	1	2	5	21	1,0
16.	Pishchanka	600	2	2	0	2	1	3	2	2	2	14	2	3	0	1	1	2	7	25	1,2
17.	Pogrebinshe	1200	1	2	0	1	1	3	2	1	2	12	2	2	0	1	2	2	7	22	1,1
18.	Teplyk	800	2	2	0	1	1	3	2	1	2	12	2	2	0	0	2	3	7	23	1,1
19.	Tyvriiv	1100	3	2	0	1	3	3	3	1	2	15	2	2	1	0	1	1	5	25	1,2
20.	Tomashpil	900	3	2	0	1	1	3	2	1	2	12	2	2	0	1	1	2	6	23	1,1
21.	Trostanets	800	3	2	0	2	3	3	2	2	2	16	2	2	1	1	2	2	8	27	1,4
22.	Tulchyn	900	3	2	0	2	2	3	2	2	2	15	3	3	1	1	1	3	9	30	1,5
23.	Khmilnyk	1300	1	2	3	1	2	3	2	1	2	16	2	2	2	1	1	2	8	27	1,3
24.	Chernivtsi	600	2	2	0	1	1	3	2	1	2	12	1	2	0	0	1	2	5	20	1,0
25.	Chechilkyk	800	2	2	0	2	1	3	2	3	2	15	1	1	0	0	1	2	4	22	1,1
26.	Shargorod	1100	3	2	0	2	2	3	2	1	2	14	2	2	0	1	2	2	7	26	1,3
27.	Yampil	800	2	3	0	1	3	3	1	2	2	15	3	3	0	1	1	2	7	27	1,3
28.	Vynnytsia region	26500	2	2	2	1	3	3	2	1	2	16	2	2	1	1	2	3	9	29	1,4

Symbols to the table: SGP - socio-geographical position assessment; AA - aesthetic qualities of the territory assessment; MA - assessment of therapeutic waters of the territory; FA - assessment of forest recreational resources of the territory; WA -assessment of water resources of the territory; CA -assessment of climatic resources of the territory; NP - assessment of the nature protection objects of the territory; RL- an assessment of the territory in terms of recreational load; PNRA- assessment of the potential of nature-recreational resources; HCA- assessment of the historical and cultural fund of the district; TA -the coefficient of transport security, SRA- sanatorium and resort facilities assessment, HR - hotel enterprises assessment; Tr A- trade establishments assessment, Res A- establishments of restaurant sphere; Inf A - assessment of the infrastructure of the district; Comp - complex score assessment of recreational territory; KRec - coefficient of recreation values.

The most attractive tourist objects of the Vynnytsia region according to the visiting are: ROSHEN Fountain; The National Pirogov's Estate Museum (visited by almost 158 thousand tourists in 2016, 1448 of them - foreign tourists from 65 countries of the world); Vynnytsia Local History Museum; (visited by almost 76 thousand

tourists); Historical memorial complex to victims of fascism the Hitler's headquarters "Werwolf" (visited by 25.8 thousand tourists in 2016, about 1000 of them are foreign), the Pototsky Palace in Tulchyn; State Historical and Cultural Reserve "Busha" (visited by 21 thousand domestic and foreign tourists in 2016); Rocky Monastery in the village Lyadova and Braille Holy Trinity Monastery [78].

Analyzing the structure of tourist visiting in the Vinnytsia region we can sum up that 90% of tourists visit ROSHEN fountain; The National Pirogov's Estate Museum is visited by 60% of all tourists; 50% of tourists go to Historical memorial complex to victims of fascism the Hitler's headquarters "Werwolf" and also 50% attend Vinnytsia Local History Museum.

The division of tourists arriving to the Vinnytsia region by the means of transport shows that for the travel to the region tourists use: bus - 68%, automobile -20%, railways - 10%, aviation - 2% [70].

Describing the tourism in Vinnytsia region in general and cultural tourism in particular we should also mention the current state of main cultural tourism objects of the region (table 2.8).

Unfortunately, there is no available and systematized information which describes the current state of the cultural tourism resources of Vinnytsia region. That is why, for the approximate estimation of the main cultural objects of the Vinnytsia region we can use the point rating system.

In order to do create the point assessment of cultural tourism objects we have used the next criteria:

- Importance of the object (3-national or international importance; 2-regional importance; 1-local importance);
- State of the object (3-fully saved or restored; 2-partially saved or need a restoration ; 1- destroyed, only single items saved);
- Uniqueness (3-absolutely unique; 2-unique for the region; 1-commonly found);
- Antiquity (3-XIII-XV centuries and earlier; 2- XVI-XVIII centuries; 3- XIX century and later);
- Famousness of the object (3- widely known around Ukraine and abroad; 2-known

on the regional level; 1-only locals know about the object);

- Presence in tourist routes(3- almost always presented in the tourist routes; 2- often presented in the routes of the region; 1- rarely or never presented in the tourist routes).

Table 2.8

Point rating of the main cultural tourism objects of Vinnytsia region

№	Name of the object	Importance of the object	State of the object	Uniqueness	Antiquity	Famouness of the object	Presence in tourist routes	Total score
1.	The complex of protective structures "Muri"	1	1	1	3	1	2	9
2.	The National Pirogov's Estate Museum	3	3	3	2	3	3	17
3.	Mykhailo Kotsyubynsky Literary Memorial Museum	3	3	2	2	2	3	15
4.	Historical memorial complex to victims of fascism the Hitler's headquarters "Werwolf"	3	1	3	2	3	3	15
5.	ROSHEN Fountain	1	3	3	1	3	3	14
6.	Holy Transfiguration Cathedral in Vinnytsia	2	3	2	2	2	2	13
7.	Palace of Grokholskih in Voronovytsia	2	3	1	2	1	2	11
8.	The Pototsky Palace in Tulchyn	3	3	2	2	3	3	16
9.	State Historical and Cultural Reserve "Busha"	3	2	3	2	3	3	16
10.	St. Usiknovenskyyy rock monastery in Liadova village	3	3	3	3	2	2	16
11.	Earl Ksido Palace in Khmilnyk	2	2	1	2	1	1	9
12.	Palace of M.H.Scherbatova.in Nemyriv	2	2	1	2	2	2	11
13.	Scythian settlement in Nemyriv	3	3	2	3	2	2	16
14.	Palace of Chetvertynski in Antopil	1	2	1	2	1	1	8
15.	Palace of Sobansky in Spichintsi	1	2	1	2	1	1	8
16.	Memorial Museum and Tomb of Academician D.K. Zabolotny in Zabolotne village	3	2	2	2	1	1	11
17.	Palace in Verhivka village	1	2	1	2	1	1	8
18.	Potocki Mausoleum in Pechera village	1	2	2	2	1	2	10
19.	Palace of Komar family in Murovani-Kurilivtsi	1	2	1	2	1	1	8

The highest possible rating is 18 points.

According to the rating table, the cultural tourism objects with the highest attractiveness are: The National Pirogov's Estate Museum (17 points), The Pototsky

Palace in Tulchyn (16 points), State Historical and Cultural Reserve "Busha" (16 points) and St. Usiknovensky rock monastery in Liadova village (16 points).

The least amount of points (8) went to Palace of Chetvertynski in Antopil, Palace of Sobansky in Spichintsi, Palace in Verhivka village and Palace of Komar family in Murovani-Kurilivtsi.

What is more, different cultural events have the great importance for cultural tourism. Attending them tourists can get acquainted with the national traditions and customs of the Vinnytsia people.

One of the main traditional folk and art festivals are "Ukrainian Vytynanka", which takes place in Mohiliv-Podilskyi, symposium-workshop "Bubnivska ceramics" in the village Bubnivka of the Haysyn district, the symposium of sculptors "Podilskyi Oberig" in the village Busha of the Yampil district, the review-competition of authentic collectives for the prize of G. Tantsyura in the city of Haysyn and many others. Except for these events there are variety of other festivals such as: eco-musical festival "Skyline" in Bershad, mini-fest "Mlynomania" in village Pechera, music fest "Nezabutni nochi" in Sutysky village, "ManyFest" in Vinnytsia, opera-festival "Operafest-Tulchyn", Vinnytsia Adolphe Sax Festival, Vinnytsia Jazz Fest, «Island of Europe», «Vinnytsia - the capital of UPR», and Vinnytsia Food Fest.

