

**Kyiv National University of Trade and Economics**  
**Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**«Chernihiv region cultural and cognitive product design  
and promotion on EU market»**

Student of the 2<sup>d</sup> year, group 11,  
academic degree «Master»  
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specialization «International Tourism  
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**Kyiv 2019**

**Kyiv National University of Trade and Economics**

Tourism and Recreation Department  
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**Task  
for a final qualifying paper  
Dmytro Larchenko**

**1. Topic of a final qualifying paper: «Chernihiv region cultural and cognitive product design and promotion on EU market»**

Approved by the Rector's order from 10/30/2018 № 3992

**2. Term of submitting by a student his/her terminated paper: 11/16/2019**

**3. Initial data of the final qualifying paper**

*Purpose of the paper is the development of tourist product of Chernihiv region in cultural and cognitive 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 and cognitive tourism in Chernihiv region.*

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

**4. Illustrative material:** *conceptual framework of cultural and cognitive tourism, classification of cultural and cognitive tourism, attractiveness of objects of cultural and cognitive tourism in number of tourists, problems and obstacles which restrain the development of cultural and cognitive tourism in Chernihiv region, suggested ways of improvement and promotion for cultural and cognitive tourism in Chernihiv 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	Glagkey O.V.	12/12/2018	12/12/2018
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## 6. Contents of a final qualifying paper (list of all the sections and subsections)

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THEORETICAL PRINCIPLES OF CULTURAL AND COGNITIVE TOURISM AND ITS DEVELOPMENT

1.1. Essence and scientific principles of the promotion of cultural and cognitive tourism

1.2. Classification of cultural and cognitive tourism and basic preconditions the factors of its development

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REGIONAL ANALYSIS AND EVALUATION OF FACTORS FOR DEVELOPMENT OF CULTURAL AND COGNITIVE TOURISM OF CHERNIGIVSK REGION

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## 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	01.09.2018-29.10.2018	
2.	Preparation and approval of task for the final qualifying paper	30.10.2018-02.12.2018	
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**11. The task received by the student**

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## INTRODUCTION

**The actuality of research.** Today, tourism plays a major role in human life. The role of cultural and cognitive tourism is especially increasing. This is because people want to know more about their heritage and learn something new about their and other countries. Chernihiv region is a direct source for the development and promotion of foreign markets of countries of this type of tourism. Almost the largest historical and cultural sites throughout Ukraine are concentrated on its territory.

The choice of the theme is due to the need to study cultural and cognitive tourism of the region. In particular, the study of its condition, disadvantages and prospects. Chernihiv region has all the prerequisites for the development of this type of tourism: favorable economic geographical position, availability of a large material and technical base, a large number of tourist routes, historical and cultural sites.

Due to a number of negative factors, this type of tourism in the Chernihiv region is declining. Therefore, this topic is of great importance for the further development of tourism not only in the region but also throughout the country. Also, the improvement of cultural and cognitive tourism in the future can have a very positive impact on the economy of the region.

Due to a number of negative factors, this type of tourism in the Chernihiv region is declining. Therefore, this topic is of great importance for the further development of tourism not only in the region but also throughout the country. Also, the improvement of cultural and cognitive tourism in the future can have a very positive impact on the economy of the region.

**The subject of the researchis** the status, accessibility, infrastructure and quality of cultural and cognitive resources in the field.

**The object of the researchis** the current state of development of cultural and cognitive tourism in Chernihiv region based on the data of the "Tourist Association



of Ukraine".

**The purpose of this research is** to assess the current level of development of cultural and cognitive tourism in the Chernihiv region and to identify further problems and prospects for further development on the EU market.

**The objectives of the study are:**

- study of the methodology of analysis of cultural and cognitive tourism;
- analysis of the composition and structure of cultural and cognitive tourism;
- study of the principles and experience of the development of cultural and educational tourism;
- assessment of the level of development of cultural and cognitive tourism;
- assessment of the tourism potential of the Chernihiv region;
- analysis of the development of cultural and cognitive tourism in Chernihiv region;
- search for ways of perspective development of cultural and educational tourism in Chernihiv region

**Research methods.** The diploma work was performed on the basis of factual materials and results of researches of the problems of development of cultural and cognitive tourism in Chernihiv region, as well as on the basis of own observations. The main methods of researching the state of tourism are the following: analytical, spatial, chronological (temporal), formal-logical, geographical, cultural and complex analysis, which reveal the essence of cultural and cognitive tourism as a multifaceted phenomenon, an important part of tourist activity.

**Scientific innovation** of this study is that at present there is an insufficient number of scientific papers on the development of cultural and cognitive tourism, and the current conditions for the development of this type of tourism require a careful analysis of the situation.

**Practical value.** Implementation of the proposed measures will help develop cultural and educational tourism in the region, make this type of tourism more popular in the region, increase the economic level of Chernihiv region and create preconditions for job creation.

**Publications.** The information base of the work is the Laws of the Verkhovna Rada of Ukraine, resolutions of the Cabinet of Ministers of Ukraine, sites of regional state administrations of the region, the site of the main statistics department in Chernihiv region and the work of modern researchers of the situation in the region. According to the results of the research conducted in the qualification document, a scientific article "Theoretical principles of cultural and cognitive tourism and its development" (Appendix A) was published in the collection of scientific articles of full-time students of the International Course of Tourism Business.

**Paper structure.** The work consists of an introduction, 3 parts, conclusions, references, appendixes. Contains 70 pages of text, 12 tables, 2 appendixes. The list of sources includes 31 references.



## **PART 1. THEORETICAL PRINCIPLES OF CULTURAL AND COGNITIVE TOURISM AND ITS DEVELOPMENT**

### **1.1. Essence and scientific principles of the promotion of cultural and cognitive tourism**

Tourism is one of the most important elements of modern cultural development. He stimulates active search for little-known faces of national, historical, artistic the specificity of culture, enriching cultural potential in personal development. Taking into account the needs and motivations of different categories of tourists contributes to a more complete using the cultural potential of the territory of the country, makes cultural heritage regions accessible to a large segment of visitors, realizing the educational function of tourism [1].

Some regions of Ukraine, cultural centers (Kyiv, Lviv, Poltava, Chernihiv, Exactly, Odessa) have the capacity to generate a profitable tourism product capable of attracting guests and tourists from all over the world, based on their cultural and historical potential, focus objects of tourist interest that make up the national heritage of the country.

The research was based on the theoretical consequence of the well-known domestic and foreign scientists of the twentieth century., dedicated to the problems of development of services and tourism industry. Relevant, in view of the topic of the study, are works as foreign, and domestic researchers: A. Avetisova, I. Blanca, V. Gerasimenko, N. Kabushkin, G. Karpova, V. Karsekina, V. Kvartalnova, L. Malyuk, G. Papiryan, S. Popovich, V. Senina, J. Walker, A. Chudnovsky, and others. Each scientist considers separate issues of functioning the tourism market, which he considers to be the most important, and concerns development problems tourism, or notes its intensive development in other countries. However, having analyzed professional literature, we have come to the conclusion that not all issues are covered the current state of cultural and cognitive tourism in Ukraine, there is a need for deeper research on many aspects of it at the national and regional levels, identifying ways to improve the management of all the resources involved in this types of

tourism [2].

The main idea of the work on this topic is to recognize the potential of this type of tourism as sources of cultural development: economic growth (additional sources funding) and improving the effectiveness of cultural and educational activities. Proven opportunities for the interaction of cultural and tourism policies and their economic impact. It is emphasized that cultural and educational tourism remains a form of convergence of culture and tourism; its industry should include a variety of institutions culture. At present there is a problem of minimum participation of small and medium-sized institutions culture in the tourism industry.

In order to achieve this goal, existing perceptions of role and meaning were explored cultural and cognitive tourism in the organization of tourist activity. It turned out that in recent decades, the contribution of culture and tourism to the economic and social development of individual countries. The interconnectedness and interplay between culture and tourism is increasing creates additional incentives for the development of each of the industries and thus provides an increase in the overall positive effect. The relationship is based on the role of culture in the realization of the needs that underlie tourism and the role of tourism in satisfying the cultural needs of the population. Cultural and cognitive tourism is thus a way of convergence culture and tourism. Ukraine has considerable potential for tourism product and its promotion in domestic and foreign markets for transformation tourism in the basic economy. According to the author, in modern conditions there are reserves for improving the activities of cultural institutions in the tourism product market. The potential of small and medium-sized cultural institutions in the region is particularly emphasized cultural tourism industry. As a result of the researches the author succeeded to justify the mechanism of interaction between the sphere of culture and tourism, which will allow:

- involve all levels of cultural tourism and, above all, specialized cultural tourism;
- increase the contribution of tourism to the country's economy by extending the term stay of foreign tourists in Ukraine [4].

It is established that the vast majority of tourists come to Ukraine as a group, so the standard service package is based on what they can see. Independent tourist seeks to follow tourists traveling as part of a group. If you add in program of stay in the cities of group tourists visiting small and medium-sized institutions culture, it will attract and individual visitors.

The relationship between tourism companies and cultural institutions is the basis formation and promotion of tourist product of cultural and cognitive tourism. Ideally the roles between them should be allocated as follows:

- cultural institutions are carriers, custodians and creators of cultural heritage and cultural benefits of each individual region. They have information, facts cultural heritage and form a meaningful part of the cultural tourism product;
- Travel firms are intermediaries promoting the cultural product as a separate product categories of consumers. They are sources of up-to-date information on changes in demand and offers in the Ukrainian and international tourist markets and know the features, needs and expectations of consumers for services provided by cultural tourism. Tourist firms provide advice to adapt the activities of cultural institutions to the requirements market. But this is not a one-sided influence and imposing on the travel company their ideas and requirements, but a mutually beneficial, mutually beneficial and enriching cooperation impulse for further development. This tandem allows you to consider in the future to the cultural tourism product created are two important components - economic benefit and cultural development. However, the domestic tourism sphere is practically devoid of efficiency management vertical. If a national profile operates Ministry of Culture, composed of a specialized body (State Tourism and Tourism Office) resorts), then at the regional level, work to develop the travel industry and related services (excursions, hotels, protection of tourists' rights and organization of their safety) is practically not conducted. In many oblast administrations have established cultural and tourism departments. But the reality such that these structures are based on cultural management. Therefore, the emphasis is on tracking and financing the work of libraries, museums, theaters. And tourism is usually really engaged in tourism one



or two specialists. And most often it is not about specialists in the field government, as well as local connoisseurs who know the routes well points of interest. Information about promotion of cultural and cognitive tourism is given in Table 1.1.

*Table 1.1*

**Key principles of promotion cultural and cognitive tourism**

Principle	Essence
Destination planning	As the issue of globalization takes place in this modern time, the challenge of preserving the few remaining cultural communities around the world is becoming hard. In a tribal-based community, reaching economic advancement with minimal negative impacts is an essential objective to any destination planner. Since they are using the culture of the region as the main attraction, sustainable destination development of the area is vital for them to prevent the negative impacts (i.e., destroying the authentic identity of the tribal community) due to tourism.
Management issues	Certainly, the principle of "one size fits all" doesn't apply to destination planning. The needs, expectations, and anticipated benefits from tourism vary the money is good there. This is clearly exemplified as local communities living in regions with tourism potential (destinations) develop a vision for what kind of tourism they want to facilitate, depending on issues and concerns they want to be settled or satisfied.
Local community, tourists, the destination and sustainable tourism	While satisfying tourists' interests and demands may be a top priority, it is also imperative to ruminate the subsystems of the destination's ( <i>residents</i> ). Development pressures should be anticipated and set to their minimum level so as to conserve the area's resources and prevent a saturation of the destination as to not

	abuse the product and the residents correspondingly.
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*Continuation of Table 1.1*

Research on tourism	International tourism changes the world. The Centre for Tourism and Cultural Change (CTCC) is leading internationally in approaching Tourism for critical research relating to the relationships between tourism, tourists and culture
Sources of data	The core of a planner's job is to design an appropriate planning process and facilitate community decision. <sup>[citation needed]</sup> Ample information which is a crucial requirement is contributed through various technical researches and analyzes. Here are some of the helpful tools commonly used by planners to aid them: <ol style="list-style-type: none"> <li>1. Key Informant Interviews</li> <li>2. Libraries, <a href="#">Internet</a>, and Survey Research</li> <li>3. <a href="#">Census</a> and Statistical Analysis</li> <li>4. Spatial Analysis with Geographical Information System (GIS) and <a href="#">Global Positioning System</a> (GPS) technologies</li> </ol>

*Source:[1]*

## **1.2. Classification of cultural and cognitive tourism and basic preconditionsthe factors of its development**

Cultural and educational tourism is a trip to get acquainted with the culture of the countries of the world: monuments of architecture, history, art, archeology and more. In a broad sense, cultural and educational tourism includes not only monuments of archeology, culture, architecture or art.

