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Interpretation of cultural heritage: approaches and methods of excursion work

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Abstract

The article deals with the problem of interpreting cultural heritage in the context of modern society, which faces numerous challenges, including globalisation, technological changes and the need to preserve cultural values. Cultural heritage, which encompasses both tangible and intangible elements, is an important aspect of a nation's identity and history. However, in today's environment, traditional approaches to sightseeing do not always meet the needs of the audience, particularly young people who seek interactive and emotionally charged experiences.

The article offers an analysis of the main approaches to the interpretation of cultural heritage, including scientific, educational, aesthetic and socio-cultural. The scientific approach focuses on the objective study of heritage sites, while the educational approach involves engaging a wide audience through interactive elements and new technologies. The aesthetic approach focuses on the emotional perception of heritage, while the socio-cultural approach takes into account the context of cultural values and involves local communities in the process of their interpretation.

The article also analyses the methods of excursion work, such as thematic and interactive excursions, excursions using new technologies, as well as specialised programmes

for specialists. The latest research by Ukrainian scholars is considered, which emphasises the importance of innovative approaches in this area.

Thus, the article concludes that an integrated approach to the interpretation of cultural heritage is needed to ensure its preservation and active use, as well as the formation of respect for cultural values in society. It is also important to involve local communities in the processes of preserving and promoting cultural heritage, which will increase their activity and awareness in this area.

Keywords: cultural heritage; excursion work; interactive tours; technologies

Анотація

У статті розглядається проблема інтерпретації культурної спадщини в контексті сучасного суспільства, яке стикається з численними викликами, зокрема глобалізацією, технологічними змінами та потребою у збереженні культурних цінностей. Культурна спадщина, що охоплює як матеріальні, так і нематеріальні елементи, є важливим аспектом ідентичності нації та її історії. Однак, у сучасних умовах традиційні підходи до екскурсійної роботи не завжди відповідають потребам аудиторії, зокрема молоді, яка прагне до інтерактивних та емоційно насичених досвідів.

Стаття пропонує аналіз основних підходів до інтерпретації культурної спадщини, зокрема наукового, освітнього, естетичного та соціокультурного. Науковий підхід акцентує на об'єктивному дослідженні об'єктів спадщини, тоді як освітній підхід передбачає залучення широкої аудиторії через інтерактивні елементи та нові технології. Естетичний підхід фокусується на емоційному сприйнятті спадщини, а соціокультурний враховує контекст існування культурних цінностей та залучає місцеві громади до процесу їх інтерпретації.

У статті також аналізуються методи екскурсійної роботи, такі як тематичні та інтерактивні екскурсії, екскурсії з використанням нових технологій, а також спеціалізовані програми для фахівців. Розглядаються останні дослідження українських науковців, які підкреслюють важливість інноваційних підходів у цій сфері.

Таким чином, стаття робить висновок про необхідність комплексного підходу до інтерпретації культурної спадщини, що забезпечить її збереження та активне використання, а також формування поваги до культурних цінностей у суспільстві. Важливим є також залучення місцевих спільнот у процесі збереження та популяризації культурної спадщини, що підвищить їхню активність і усвідомленість у даній сфері.

Ключові слова: культурна спадщина; екскурсійна робота; інтерактивні екскурсії; технології

Statement of the problem. Modern society faces numerous challenges related to the preservation and interpretation of cultural heritage. In the context of globalisation and rapid socio-cultural changes, the importance of adequate understanding and presentation of cultural values is becoming increasingly important. Cultural heritage is not only a testament to the past, but also shapes the identity of peoples, influencing their self-awareness and social ties. However, there is a risk that without proper interpretation and adaptation, heritage can be lost or misunderstood, leading to its devaluation.

In a context where cultural monuments and traditions are affected by economic factors, tourism, commercialisation, and changes in the way cultural values are perceived, there is a need for new approaches to their presentation. Existing methods of excursion work often do not sufficiently take into account the diversity of the audience and its needs. Traditional tours that focus only on facts and dates may not be of interest to visitors, especially to the younger generation who seek interactive and emotional experiences.

Furthermore, the importance of the socio-cultural context in which cultural heritage exists cannot be overemphasised. Stories associated with specific places and objects may lose their relevance if their cultural and social context is not taken into account. Involving local communities in the process of interpreting heritage can be an important element in creating an authentic perception.