2.3.Determination of competitive advantages of Vinnytsia region

Vinnytsia region has all the prerequisites for the intensive development of the internal and external tourism: advantageous geographic position, favorable climate, the richness of the natural, cultural and tourist-recreational potentials. All this factors can be considered as the basis for the competitive advantages development.

First of all, to determine the competitive advantage of the region we should compare it with its main competitors. In our situation the main rivals of the Vinnytsia region are areas of Ukraine with similar natural, cultural and other types of resources which attract the potential tourists. Among them we can distinguish such neighbors of the region as: Khmelnytskyi, Cherkasy, Kyiv and Zhytomyr regions. What is more, in

the wide context, all the regions of Ukraine can be considered as competitors in particular type of tourism. In order to better understanding of the positions of the Vinnytsia region among its competitors let us consider the integral evaluation of the natural tourist resources of the regions of Ukraine (table 2.9).

Table 2.9

**Integral evaluation of the natural tourist resources
of the Ukraine regions[79]**

Name of the region	Assessment of the resources, points						Total score	Integral evaluation of the natural resources, points
	Speleological	Orographic	Climatic	Hydrographic	Flora	Fauna		
Vinnytsia	4	4	4	2	2	4	20	4
Volyn	1	2	2	5	4	3	17	3
Dnipropetrovsk	2	2	5	2	1	2	14	2
Zhytomyr	1	1	2	1	4	4	13	1
Zakarpattia	4	5	3	4	4	5	25	5
Zaporizhia	1	3	5	2	1	1	13	1
Ivano-Frankivsk	4	5	2	2	4	5	22	4
Kyiv	1	1	3	2	3	2	12	1
Kirovohrad	1	2	4	2	1	2	12	1
Lviv	3	5	1	3	4	4	20	4
Mykolaiv	3	2	5	3	1	2	16	2
Odesa	4	2	4	2	1	2	15	2
Poltava	1	2	4	2	1	1	11	1
Rivne	1	2	2	3	5	1	14	2
Sumy	1	1	3	3	2	4	14	2
Ternopil	5	4	2	3	1	3	18	3
Kharkiv	1	2	3	1	2	5	14	2
Kherson	4	1	5	2	1	2	15	2
Khmelnitskyi	4	4	3	3	2	3	19	3
Cherkasy	1	3	4	4	2	5	19	3
Chernivtsi	5	5	1	2	3	5	21	4
Chernihiv	1	1	3	2	3	2	12	1

Having analyzed this table, we can make a conclusion that Vinnytsia region has reach natural potential for tourism development. According to the total score, the region has 20 points, which is bigger than in 17 regions of Ukraine and only Zakarpattia(25), Ivano-Frankivsk (22), Chernivtsi (21) and Lviv (20) regions have better and the same results.

Integral point of the natural resources of districts of Ukraine was determined as the sum of the components of the assessment points: speleological, orographic, climatic, hydrographic, plant and animal resources and determined in the amplitude of 1-5 points.

The integral evaluation shows the same situation as the total score, Vinnytsia region got 4 points, which is bigger than in 17 regions of Ukraine.

These results confirm the richness of Vinnytsia region natural resources, their uniqueness and emphasizing the possibility of their usage for tourism purposes. That is why natural resources of Vinnytsia region can be considered as a strength, which can be used in the process of competitive advantage development.

In order to understand the competitiveness of cultural and historical resources of Vinnytsia region, let us consider the rating of cultural and historical resources of Ukrainian regions (Appendix B). The data shows us that in terms of availability of theatres Vinnytsia region has the 14 place; availability of the cinemas – 3 place; number of museums- 4 place; number of museums visiting – 9 place; number of cultural heritage -10 place. From this we can understand that Vinnytsia region has the sufficient amount of cultural and historical resources which can be used as a basis for cultural tourism and development of competitive advantage of the region.

In addition to assessment of natural and cultural resources of Vinnytsia region it is expedient to consider the overall assessment of tourism resource potential (table 2.10).

The rating of the regions of Ukraine is provided in the context of seven blocks: socio-geographical, natural, natural-anthropogenic (national parks, nature reserves, botanical gardens etc.), architectural and historical, infrastructure, biosocial and event resources.

In the process of evaluation of previously mentioned criteria scholars determined that speleological, orographic, climate and fauna resources of the region can be estimated at 4 points and other two types of resources – hydrological and flora got only 2 points. Nevertheless, analysis of table indicates that Vinnytsia region as well as Kyiv, Odesa, and Lviv regions received maximum total score - 4 points. These areas can be

considered resource-recreational territories-donors. Minimum point (1) was given to Zaporizhia and Kirovograd regions.

Table 2.10

Resource and recreation rating of the regions of Ukraine [79]

Name of the region	Evaluation of the resources, points							Total score	Integral evaluation of resources, points
	Socio-geographical	Natural	Natural-anthropogenic	Architectural and historical	Infrastructural	Biosocial	Event		
Vinnitsia	5	4	1	4	1	5	3	23	4
Volyn	1	3	2	4	1	3	4	18	2
Dnipropetrovsk	4	2	1	2	3	2	1	15	2
Zhytomyr	4	1	1	2	1	5	2	16	2
Zakarpattia	1	5	4	3	1	2	1	17	2
Zaporizhia	3	1	3	1	2	1	1	12	1
Ivano-Frankivsk	2	4	2	3	1	4	5	21	3
Kyiv	4	1	2	5	3	5	5	25	4
Kirovohrad	5	1	1	1	1	2	1	12	1
Lviv	1	4	1	5	2	5	5	23	4
Mykolaiv	5	2	1	1	2	2	3	16	2
Odesa	5	2	1	3	4	5	5	25	4
Poltava	4	1	1	2	1	5	2	16	2
Rivne	2	2	3	3	1	1	4	16	2
Sumy	3	2	2	2	1	4	1	15	2
Ternopil	2	3	1	4	1	2	2	15	2
Kharkiv	4	2	1	3	1	3	4	18	2
Kherson	4	2	4	1	2	1	1	15	2
Khmelnitskyi	3	3	1	5	1	2	3	18	2
Cherkasy	4	3	2	2	1	4	2	18	2
Chernivtsi	3	4	1	3	1	2	2	16	2
Chernihiv	3	1	3	4	1	5	2	19	3

According to the evaluation results, we can conclude that Vinnitsia region has one of the best conditions for the tourism development: its own specificity and ethnocultural, architectural, historical, landscape, biosocial uniqueness. In the context of availability of tourism resources it can compete with such regions as Zakarpattia, Lviv, Kyiv and Odessa. Nevertheless the region's position on the Ukrainian and world tourism market is not very strong. There exist following problems that restrain tourism development in Vinnitsia region:

- Insufficient number of infrastructure elements for tourism industry and high level of their physical and moral depreciation, especially of enterprises connected with hospitality.
- Absence of the developed brand and image of the region.
- Lack of the recreation and entertainment industry (except Vinnytsia).
- Unsatisfactory condition of some road which makes it very hard to get to tourist objects.
- Unsatisfactory condition of most cultural heritage monuments, and absence of developed effective programs for their preservation and adaptation for the needs of tourists.
- Ineffective activities of the relevant security structures which are responsible for ecological safety of territories which restrains the development of green and eco-tourism.
- Absence of deliberate targeting and positioning.
- Lack of system advertising and information support.
- Extremely insufficiently used potential of tourism development in rural areas.
- Bad conditions of urban infrastructures (except Vinnytsia).
- Limited funding and lack of attraction of investment resources for tourism development.
- Programs of tourism development are mostly based on money from the city budget
- Lack of volume of hotel rooms comparing with other regions of Ukraine.