Cultural and cognitive tourism introduces tourists to cultural values, extends its cultural outlook. In this case, the tourist acquires knowledge, agreeing with their own cultural requests of their choice. Cultural and educational activities of tourists can be grouped as follows:

- acquaintance with different historical, architectural or cultural epochs by visiting architectural monuments, museums, historical routes;
- visiting theatrical performances, music, films, theaters, festivals, religious holidays, bullfights, concerts and opera seasons, exhibitions of paintings, sculptures, photographs, etc .;
- attending lectures, seminars, symposia, foreign language courses, communication trainings;
- participation in demonstrations of folklore, national cuisine and applied arts at festivals of folklore ensembles and exhibitions of national folk art[6].

Cultural and cognitive tourism is the basis for cultural research as well as a way of engaging in culture. A significant contribution to the development of the concept of cultural and cognitive tourism has been made by Professor M. Dragicevic-Sesic, which resulted in the classification of cultural and cognitive tourism, which present in Table 1.2.

In foreign literature, cultural and cognitive tourism has the following interpretations:

1. As an ideal arena for exploring the nature of cultural reproduction;
2. Consumption by tourists of art, artistic heritage, folklore and a variety of other cultural manifestations.

*Table 1.2*

**Classification of cultural and cognitive tourism according to M.Dragichev-Shesich**

Historical travel	journeys into history, travel-reconstruction of historical events, study of the historical period
Religious travel	
Geographic ravel	Complex specialized
Artistic travel	Trips used to study any direction in art, etc.

*Source:[3]*

Cultural and cognitive tourism has its resources. Types of cultural and cognitive resources:

- presentive;



- are immaterial.

Table 1.3

**Classification of cultural and cognitive tourist resources**

Types of cultural and cognitive recreational resources	Resources
Presentive	<ul style="list-style-type: none"> <li>- varieties of monuments of history and culture (monuments of archeology, history, architecture and town planning, monumental art)</li> <li>- museums;</li> <li>- museums and reserves;</li> <li>- museums-estates.</li> </ul>
Not significant	<ul style="list-style-type: none"> <li>- customs;</li> <li>- traditions;</li> <li>- rituals;</li> <li>- folklore;</li> <li>- oral folk art.</li> </ul>

Source:[2]

Cultural and educational tourism is concentrated mainly in cities with a rich history. The most famous cultural and historical centers are concentrated in Europe and Asia - Paris, Rome, Venice, Florence, London, Prague, Jerusalem, Beijing. European museums are real treasures of art. Among the most famous and visited are the Louvre (Paris), the National Gallery (London), the Hermitage (Petersburg), Prado (Madrid), the National Gallery (Berlin), the Uffizi Gallery (Florence), the Museum of History (Vienna). Every year, new museums appear in the world, often with very exotic exhibits. With their strangeness, they attract the crowds of tourists: the Potato Museum (Otterap, Denmark), the Sauna Museum (Muuruma, Finland), the Nessie Museum (Iverness County, United Kingdom), the Mystery Museum (Pécs, Hungary), the Garbage Museum (New Jersey, USA). ), the Devil's Museum (Kaunas, Lithuania), the Mousetrap Museum (Marktoberdorf, Germany), the Bell Museum (Uglich, Russia) [5 p. 42].

Literary and artistic tourism. Famous figures of literature and the arts and their

works can be a leading factor in attracting foreign tourists. For example, many tourists associate Verona with the heroes of William Shakespeare's famous work *Romeo and Juliet*; many tourists visiting London are eager to see the home of the famous Sherlock Holmes. Austrian capital - Vienna carefully remembers the memory of its famous countryman VA Mozart regularly holds music festivals in his honor, which attracts many tourists. Literary museums, museum-apartments, libraries, theaters, etc. can also be considered as objects of this direction in cultural and educational tourism. The top ten most visited cities in the world by number of lovers of literary tourism is headed by London. London is second only to Paris, New York, Rome and St. Petersburg, which are also among the ten cities rich in literary monuments.

Historical and archeological tourism is very popular and provides tourists with archeology monuments, sites of excavations, ruins of ancient cities and more. During such trips, tourists can not only listen to a lecture by a professional archeologist, but also touch the objects of ancient times. In Europe, archeological tourism is widespread in Greece, Germany, Switzerland, Spain, France, England, Ireland, Sweden, Czech Republic, Scotland, Austria, Italy. It should be noted that travel companies in these countries, when offering archeological tours, constantly post on the Internet information with a description of routes and illustrations of monuments. An interesting offshoot of archeological tourism has been underwater archeological tourism, which makes it possible to travel through the ages of civilization and the culture of sunken cities. The most popular archeological tours are Israel, Egypt, Lebanon, India, Mongolia, Iraq, Mexico, Peru. Among the factors hampering its development, often point to the poor state of tourist facilities directly, as well as the accessibility of many of them.

Military-historical tourism. Closely related to the previous subspecies. Many sites, such as the remains of military fortifications, the location of military units, are relevant both for historical-archeological tourism and for military-historical. The idea of military-historical tourism is to gather maximum information about different periods of history. Military-historical tourism in Ukraine also includes castles and

related military operations, as well as fortifications, battlefields, DOTs, DOTs, trenches, remains of equipment, bunkers, large defensive lines of World War I and II, weapons museums, tanks and military equipment, burial places for fallen soldiers.

Military history tourism also covers destinations such as military museums; museums dedicated to individual military battles and entire wars; memorials, monuments, battle sites and historic battles for all concerned, as well as veterans and relatives of fallen warriors, visits to existing and historic military sites and ranges, naval warships, submarines, the most dynamic military tourism in such countries like the US, Russia, Israel, France, Ukraine, Czech Republic, Germany. In Ukraine, military tourism is actively developing in the Carpathians, in particular in Transcarpathia.

Historical and architectural tourism. It is perhaps the largest component of cultural and educational tourism and brings together such objects as architectural ensembles and complexes, historic centers, quarters, squares, streets, remains of ancient planning and construction of cities and other settlements, construction of civil and industrial architecture. , and related works of monumental and landscape art. Such objects are generally in satisfactory condition and do not necessarily have hundreds of years of age. The ranking of the most popular architectural destinations in the world includes the following countries:

1. China. Chinese architecture is too diverse, it has undergone such major changes since the reign of numerous dynasties. All tourists plan their holidays in China with a mandatory visit to the Great Wall and beautiful pagodas. But this is not all architectural style that tourists may be surprised by. Terracotta warriors in the QinShi Huang Mausoleum, Hanging Temple, Forbidden City, Shenyang Imperial Palace, Temple of Heaven, Great Wild Goose Pagoda, Confucius Temple in Nanjing are by far not the whole list of China's marvelous architectural monuments.

2. Egypt. The architecture of this country was strongly influenced by Islamic rule. That is why in the central areas of the cities you can see so many mosques and other religious sites of Islam. Every tourist wants to see in Egypt the pyramids of Giza and the Great Sphinx, the fortress of Buchen, the Temple complex in Karnak,



the Temple of Luxor, the village of Deir al-Medina and more.

3. France. Eiffel Tower and Louvre with architectural wonders of the world. Other places of interest from the point of view of the architectural beauties of France include the chapel of Mont-Saint-Michel, located on the top of a steep cliff, the 36,000-ton bridge, the Garnier Opera, the Chateau de Chambord, the CarpeDiem Tower and the like [3].

Religious cognitive tourism. In essence, it is one of the separations of the previous type of cultural and cognitive tourism, although, as noted above, this subspecies can also be considered in the context of religious tourism as a whole. In fact, religious sites of interest to religious tourists are also the greatest architectural masterpieces. However, the association with the previous type is not relevant, since the principles of the organization of tours of historical, architectural and religious-cognitive tourism differ significantly. Religious (pilgrimage) tourism also exists and is actively developing in the modern tourist market, but it should be borne in mind that the goals of the pilgrims are completely unknowable: they seek to be closer to God, and such spiritual closeness does not necessarily imply the presence of an architectural structure with a grand interior.

Cultural and ethnographic tourism. Although the opinion is now expressed about the separation of ethnographic tourism in a separate direction, in fact it is a form of cultural and educational recreation, which involves visiting tourists places of residence of ethnic groups, ie people who speak the same language, recognize their sole origin, customs, lifestyle, lifestyle, lifestyle. stored for a long time. Also, this direction in tourism involves direct communication of tourists with representatives of ethnographic groups; the presence or active participation in traditional activities for a given ethnic group. Ethnographic tourism, in fact, combines several components inherent in such types as religious-cognitive, historical-architectural, historical-archeological and other.

Ethnic tourism can be both internal (for example, visiting the outskirts of townspeople to become acquainted with archaic speeches, folklore, way of life, culture and languages of indigenous peoples) or external, which is associated with

visiting the historical homeland or birthplace of relatives. The latter type is often called nostalgic tourism, which has become quite widespread in several regions of the world - Israel, Armenia, Greece, Ukraine, Italy. Speaking of nostalgic tours, one can distinguish one of the subspecies of tourism, such as visiting relatives and friends (relative & visitorstour). But this type of tourism is not suitable for all people, most are those who have family ties to the land they travel to[7].

The main prerequisites and factors for the development of cultural and educational tourism are given in Table 1.4

*Table 1.4*

**The main factors in the development of cultural and educational tourism**

External factors	Internal factors
Geographical location of the region	Natural and geographical features and climatic conditions of the country
Political relations between countries	Availability and quality of natural resources and their convenient use
International division of labor	The level of development of productive forces
Price level in the international market	State of development of tourist infrastructure

*Sourec:[7]*

**1.3. Methods of scientific research of cultural and cognitive tourism**

Each science has its own methods of research. A method of scientific research is a system of mental and (or) practical operations (procedures) aimed at solving certain cognitive tasks, taking into account a specific cognitive goal. The concept of method is closely related to the concept of methodology, methodology. The methodology is considered as a doctrine of the structure, logic of the organization, methods and means of activity. In science, it is the doctrine of the principles of construction, forms and methods of scientific knowledge [8].

The main approaches, or methods, in the study of tourism are the following: analytical, spatial, chronological (temporal), formal-logical, geographical and cultural. It uses materials, approaches and methodical techniques of other disciplines: historical, geographical (complex and problematic), political science, cultural, etc. For example, many features of the modern appearance of a country, the peculiarities of its traditions, art, language, folk creativity are determined by features of its historical development, which is why the historical section has become a necessary component of the tourist characteristics, and the use of concepts, terms and some methods of historical research - a necessary component of tourist study of the country.

Requirements for research methods:

1. Quality (general clarity of the method);
2. Focus (method focus on achieving a specific goal);
3. Deterministic (clear sequence of application of the method);
4. Efficiency (ability to achieve the goal);
5. Reliability (ability to deliver the desired result);
6. Economy (the ability of the method to achieve results at the least cost of money and time).

According to E. Alaev's definition, methodology is "a set of essential elements of a theory that is constructive for science itself; methodology, unlike theory, does not bring new knowledge; unlike concept, it does not form the basis for practice, but it develops elements in science without which the development of science itself is impossible. Figuratively speaking, methodology is the concept of theory development, and the concept is the methodology of the transition from theory to practice. According to A. Chabliy, the important point in the methodology is, first of all, that "every research method must be theoretically grounded". The technique, in turn, is regarded as the doctrine of the peculiarities of applying a particular method or system of methods or a set of methods of research.

Stages of research. In view of the need to increase the level of validity of the study, it is necessary to determine the stages of the study: first, to formulate a



particular problem of tourism using scientific knowledge of reality; second, to determine the percentage of the unknown in the known using the terms of scientific discipline. An important step is to formulate a problem, that is, to identify the information needed to describe or explain reality. In formulating the problem of research, it is necessary to determine what kind or phenomenon of tourist activity it belongs to [9].