So, the question arises: how can cultural heritage be effectively interpreted in the context of modern society to ensure its preservation, active use and transmission to future generations? What methods and approaches to excursion work can contribute to a deeper understanding of and respect for cultural values?

This issue is extremely important, because only through understanding and active participation in the preservation of cultural heritage can a conscious and responsible society be formed, capable of appreciating and respecting its past.

This article is aimed at exploring these issues, analysing existing approaches and methods of excursion work, and finding new ways to interpret cultural heritage in the modern world.

Analysis of recent research and publications. In recent years, Ukraine has seen an increase in research on the interpretation of cultural heritage and excursion work. For example, O. Kravchenko in her article ‘Interpretation of Cultural Heritage: New Challenges’

focuses on the importance of using interactive methods in the promotion of cultural values [1]. Melnyk I. in the publication 'Education in the field of cultural heritage: approaches and methods' explores educational strategies that help to attract young people to the topic of heritage [2]. Petrenko A. in the article 'The use of technologies in excursion activities' analyses the impact of modern technologies on the perception of cultural heritage during excursions [3]. Romanenko L. in her study 'Aesthetics of Cultural Heritage: Influence on Perception' emphasises the importance of the aesthetic approach in shaping the sense of authenticity among visitors [4]. Savchenko T. in her article 'Socio-cultural context of cultural heritage' emphasises the need to take into account the cultural context when developing excursion programmes [5]. In her article 'Cultural Heritage in the Context of Globalisation', V. Tkachenko explores how globalisation affects the interpretation of heritage [7]. Considerable attention to new methods is paid by O. Sydorenko in her article 'Interactive tours: new opportunities for education' [6]. In turn, S. Yaremchuk in his study 'Cultural Heritage: Problems of Interpretation' considers the challenges faced by guides [10]. Thus, modern publications demonstrate the need for an integrated approach to the interpretation of cultural heritage, with an emphasis on innovative methods, educational programmes and the participation of local communities in this process.

Unresolved aspects of the general problem. The problem of interpretation of cultural heritage has several unresolved aspects that require additional attention in the framework of excursion work. Firstly, there is a lack of comprehensive research that would systematise various approaches to the interpretation of cultural heritage, taking into account the specifics of the Ukrainian context.

Many scientific works focus on individual elements of the heritage, but do not sufficiently cover the integration of different methods and approaches into a single strategic framework. Secondly, the practical implementation of educational programmes and interactive tours often faces the problem of insufficient training of guides and other professionals.

The lack of specialised training courses that would provide knowledge about new technologies and methods of working with the audience is a significant barrier to the introduction of innovative practices in the field of excursion activities. In addition, research shows that not all local communities are actively involved in the processes of interpretation and preservation of cultural heritage. This leads to a shortage of authentic narratives and a decline in interest in heritage among the population.

There are no clear models of cooperation between state institutions, cultural organisations and local communities, which limits the opportunities for joint work on heritage preservation and promotion projects. Another important aspect is the lack of research into the impact of globalisation on local cultural heritage. In the context of global changes, in particular through the development of tourism infrastructure, there is a need to develop mechanisms that would protect local cultural values from commercialisation and stereotyping.

Thus, in order to ensure effective interpretation of cultural heritage, it is necessary not only to take into account current trends, but also to actively work on eliminating these unresolved aspects, which can significantly increase the efficiency of excursion work and contribute to the preservation of cultural values.

The purpose of the article is to study the approaches and methods of interpreting cultural heritage in the context of excursion work, as well as to analyse their impact on the preservation of cultural values.

Presentation of the main research material. The article deals with the problem of interpreting cultural heritage in the context of excursion work in Ukraine, with a focus on various approaches, their implementation and impact on the preservation of cultural property. Based on the analysis of recent research, practices and examples, solutions for improving excursion activities are proposed.

Scientific approach to the interpretation of cultural heritage. The scientific approach to the interpretation of cultural heritage is the basis for understanding the significance of cultural sites and their impact on society. This approach involves the systematic analysis of tangible and intangible aspects of heritage, taking into account their historical, cultural, social and economic significance. The main goal of the scientific approach is to create well-grounded, reliable narratives that can serve as the basis for guided tours and educational programmes.