To make the more complete analysis of the tourism in Vinnytsia region, we have used SWOT-analysis, which enables to understand the problem points and threats as well as highlight the positive aspects and opportunities of the region. The results of this analysis will give us the framework for the improvement measures development, show what sides to strengthen, what threats we need to overcome and display what opportunities we should use for the future development of the destination (Fig. 2.2.)

Strength	Weaknesses
<ol style="list-style-type: none"> 1. Geographical location, transit potential 2. Rich natural resources 3. Developed transport and infrastructure of railway, automobile and aviation transport 4. The absence of powerful objects of environmental pollutants and zones of ecological disaster 5. Availability of huge development potential in cultural tourism due to the numerous places of historical heritage 6. Resources for medical and recreational tourism (Khmilnyk, Nemyriv) 7. Existence of the Tourism Development Program in Vinnytsia region for 2017-2020. 	<ol style="list-style-type: none"> 1. Corruption, which leads to ineffective and opaque use of budget funds 2. Significant degree of physical and moral depreciation of fixed assets of enterprises connected with hospitality 3. Poor condition of objects of historical heritage 4. The lack of awareness among both international and local communities about the region's places of interest and historical heritage 5. A significant level of outflow of active and skilled workers outside the region in search of higher salary.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increased involvement of the community in commercial tourist facilities and services 2. Implementation of the key reforms program (functioning of the Anti-corruption Bureau of Ukraine, decentralization and reform of local self-government) 3. Popularity of domestic tourism and as a result increase of tourists from other regions of Ukraine 4. Attention of the government to <u>Ukraine</u> -European Union relations and their improvement 5. Recovering of Ukraine tourism industry after a depression 	<ol style="list-style-type: none"> 1. Destabilization of the political, economic and social environment in the country (significant expenditures on defense of the country) 2. Negative image of Ukraine in the world because of war 3. Negative demographic changes 4. Threats of competitors –neighbor regions 5. Lack of support of tourist industry from the government and insufficient amount of investments.

Fig. 2.2. SWOT- analysis of tourism industry of Vinnytsia region

To assess and evaluate the competitive strength and position of the destination on a tourism market we will consider Porter`s five forces analysis:

- Threat of new entrants – Vinnytsia region has competitors in Podillia and around Ukraine which are oriented on the same target audiences.

- Threat of substitutes –Vinnytsia region has its own unique resources which cannot be directly substituted.
- Bargaining power of customers – due to the high level of competition among the destinations customers have the bargaining power so they can influence the destination and impose their conditions.
- Bargaining power of suppliers – suppliers of tourist resources such as hotels, restaurants, historical and natural sites make a huge impact on the destination's offering.

Having analyzed the current state of the tourism in the region as well as its strength, weaknesses, threats and opportunities we can say that Vinnytsia region are competitive on the Ukrainian tourism market and have its own competitive advantages which are shown in the figure 2.3.

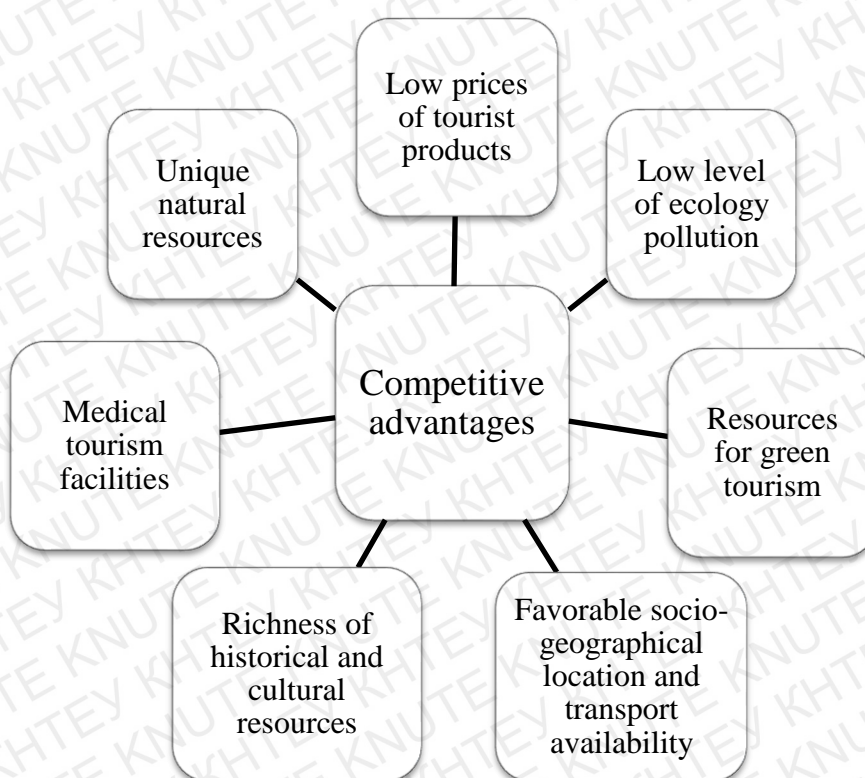


Fig. 2.3. Competitive advantages of Vinnytsia region tourism destination

These competitive advantages are a basis of tourism industry of Vinnytsia region and show the advantages and preferences of the region among other destinations of Ukraine. They should be actively used in the process of further tourism development

and promotion of the region. Richness of historical and cultural resources can be considered as a main competitive advantage which determines cultural tourism of the region and its attractiveness in the context of tourism product development.

Conclusions to the part 2

Having analyzed the research conducted in the second part, we can make the following conclusions:

1. Benevolent geographical location, rich natural and climatic conditions, presence of architectural monuments, history and unique culture create favorable conditions for the formation of a highly profitable tourist and recreational area in Vinnytsia region and development of tourism in general and cultural tourism in particular. Unlike previously mentioned resources, some elements of infrastructure such as insufficient accommodation facilities, bad roads condition and lack of adaptation of cultural resources to the tourism purposes can be considered as restraining factors for tourism.

2. Summarizing the current state of tourism in Vinnytsia region we can say that in general tourism industry of the region is recovering from the crisis state caused by political situation and positive tendency of number of indicators can be observed. Nevertheless, the outbound flow of tourists in Vinnytsia region is still prevails the inbound and domestic flows. Types of tourism which attract tourists to Vinnytsia region are: cultural, active, green, medical and health-improving.

3. In the third subparagraph the main competitive advantages of Vinnytsia region were determined. They include: low prices of tourist products, unique natural resources, rich historical and cultural resources, favorable socio-geographical location, medical tourism facilities and resources for green tourism.

PART 3

RECOMMENDATIONS FOR CULTURAL TOURISM IMPROVEMENT IN VINNYTSIA REGION

3.1. Ways of cultural tourism development in Vinnytsia region

Nowadays we live in a time period when humanity reevaluates the importance of culture. The processes of world integration create the situation when the diversity of nations becomes the factor, which should be appreciated and preserved. The new understanding of culture in social and economic life highlights the possibility of cultural tourism to be the driving factor of regional development, enhancement of foreign economic activity and international relations. Therefore, the focus on cultural tourism is becoming one of the real opportunities for economic, social and cultural growth for most Ukrainian regions. In spite of political and economic difficulties, currently we can notice the development of new trends in cultural life, the reborn of forgotten names, memorials and events, as well as estimation of new historical heritage.

In Vinnytsia region tourism industry is becoming increasingly important. The formation and support of competitive tourism industry give the region a chance to enhance the economic and social development. Cultural tourism is one of the priority directions of tourism development in Vinnytsia region. The availability of diverse cultural resources creates the prospect of transforming the region into one of the main centers of cultural tourism. Unfortunately, having analyzed the current state of this type of tourism we can see that all the resources and potentiality of the region is not rationally used for the tourism purposes. This situation caused the growing need of taking measures, which will help to develop cultural tourism of the region.

First of all, we should mention that according to the classification of cultural tourism developed by János Csapó cultural tourism comprises such subtypes as heritage tourism, cultural thematic routes, cultural city tours, ethnic tourism, events and festival tourism, religious tourism and creative tourism as well. Vinnytsia region can

develop all these subtypes of cultural tourism. Therefore, they can play a role of main growth directions of cultural tourism.