The subject of research in tourism may be: the relationship of the facts of the tourism business with hotel complexes and transport services; regularities of economic development in the country and in the world, tendencies of socio-cultural experience of specialists. In this case, the subject of the study is the features and trends of tourism in Singapore, the dynamics and structure of tourist flows. In general, tourism studies the laws of mastering knowledge in schools, mastering the skills and skills of tourism enterprises, the laws of formation of creative active thinking of consumers of services, the change of the psyche in the process of tourist activity. An important stage of the study is also determining the extent of the unknown in the known, the degree of its relevance to tourism theory. An examination of the extent and nature of the study problem, ie the search for important information in theoretical sources, must be made. The research should be based on the study of the problem state not only in theory but also in practice [8].

**Research Methods.** Empirical methods of research are based on reliable facts, the collection and analysis of which is carried out using certain methods based on observation and study of tourist activities. Empirical research methods do not suggest creating an artificial, experimental situation to identify and collect the necessary facts. These facts are the real events in tourism that have occurred in the course of tourist activity. They analyze and draw conclusions about events.

The empirical research method can be descriptive and explanatory. The descriptive method of research reflects facts relating to low-profile objects or phenomena in tourism. An explanatory empirical method of inquiry involves the collection and analysis of facts, the explanation of causes and cause and effect relationships between the facts by which an unknown event or atypical result is

explained from the positions of facts already known.

Review-analytical method of research can be critical and may be called review-critical. In this case, in addition to the obligatory review and analysis part, it should provide a detailed and reasoned critique of what has already been done about the problem and the relevant conclusions. Review research may also contain the author's own thoughts about what is described in it, including ideas regarding a possible solution to the problem. Such reflections can be interspersed with the text of the study, or they can be separated into a separate section of it, which is a transition between the review-analytical, review-critical and structural-theoretical parts of the work.

The researcher can carry out a theoretical method of research, in which in addition to reviewing and critically analyzing the literature, they have their own suggestions aimed at solving the problem, which can be an author's contribution to the theory of the problem being solved, its new vision, and the original point of view.

Theoretical method of the study set forth the following requirements: the accuracy of the definitions used and their logic, consistency of reasoning. A feature of the theoretical method is its generality and abstractness, which differ in their systematic nature. Changing part of this method leads to a change in the method as a whole. Specifying the methods used in this work, we can name the following: the ascent from the abstract to the concrete, analysis and synthesis, structural-system approach, inductive-deductive approach, modeling, historical and logical method [9].

The methods by which the level of cultural and cognitive tourism is assessed are presented in Table 1.5.

*Table 1.5*

**Research methods for cultural and cognitive tourism**

Basic methods	New methods
Literary	Geographical
Statistical	Modeling
Visual	Mathematical

	Economic
Cartographic	Sociological
Questionnaire	Computer Technology

*Source:[9]*

Literary - the selection and analysis of literary sources pertaining to the object of study. All literary sources can be divided into four categories: archival materials, books (popular science books, monographs, encyclopedias, reference books, etc.), articles from periodicals and scientific conferences;

Statistical - the study of quantitative indicators in the characterization of a number of local lore objects and phenomena. There are several statistical methods: statistical estimation method, statistical hypothesis testing method, statistical test method, etc .;

Visual (observation) - generalization of own observations during the study of a local lore. In the course of the work, conversations are conducted with local residents, employees of public authorities, specialists of the economy, culture and education, witnesses of events, researchers and more. All interesting and memorable places are desirable to photograph or shoot with your camcorder;

Cartographic - one of the most common methods of research. Although it is known from ancient times, but it should be considered modern, if considered as a special form of spatial modeling. After all, the map is a logical figurative and symbolic model of the territory that purposefully reflects the objects, phenomena, relationships and interdependencies that belong to this territory. The map is both the result of the level of knowledge about the territory achieved and a tool of cognition that allows one to rise to a higher level of knowledge;

Questionnaire - a written or oral survey of local lore or just residents of a settlement, according to a specific questionnaire or specially made questions, to collect mass material to establish certain patterns or phenomena. It can be used both during field and stationary forms of local lore;

Geography is the basic local lore method used in almost all regional studies. This method is specific and is formed, according to Alaev, as a "triple" approach in



the study, which leads to compliance with territoriality, complexity, specificity. The application of this method is not possible without the simultaneous use of the mapping method, which is, in fact, a special form of perfect spatial modeling.

Modeling is a general scientific method that allows you to study an object not directly, but using an ideal (imaginary) or material model.

Mathematical - a group of scientific methods that allow you to study the object under study using a mathematical apparatus. The main ones are statistical analysis, factor analysis, cluster analysis, regression analysis and more.

Economic - a method of comprehensive study of economic phenomena and processes within the chosen territory, revealing the interconnection and interdependence between economic indicators that characterize the state of development of the tourism industry in the region, the study of economic phenomena and processes in the dynamics, etc.

Sociological - a method of comprehensive study of social phenomena and processes within the chosen territory, consumer-tourist preferences and recreational needs of the population, its age and social structure, etc [10].

### **Conclusion to part 1**

Tourism is one of the most important elements of modern cultural development. He stimulates active search for little-known faces of national, historical, artistic the specificity of culture, enriching cultural potential in personal development. There are many types of cultural and educational tourism. Among them are several basic:

- Literary and artistic tourism;
- Historical and archeological tourism;
- Military-historical tourism;
- Historical and architectural tourism;
- Religious cognitive tourism;
- Cultural and ethnographic tourism;
- Nature and Cognitive tourism.

Cultural and cognitive tourism is the only way of convergence of cultural and

tourism spheres at the present stage of development of cultural and educational activity in Ukraine. The socio-cultural potential of the cultural sphere is not fully exploited in the market for cultural and cognitive tourism, and as a result, the educational function of tourism is not sufficiently realized. It is necessary to integrate small and medium-sized cultural establishments into the tourism market by offering additional services to the tourist stay program in Ukraine.

Mechanism of interaction between the sectors of culture and tourism in the integration of small and medium-sized institutions culture into the inbound cultural tourism market should consist of the following steps:

- organization of a coordination group in cultural institutions;
- conducting market research on the needs of foreign tourists in the cultural sphere tourism;
- Extension of the standard program for visiting foreign cultural tourists attractions in the regions.

## **PART 2. REGIONAL ANALYSIS AND EVALUATION OF FACTORS FOR DEVELOPMENT OF CULTURAL AND COGNITIVE TOURISM OF CHERNIHIV REGION**

### **2.1. Assessment of the level of tourism infrastructure development cultural and cognitive tourism of Chernihiv region**

One of the important and perspective directions of development of economy and culture of Chernihiv region is tourism. The analysis of the development of tourism activity in the region gives grounds to confirm its dynamic growth.

In 2013, 9.3 thousand people were served by tourist organizations in Chernihiv Oblast. Most of them (85.2%) went abroad, 14.6% - traveled within Ukraine, the rest - foreign tourists who visited Chernihiv region. In addition, excursion enterprises served 10.7 thousand excursionists, of which 310 are foreign nationals. In 2013, tourist services received UAH 3.3 million from the provision of tourist services. income, operating expenses for providing tourist services amounted to UAH 2.1 million. Tourist activity in the region in 2013 was provided by 80 employees, of whom almost half had higher or secondary specialized education in the field of tourism [12].

In 2014-2015, the overall political and socio-economic status of the country as a whole is adversely affected by the development of tourism in the region. Data for 2015 on the development of the tourism industry are not yet available, but it can be assumed that the indicators of foreign and domestic tourism fell twice or even three times. In the Chernihiv region, tourist activity is carried out by 4 tour operators, 3 information-tourist centers, and 65 travel agents. Excursion services are provided by 7 agencies. There are 17 tourist routes in the region, including five regional significance, four regional lore, three pilgrimage, three ecological and two green rural tourism. Five adventure tourism facilities have also been created. Accommodation services are provided by 49 hotels of various types of ownership and 59 recreation centers. More than 40 tourist events, festivals and exhibitions are held annually [11].

The most powerful tour operator companies are PE "Alta", PE "Eighth Wonder



of Ukraine", TC "Novatur" and JSC "Chernihivtourist". Among the travel agencies, the main ones are TC "Pridesniansky", AK "Extur", PE "Euro Cruise", "Toros", "World of Travels", "Treasure Island" and "Chernihiv-Tour". There are also three tourist information centers, including the Regional Development Agency of Chernihiv Region, the structural subdivision of the hotel and tourist complex "Pridesnyansky" and the agency for tourism and real estate. The largest tour companies are Atlantis, NZ Chernihiv Ancient, Chernihiv Travel and Excursion Bureau.

The most popular accommodation facilities are the Chernihiv Park Hotel, the Slavyansky Hotel in Novgorod-Siverskyi, the Gradetsky Hotel in Chernihiv, the Polissya Hotel, and the Versailles Hotel and Restaurant in Ichna. Sanatoriums, health camps and recreation centers, of which there are more than 60 in the territory of the region, are of great importance.

One of the regions of Ukraine where the understanding of rural green tourism is being actively formed as a specific form of recreation in a village with wide possibilities of using natural, material and cultural potential is Chernihiv region. 20 rural estates have been created on its territory. According to experts of the tourism industry, green tourism can become the most promising type of tourism in Chernihiv region. Such forecasts are connected, first of all, with the enormous natural resources of the Siversky region (rich in fish, rivers, ponds, reservoirs, forests). Secondly, green tourism, unlike other tourist destinations, does not require much cost. Rural green tourism can actively develop and generate profits for the tourism industry of the region.

The main rural estates are located mainly in 3 districts of the region: Ichnian, Korop and Nizhyn. The "highlight" of green tourism in Chernihiv region is undoubtedly the "Falcon Farm", located in the village. Petrushevka of the Ichnya district. The falcon farm includes five estates, decorated according to Ukrainian horse traditions. XVIII - beginning XX century. Each estate has its own unique color [11].

Today, the village can accommodate up to 24 visitors. The tourist season here begins in May and lasts until the onset of the cold. As a rule, tourists stay for three to

five days. The hosts treat guests with a variety of Ukrainian cuisine and offer leisure activities. So visitors can participate in the hunt for falcons, ride horses, arrange Cossack entertainment such as throwing a spear, an ax, a knife. In the summer you can sail on a catamaran or a boat on the river Smog, and travel by bicycle to the picturesque corners of the Ichnia region. In winter, tourists are offered skiing and ice skating. Hiking trails have also been developed. Yes, you can visit the Kachanivka National Park, located near Petrushevka, Gustinsky Monastery, by car, to visit the Trostyanets Arboretum and Sokyryntsi.

The positive impact of rural green tourism on improving the living conditions and quality of life of peasants lies in the fact that it expands the employment of rural populations, especially women, and gives farmers extra income. This activity contributes to improving the living standards of all residents, creating new jobs. Rural green tourism has a positive impact on the revival, preservation and development of local folk customs, crafts, historical and cultural monuments.

Chernihiv State Institute of Economics and Management and Chernihiv National Technological University provide professional higher education in the field of tourism. These two higher education institutions are the main institutions in the field, which train qualified personnel for work in the tourism sphere. Vocational training, retraining and advanced training of personnel in the field of tourism are carried out by state, municipal and private educational institutions in accordance with the procedure prescribed by law [14].

The main document regulating tourism development in the Chernihiv region is the "Tourism Development Program for 2013 - 2020". The purpose of the program is the development of inbound and inland tourism, popularization of the tourist and recreational potential of the region at the national and international levels, creating favorable conditions for attracting foreign and domestic investments in the development of tourist infrastructure. In turn, the Chernihiv Regional State Administration ensures the organizational implementation of the programme's activities, provides funding for the implementation of its activities and controls the activities of a special commission that decides on tourism development in the region.

The territory of Chernihiv region has favorable conditions for dynamic development of different types of tourism. In Chernihiv there is considerable historical, cultural and natural-recreational potential. To date, more than 9,000 cultural heritage monuments are on the state register, 1900 of them are of national importance. 14 settlements of the region are included in the list of historical settlements of Ukraine, three of them have a thousand-year history (Chernihiv, Novgorod-Siversky, Lyubech). There are 37 museum facilities, including 3 Chernihiv Ancient National Reserves, Hetman's Capital, Kachanivka, and the Memorial of the Heroes of Kruty Memorial. By the number of museums Chernihiv region ranks third in Ukraine, after Kyiv and Poltava regions [15].

In Chernihiv there are more than 75 collective accommodation facilities (hotels, hostels, tourist complexes, etc.). These include modern hotels and holiday complexes. This is the eco-hotel "Shishkin", tourist - hotel complex "Brech", historical and cultural center "Sails Miklukho-Maklay", tourist complex "Blue Lakes" and others. The most popular in the area are sightseeing, eco / green, rural and active tourism. There are opportunities for the development of health-improving, religious and event (festival) tourism. Traditionally popular places that receive the bulk of tourist flows are Chernihiv, Baturyn, Kachanovka, Trostyanets, Sednev, Novgorod-Siversky.