One of the key elements of the scientific approach is the study of cultural heritage sites themselves. In her article 'Interpretation of Cultural Heritage: New Challenges,' Kravchenko notes that a comprehensive analysis of heritage sites should include not only their architectural value but also the cultural context in which they existed. For example, the study of ancient churches is not limited to their appearance, but also involves the study of the rituals that took place in them and their impact on the local community [1].

In addition, it is important to study archaeological finds, documentary sources, and oral histories that help to restore the history of the site. For example, Melnyk's research emphasises the importance of using an interdisciplinary approach that includes history, anthropology, and archaeology to fully understand heritage. For example, in the Cultural

Heritage of Ukraine project, scientists from different fields collaborate to create interactive databases that document tangible and intangible aspects of heritage [2].

Based on the research conducted, the scientific approach allows for the creation of well-founded narratives for excursions. Romanenko L. in her article 'Aesthetics of Cultural Heritage: Influence on Perception' emphasises that narratives based on historical facts and cultural contexts make tours more attractive to visitors. For example, tours of Lviv that take into account the city's multicultural history can bring new elements of understanding to its significance as a cultural centre [4].

In addition, the role of educational programmes in the transfer of knowledge about cultural heritage is important. Petrenko A. in her article 'The use of technology in excursion activities' notes that the integration of scientific knowledge into educational programmes allows young people to better understand the value of cultural heritage. Projects that combine scientific research with practical training, such as archaeological expeditions for students, contribute to the active involvement of young people in the study of heritage [3]. The scientific approach also involves the involvement of local communities in the process of research and preservation of cultural heritage. In her article 'The Socio-Cultural Context of Cultural Heritage,' Savchenko emphasises the importance of community participation in shaping narratives, as it is local residents who are the bearers of knowledge about traditions and history. For example, the Heritage in the Community project in Ivano-Frankivsk demonstrates how local residents can work with scientists to create routes that reflect the unique history of their region [5].

Among the challenges faced by the scientific approach to the interpretation of cultural heritage is the need to fund research and preservation of heritage sites. In her article 'Cultural Heritage in the Context of Globalisation', V. Tkachenko emphasises that insufficient funding often leads to the deterioration of heritage sites, which requires active action by the state and society to preserve them [7].

In summary, a scientific approach to the interpretation of cultural heritage is an important element that allows for the creation of high-quality narratives and educational programmes, involving local communities in the preservation process. The use of interdisciplinary methods, modern technologies, and active community involvement in heritage work not only helps to preserve cultural values, but also to ensure their relevance for future generations.

Educational approach and innovative technologies in the interpretation of cultural heritage. The educational approach to the interpretation of cultural heritage is an important

element that allows not only to transmit knowledge about cultural values, but also to create awareness of their significance in society. The integration of innovative technologies into this process opens up new opportunities for engaging different audiences, especially young people, in the study and preservation of cultural heritage.

Educational programmes that focus on cultural heritage allow pupils and students to deepen their knowledge of their history, traditions and cultural values. Petrenko A. in her article 'The use of technology in excursion activities' emphasises that traditional excursions that combine theoretical knowledge with practical classes are very effective for learning. For example, integrating history, art and sociology into the programme can help young people understand how culture is shaped by social, economic and political processes [3].

In the Heritage Schools project, which is being implemented in different regions of Ukraine, students are taught using a methodology that includes analysing local heritage, conducting research and preparing their own excursions. This helps not only to develop critical thinking but also to intensify interest in local culture.

Modern innovative technologies are becoming an important tool for the implementation of educational programmes, making learning more interactive and attractive. According to L. Romanenko, in her article 'Aesthetics of Cultural Heritage: Influence on Perception,' technologies such as virtual reality (VR) and augmented reality (AR) can create a unique experience for users. For example, the AR-excursions project in Lviv uses augmented reality to display historical events and people in real time, allowing visitors to immerse themselves in the history of the city on the spot [4].

In addition, the use of mobile applications, such as Cultural Heritage in a Smartphone, allows visitors to access information about monuments, their history, and recommendations for spending time in cultural institutions. According to Melnyk's study, the integration of mobile technologies into excursions increases the interest and participation of young people in cultural events, as information becomes more accessible and interactive [2].