The most common heritage tourism can take place on the entire territory of Vinnytsia region, especially in Vinnytsia, Tulchyn, Nemyriv and Yampil districts. Nevertheless, this type of tourism requires great improvements and developments.

Thematic routes of Vinnytsia region also have great importance for the tourism development. The existing thematic routes such as "Symphony of Podilsk palaces", "Spiritual heritage of the folk", "Literary Vinnytsia region", "The talented people of Podilsk land", "In the Origins of Aviation," "Places of Military Glory," "Musical Podillya," "Cossack ways", a complex of theme tours "7 miracles Vinnytsia region" should be actively promoted and realized.

The main center of cultural city tourism of the region is Vinnytsia, which is extremely interesting in cultural context and has a high density of cultural offerings on a relatively small area. That is why this type of tourism should be actively developed and supported in this city.

Talking about ethnic tourism, the main centers of this type of tourism are located in villages, where the ancient customs and traditions are preserved and supported by locals.

Modern state of event and festival cultural tourism in Vinnytsia region can be represented by following events: eco-musical festival "Skyline" in Bershada, mini-fest "Mlynomania" in village Pechera, music fest "Nezabutni nochi" in Sutysky village, "ManyFest" in Vinnytsia, opera-festival "Operafest-Tulchyn", Vinnytsia Adolphe Sax Festival, Vinnytsia Jazz Fest, «Island of Europe», «Vinnytsia - the capital of UPR», and Vinnytsia Food Fest and others. These events significantly influence the tourist flows of the destination and help to attract different types of tourists to the region. Although we can notice the lack of promotion of such events on the regional and country level and almost absence of it on the international market.

Religious tourism is not strongly developed in Vinnytsia region, but nowadays it is gaining popularity. The Brailiv and the Lyadiv Monastery are traditionally the most famous objects for both religious tourism and pilgrimage. That is why the further

development of religious tourism also can be considered as a prospective direction of cultural tourism development.

Creative tourism is a relatively new but promising subtype of cultural tourism in Vinnytsia region, which involves the local population and tourist to the process of tourist product creation (co-creation). It is a new generation of tourism, which is oriented on gaining the experiences and integration in life of locals rather than passive sightseeing.

In the process of analyzing of tourist resources of Vinnytsia region, we understood that there is not only rich tangible heritage, but also the distinctive intangible heritage, original customs, traditions, folklore and unique crafts. Therefore, cherishing these types of resources and using them for tourist attraction, Vinnytsia region can become a creative tourism destination.

The world popularity of this type of tourism stem from the rapid changes of the world, tourism market and the way people travel in general. It is also influenced by current trends in tourism industry. As it was mentioned in the first part of the qualifying paper, nowadays tourists no longer want to be considered and act like classic “tourists”. They tend to avoid typical sites, buy typical souvenirs and live in hotels for tourists. Instead of that tourists try to understand local culture, lifestyle, interact with locals, live in surrounding they live and get experiences they have.

The peculiarity of creative tourism not only consists in immersing to the local culture, but also in the possibility to realize their own creative potential. Nowadays, creative tourism can become a source of possible innovations and diversification of tourism product for all the destinations. Creative tourism can involve creative tourist experiences connected with arts and crafts, music, gastronomy, design, spirituality, health and healing, languages, sports and many others.

The development of creative tourism is expedient because it will help region to cope with a lot of problems and bring significant advantages to the tourism sector. Among the pros of creative tourism development we can mention following ones:

- absence of seasonality of this type of tourism allows to improve the distribution around the year and eliminate unevenness of demand;

- it helps to recover the intangible heritage and changes the attitude of locals to it. they start to consider it as an asset which should be protected and preserved.
- development of this type of tourism contributes to the diversification of tourism offer of the region without involving of significant investments;
- saving of authenticity and originality of culture;
- geographical diversification around the destination caused by the slight interest of creative tourists to traditional sites, which allows distributing demand;
- the new demand has positive effects on infrastructure and culture heritage;
- support of villages and increase in income of non-urban citizens;
- creation of working places in rural areas;
- the rise in self-confidence of local people due to the interest of their culture and fostering of patriotic mood in the destination;
- it empowering local communities and help to use their skills;
- creative tourism can be a basis for cluster creation.

Apart from the mentioned advantages the creative tourism development also helps to position the destination on the tourism market and also become a competitive advantage. Moreover, this type of tourism attracts new types of tourists who are more socially and ecologically responsible and sensitive.

At the same time, many countries and cities of the world have already recognized the power and importance of creative tourism. A lot of destinations are struggling to become more creative, and to present themselves as creative destinations – not only as places where co-creation is possible, but also for attracting creative and educated people.

Let us consider some of the most developed examples of creative tourism activities, which are developed by creative networks.

The most popular creative tourism city programs were developed in Paris and Barcelona. Creative Paris program as well as Creative Tourism Barcelona program offer a wide range of activities connected with culinary, performing and visual arts, design and fashion, writing and philosophy as well as gardening and other creative experiences. The bright example of combining of creative experiences of the country

into one program is Creative tourism Austria program, which comprises a lot of creative hotspots around the country. Creative Tourism Austria also has a model based more on developing relationships with commercial partners, including hotels and spas.

An interesting example of creative tourism network has been established by the Manchester Museums Consortium. This organization has represented the site CreativeTourist.com which provides the information for all people who want to experience the creative activities in Manchester. All these programs highlight the growing cooperation of tourism and creativity as a new generation of cultural tourism.

To understand the influence of creative tourism for the definite destination, let us consider the case studies of John Hull and Ulrike Sassenberg, who draw similar conclusions from their study of two islands (Newfoundland, in Canada, and Pašman, in Croatia). These islands which are extremely related to traditions and feeling of authenticity have taken creative tourism as the way of solution of problems of local communities. For that purposes, innovative crafts program and a strategy for creating a network of traditional villages were created. As the authors point out, the development of this type of tourism brought benefits for both locals and tourists [80].

Creativity activities allow human capital to be utilized to develop new solutions to the problems of economic restructuring. Even destinations which do not have vast reserves of “real cultural capital” can develop their creative capabilities to regenerate themselves [81, 82].

These examples show that creative tourism can be a factor of destination development, solve a lot of its problems and make a positive impact on the social and economic life of the society. It also supports the idea of sustainable tourism because it involves not consumption but the creation of a culture. That is why it is expedient to develop creative tourism in Vinnytsia region as a new growing and promising type of cultural tourism.

Having defined the possible direction of cultural tourism development in Vinnytsia region, we should also mention the areas that require improvements for the successful implementation of these directions.

First of all, it is important to create the strategy dedicated to the improvement of

the competitiveness of the Vinnytsia region on domestic and international markets and creation of the modern and competitive cultural tourism industry, which will be able to meet the needs of foreign and domestic tourists.

The important issue of the region is to ensure the rational use of all types of resources and achieve optimization of financial expenses and involvement of investments in the field of tourism. Future improvement also should include marketing measures, information provision, forming a positive image of Vinnytsia region and complex branding.

In order to improve tourism offering of the region, it is also necessary to study the possibilities of opening tourist routes and creation of new tourist products, which will be innovative and correspond with modern trends of tourism industry. These measures will help to diversify the proposition of Vinnytsia region among other regions, which offer unified cultural tourism products, attract new tourist and enable the fuller use of cultural tourism potential.

What is more, special attention must be paid to the elimination of infrastructure imbalances, which restrain the development of cultural tourism. The adaptation of available cultural tourism resources for tourism purposes should be implemented as well as its preservation and restoration.

According to Tkachenko T.I. the infrastructure of the tourist services market has an internal structure, which can be separated to general and specialized infrastructure of the tourist market. Specialized infrastructure is represented by institutions and resources, which service tourists establishments and whose incomes are formed by the expense of tourists due to the satisfaction of their needs. The general infrastructure involves institutions and resources serving different economic activities, and whose incomes do not fully depend on tourism activities. Such enterprises and organizations are for the local population, but can also provide services for tourists [83].

Both general and specialized infrastructures play the important roles for tourism industry of the region and influence the tourists` impressions about the region. Therefore, they must be paid a definite attention in the process of tourism development of the region.