Rural and green tourism are priorities for development. Today, more than 40 estates and recreation centers are offered in the area of rural recreation. The main centers of rural tourism are located in Chernihiv, Korop, Ichnian, Ripkin districts and Chernihiv suburbs. The most famous are: "Falcon farm", "Andrew's lakes", "Horse court" and others.

The number of visitors to the Natural Resources Fund is increasing. Over 9 months of this year, more than 11 thousand people visited the region's natural parks and the Trostyanets arboretum, which is 17% more than last year. Also popular is the Minsk Zoo, which this year was visited by almost 39,000 sightseers. Active tourism is developing in the area, namely rafting and kayaking, cycling, horseback riding, hiking, paintball and more. This type of tourism is actively developing in Novgorod-



Siverskyi, Chernihiv, Minsk, Kulikovsky, Koryukivka, and Ripkin districts and offers opportunities for realization in each district of the region.

Event / festival tourism is gaining momentum. The most popular are the author's song festival and the Ivan Kupala International Youth Festival at the Blue Lakes, the Kyiv Rus Festival in Lubeck, the Polissya Circle Festival of National Cultures, the literary and artistic festival Sednivska Autumn, and the Green Stage in Chernihiv and many others [15].

Both in Ukraine and in the Chernihiv region in particular, there is a positive dynamics of the number of domestic tourists. Ukrainians began to travel more within the country. Compared to last year, the number of sightseers who visited museums and reserves of the region increased by 8% (or almost 52 thousand people).

As for foreign tourists, there is a positive dynamics of their number in Ukraine as a whole. According to the State Border Guard Service, 6 million 300 thousand tourists entered Ukraine in the first half of 2017, which is 8% more than last year. However, for the 9 months of 2017, the state border within Chernihiv Oblast crossed 23% less people compared to the same period of 2016. These data indicate a decrease in the number of tourists arriving from the Republic of Belarus and Russia. It is not possible to track the number of foreign tourists who came from other countries.

The positive dynamics of tourist tax revenues to the local budgets of the region are being traced. During the year, the amount of tourist tax revenue increased by 41% and amounted to UAH 304 thousand 500. Comparing our region with other regions of Ukraine, in 2016 the Chernihiv region ranked 19th out of 25. However, there is an annual positive trend and a rather high percentage increase in indicators.

One of the factors hampering the development of tourism in the Chernihiv region is the underdevelopment of tourism and leisure infrastructure, including high-end hotels. In the hotel industry, great importance is attached to the service - a system of measures that provide a high level of comfort and satisfaction of a variety of household, economic, cultural needs of guests under the condition of predictable and professional service. The global development of the hotel industry is aimed at expanding the range of additional services. There are about 300 additional services in

the world. Analyzing the statistical data of the structural subdivisions of the service area of hotels and other places of short-term residence of Chernihiv during 2014-2018 (Table 2.1), it is necessary to note the under-provision of both types and amount of additional services [11].

*Table 2.1*

**Number of structural subdivisions of the service sector of hotels and other places for short stay**

Years	Number of collective placement facilities	Number of places in collective accommodation facilities	Number of persons who were in collective accommodation facilities
2014	74	4942	65488
2015	65	4560	59607
2016	53	3818	69193
2017	49	3884	59253
2018	25	1949	56673

*Source: [11]*

Analyzing the data of Table 2.1, we can say that the number of collective clearing agents in the Chernihiv region is decreasing rapidly. As a result, the number of tourists is reduced. The main reasons for this tendency are the military conflict in the East of Ukraine, the lack of government funding and the poor condition of the transport system in the region.

All motor transport enterprises that were subordinated to the Ministry of Transport of Ukraine have been privatized. The territorial largest number of vehicles is concentrated in the cities of Chernihiv, Nizhyn, and Pryluky. By type of economic activity, a significant share of transport is involved in agriculture, hunting and forestry (47%), transport (12.1%), manufacturing (9.5%), construction (8.6%). 1442 settlements in the region or 96.5% of their total number are provided by bus. For the organization of passenger transportation there are 50 bus stations and 617 bus routes, the length of which is 32102 km, incl. 102 - urban, 296 - suburban, 219 - long-

distance. Information on the statistics of tourist transportations of tourists is given in Table 2.2

*Table 2.2*

**Number of passengers carried by type of transport**

Years	Railway	River	Car (Bus)	Trolleybus
2014	9468	18	61621	36989
2015	9169	16	48433	38660
2016	9704	20	47279	38084
2017	4659	17	44294	46800
2018	4564	19	40535	42018

Source:[12]

The restaurant industry is a specific sector of the economy that is very sensitive to changing macroeconomic indicators. In market conditions, the change in the time parameters of its development can be a kind of indicator of socio-economic status in the country. This is due to the fact that restaurant services are an alternative to home or street food and other leisure activities. With the increasing well-being of society, increasing incomes, more and more people are turning to catering services, thus freeing up the time needed for cooking, working and resting. In large cities, where it takes up to several hours to walk the distance between places of work and accommodation, restaurant establishments also help to provide day-to-day meals. They remain popular leisure venues. Instead, in times of economic crisis, food services are among the first to refuse, saving on cheaper food and leisure.

This property is clearly illustrated by the dynamics of the main indicators of the development of restaurant business in Chernihiv region. During the 10-20 years of the 21 st XXI the restaurant industry developed under the conditions of economic transformation, which was accompanied by processes of change of ownership, bankruptcies of industrial enterprises, economic growth and crises. Information on the development of the restaurant industry is given in Table 2.3

*Table 2.3*



### Dynamics of the main indicators of development of restaurants

Indicator	2015	2016	2017	2018
Number of restaurant establishments	341	166	161	149
Number of places in restaurant establishments	27616	18198	15083	11311
Average capacity of restaurants	81	110	94	76
Security of population by restaurants, establishments / 1000 population	1,13	0,54	0,53	0,51
Provision of population in places in restaurants, places / 1000 population	91,56	59,57	50,09	38,50

Source: [12]

Understanding the importance of tourism for the effective development of the region and Ukraine as a whole, the Department undertakes activities aimed at promoting the existing tourism potential in the domestic and foreign market of tourist services and increasing tourist flows. This work is carried out in accordance with the Tourism and Resort Development Strategy until 2026 and the Regional Target Program for Tourism Development in the Chernihiv Region until 2020. Information about tourism potential of Chernihiv region is shown of in Table 2.4

Table 2.4

#### Tourism potential of Chernihiv region

Resource	Percentage
----------	------------

Nature Reserve Fund	7,6 %
Water objects	26%
Forrest fund	20%
Other territory	46,4%

*Source:[11]*

The Dnieper, Desna, Snov, Sozh, Seim and other rivers flow through the territory of Chernihiv region, which provides the opportunity for recreation and fishing. Rafting rafts along the Desna River are gaining increasing popularity.

There are balneological resources in the region: mineral water, therapeutic mud, bischofite. There are 4 sanatoriums, more than 20 children's health institutions, 22 tourist complexes and recreation centers. The main centers of rural green tourism in Chernihiv region are located in Chernihiv, Korop, Ichnian and Ripkin districts. A striking example is such well-known estates as: "Andrew's Lakes", "Falcon Farm", "Horse Yard", "Blue Lakes". Today, there are 35 estates in the region, which offer different options for recreation. The system of tourist excursion routes of the region in 9 thematic directions was developed: "Chernihiv prince", "Chernihiv Cossack", "Chernihiv palaces", "Christian shrines of Chernihiv", "Ways of TG. Shevchenko ", "Chernihiv Literary ", "Chernihiv Artistic[13].

## **2.2. The main factors of the development of cultural and cognitive tourism Chernihiv region (Economic and geographical elements, historical, demographic, natural resourcefactors)**

The factors influencing the development of tourism are diverse and multifaceted. The presence of favorable factors leads to the leadership of individual regions and countries in world tourism, and, on the contrary, undesirable factors reduce the tourist flow. The main factors influencing the development of tourism can be divided into two groups: static and dynamic. Static ones have a constant value over time. This group includes natural climatic, geographical, cultural and historical factors.

Dynamic factors include:

- demographic;

- social;
- economic;
- cultural;
- scientific and technological progress;
- international factors [16].

Geopolitical position. A significant factor in the development of tourism as a component of the economy of Chernihiv region is its geopolitical position, which is considered as a permanent and important resource of socio-economic (including recreational and tourist) development of the territory of the region. The region occupies an advantageous position in the basin of the Desna and its tributaries of the Seimas and Snov, located near the capital of the state. Another important aspect is the border situation of Chernihiv region. Today, the process of forming the border zone of international cooperation is underway. The cross-border community of the Dnieper Euroregion has already been created, which includes the Chernihiv region of Ukraine, the Bryansk region of the Russian Federation and the Gomel region of the Republic of Belarus. In the long term, the border areas should become a highly developed tourist region, the geopolitical location of these regions makes it possible to actually become a tourist gate between our countries. Using these perspectives, the Chernihiv region can assume the functions of a center of international cooperation of the Slavic states. In natural-geographic terms, the region is located in the Polissya natural-climatic zone, which has favorable conditions for living and economic activity of the population, well-provided water, available land for the development of a recreational complex, resort economy, recreation of citizens. At the same time, it is important to note that the region has disadvantages in location, as it is in close proximity to Chernobyl Nuclear Power Plant. All these factors are extremely important for the development and intensification of cultural and cognitive tourism of the region [17].

Natural recreational and tourism resources. For the successful development of tourism, the attraction of new masses of tourists to travel is extremely important natural conditions of the territory. The dominance of valley landscapes with meadows, pine forests and lakes is a feature of this region. The mild climate, vast



forests, rivers and reservoirs, picturesque landscapes create rich natural recreational resources of Chernihiv region. Along the Desna River and its tributaries are mud deposits and mineral water sources.

The existing natural and recreational potential is promising for the development of tourism in both the city and the region. Chernihiv is a green, well-planned city with a beautiful panorama of the Desna and the green meadows of Polissya. The city has significant recreational resources: the water areas and the floodplains of the year are the Desna, Rod, Belous with coastal stripes. The city has parks and squares, forest parks, meadows of the Left Bank, a large forest area near the village of New Belous. Taking into account perspective, the total area of recreational areas of the city, suitable for short-term rest, may be 1.8 thousand hectares[18].

The complex of nature reserves and natural landscapes of the Desna basin becomes of utmost importance as a component for the existence and development of the tourist and recreational industry of the city. One of the components of the regional landscape, favorable for cultural and recreational use, is the territories represented by green areas and natural reservoirs, which have preserved close to the natural character, ie nature protection areas and objects. Chernihiv Nature Conservation Fund is represented by nature reserves and local objects - unique and interesting for tourists to visit. Their total area is 171.44 ha, which is 2.41% of the reserve.

Architectural, historical, recreational and tourist resources. By number of the most significant architectural and urban monuments, Chernihiv region, of which the city center of Chernihiv has the most significant share, is one of the first places in the ranking of regions of Ukraine. This makes it possible to consider the architectural and historical potential of Chernihiv as the most significant and attractive factor for the development of tourism in both the city and the Chernihiv region as a whole.

Shaft - the central fortified part of the city VII-XIII centuries., Which was formed on the site of the ancient settlement of the 1st millennium AD. Today it is the most significant complex of architectural structures of different periods of city development. Baby is one of the main tourist attractions. Here are the most prominent

monuments of XI-XII centuries. - the magnificent Transfiguration Cathedral, the Borisoglebsky Cathedral, as well as such remarkable buildings of the 17th-early centuries. XX century. as the Collegium (National Architectural and Historical Reserve "Chernihiv Ancient"), the House of the Regiment's Office (the funds of the History Museum), the House of the Archbishop (the Regional Archive), the Chernihiv Women's Gymnasium (Art Museum), the Governor's House (Tarnynov Museum). also historical monuments - guns from the bastions of the Chernihiv fortress. In addition, in the territory of the ancient Tretyak, near the Child is located Catherine Church (Museum of Folk Decorative Art of Chernihiv) [17].