The use of interactive teaching methods, such as group projects, role-playing games and discussions, is also an important element of the educational approach. The article by Savchenko T. 'Socio-cultural context of cultural heritage' emphasises the importance of creating conditions for active involvement of students in the learning process. For example, during excursions, students can take on the roles of historical figures, reenacting events of the past, which makes the learning process more lively and interesting [5].

However, the introduction of innovative technologies into the educational process faces certain challenges. Among them are insufficient funding for projects, lack of technical

equipment and the need to train specialists who could effectively implement these technologies in the educational process. In her article 'Cultural Heritage in the Context of Globalisation', V. Tkachenko notes that it is important to provide appropriate resources and training programmes for teachers so that they can integrate new technologies into their work [7].

Thus, an educational approach to the interpretation of cultural heritage, using innovative technologies, has the potential to significantly improve the quality of learning and engage young people in exploring their cultural values. The relevance and significance of cultural heritage can be emphasised through interactive programmes that make learning interesting and accessible. Active community involvement in these processes ensures the preservation of local identity and contributes to the development of cultural diversity in Ukraine.

The aesthetic approach to the interpretation of cultural heritage focuses on the emotional and aesthetic perception of cultural objects. This approach contributes to a deeper understanding of the significance of heritage for society, as culture not only reflects history, but also forms emotional connections between people and their heritage. The article discusses how the aesthetic approach can be implemented through various forms of excursion activities that provide visitors with the opportunity to enjoy the beauty of cultural sites and to realise their value.

Emotions play a key role in the perception of cultural heritage, as they can increase interest and draw attention to historical and cultural contexts. Romanenko L. in her article 'Aesthetics of Cultural Heritage: Influence on Perception' notes that aesthetic experiences during visits to cultural sites can create unforgettable impressions for visitors. For example, a visit to St. George's Cathedral in Lviv, with its elegant architecture and paintings, can evoke strong emotions that help to understand not only the history but also the spirituality of this place [7].

Theatrical tours are an effective way to use an aesthetic approach. This format of tours allows visitors to immerse themselves in the atmosphere of a particular era through live acting by actors who recreate historical events or the way people lived in the past. For example, in Lviv, there are tours called 'Lviv in Austrian times' where actors in period costumes show the era, making learning more interactive and engaging [1]. Such events not only increase the level of interest but also create an emotional connection between participants and history.

Exhibitions and art installations can also enhance the aesthetic aspect of cultural heritage. The project 'Cultural Heritage of Ukraine' includes interactive exhibitions that

present tangible and intangible heritage using modern technologies. For example, in 2023, the Kyiv Museum of History of Ukraine presented the installation ‘Heritage in the Form of Art’, which combined traditional Ukrainian crafts with modern artistic practices. This allows visitors not only to see but also to interact with the exhibits, which creates new emotional experiences [5].

The aesthetic approach also encompasses the interaction between cultural heritage and nature. Many historical sites, such as castles or temples, are located in picturesque places, which enhances their aesthetic value. Savchenko's article ‘Socio-cultural context of cultural heritage’ provides an example of guided tours in the Synevyr National Nature Park, where natural landscapes complement historical monuments, creating a unique atmosphere for visitors. Such tours not only offer aesthetic pleasure, but also raise awareness of the importance of preserving cultural heritage in harmony with nature [5].

The aesthetic approach to the interpretation of cultural heritage is an important element that contributes to a deeper perception of cultural values through emotions and impressions. The use of theatrical tours, art installations and interaction with nature helps to create an unforgettable experience that contributes to the understanding and appreciation of heritage among visitors. This highlights the importance of the aesthetic dimension in teaching and promoting cultural heritage, which is essential for its preservation and development in the modern world.

The sociocultural approach to the interpretation of cultural heritage considers cultural objects not only as material or aesthetic artefacts, but also as carriers of social, historical and cultural meanings. This approach emphasises the relationship between cultural heritage and the social contexts in which it exists, as well as its role in shaping community identity.