The main measures aimed at improving specialized infrastructure that directly connected with the tourism are presented in table 3.1. These measures have the main importance for cultural tourism development and first priority of implementation because they have immediate relation to the tourism industry of the region.

Table 3.1

**List of improvement measures for specialized tourism infrastructure
in Vinnytsia region**

№	Object of improvement	Improvement measures
1.	Tour operators	- encourage tourism agencies to develop and organize tours around the region
2.	Tourism agencies	- expand the proposition of domestic tours around the region
3.	Excursion enterprises and tourist guides	- certification of existing guides and guides-interpreters of the region; - creation of conditions for the attraction of qualified specialists in the sphere of tourism; - conducting master classes, workshops and seminars for tourism workers.
4.	Hotels	- improvement of service quality; - diversification of accommodation facilities; - development of hostels and campsites network; - supporting of rural establishments.
5.	Public catering establishments	- encouragement of creation of public catering establishments near tourists sites; - advertising and informational support of the enterprises; - improvement of service quality.

Apart from the previously mentioned improvement measures, it is necessary to pay attention to additional service industries, which have a great importance for the general tourists' impression and serve them in the process of visiting of the region. The complex of suggested measures for the establishments with indirect relation to the tourism in Vinnytsia region is presented in the table 3.2.

Table 3.2

List of improvement measures for general tourism infrastructure

in Vinnytsia region

№	Object of improvement	Improvement measures
1.	Objects of cultural heritage	<ul style="list-style-type: none"> - restoration and reconstruction of cultural tourism objects; - adaptation of objects for tourism purposes; - involving of funds for the objects restoration and preservation from the state and regional budgets as well as investments; - spreading of the information about the cultural tourism objects; - popularization of cultural heritage on the regional and country levels; - organization of events on the territory of the cultural tourism objects; - creation of the mobile app with the list of cultural tourism objects and their geographical location on the map.
2.	Centers of art and traditional crafts	<ul style="list-style-type: none"> - popularization of folk crafts; - the involvement of craftsmen in the tourism industry; - compiling a list of centers of folk crafts; - encouragement to host master classes for tourists and organization of exhibitions of folk arts in museums of the region.
3.	Religious establishments	<ul style="list-style-type: none"> - the establishment of cooperation with religious rites; - distribution of information about a religious object; - agreements with the priests on conducting excursions and tourists attending.
4.	Souvenir shops	<ul style="list-style-type: none"> - encouragement of quality souvenir products selling; - availability of cultural folk crafts works in the assortments of souvenir shops; - availability of printed informative products for foreigners.
5.	Culture establishments	<ul style="list-style-type: none"> - development of the network of theatres, cinemas and galleries of the region; - providing of the information for the tourist about the cultural establishments of the region.

The previously mentioned improvements must be undertaken on the regional, district and local levels. They concern the industries, which connected directly with the

tourism product development and tourist servicing as well as industries with an indirect effect on the tourism sphere.

3.2. Promotion measures for cultural tourism in Vinnytsia region

Cultural tourism development of Vinnytsia region is a complex process, which requires many well-planned and organized actions that are based on the specific strategic goals of the region. Therefore, for the successful implementation of the development objectives of the region it is necessary to create development and promotion strategies, which involve the distinct actions. Let us consider the principal strategic goals and main measures for their achievement (table 3.3).

The measures presented in this table are dedicated to the creation of cultural tourism product, which will be able to meet the needs of domestic and foreign tourists and enhance the position of the region on the cultural tourism market. What is more, realization of these measures will lead to the creation of the unified database of cultural tourism resources and their passportization, which will simplify the new tourism product creation.

Table 3.3

Complex of measures dedicated to the cultural tourism product improvement

No	Measures	Period of implementation	Details
1.	Development and diversification of the competitive cultural tourism product of Vinnytsia region		
1.1	Inventorization of all cultural tourism resources of the region, which can be used for tourism purposes	2019-2021	Creation of unified data-base of cultural tourism resources
1.2	Passportization of cultural tourism object in accordance with modern requirements	2019-2021	Development and updating the passports of tourist objects of the region

Continuation of table 3.3

No	Measures	Period of implementation	Details
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		tion	
1.3	Creation of electronic catalogs of museums exhibits, monuments of history and monumental art, architecture, archeology	2019-2021	Provide electronic catalogues for the Vinnytsia Regional Museum of Local History, Vinnytsia Museum of Art, Mykhailo Kotsyubynsky Museum and others
1.4	Creation of cultural tourism walking routes in Vinnytsia and marking them out using QR-codes	2019-2021	Development of 3 walking routes
1.5	Development of creative cultural tourism routes with visiting of the main centers of folk crafts	2019-2021	Creation of 2 creative cultural tourism routes
1.6	Encouragement of tourism enterprises of the region to develop cultural tourism routes around Vinnytsia region	2019-2021	Provide the support for tour operators which develop cultural tourism in the region
1.7	Development of thematic totes in Vinnytsia region	2019-2021	Develop 2 routes connected with famous people of Vinnytsia people
1.8	Creation of the cultural events and festivals	2019-2021	Create 2 new cultural tourism festivals, which populate the national crafts and traditions
1.9	Bicycle cultural tourist routes development	2019-2021	Create bicycle routes and organize the bicycle rent points
1.10	Establishment of cooperation with tourism enterprises for the purpose of tourist attraction	2019-2021	Organize 6 round tables and seminars with representatives of tourism enterprises

The main indicators, which will show the efficiency of the realization of proposed measures, are:

- number of developed cultural tourism routes of the region: walking, cycling, creative tourism routes and others;
- amount of provided tourist services in the territory of the region;
- the availability of cultural tourism routes to Vinnytsia region in the proposition of the tour operators and tourism agencies.

Below presented measures (table 3.4) tend to improve the current state of cultural tourism objects and intangible heritage of the region, involve the investments for their

restoration and preserve the objects in the state of emergency.

Table 3.4

Complex of measures dedicated to the improvement of the state of cultural tourism objects and intangible heritage

№	Measures	Period of implementation	Details
2.	Improvement of the state of cultural tourism objects and intangible heritage		
2.1	Detection of the cultural heritage objects of the region, which require restoration, reconstruction or conservation. Allocation of funds from the budget according to the importance of the object and prospects of the usage in tourism sector	2019-2021	Making up the list of objects which need restoration and involve funds for their improvement. Realization of a complex of measures on preservation of historical and architectural heritage monuments
2.2	Development of the projects of regional tourism development which will be able to attract grant funds	2019-2021	Projects for the Pechera village, Murovani-Kurylivtsi, Spychyntsi and others
2.3	Adaptation of cultural tourism objects for tourism proposes including pointers, fences, information stands	2019-2021	Equip 7 objects
2.4	Adaptation of main objects for the visitors with disabilities	2019-2021	Adapt Tulchyn Palace, Busha settlement and Vinnytsa Regional Museum of Local History
2.5	Support of objects of cultural tourism which are in a state of emergency to avoid destruction	2019-2021	Involve funds from regional budget to save objects
2.6	Attraction of potential national and foreign investors` attention	2019-2021	Create the programs of cultural tourism development

Continuation of table 3.4

№	Measures	Period of implementation	Details
2.7	Support of folk crafts centers and folklore collectives of the Vinnytsia region	2019-2021	Involve funds from the regional budget for the craft centers development

2.8	Establishment of cooperation with famous craftsmen of the region for the tourists' attraction	2019-2021	Include master-classes of folk crafts into 5 tourist routes
2.9	Creation of the printed and digital map of craft centers of Vinnytsia region	2019-2021	Print 50,000 of maps
2.10	Encouragement of folk crafts presentation on different events, festivals and tourism exhibitions	2019-2021	Introduce folk craft on 5 regional festivals every year

Infrastructure development measures are extremely important for the tourism and tourist attraction. First of all, improvement of this sphere in Vinnytsia region requires actions concerning hospitality services, transport infrastructure and public catering.