Eletsy Assumption Monastery - founded in the 2nd half of the XI century. Chernihiv Prince Svyatoslav Yaroslavich to the west of Dityntsi. The architectural ensemble of the monastery gradually developed during the XI-XVIII centuries. and has features of Ukrainian baroque. Caves of the 17th - early 18th c. XX century. The main temple of the monastery - the Assumption Cathedral (XII c.) With the funeral-burial-place of Jacob Lizogub (1689), the bell tower - the oldest high-rise stone structure of Chernihiv (1670-1675), the oldest monument of trees on the Left Bank Ukraine, are preserved here. Residential Architecture - Archimandrite House (1688) and others.

Trinity-Elias Monastery - located on the terraces of the Bold Mountains. It consists of two parts - the former Elias monastery and Trinity monastery, combined by landscape and architecture into a single ensemble. In 1069, opposite the Holy Grove in the Boldina Mountains, the renowned founder of the Kiev-Pechersk Lavra, Antony Pechersky, initiated the formation of a complex multi-tiered architectural and spatial complex of caves, which became the basis of the future Trinity-Elias monastery. On the territory of the monastery are located: Trinity Cathedral (1679), designed by architect John Baptist, bell tower (1775) - a 58-meter structure, built in the Baroque style, which is the main architectural dominant in both the Boldy Mountains and the whole Chernihiv Mountains , as well as a refectory with the Vvedenskaya Church (1677-1679), the Archimandrite's house (1750) and other structures. In the XII century. the Church of Elijah was built at the entrance to the

Antony's Caves. Anthony Caves is a unique underground complex consisting of passages and rooms, with a total length of almost 350m. Here is the church of Theodosius Totemsky - the main temple of the underground complex, the church of St. Anthony Pechersky and Nicholas the Holy [16].

Friday Church (Friday Church at Torg) is a monument of ancient Russian architecture of the XII-XIII centuries, named after the patron saint of Paraskeva Friday. After a series of reconstructions, it was originally restored in 1962. designed by architects P. Baranovsky and M. Holostenko. The building represents the highest stage of development of architecture of Kievan Rus. There are a number of architectural landmarks in the city that are not part of the Reserve, but are nevertheless of considerable interest. These are such buildings as the Glibow estate, the Tarnowski house, the church of St. Mikhail and Boyar of Theodore Former Theological Seminary, the Resurrection Church with a bell tower, the house of the Mykolaiv diocesan fraternity, the house of the fire company, the house of the civilian governor, the noble and peasant land bank, the house of the national school, etc. Among the most significant archeology monuments are the Bolduni Mountains burial mound (including the mounds: Gulbishche and Nameless) and the Black Mound.

In order to better see the level of cultural and cognitive tourism in Chernihiv region, we conducted SWOT analysis, the data of which are given in Appendix A.

The conducted SWOT-analysis makes it possible to conclude that with the purposeful and resource-oriented regional policy, most of the weaknesses of the tourist potential of the territory, in particular historical and cultural, can be neutralized.

Among the main factors for increasing the attractiveness of tourism potential in the Chernihiv region are the unique natural resource potential and cultural and historical heritage.

In general, for the development of tourism in the Chernihiv region it is necessary to:

- improve the legislative and regulatory framework for tourism development;
- to develop a regional normative document "Rules for the provision of tourist



services in the Chernihiv region";

- introduce a system of voluntary certification of the quality of tourist services;
- to develop and implement measures for material support of companies engaged in inbound tourism (to introduce rent privileges, privileges for tariffs, utilities, etc.)
- to form a modern system of retraining of tourist personnel, to conduct scientific and practical seminars with the participation of international experts;
- to provide tourist companies with information support for the promotion of services, the production of information materials (catalogs, booklets), the development of a tourist Web site of the Chernihiv region; assistance in the organization of television and radio broadcasts for Ukraine and abroad, articles in newspapers and magazines), etc[18].

### **2.3 Visiting tourist destination of cultural and cognitivetourism of Chernihiv region**

The main destinations of Chernihiv for different types of tourism are: Chernihiv, Baturyn, Ichnianskiy district (Trostyanets and Kachanivka), Novgorod-Siverskyi district, Pryluky district, Nizhyn (cognitive tourism); Chernihiv, Korop and Ichnian districts (rural green); the water area Desna and Snov rivers (water - kayaking and rafting alloys), Chernihiv rn (cycling and water tourism); Korop district (Mezinskiy territory parks (hiking, biking and water tourism); Kozelets district (walk and walk) cycle tourism within the Inter-River Park); Ripkinsky (rest on Blue Lakes, Kozelets and Kulikov districts (recreation centers on the Desna and Dnipro rivers) (recreational tourism); Ostrech Men's Health Resort, sanatorium "Desna", from Ladyk, Chernihiv district (health tourism); Chernihiv (Chernihiv district, Gustynya village (Pryluky district), Lyubech town (Ripkin district), p. Danivka (Kozelets district) (pilgrimage tourism); festivals in Chernihiv, Nizhyn, Pryluky, Korop, Sednev, Lubech (event tourism) [18].

In the conditions of difficult economic situation of the population everything

happens greater reorientation from outbound tourism to domestic as well as under conditions loss of opportunity to rest in Crimea, among tourists there is a search for alternatives in the domestic market. It is at this point when we have a demand opportunity to offer consumer Chernihiv region as an option for multifaceted holidays. For Ukraine, the traditional winter destinations are the Carpathians, and summer -vacation on the Black and Azov seas. Chernihiv region has everything chances to occupy a niche of spring and autumn mass direction. This region has all the necessary prerequisites for the development of recreation. By organizing press tours, participating in tourist exhibitions, and more marketing activities should be complemented by an associative range of potential tourist from «Ancient Chernihiv-Baturyn-Kachanovka» to «active rest - recreation - nature - historical monuments ». There is a need to focus on improving tourism infrastructure and development of medical and recreational tourism through attraction investments for reconstruction of existing and construction of new hotels, bases recreation, sanatoriums, cottages, campsites, etc. There are the potential to attract inbound tourists by creating competitive interesting tour product. In the long run, this will give an opportunity already count on foreign tourists and investors [19].

In the Chernihiv region there are 2 mineral deposits concentrated, entered in the state register with approved balance stocks - 186 m / day, bischofite deposits and mud deposits - 11.1 thousand m. Their use currently does not exceed 25% of the potential opportunities. Thus there are resources for the development of balneological tourism.

By number of cultural heritage monuments, Chernihiv is in the top ten regions of Ukraine (8751 cultural heritage monuments, including 193 nationally). It is the only region of Ukraine where one-third of the architectural monuments of the Old Russian era are preserved. Most of them are in Chernihiv. 14 settlements of the region are included in the List of historical settlements of Ukraine. It should be noted that recently there has been a tendency to increase tourists who are interested not only in the historical and cultural heritage, but also the natural recreational resources of Chernihiv region, new types of tourism are emerging. Information on tourist destinations in Chernihiv Oblast is given in Table 2.5

Table 2.5

### The main centers of visit by type of tourism

Types of tourism	Destinations
Cognitive	Chernihiv and district, Baturyn, Trostyanets, Kachanovka, Novgorod-Siverskyi district, Pryluky district, Nizhyn
Pilgrimage	Chernihiv (Chernihiv district), the village Gustynya (Pryluky district), Lyubech township (Ripkin district), Danivka village (Kozelets district)
Event tourism	Festivals in Chernihiv, Nizhyn, Pryluky, Korop, Sednev
Recreational	Holidays at the Blue Lakes (Ripkin district), recreation centers on the rivers Desna and Dnipro (Kozelets and Kulikov districts)
Green tourism	Chernihiv, Korop and Ichnian districts
Active types of tourism	Water areas of the Desna and Snov rivers (water - kayaking and rafting alloys), Chernihiv district (cycling and water tourism), Korop district (Mezinsky park territory, hiking, cycling and water tourism)
Hunting and fishing	Bobrovytsya district, Chernihiv, Kozelets, Ripkin, and Ichnian districts

Source: [19]

Until 2014, a considerable part of the tourist flow, except for tourists from Kyiv, was made up of organized tourist groups from Belarus and individual transit tourists from Russia and Belarus who traveled to Crimea in the summer, but this



category, for obvious reasons, since 2014 is almost completely absent.

The rise in fuel prices and the increase in the cost of Kyiv-Chernihiv taxis had a negative impact on the number of individual travelers traveling to Chernihiv and Baturyn. The lack of direct Chernigov rail connections with other regions of Ukraine also does not increase the flow of tourists.

At the same time, tourist centers traditionally oriented towards bus groups, mainly organized by Kiev tour companies, and tourists from Chernihiv region, and most importantly, those not located near transit routes, have less negative data on visitors (Kachanovka, Trostyanets, Mezynsky park, Novgorod-Seversky), or even showed a tendency to increase the excursion rate. Geography of tourists from Odessa region has expanded, guests from Mykolaiv and Kherson regions have appeared. Unlike 2014-2016, now Belarusian bus groups have started booking excursion services in addition to visiting the markets. Information on tourist flows in Chernihiv region is given in Table 2.6

*Table 2.6*

**Tourist flows in Chernihiv region**

Years	Number of tourists served by tourist operators	Foreign tourists	Tourists-citizens of Ukraine who went abroad	Domestic tourists
2015	9328	14	7952	1362
2016	7689	7	7041	641
2017	7052	–	6543	509
2018	11698	–	10185	1513

*Source:[20]*

Analyzing the data in Table 2.6, we can draw some conclusions. Foreign tourists of Chernihiv region are mainly Belarusians and Russians. After 2014, they are absent. This is related to the military conflict in eastern Ukraine. But at the same time, the share of Ukrainians traveling abroad has grown significantly. This, in turn,

is related to the adoption of a visa-free regime with Europe by the countries of Europe and the accessibility of air transport[19].

#### **2.4. Tourism regulation on tourist destinations and in key tourist destinations of Chernihiv oblast**

The Chernihiv region has many tourist routes. Basically, these routes are connected with historical, cultural and literary places of the region. The Chernihiv Tourist and Recreation Area (TRR) occupies the central and western parts of the Chernihiv Polesie and is located within the Lyubetsko - Chernihiv, Dnipro - Nizhny Dnezdnyansky, Kozelets - Kulikovsky and Nizhnosnovsky - Srednyadnysky physical and geographic regions. The area of the TRR is 352.2 thousand hectares, of which 18% of the territory is suitable for tourist use. The Chernihiv TRR has a significant cultural and informational potential - 425 minutes. Within it, 19 cultural and information sites are identified, among which Sednivska and Ivankivska have a national level of cognitive value, and Chernihiv - an ethnic one. Among the most outstanding cultural monuments are the Church of the Pentecost - the Word of the Regiment Igor, the Spassky Cathedral, the Church of St. Anthony with caves, the Lizogub estate and a whole host of religious buildings of the XIX-XIX centuries. in the villages of Kuvechichi, Pakul, Topchiivka and others. Museums of folk decorative art in Chernihiv region have high attractiveness. The objects of the targeted excursion routes are the M. Kotsubinsky Museum (Chernihiv) and the M. Sespel Museum Room (Ivanivka) [21].

Chernihiv city. Nowadays, tourist and excursion activities are concentrated mainly in the central part of the city, which houses architectural, cultural and history monuments, museums. Thematic excursions are conducted for their study; sightseeing tours are generally conducted to get acquainted with the city. The route of the main standard bus-pedestrian route covers all parts of the Chernihiv Ancient National Historical and Natural Reserve, including an overview of the central part of the city, industrial as well as modern residential areas. A number of excursion routes

have been developed and currently in operation in the city:

One Day in Chernihiv - an introduction to the ancient city, its monuments and places of interest,

“Chernihiv Orthodox” - visiting Orthodox shrines, meeting with the Abbot of the Yelets Monastery, a concert of a choir of students of the spiritual school, the regents-psalmists in the cave temple of St. Feodosia, lunch at the monastery refectory;

“Chernihiv and Ivan Mazepa” - excursion through the territory of the Child, visiting temples, a cathedral bell, built at the expense of Mazepa, the home of Colonel Ya. Lizogub - a contemporary of Mazepa;

“Ukrainian Icon” - acquaintance with the collection of icons of the national reserve, exhibition of icons of the Art Museum acquaintance with the development of icon painting in Ukraine;

"Underground and Terrestrial Monasteries of Chernihiv" - Visit to Yelets and Elias monasteries, acquaintance with Antony's caves - multilevel underground complex with earth and stone churches;

"Mysteries of the Chernihiv Caves" - getting acquainted with Antony's Caves;

"Ancient Temple" - acquaintance with the Transfiguration Cathedral - the tomb of Chernihiv princes;

Chernihiv region. Today, Chernihiv tour operators and travel agents offer the following routes in the region:

Chernihiv - Sedniv - Sosnytsya - Novgorod - Siverskyi - Chernihiv;

Chernihiv - Korop - Baturyn - Chernihiv;

Chernihiv - Nizhyn - Kachanovka - Trostyanets - Chernihiv;

Chernihiv - Pryluky - Gustin - Sokyryntsi - Chernihiv;

Novgorod-Seversky - Kiev (via Chernihiv);

Chernihiv - Kiev;

Novgorod-Seversky - Gomel (via Chernihiv);

Mena - Chernihiv - Mena;

Chernihiv - Sosnytsia;



Excursion route “From Chernihiv to Novgorod - Siversky”.

In addition, another 10 routes have been developed for the future:

Route 1. Slavutyich-Lyubech-Ripky-Dobryanka-Oleshny-Roishche-Masany;

Route 2. Chernihiv-Borzna-Baturyn-Bakhmach-Talalaivka-Silver-Varva-Pryluky;

Route 3. Lemeshi-Kozelets-Bobrovytsya-Oster-Morovsk-Shestovitsa;

Route 4. Chernihiv-Nizhyn-Pryluky-Density-Sokyryntsi;

Route 5. Chernihiv-Nizhyn-Ichnya-Kachanovka-Trostryanets;

Route 6. Chernihiv-Borzna-Bakhmach-Baturyn-Kachanivka;

Route 7. Chernihiv-Sosnytsya-Novgorod-Siversky;

Route 8. Sedniv-Gorodnya-Senkivka-Shchors-Sosnytsya-Mena-Berezna;

Route 9. Sednev-Shchors-Koryukivka-Holmi-Semenivka-Novgorod-Siversky;

Route 10. Birch - Mena-Sosnytsya-Korop.

Promising for the development of the tourism industry are the expansion of international tourist routes from Belarus, the formation of the national tourist route "Necklace of Slavutyich", intra-regional routes "Historic Sites of Chernihiv" (Chernihiv-Lyubech-Oster-Nizhyn-Baturyn - Novgorod-Siversky), "(Chernihiv-Baturyn)," Green Masterpieces of Chernihiv Region "(Chernihiv-Kachanovka-Trostryanets)," Chernobyl Tragedy " [22].

## **Conclusion to part 2**

Analyzing the level of cultural and cognitive tourism in the Chernihiv region, we can draw several conclusions. The state of tourism infrastructure of the region is low. In order to attract foreign tourist flows many aspects of the tourist infrastructure, and above all the transport network, need to be improved. Along with this there are many positive factors that influence the tourism situation in the area, namely geographical location, historical and natural factors. Analyzing the perspectives of tourism potential development Chernihiv region needs to take such measures to increase accessibility tourist infrastructure: increasing the number and length of stay tourists in the area; extension of guest geography; improving awareness the region; improving service standards; infrastructure improvements; expanding the geography

of the tours you visit to the area magnification the budget.

It can be concluded that for the high-quality service of tourists in Chernihiv region by the state and local self-government bodies it is necessary to carry out measures on updating and restoration of material and technical base (accommodation and food), monuments of history and institutions of culture and art, sphere of entertainment, as well as vehicles and highways. Depending on the size of investments into tourism infrastructure, the demand for the presented tourist product will increase, which will allow to increase the budget revenues of the region.

The above facts provide great prospects for the development of rural green and active types of tourism both within protected areas and in areas adjacent to historical and cultural centers.

Issues that hinder the effective development of domestic tourism in the region include:

- lack of an effective system of state administration bodies;
- lack of effective management in the public tourism sector;
- imperfect and outdated legal framework;
- lack of a comprehensive approach to the development of the industry (lack of integrated industry development strategy and lack of marketing strategy development);
- a significant part of the objects of historical and cultural heritage is neglected;
- sanitary condition of roads and pavement in the directions of the main tourist routes are generally unsatisfactory;
- unsatisfactory condition marking tourist routes and arrangement of rest places along these routes.

### **PART 3. PROMOTION OF THE PRODUCT OF CULTURAL AND COGNITIVE TOURISM OF CHERNIHIV REGION IN EU**

#### **3.1. The mechanism of promotion of the product of cultural-cognitive tourism in Chernihiv region in the EU market**

Chernihiv region, as well as many others the territories of our state, has a fairly powerful tourist potential. Its structure includes both the rich natural resources of Chernihiv Woodlands with its forests and rivers, as well as the huge number of historical and cultural monuments to which the ancient cities of Chernihiv - Chernihiv, Novgorod-Siversky, Nizhyn and others. By number of cultural heritage monuments, Chernihiv is in the top ten regions of Ukraine (8751 cultural heritage monuments, of which - 191 national importance). This is the only region of Ukraine where one-third of the architectural monuments of the Old Russian era are preserved. Most of them are in Chernihiv. 14 settlements of the region are included in the List of historical settlements of Ukraine. The field of public transport does not meet the modern requirements both in technical and organizational terms. The measures of the Regional State Administration as the organizer of transportation are aimed at updating the rolling stock, replacing low-traffic converted vehicles with comfortable buses of higher capacity, made it possible to improve the situation somewhat and to improve the quality and safety of passenger transportation [22].

Due to the economic crisis, the pace of vehicle upgrades has decreased. There are still many worn out vehicles and converted from low-comfort freight buses to the area. Not all drivers have adequate training for passenger service. Along with the development of the road network of the region, there are also cases of refusals of carriers to service individual suburban routes due to low profitability and poor road conditions. In addition, the issue of compensation for the loss of income of road carriers in connection with the carriage of privileged categories of citizens and the determination of the real extent of such losses remain a problematic issue. No systematic collection of information on passenger flows required for route planning and optimization. State-of-the-art computer, communications and satellite navigation tools are poorly used to collect and process information when planning routes and



monitoring their operation. All this necessitates strengthening of the state organizational component in the field of passenger transportation at the region level.

It is also necessary to improve the status of cultural and educational tourism destinations themselves. Today, most tourist sites are not in the best shape, so more money is needed for their reconstruction and maintenance. As mentioned above, Chernihiv region has insufficient level of transport services. In order to attract tourists, especially foreign ones, it is necessary to improve the state of transport infrastructure. Having analyzed the data on the transport security of Chernihiv region, we can offer the following ways of improvement:

- organization of express bus lines at the connections of Chernihiv with the airports of Kiev;
- further development of a network of tourist routes with the organization of new routes using waterways;
- development of the Chernihiv railway junction; strengthening of capacity and modernization of railway lines in the direction of the international transport corridor;
- for tourists and vacationers providing ticket sales on orders for different modes of transport in all modes of communication;
- arrangement under the permanent scheme of border crossing points[23].

It is also worth noting a relatively small selection of tours and excursions to cultural and cognitive destinations of Chernihiv region. Almost all of the tour operators are located in the city of Chernihiv, but the tourist sites are relatively far from the capital of the region. It is necessary to make tours that start from cities that are closer to tourist destinations. It is also necessary to develop cities that are closest to Kiev so that foreign tourists can get to the tourist centers faster and more comfortable. Chernihiv has a large number of historical monuments of culture: lord estates and palaces. In order to promote the tourist product of the region, we are proposing several new tours that have a positive impact on the tourist level not only of Chernihiv region but of the whole of Ukraine: "Pansky Mats" and "Historical Chernihiv region" [24].

"Pansky Mats". There are a large number of estates in the Chernihiv region



at the beginning of the nineteenth century. The main are the Tarnowski Palace, the village. Kachanivka; Halagan Estate, village Sokyryntsi and Trostyanets Dendrological Park.

#### Tour program

07:30 Departure from Kiev, St. M. Lisova (gathering near the metro exit in the direction of Chernihiv)

12:00 Excursion Kachanovka State Historical and Cultural National Reserve - the best traditions of palace and park art. This is a luxurious park worth visiting. A beautiful place, a beautiful farmstead, you can stroll through the park to the romantic ruins, visit the church or go to the lake and take pictures in memory.

It was established in 1981 on the basis of a palace ensemble and a park of a noble estate, founded in the 1770s, which is today the only one among the Ukrainian estates preserved in the complex. In February 2001, the park was granted national status. The Kachanivka tract is spread out on the outskirts of the village in hilly terrain. The upper plateau is occupied by a palace complex of buildings that are architectural monuments, the lower one is a picturesque park with 12 ponds, pavilions, sculptures, park bridges, "ruins", an amphitheater.

It is known that this majestic place inspired Mikhail Glinka to write the opera "Ruslan and Ludmila".

14:00 Lunch time (can be ordered).

15:00 Excursion to the Trostyanets Dendrological Park.

The dendrological miracle of the Chernihiv region and the whole of Ukraine is called the Trostyanets dendrological park, which is located in the Ichnya district of the Chernihiv region. It is a monument of 19th-century landscape architecture, created by the efforts of Ivan Skoropadsky, a descendant of the Ukrainian hetman. Fresh air, unique flora and lakes all attract tourists.

17:00 Inspection of the Galagan estate. Galaganov Palace is located near Sokyryntsi village, Chernihiv region. The building and the surrounding park make up the Sokyrynka architectural and park complex of 425 hectares. The estate was built in 1823 - 1829. The palace is made in empire style. The building is centered by a



massive decorative dome. The second floor is decorated with columns that frame the balcony. From the palace there are two transitions to the side wings, which adds to its grandeur. To the entrance, from the central entrance there is an alley 400 m long. On the territory of the estate there are service premises, premises for cattle, stables and gates. The surrounding park is a monument of landscape art of national importance. The park can see about 40 species of trees planted with alleys. You can see the coniferous ornamental plantings along the driveway. The Duck River flows near the estate. Therefore, you can see not only the magnificent facades, but also the interior decoration of the building. The park has a picturesque gazebo. Among the bushes there is a Gothic town, which is in a terrible state. On the territory of the estate is held the Kobza festival "Heather's Feast". The event takes place in late summer, but not every year. Due to the good condition of the palace and the surrounding manor, it is worth going here to see the magnificent central entrance adorned with Greek statues. As well as office buildings, which are in slightly worse condition.

18-30 - Dinner at Orikhdeya Cafe.

19-30 - departure to Kyiv.

22-30 - arrival to Kyiv.

The cost of the tour - 500 UAH. Extra charge for lunch and dinner.

"Historical Chernihiv region"

Chernihiv region has a great historical past. On its territory is the hetman's capital - Baturyn. The town of Kozelets was an important strategic point in the Cossacks, and it also has several magnificent Baroque churches.

Tour program

07:15 Departure from Kiev M. Lesnaya (collection near the metro exit in the direction of Brovary)

08:30 Excursion to the Cathedral of the Nativity of the Virgin Mary in 1752 (Kozelets village) The temple is closely connected with the family of the Ukrainian hetman Kirill Razumovsky. The shrine is known for its unique, one of the largest in Ukraine, which has survived to this day, a wooden 7-tier iconostasis over 260 years old. The cathedral itself is built in the Ukrainian Baroque style. And unique makes it



two-storeyed and the presence of a crypt where the place of burial of the mother of the hetman. The bell tower really impresses with its scale against the backdrop of one-storey rural development.

Excursion to the Nikolaev church. The Nikolaev church was built in 1781-1784 on the southern border of the former Kozelets fortress of 17-18 centuries on the site of an old wooden church. The funds for construction of the Nikolaev church were given by the priest Kirill Tarakh-Tarlovsy by the name of Wild Pop. According to legend, it was he who secretly married the Russian Empress Elizabeth Petrovna with Alexei Razumovsky. Despite stormy events of the last centuries, the Nikolaev church is well preserved. Changes occurred only in the bath of the temple, which in 1811 was replaced by a spherical dome.

10:00 Departure to Baturin

13:00 Arrival in Baturin. Familiarity with unique architectural monuments.

The central object of the Hetman's Capital Reserve is the three-storey palace of the last hetman of Ukraine Kirill Razumovsky, built in 1799-1803. by architect Charles Cameron. For a long time the palace was in a state of neglect, but in 2003-2008 it was restored, and it has acquired its present appearance. There are 55 rooms in the palace, but only a few are open to visitors.

Lovers of walks and nature parks will like the Kochubeyevsky park in Baturin - a unique monument of landscape art of the 17th century. The park was created by Judge General Vasily Kochubey based on natural oak. There are more than 30 species of trees and shrubs per 10 hectares of the park.