Table 3.5

Complex of measures dedicated to the improvement of tourism infrastructure

№	Measures	Period of implementation	Details
3.	Improvement of tourism infrastructure of the region		
3.1	Cooperation of the government with accommodation facilities to improve the state of the equipment, service standards and personnel improvement	2019-2021	Create the feedback platform for the accommodation facilities of the region. Help hotels to promote their services through Vinnytsia region site.
3.2	Support of restaurants and cafes of the region which provide high quality services for tourists	2019-2021	Involve to cooperation 20 restaurants and cafes
3.3	Encouragement of locals to create accommodation and catering establishments in villages	2019-2021	Support of village initiatives and funds involvement

Continuation of table 3.5

№	Measures	Period of implementation	Details
3.4	Supporting of cooperation of enterprises of tourism and hospitality industries with educational institutions which train specialists in these spheres	2019-2021	Cooperation with Vinnytsia Institute of Trade and Economics of Kyiv National University of Trade and Economics to employ its students
3.5	Creation of a network of tourist information centers in the main tourist sites	2019-2021	Create 4 tourist information centers in Vinnytsia, Nemyriv, Mohiliv-Podilskyi and Tulchyn
3.6	Creation of new enterprises of the entertainment industry, namely: skating rinks, bowling , cinemas and other entertainment facilities (including availability for people with disabilities)	2019-2021	Create 1 skating rink in Vinnytsia and 2 cinemas in Nemyriv and Haisyn
3.7	Development of museum network and modernization of their exhibitions.	2019-2021	Create 4 multimedia exhibitions
3.8	Modernization of road infrastructure	2019-2021	Conducting training workshops with relevant specialists on possible ways upgrading the road infrastructure.
3.9	Installation of road signs and pointers to the most famous tourist objects of the region	2019-2021	Install 40 road signs and 25 pointers
3.10	Increase the number of shops where tourists can pay by card and mobile devices	2019-2021	Encourage shops to use pay terminals
3.11	Creation of network of folk crafts studios where tourists can attend master-classes and workshops	2019-2021	Create 2 craft studios in Clembivka and Bubnivka
3.12	Development of leisure areas in the cities and villages	2019-2021	Involve funds for creation of parks and squares

The efficiency of the measures can be assessed by using such indicators:

- Number of tourists who use hotel services in the region;

- Number of jobs created in the tourism industry;
- Number of developed and equipped elements of tourism infrastructure;
- The number of kilometers of repaired roads;
- Number of installed road signs.

Except for the previously mentioned measures oriented on the cultural tourism industry development we also should create the complex of marketing steps for the total promotion of Vinnytsia region and visiting stimulation.

Table 3.6

Complex of measures dedicated to the promotion and branding of the destination

№	Measures	Period of implementation	Details
4.	Image and brand development		
4.1	Development of the concept of Vinnytsia region brand by the survey maintained among the stakeholders, local community and potential tourists.	2019-2021	Organize the round table to determine the concept of future brand
4.2	Involve the designers for the creation of the destination logo and symbols	2019-2021	Find 2 designers-volunteers, who develop the brand set
4.3	Introduction of the brand to the public. Usage of the developed brand on the printed products, souvenirs, sites, directories, videos and banners	2019-2021	Introduce the brand with media involvement
4.4	Taking measures for the creation of destination image through gaining media partnership, generation of positive media coverage, fostering of reputation through media communications. Positioning of the region as a cultural tourism destination.	2019-2021	Find media partners

Continuation of table 3.6

5.	Improvement of promotion and information provision		
5.1	Creation of the printed information about the cultural tourism opportunities including brochures, leaflets, booklets and directories	2019-2021	Develop 3 types of brochures, 5 types of leaflets and 1 directorial in Ukrainian and English languages
5.2	Installation of billboards on the entrances of the region which introduce cultural tourism of the Vinnytsia region	2019-2021	Install 5 billboards
5.3	Creation and distribution of maps which include the main cultural tourism routes and object of the region as well as accommodation facilities and entertainment establishments	2019-2021	Create 50,000 maps
5.4	Creation of the series of videos dedicated to the cultural tourism of the region and their spreading through the Internet	2019-2021	Create the series of 8 videos about the tourism in the region
5.5	Updating and content creation of the website of the region, with maps, routes, tourists sites, hotels, restaurants and information, which will be useful for both international and domestic tourists. Maintenance of social networks pages, development of mobile app, which will help tourists to discover Vinnytsia region	2019-2021	Maintenance of pages in Facebook, Instagram, Twitter and regularly update site Discover Vinnytsia region
5.6	Representation of the tourist potential of Vinnytsia region at international tourist exhibitions.	2019-2021	Take part in 2 international tourism exhibitions every year
5.7	Preparation and realization of infotours for representatives of travel companies, mass media and others interested organizations on cultural tourism routes	2019-2021	Organize 10 infotours
5.8	Cooperation with marketing and advertising agencies for the purpose of popularization of cultural tourism of Vinnytsia region in national and international media	2019-2021	Sign contracts for service provision with 2 agencies

If previously mentioned measures are implemented, they will lead to such expected results as:

- Improvement of quality of tourist services;
- Diversification of tourist product;
- Increase in competitiveness of Vinnytsia region on national and international markets;
- Raise in domestic and foreign tourists and visitors;
- Increase of budget revenues from tourism industry;
- Increase of the number of subjects of entrepreneurial activity;
- Development of tourism infrastructure;
- Popularization of cultural tourism and heritage of the region;
- Creating a positive image of Vinnytsia region as a tourist destination on national and international levels;
- Increase of investments in the tourist and recreational area of the region.

The process of realization of proposed measures directly depends on financing, which is realized at the expense of the regional, district and local budgets, as well as enterprises of all forms of ownership. In the region, it is necessary to create an attractive investment climate for attraction of foreign and grant funds, first of all for the development of the material and technical base and restoration of cultural tourism objects. One of the main factors in the financial provision of cultural tourism development is the support of self-financing process, which involves its functioning at the expense of the subjects of tourism self-government and the funds of interested investors.

The set of improvement measures is proposed for the 2019-2021 years. This time period will be sufficient for the implementation of actions and achieving of expected results.

The parties, which are responsible for the realization, include Vinnytsia Regional State Administration, Department of International Cooperation and Regional development of Vinnytsia Regional State Administration as well as commissions of the Regional Council on education, culture, family and youth, sports and tourism,

spirituality and historical heritage. The measures also should be implemented and supported on the levels of district state administrations, cities administrations and levels of local communities. It is also necessary to cooperate with private businesses, tourism and hotel enterprises, media and other structures for successful realization of cultural tourism improvement in Vinnytsia region.

In addition to expected benefits for the tourism industry of the region the realization of proposed measures will generate specific benefits for the life of local community. They comprise employment opportunities and better salaries, improvement of infrastructure, new entertainment facilities and recreational zones. What is more, the cultural tourism development helps to increase the awareness of local community about their culture, enhance the feeling of pride and improve the life quality of local community in general.

3.3. Development of tourist product of Vinnytsia region in cultural tourism segment

The creation of new tourist products is extremely important factor of development for both destinations and tourism enterprises. Those of them that underestimate the importance of diversification of tourist proposition risk to be overtaken by the competitors who are more innovative and market-oriented.

In the previous parts of qualifying paper, we have considered the potential of Vinnytsia region in context of cultural tourism development and have determined that it has all the opportunities to become a big cultural tourism center. In spite of that the tourism offer of the region is mostly presented by typical “classic” routes and visiting of main tourist sites. Therefore, the rich potential of the region is not rationally used for tourism purposes and many cultural tourism resources of the region are deprived of tourists’ attention. Unfortunately, the same situation in Vinnytsia region can be observed in the sphere of intangible cultural tourism heritage.

The objective of this qualifying paper is to develop the new competitive cultural tourism product of Vinnytsia region, which will satisfy the requirements of cultural

tourist and help to solve the destination`s problems.