Another landmark in Baturin, the Resurrection Church, was built in 1803, simultaneously with the Razumovsky Palace. The church was built on the site of the destroyed Mazepa Trinity Cathedral, and, according to legend, it was built from the brick of the dismantled Mazepa tower. Razumovsky died in the year the temple was completed, and, according to the will of the hetman, he was buried in a crypt in the Resurrection Church. This is one of the few burials of the Ukrainian hetman, which has survived to this day.

House of the Judge-General. Kochubeya - is located in an old park where



fragments of the shaft of Baturin Fortress are preserved. The citadel of Baturin fortress is a reproduction of the Cossack fortress, with a hetman's house in the center. The fortress is completely wooden, since in the 17th and 18th centuries the artillery reached such heights that it destroyed any castles, so ordinary wood coated with clay gave a ricochet from the nuclei and bombs of the artillery.

16:00 Lunch at the "Old Baturun" Cafe.

17:30 Group gathering. Departure to Kiev.

20:30 Arrival in Kiev. Time is approximate.

### **3.2. Forecasting the promotion of the product of cultural and cognitive tourism Chernihiv region in the EU market**

Provided that all the recommendations regarding the promotion of the tourist product of Chernihiv region to the EU market, certain forecasts can be made. Employment of the population in the tourism industry. The prospective development of tourism in the Chernihiv region will significantly affect the employment of the population in the tourism industry. When the tourist flow increases to 2022 in 2 times and in the following period to 2025. 3 times the most complete and optimal satisfaction of tourist needs can be realized through the system of hotel enterprises, which will have adequate material base and qualified staff, as well as other branches of the economic complex of the region involved in tourist services [25].

Important for the development of the tourism industry is the development of a complex of infrastructure, which is a set of accommodation establishments, objects of cognitive, business, health, sports and other purpose, establishments for training of qualified personnel and enterprises directly engaged in tour operator and travel agency activities. A characteristic feature of the tourist complex is the high level of complexity in this area, which leads to an increase in its potential in job creation. In accordance with the increase in the volume of services provided to tourists in the tourism and hospitality industry in the Chernihiv region in 2022 and 2025, the



number of employed will increase: in 2022 - up to 5 thousand, in 2025 - up to 6.5 thousand. Considering services to tourists by enterprises in other sectors of the economy (transport, communications, construction, agriculture, production of consumer goods, trade, food, cultural establishments, physical culture and sports, entertainment, etc.) and in view of temporary employment during the active tourist season, tourism will provide employment in 2022 to about 30 thousand., in 2025 - more than 63 thousand. The forecast of employment in the tourism industry and its staffing is given in Table 3.1

*Table 3.1*

**Forecast of employment of the population (direct and indirect) in the tourism area and its staffing**

Years	Total tourist flows, thousands of people	Number of persons in the tourism industry, thousands of people	Employment in tourism with other sectors (transport, communications, trade, construction, agriculture, consumer goods, food and entertainment, etc.), thousand people
2020	100	1,0	9,7
2022	200	2,0	19,4
2025	650	6,5	63,1

*Source:[26]*

Financial aspect of tourism development. The creation of high quality and competitive tourism product on the world market is projected, which in turn contributes to the effective development of tourist and recreational resources. The main components of financial and economic regulation of tourism development in



Chernihiv region can be: directly organizational and economic mechanism of payments for the use of recreational resources; effective state tax policy; system of local taxes and fees; mechanism of pricing for services of tourist complex; state investment and credit policy. The sources of financing the development of the tourism and recreational sphere should be not only foreign investments and loans of banks, but above all state appropriations, funds of enterprises, institutions, organizations, local budgets [27 p. 132-133].

It can be concluded that for the high-quality service of tourists in Chernihiv region by the state and local self-government bodies it is necessary to carry out measures on updating and restoration of the material and technical base (accommodation and food), monuments of history and institutions of culture and art, sphere of entertainment, as well as vehicles and highways. Depending on the size of investments into tourism infrastructure, the demand for the presented tourist product will increase, which will allow to increase the budget revenues of the region.

The investment of these funds into the construction of the logistics base of the tourism industry will give an opportunity to additionally receive the local tax budget in 2025 to budgets of all levels in the amount of UAH 350.4 million. taxes to be paid on the territory of Chernihiv. Including, the value added tax will amount to 81.6 million UAH for the accounting period, other taxes, fees (compulsory payments) received from entities involved in the tourism industry will amount to 247.2 millionUAH. The planned amounts of revenues to the budgets of all levels, made in the territory of the region, are indicative and should be adjusted as the decisions of the scheme are implemented. These revenues will be obtained after the formation of the tourism industry in the implementation of the activities planned by this project [28].

In addition, this measure will increase the number of tourists served in the city of Chernihiv to 650 thousand people. In the future, the economic efficiency of the development of recreational resources of both Ukraine and Chernihiv will increase significantly.

The capacity of the tourist accommodation facilities was calculated. In



Chernihiv region the capacity of tourist accommodation facilities is: for the estimated period (2025) - 4500 places, including by 2020 - 600 places. In determining the capacity of tourist accommodation, the needs of the residents of the region were taken into account, identified in the master plan, and the material and technical base of the Chernihiv region was available. Rural tourism is planned to be developed on the basis of the existing individual homestead, rural residents of Chernihiv region, through the construction of specially equipped premises for reception of vacationers or arrangement of existing ones. Rural tourism can offer tourists a wide range of services: national cuisine; evening events, folk ceremonies, common wellness saunas with herbal teas, winter entertainment, sleigh rides, picking berries and mushrooms and hiking and horseback riding; hunting, fishing, etc.

The sales network will consist of complex and specialized shops, shops for sale of own production of folk crafts. The enterprises of folk crafts include enterprises for the production and sale of various types of arts and crafts (carpets, embroidery, toys, wood products, vines, straws, pottery, etc.). Tourists will be serviced both at the hotel's service centers and at the individual facilities located in the city. For the provision of household and communal services, it is necessary to place workshops for the repair of shoes, clothing, hairdressers, photo center (urgent processing of film films, printing photos, etc.), emergency dry cleaning, toilets, etc [29].

Cultural and entertainment institutions. Improving cultural and educational services for both locals and tourists is one of the leading challenges facing the city today. In this connection, there is a need to create attractive zones and tourist facilities of a new type. Cultural and entertaining establishments are represented by a multifunctional cultural center on Peace Avenue at the site of the existing Budkomcenter base, an open air museum "Mini Chernihiv Region", an open theater in the central tourist area, a club establishment in the Kordivka tourist area. There is a great variety of attractions, the creation of a water park - Aquapark.

In the area of influence of the city, near the village. Sestovitsa is a world-renowned archaeological complex in the Korovel tract, on the basis of which it is



planned to create a “living museum” and to include it in the tourist sites of Chernihiv region.

Sports and recreational activities, as a mass leisure activity, requires the development of a network of specialized sports centers and sports parks, which are formed on the basis of large sports complexes.

The main location of sports and sports facilities will be the Kordivka tourist zone, where the construction of a sports center for 2,000 places, the placement of tennis courts, golf courses, sports grounds and more are planned. Boats and hydro-bicycles will be rented in the water areas, which will make the park area even more attractive to visitors. It also envisages the organization of a water sports center with a rowing canal at Liskovitsa. The center of extreme (technical) sports (organization of flights on sport planes, helicopters, parachute jumps, etc.) can be organized in the territory of the existing Shestovichi airport, in the area of influence of the city. The aviation museum and equestrian center are also planned to be in the area of influence of the city [28].

### **3.3. Prospects for using the resource base of cognitive tourism Chernihiv region in the EU market**

The Chernihiv region has 528 territories and objects of the nature reserve fund: 332 nature reserves (4 state value), 127 nature monuments (3 state value), Trostyanets arboretum, 22 parks and monuments of landscape art, in including the state value in the village. Sokyryntsi, 45 protected tracts. Soft climate, picturesque landscapes, large forests, rivers and reservoirs create rich natural recreational resources of Chernihiv region. On the terraces of the Desna and its tributaries there are muds and mineral springs. The most famous tourist sites are: the Historical and Cultural Museum-Reserve "The Word about the Regiment of Igor", the Transfiguration Monastery (XI - XIX centuries) in Novgorod-Siversky, the archeological museum at the site of the late Paleolithic village in the village. Meziny, State Architectural and Historical Reserve, Museums: M. Kotsyubynsky, Historical



and Artistic in Chernihiv, Lyceum House (1807-1820) in Nizhyn, Yuryeva (Mykhailivka) Goddess (1098) Ostri, Christmas Cathedral (1752-1764) in the village Kozelets, MK Zankovetsky Memorial Museum in the village. Zankah, V. Kochubei's house and K.Rozumovsky's palace in Bagurini village, palace and park ensemble in Kachanovtsi village, Dovzhenko literary-memorial museum. Cognitive, gastronomic and literary tourism are promising [30].

In our opinion, Chernihiv region has a great resource potential for the development of gastronomic tourism. Analyzing opportunities for the development of gastronomic tourism in region, it is advisable to combine them in several perspectives.

Gastronomic brands formed. Nizhyn cucumbers and Chernihiv beer do not need additional advertising because they are known for their high quality. Gourmets recognize that pickled cucumbers are characterized by a special taste and characteristic crunch. The secrets of high taste qualities are explained by the composition of the soil, which is rich in silver ions in Chernihiv region, a special recipe used in the 17th century by the Nizhyn Greek colonists, and pure source water used for salting. The taste of the Nizhyn cucumbers was familiar to Catherine II, who had visited the southern provinces of the Russian Empire during her journey Nizhyn. From that time until 1917, the scissors supplied their produce (in addition to cucumbers, tomatoes, beans and zucchini) to the royal table. Since 1927 a canning plant has been operating in the city, which has become one of the most famous producers of canned fruit and vegetables in the southwestern regions of the Soviet Union. A cucumber monument has been opened in Nizhyn, attracting many tourists. In addition to photos by the memory of the original monument, they can also offer other entertainment: excursion to the enterprise with tasting products, participation in picking cucumbers in the framework of agritourism, visit Pokrovsky fair, which is traditionally held in a city where tourists can get acquainted with other dishes. local cuisine and buy pickles [14].

Chernihiv beer is the number one national brand of sales. His story begins with 1988, when the recipe for a new beer named after the city was developed at the then Desna Brewery at the 1300th anniversary of Chernihiv. The secret of high taste

of Chernihivbeer, and now there are 14 varieties - a high quality malt, which is produced immediately. Experts may be interested in "Chernihiv special. Recipe 28 », which is cooked in limited quantities parties, and the recipe is kept secret, "Chernihiv Premium", "Chernihiv Maximum", "Chernihiv White", "Chernihiv White Night", "Chernihiv Pub Camp" and others [15].

Traditional products. Chernihiv region is the land of potato and animal husbandry. Agroclimatic conditions Areas are ideally suited for growing potatoes, which on sandy soils grow particularly tasty in the hot summer. For the region's population, potatoes are the # 1 product. Indifferent parts of Chernihiv region, even in not very remote settlements, there are their favorite recipes for cooking and their names for dishes. For example, mashed potatoes can be cooked with sour cream, butter or milk, fried lard or onions, parsley, dill, egg, etc. The following names of this dish, known in various villages, are known: "Gothic", "Thalmachka", "Toptanka", "Zalivon" [3]. Also known are a large number of other dishes and their local varieties. Potatoes are also alcohol products. Products of Chernihiv distillery The factory, though less well-known than beer, is still in demand. And in times of the USSR "Chernihiv mountain ash on cognac" was almost as valuable a gift for tourists as "Riga Balm" or Armenian cognacs. It is advisable to develop a "potato" direction within the framework rural, festival, ethnographic tourism [16].

Another direction for the development of gastronomic tourism can be dairy and meat-and-dairy cattle breeding, which develops in the area based on natural hayfields and pastures. "Dairy" direction can be used in the process of development of rural and agrarian tourism, Wellness-tourism. Chernihiv is the end of the traditional development of beekeeping. The inventor of the frame hive P. Prokopovich was born and lived here. The production of beekeeping, first of all, honey, can serve as a resource for the development of rural, health-improving, festival-fair tourism. Both large enterprises and amateur private farms are developing. A great deal of work is being done by the regional beekeepers union, which has published the book "Honey Chernihiv Region". It states that there are about 200,000 bee families in the region, each of which produces 40 kg of honey each year. In all district centers and in

Chernihiv, there are centers that have their own shops. Already there is a base for the development of gastronomic tourism. In the village. Sokyryntsi of the Srebryansky district a local resident produces drinking honey, for which he has a patent for the production: "Sokyrynsky's drinking honey". You can taste the drink right here in the Pasichnyk tasting room. One of the finest examples of 19th-century architecture - the palace of the former Galagan landlords - has been preserved in this village. Many representatives of this kind have left a vivid mark on the history of Ukraine. The name of one of the representatives of this kind was given to the Chernihiv Art Museum. Gastronomic tourism can be developed on the basis of the palace along with other species [31].

An interesting direction may be the creation of centers for epitherapy or even apiphytotherapy. Fishing, harvesting berries (blueberries, raspberries) have also always been a significant help for the residents of the area in the harvesting of products. The Dnieper, as well as some of the cleanest rivers in Ukraine - the Desna, the Snow, the Sejm - have enough fish. And the forests of the northern part of the region rich in various mushrooms and berries. Blueberries and chanterelles are exported to Moscow and Grodno. In this case gastronomic tourism could be successfully combined with sports, industrial, ecological and rural.

Gastronomic festivals. Traditional agricultural products are used for gastronomic festivals. There are not so many of them in Chernihiv many, unlike Galicia and Transcarpathia. However, the experience of the organization is already there. Yes, in 2013 for the first time the "40-Uh" festivals (40-recipe soup) and "DerunFest" were held. This list can be continued in the future [16].

Organic farming. The absence of large industrial enterprises makes the region one of the cleanest regions, despite the significantly damaged image of the Chornobyl accident. Proximity to metropolitan consumers makes Chernihiv region promising for the development of organic farming. Already in this area there are several small and medium-sized farms and agricultural enterprises operating in the territory of the region, including in the territory of Gorodnyanskiy (dairy company "Ethnoproduct") and Korop districts. In this area, there is an opportunity to develop gastronomic



tourism based on high-end restaurants operating within the farm-to-table concept. Such establishments dominate the list of the most expensive restaurants in the world.

Ethnographic cuisine is still waiting for its researchers. However, among local dishes, the popularity of "borscht in Chernihiv", "roast in Chernihiv", Seversky sausages, cabbage sausages, Pryluky croissants, barbecue soup with chicken and porcini mushrooms and other dishes. Conceptual restaurants are also waiting for creative restaurateurs who could use local color and tradition, a rich history to create restaurants with an original concept that are already attractive to tourists [15].

Exotic. Oddly enough, in the Chernihiv region there are also such opportunities. It's about ostriches farms located in the Minsk district. It is interesting to see how in a temperate climate these tropical animals are kept, especially to taste an ostrich egg omelette. Quail, pheasant, goat and nutria farms are promising. This trend can be developed both within agro-recreational and rural tourism as well as independently supported by high-end restaurants [16].

### **Conclusion to part 3**

The Chernihiv region has a very large cultural and cognitive potential. Nowadays, the issue of forming and promoting the tourist product of Chernihiv region to the EU market is of key importance. It is necessary to improve a number of factors that shape the tourism product, namely: transport infrastructure, road conditions, development of tour operator activities and development of other types of cultural and educational tourism. If all these issues are resolved, a significant improvement in the tourism situation of the Chernihiv Oblast is possible over the next 7 years. One of the key changes can be made in the financial plan and also in the area of employment. Improvement of the tourist infrastructure makes it possible to create new jobs, new budget revenues and an influx of foreign tourists. Gastronomic is one of the priority areas of cultural and educational tourism. The identified opportunities for the development of gastronomic tourism, of course, will require further in-depth scientific research, but at the present stage of their the study makes it clear that this type of tourism is quite promising for development on Chernihiv region.

So, all the proposed measures will serve to create a competitive tourism

industry in the Chernihiv region, and its development as a whole will allow:

- satisfy the needs of tourists in obtaining quality services;
- create additional jobs;
- increase the investment attractiveness of the region;
- increase revenues to regional and municipal budgets;
- to increase the well-being of residents of the region.

The set of these measures will, as a whole, increase the historical and cultural tourist image of the Chernihiv region, become a leading tourist center of the country and Europe, which, in turn, will lead to an increase in financial revenues.

## CONCLUSIONS

Cultural and educational tourism is a trip to get acquainted with the culture of the countries of the world: monuments of architecture, history, art, archeology and more. In a broad sense, cultural and educational tourism includes not only archeology, culture, architecture or art monuments. Nowadays, tourism is an important component of the country's economic system. In terms of tourism product development and promotion, cooperation between tourism companies and cultural institutions plays a key role. At the state level, these issues are regulated by the Ministry of Culture, and at the level of areas of regulation of tourism issues is almost not carried out.

The development of tourism depends entirely on a set of conditions (external and internal): natural-geographical, historical-political, socio-economic, demographic, existing in society and the factors that determine them. In our view, the development of tourism is influenced by both positive and negative factors related to the political, legal and socio-economic situation in the country and in the world. Positive factors for the development of the tourist services market include:

- stability and openness of politics and economy;
- increase in public wealth and income;
- reduction of working time and increase of free time;
- development of transport, communications and information technologies;
- strengthening of urbanization;
- building an intellectual society;
- encouraging national and foreign investment in the development of the tourism industry;
- strengthening of Ukraine's position in the world tourist market;
- simplification and harmonization of tax, currency, customs, border and other forms of regulation;
- promotion of tourism for children, young people, the elderly, disabled and needy families through the provision of benefits;
- promoting the development of the priority tourism industry.



The negative factors of development of the tourist services market include:

- tensions in international relations;
- policy instability and the closed economy;
- economic stagnation and declining welfare;
- disorder of tourist resources;
- underdevelopment of the tourism industry;
- irrational use of cultural, historical and religious heritage and environment;
- low incomes and lack of free time;
- environmental pollution and environmental hazards;
- underestimation of the role of tourism in the intellectualization of society;
- lack of effective incentives for investing in the development of the tourism industry to the level and world standards;
- Underestimation of the role of the tourist business in filling the budget.

Despite the exceptional natural and climatic resources, the existing objects of historical and cultural heritage, the favorable geographical location according to statistics during the 2014-2017 years in the Chernihiv region was the least developed tourist activity. The share of the number of tourists served by enterprises and the region as a whole does not exceed 3% of the total volume in Ukraine. This situation has been maintained for the last 4 years. In addition, the region's rating on the aggregate of all key indicators of economic and financial activity Chernihiv region ranks second - 26th.

By number of the most significant architectural and urban monuments, Chernihiv region, of which the city center of Chernihiv has the most significant share, is one of the first places in the ranking of regions of Ukraine. This makes it possible to consider the architectural and historical potential of Chernihiv as the most significant and attractive factor for the development of tourism in both the city and the Chernihiv region as a whole. For Chernihiv region it is most expedient to promote the product of cultural and educational tourism. This is because there are many historical and cultural heritage sites in the region. The region also has many positive factors for the development of this product, including favorable economic geographic

location, a large number of historical monuments and places for learning about the historical past of our country. But at the same time, the region has many points that hinder the development of cultural and educational tourism. Such obstacles include poor road conditions, rather inconvenient transport infrastructure, underdeveloped network of tourism companies and low employment of residents in the tourism sector.

Over the last 5 years the trend of decreasing the number of tourists in the leading tourist destinations in the region has been observed. There are several reasons for this: the sharp rise in the cost of fuel, the lack of direct rail connections to Chernihiv with other regions of Ukraine, the loss of tourist flows from Russia, and a significant decrease in tourists from Belarus.

The Chernihiv region has a large selection of tourist routes. This is primarily due to the large territory of the region and the large number of historical and cultural monuments spread throughout the territory. The main problem with regulating tourist routes is that almost all of them start from Chernihiv. It is necessary to develop new routes starting with cities located near the Kiev region. This would all increase the flow of tourists and promote the tourist product.

Analyzing the state of cultural and cognitive tourism in the Chernihiv region, we can draw some conclusions and recommendations. The condition of the logistics base is unsatisfactory; the level of transport infrastructure wants to be better; funding for tourism is very low. In order to promote the product of cultural and educational tourism, it is necessary to carry out a number of measures that should improve the level of tourist infrastructure and positively influence the level of economy of the region. Priority steps include: establishing a railway connection between Chernihiv and regional centers of the region, establishing a permanent network of transportation between Chernihiv and Kyiv airports, developing water and bus transport, developing new tourist routes and increasing employment in the tourism sector.

All the proposed measures will serve to create a competitive tourism industry in the Chernihiv region, and its development as a whole will allow:

- meet the needs of tourists in obtaining quality services;
- create additional jobs;
- increase the investment attractiveness of the region;
- increase revenues to regional and municipal budgets;
- to increase the well-being of residents of the region.

Today, very little attention is paid to scientific research on the problems of gastronomic tourism development in Ukraine.

Today, very little attention has been paid to practical research on gastronomic tourism development in Ukraine. The Chernihiv region has a rather large resource potential for the development of this type of tourism. The peculiarity of gastronomic tourism is that it directly influences a number of other economic factors: expansion of the hotel chain, development and improvement of restaurant farms and improvement of undeveloped places of the region.



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## APPENDIXES

### Appendix B

#### SWOT-analysis of historical and cultural potential of Chernihiv region

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- availability of a large number of resources for the development of several types of tourism: historical, cognitive, scientific, ethnographic, ecological, sports, adventure;</li> <li>- strategic geographical position of Chernihiv region;</li> <li>- availability of a developed food infrastructure;</li> <li>- diverse natural resource potential;</li> <li>- the presence of a rich historical and cultural heritage;</li> <li>- the presence of a large number of activities related to the history and culture of the region;</li> <li>- favorable environmental situation;</li> <li>- events related to the culture and history of the region;</li> <li>- experience of holding exhibitions, fairs, festivals, seminars as an element of business tourism development;</li> <li>- a considerable number of museums and exhibitions;</li> <li>- experience in competitions in different sports;</li> <li>- a large number of events related to the history and culture of the region;</li> <li>- the availability of natural resources for the development of hiking, skiing, water, cycling and mountain tourism;</li> <li>- availability of bioresources for the development of hunting and fishing tourism;</li> <li>- availability of infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>- inconsistency of tourist services with international standards;</li> <li>- low competitiveness of the hotel fund, lack of room fund during the tourist season;</li> <li>- insufficient branding of the region;</li> <li>- lack of convenient transportation with the regions of Ukraine;</li> <li>- lack of modern vehicles for servicing tourist flows;</li> <li>- lack of roadside service;</li> <li>- the need for reconstruction of tourism facilities;</li> <li>- the problematic place of Chernihiv tourism is "one day tourism";</li> <li>- low interest of the population of the region in the development of inbound and inland tourism;</li> <li>- lack of stimulating factors for the development of inbound and domestic tourism;</li> <li>- lack of qualified specialists in the tourism industry;</li> <li>- unfavorable demographic processes;</li> <li>- lack of awareness of the region, lack of marketing activities and promotional materials about the tourism product of Chernihiv region and promotion of tourism products in the international market;</li> <li>- lack of investment resources;</li> <li>- lack of anthropogenic load regulation mechanism;</li> <li>- lack of equipment on ecological paths, parking</li> </ul>

	lots; - lack of observation platforms; - deterioration of the material and technical base; - the consequences of the Chernobyl accident, the problem of radiation contamination of part of the territory of the region, which resulted in the removal of 7.4% of its total area from commercial use.
Opportunities	Threats
<ul style="list-style-type: none"> <li>- presence of international connections;</li> <li>- opportunity for development of various types of tourism;</li> <li>- the opportunity to combine several types of tourism;</li> <li>- the possibility of attracting tourists from Belarus, other regions of Ukraine;</li> <li>- the possibility of developing tourism infrastructure by attracting investment</li> <li>- growth of economic potential due to the development of the services market;</li> <li>- increasing the attractiveness of the region on the basis of a stable tendency to implement the territory's marketing policy;</li> <li>- attraction of investments in infrastructure projects;</li> <li>- the opportunity to fit into the overall development strategy of Ukraine when modernizing the production base.</li> </ul>	<ul style="list-style-type: none"> <li>- imperfection of the legal framework;</li> <li>- low demand of population for inbound and inland tourism services of the region;</li> <li>- fierce competition from other regions of Ukraine;</li> <li>- competition of tourism companies of the region with external tourism enterprises;</li> <li>- high cost of tours due to high transportation costs;</li> <li>- lack of a support program for inbound tourism firms;</li> <li>- loss of competitive positions for resources in other regions of Ukraine;</li> <li>- the proximity of the border with the Russian Federation.</li> </ul>