As it was mentioned in the first subsection of this part of the paper, creative tourism can be considered as one of the most promising development directions in the world cultural tourism. Having analyzed the benefits, which creative tourism has brought to other destinations and having determined the creative resources of Vinnytsia region, it was decided that this type of cultural tourism has great possibilities to be developed in this region. What more, creative tourism is not widely spread in Vinnytsia region and around Ukraine, which will help the new cultural tourism products to stand out among other cultural tourism propositions. Its innovative nature will attract experienced cultural tourist as well as new generations of tourists.

The name of the creative tour is “Secrets of Podillia folk crafts”. It can be considered as creative and thematic tour, because it involves creative activities and all the points of its route are connected with one topic.

The concept of the proposed cultural tourism product is based on the usage of available intangible cultural tourism heritage and folk crafts of the region for cultural tourism. In the process of tour, tourists will get the possibility to get acquainted with traditional Podilia folk crafts, will see the unique collections of works of decorative and applied arts of the region, learn about the most outstanding masters of previous times and personally get acquainted with famous craftsmen of modern time. Moreover, the essence of creative tour will be expressed through the enabling tourists to create their own folk art masterpieces. The developed tour will comprise the master classes and workshops of folk crafts such as pottery, painting, straw wickerwork, embroidery and art of vytynanka. Through these activities, tourists will realize their art potential and creativity, become closer to the Ukrainian culture, traditions and folklore, learn folk art techniques and improve their knowledges about the history and everyday life of the ancestors of modern Vinnytsia people.

The proposed tour is a group tour, oriented on participation of 16 people. The number of tourists is small because the peculiarity of tour. It is optimal for master classes holding and comfort accommodation in relatively small green tourism homesteads. The number of tour days is 4.

The route of the tour is circular, which starts and ends in Vinnytsia. To attract more tourists and widen the potential market it is also proposed to organize transfers from Kyiv to Vinnytsia. The scheme of the route is: Vinnytsia – Il'kivka – Bubnivka – Kryshchyntsi – Klembivka – Busha - Sloboda-Yaryshivs'ka – Khmilnyk – Vinnytsia.

The route schedule of the tour is presented in the table 3.7.

Table 3.7

Route timetable of the tour “Secrets of Podillia folk crafts”

Time of arrival	Stop duration	Time of departure	Location
Day 1			
		9:45	Vinnytsia. Vinnytsia central bus station
10:00	1 h 15 min	11:15	Vinnytsia Local History Museum, Vinnytsia
11: 25	1 h 10 min	12:35	Vinnytsia Regional Folk Art Center, Vinnytsia
12: 50	2 h 40 min	15:30	Museum of pottery art of O. Lutsyshyna, Vinnytsia
16:00	15 h 30 h	8:00	Il'kivka, Vinnytsia district. Overnight staying
Day 2			
10:00	1 h 15 min	11:15	Bubnivka, Haisyn district
12:15	4 h	16:15	Kryshchyntsi, Tulchyn district
17:30	2 h 20 min	19:50	Klembivka, Yampil district
20:40	11 h 20 min	8:00	Busha, Yampil district. Overnights staying
Day 3			
9:00	1 h 20 h	10:20	Sloboda-Yaryshivs'ka, Mohyliv-Podil's'kyi district
12:35	11 h 10 min	23:45	Kmilnyk
Day 4			
01:00			Vinnytsia

The map of the route can be seen in appendix C.

The transport, which will be used on the route, is a tourist bus for 20 seats, which

will be rented from transportation company as well as the driver services.

The accommodation of tourists will be provided in green tourism homesteads. It is planned to be two overnight stayings during the tour. The first stay will be in Il`kivka in the green tourism homestead “Kateryna” which has all the amenities for comfortable accommodation and leisure of tourists. The rooms for tourists are located in the authentic Ukrainian houses, which are equipped for tourists. It enables to feel the atmosphere of the everyday life of the Ukrainian nation.

The second farmstead where the tourists will stay is located in Busha village and called “Zatyshna Busha”. Tourists will be accommodated in eco-friendly houses with all amenities and possibilities to try bee therapy, clay therapy, drink local mineral water and attend sauna.

The two breakfasts in the homesteads will be included in the tour package. Other nutrition during the tour including dinners and suppers will be provided by reliable partners at an additional fee.

The tour program is specially designed for cultural tourists, who want to develop their creative potential and learn more about the Ukrainian culture and crafts (table 3.8). That is why it includes the craft museums attending, acquaintance with craftsmen and master classes. The special peculiarity of the tour is the attendance of the annual ethno festival “Zhyvyi Vohon” in Khmilnyk. Tourists will be able to enjoy performances of the national collectives from the whole region, attend master cases of folk crafts, take part in sports competitions and Cossack combat games and take a rest on one of the thematic zones. What is more, every year there are many souvenir shops, food zones and the big concern of Ukrainian ethno-rock musicians in the evening.

In the process of tourism product development, it is necessary to determine the expenses for the tour to develop efficient price policy. Having made following calculations we have defined the basic direct and indirect expenses, which must be taken into account in the process of price setting.

Table 3.8

Program of the tour “Secrets of Podillia folk crafts”

Day 1
<ul style="list-style-type: none"> - Gathering and departure of the group from the Vinnytsia central bus station. - Arrival to Vinnytsia Museum of Local History. An overview of the museum exposition and the collection of Easter eggs and vitinankas. - Visiting of Vinnytsia Regional Center of Folk Art, acquaintance with their exposition and masters. Short lecture about the local arts and their main centers. - Attendance of Museum of pottery art of O. Lutsyshyna and master class of whistles sculpting. - Arriving to Il'kivka village. Accommodation in green tourism homestead "Kateryna". Optional national cuisine master class and dinner. - Optional master class of authentic traditional painting from Svitlana Nedorizaniuk. - Free time. - Supper.
Day 2
<ul style="list-style-type: none"> - Breakfast. - Departure to Bubnivka. Excursion in Museum of brothers Herasymenko – famous potters, who represent the school of Bubnivka ceramics. - Arrival to Kryshchyntsi. Master classes of dishes pottery from Serhiy and Svitlana Pagonets. Optional master class of straw weaving from famous master -Kishyk Vasyl. - Dinner. - Arriving to Klembivka. Master class of embroidery techniques from the local masters. Supper. - Arrival to Busha. Evening excursion and overnight in one green tourism homestead "Zatyshna Busha"
Day 3
<ul style="list-style-type: none"> - Breakfast. - Departure to Sloboda-Yaryshivs'ka homeland of outstanding master Maria Rudenko. Master class of vytynanka. - Departure to Khmilnyk. Attendance of the etno festival "Zhyvyi Vohon" - Free time on the festival. - Departure to Vinnytsia.
Day 4
<ul style="list-style-type: none"> - Arrival to Vinnytsia

In accordance with calculations presented in the table 3.9 the price of the tour after taxation is 3 682 UAH. What is more the price of the tour comprises all entrance tickets to museums and excursion services. This price can be considered higher than average, but taking into consideration the number of activities included in tour and the

price of single master class in Ukraine, we can say that price is reasonable and relevant for such type of tour (table 3.9).

Table 3.9

Price calculation for the tour “Secrets of Podillia folk crafts”.

	Type of expenditure	Total, UAH	Per tourist, UAH
1	Direct costs		
1.1	Rent of the bus including fuel and salary of the driver:	11 000	688
1.3	Accommodation (including breakfasts)	9 600	600
1.4	Entrance tickets to museums	800	50
1.5	Excursion services	1 850	116
1.6	Master classes	6 500	406
1.7	Attendant's services costs	2 000	125
	Total direct costs	31 750	1985
7.	Indirect costs	6 000	375
8.	Cost of production	37 750	2 360
9.	Profit of tour operator	11 325	708
10.	Price without taxation	49 075	3 068
12.	Value added tax	9 815	614
13.	Price after taxation	58 890	3 682

The proposed tour is developed for the specific time period 20-23 of June because of the festival attendance. In spite of that, it can be proposed for tourists with excluding of the festival on the year-round basis. That is why it can diversify the proposition of the tour operator on the permanent basis.

The target audience of the tour is people from 18 to 45 years, mostly urban citizens, who are interested in national culture and crafts, have creative skills or want to develop them. They are ecologically concerned and want to take a rest from the big cities. They are employed, have high education level and higher than average level of income. The most tourists are women.

For the distribution of this tourism product, it is relevant to use a combined form

of distribution network, including direct sales by tour operator in his office and indirect sales channels by using travel agencies, which will be able to cover distant tourism markets. What is more, developed tour can be offered for foreign tourists, because it involves participation in traditional activities and immersion in local culture, which is unknown and authentic. In addition to that, services available in the tour have high quality and can meet the needs of choice foreign tourists. That is why it is necessary to build international distribution channels by cooperation establishing of with foreign tourism companies.

Furthermore, in order to ensure efficient sales of the tour “Secrets of Podillia folk crafts” developed in the qualifying paper, it is relevant to use the complex of promotion measures, which should include sales stimulation, advertising, public relations and direct sales. Considering that, the next promotion measures can be proposed:

1. Develop and install outside advertisements such as banners, lightboxes and billboards in the cities of Ukraine, especially Kyiv as the biggest generic market and Vinnytsia;
2. Spreading of leaflets and brochures with tour information in the creative studios or regional folk crafts organizations of the regions. Providing the brand souvenirs for their activists and administration;
3. Contextual and search advertising;
4. Active maintaining of social network pages and advertising on them;
5. Advertising in the magazines about culture and crafts;
6. Sponsorship of cultural events and festivals, supporting of craft exhibitions;
7. Participation in international tourism exhibitions, which will help to find partners and develop distribution network;
8. Incentive programs for tour agents, with growing commission depending on the number of sales.
9. Providing speeches on the television and press about the work of the tour operator and a social responsibility of the company;
10. Cooperation with bloggers for paid partnership;

11. Providing discounts for early booking and for the groups from 5 people;
 12. Mailing of clients about new tour with special offer for regular customers;
- Previously mentioned measures will help to promote tour, introduce it to the market, stimulate sales and improve the awareness about the company in general.

One of the considerable aspects of the development and realization of this tourism product is its positive impact on the local community and society. First and foremost, tour “Secrets of Podillia folk crafts” aims to popularize the Ukrainian uniqueness, its tradition and folk crafts, which is very important for the national consciousness and pride, especially in modern situation when fewer and fewer people cherish and keep them. Second of all, it will give the positive economic impact on the community, because of the fund flow from the tourism and creation of new working places. Development of new tourism products in the region will give the opportunities for local initiatives, support economic activity in rural areas and influence the improvement of tourism infrastructure not only in cities but in villages and small settlements. The developed tour will also support the green tourism of the region, because of accommodation in green tourism establishments.

Conclusions to the part 3

To summarize the recommendations concerning the cultural tourism development in Vinnytsia region, the following conclusions can be highlighted:

1. The development of cultural tourism in Vinnytsia region is crucial factor for the economic and social spheres of the region. In spite of the fact that Vinnytsia region has all the resources for successful development of all cultural tourism subtypes, the creative tourism can be considered as a most promising one. That is why creative tourism is one of the main directions of cultural tourism development of Vinnytsia region.
2. The process of improvement of cultural tourism state of the region requires not only the development of new tourism products, but also the implementation of measures dedicated to the general state improvement of tourism industry. The strategic

goals of the region can be gained by the realization of action complex connected with improvement of infrastructure elements and current states of cultural tourism objects and intangible heritage, involvement of effective marketing instruments, including branding and promotion as well as the attraction of investments and grant funds. The realization of proposed measures will create the basis for the new tourism product launching, increase the competitiveness of the region on Ukrainian and international tourism market and increase attractiveness of the region for the potential tourists.

3. The development and realization of cultural tourism product of the Vinnytsia region - tour “Secrets of Podillia folk crafts” created in the qualifying paper will have the positive influence on the cultural tourism industry of the region, diversify its tourism offer, help to popularize local culture and crafts, support the economy of rural areas and region in general. Therefore, the development of cultural tourism products, especially creative tours must become the foundation for successful cultural tourism development of the region.

CONCLUSIONS

To sum up the results of research conducted in the qualifying paper we can mark the following conclusions:

1. Cultural tourism is one of the oldest and the most important types of tourism, but despite a large number of scientific works dedicated to cultural tourism, there is no one generally accepted definition of the phenomena, which can be explained by the complex nature of the concept that comprises two difficult terms. Nevertheless, there exist numerous approaches to this issue, but they highlight different aspects of the term. That is why, to simplify the studying of the concept and sum up approaches, we have composed the new definition: “Cultural tourism is a movement of people from their normal pace of residence to different tourists attractions connected with both high and contemporary culture in order to get new information and experiences as well as satisfy culture needs and wants”.

2. Among the variety of cultural tourism classifications developed by scholars, one of the completest ones was proposed by János Csapó. This classification comprises the main types of cultural tourism such as heritage tourism, cultural thematic routes, cultural city tours, ethnic tourism, events, and festival tourism, religious tourism and creative tourism as well. All mentioned subtypes have its own peculiarities, use different groups of cultural resources and involve different motives for travelers.

3. Cultural tourism market is one of the largest and fastest-growing, which faces a lot of changes nowadays. The new trends of the market influence the way people travel, the destinations they choose and in what activities they participate to the direction of exploration and immersion in the culture. The global cultural tourism market is not homogeneous, which highlight the problem of market segmentation. The most typologies of tourism market are developed according to the level of cultural tourist’s motivation such as division to general and specialized cultural tourists as well as segmentation to serendipitous, purposeful, incidental, casual and sightseeing cultural tourists.

4. Benevolent geographical location, rich natural and climatic conditions,

presence of architectural monuments, history and unique culture create favorable conditions for the formation of a highly profitable tourist and recreational area in Vinnytsia region and development of tourism in general and cultural tourism in particular. Unlike previously mentioned resources, some elements of infrastructure such as insufficient accommodation facilities, bad roads condition and lack of adaptation of cultural resources to tourism purposes can be considered as restraining factors for tourism. That is why for the successful development of all types of tourism it is necessary to pay attention to the infrastructure component and develop ways of its improvement.

5. Summarizing the current state of tourism in Vinnytsia region we can say that in general tourism industry of the region is recovering from the crisis state caused by the political situation, and the positive tendency of number of indicators can be observed. Nevertheless, the outbound flow of tourists in Vinnytsia region is still prevailing the inbound and domestic flows, which shows us the ineffective usage of tourism potential of the region for tourism purposes. Types of tourism, which attract tourists to Vinnytsia region, are: cultural, active, green, medical and health-improving.

6. In the third subsection, the main competitive advantages of Vinnytsia region were determined. They include low prices of tourist products, unique natural resources, rich historical and cultural resources, favorable socio-geographical location, medical tourism facilities and resources for green tourism. They are a basis of cultural tourism industry of the region and determine its competitive position on the tourism market of Ukraine and world.

7. The development of cultural tourism in Vinnytsia region is a crucial factor for the economic and social spheres of the region. In spite of the fact that Vinnytsia region has all the resources for the successful development of all cultural tourism subtypes, creative tourism can be considered as a most promising one. That is why creative tourism is one of the main directions of cultural tourism development of Vinnytsia region.

8. The process of improvement of cultural tourism state of the region requires not only the development of new tourism products, but also the implementation of

measures dedicated to the general state improvement of tourism industry. The strategic goals of the region can be gained by the realization of action complex connected with improvement of infrastructure elements and current states of cultural tourism objects and intangible heritage, the involvement of effective marketing instruments, including branding and promotion, as well as the attraction of investments and grant funds. The realization of proposed measures will create the basis for the new tourism product launching, increase the competitiveness of the region on Ukrainian and international tourism market and enhance the attractiveness of the region for the potential tourists.

9. The development and realization of cultural tourism product of the Vinnytsia region - tour “Secrets of Podillia folk crafts” created in the qualifying paper will have the positive influence on the cultural tourism industry of the region, diversify its tourism offer, help to popularize local culture and crafts, support the economy of rural areas and region in general. Therefore, the development of cultural tourism products, especially creative tours must become the foundation for successful cultural tourism development of the region.

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APPENDIX

Appendix A