Cultural heritage is an important element of the social structure, as it reflects the collective memory, values and traditions of society. In her article ‘Socio-cultural context of cultural heritage’, Savchenko notes that cultural objects form a common identity, help preserve history and cultural practices, and influence social ties in the community. For example, annual festivals associated with folk traditions not only maintain interest in heritage, but also bring the community together [5].

The socio-cultural approach involves the active participation of the community in the processes of preservation and interpretation of cultural heritage. In her work ‘Interpretation of Cultural Heritage: New Challenges’, O. Kravchenko emphasises the importance of involving local residents in the development of heritage-related programmes and activities. For example, the ‘Heritage in the Community’ project in Ivano-Frankivsk demonstrates how local

residents can collaborate with scientists to create routes that reflect the unique history of their region, thereby preserving traditions and culture [1].

Globalisation also affects the perception and interpretation of cultural heritage, as new cultural trends and traditions emerge and interact with local ones. In her article 'Cultural Heritage in the Context of Globalisation', Melnyk notes that this interaction can lead to the creation of new cultural forms and meanings. For example, festivals that bring together the traditions of different nations, promote cultural exchange and broaden the horizons of perception of heritage, but at the same time may raise questions about the authenticity and preservation of local traditions [2].

The socio-cultural approach also focuses on social justice issues that may arise in the processes of preservation and promotion of heritage. V. Tkachenko in her article 'Cultural Heritage in the Context of Social Change' emphasises that often certain groups of people, such as minorities or ethnic communities, can be excluded from heritage management processes. For example, using the example of Crimean Tatar culture, it is important to ensure that their heritage is properly represented in the cultural space of Ukraine [7].

Modern technologies also play an important role in the socio-cultural approach to the interpretation of heritage. According to Romanenko, innovative technologies, such as social media and mobile applications, can facilitate the active involvement of the community in heritage preservation processes. For example, the use of the CrowdFunding platform to raise funds for the restoration of monuments can attract a wide audience and contribute to the formation of shared responsibility for cultural heritage [4].

Thus, the sociocultural approach to the interpretation of cultural heritage emphasises the importance of taking into account social contexts, community participation and interculturalism. This approach not only contributes to the preservation of heritage, but also builds identity and social ties in society. The use of new technologies and the active participation of local residents can be the key to the successful preservation and promotion of cultural values in the modern world.

Challenges of globalisation and commercialisation in the interpretation of cultural heritage.

Globalisation and commercialisation have a significant impact on the interpretation of cultural heritage, on the one hand creating opportunities for the dissemination of knowledge and the attraction of new audiences, and on the other hand creating risks of loss of authenticity and over-commercialisation of cultural sites. This part examines the challenges

posed by globalisation processes and commercial interests, which often have a contradictory impact on cultural heritage.

One of the main challenges of globalisation is the risk of losing the authenticity of cultural heritage. In his article 'Cultural Heritage in the Context of Globalisation', Melnyk notes that the massive introduction of Western cultural values and standards can lead to the loss of the uniqueness of national heritage. For example, in some Ukrainian cities, architectural monuments are restored using modern materials and styles, which can distort their historical appearance and affect the authentic perception of objects [2].

Commercialisation, while promoting heritage, can lead to its over-simplification and transformation into a tourist product. Kravchenko O. in her article 'Interpretation of Cultural Heritage: New Challenges' emphasises that, in response to tourist demands, cultural sites are often adapted to meet the expectations of visitors. For example, the creation of souvenir shops or themed cafes near historical monuments, as in the centre of Lviv, to some extent destroys the authenticity of the historical space and may reduce its cultural value in the eyes of local residents [1].

Globalisation is creating economic pressure on heritage sites, as many historical monuments are being transformed into tourist centres to attract investment and develop regions. However, according to Romanenko L. in her article 'Aesthetics of Cultural Heritage: Influence on Perception', this approach can reduce interest in monuments in their cultural context and create a risk of degradation of the sites. In the Carpathian region, for example, excessive construction of tourist infrastructure can negatively affect the authenticity of rural cultures and local traditions [4].

The process of museumisation and standardisation is another challenge in the preservation of cultural heritage. Savchenko notes that the transformation of cultural objects into 'museum exhibits' often deprives them of their authentic content, as objects are adapted to general standards of heritage presentation. This applies, for example, to open-air museums that reconstruct traditional Ukrainian villages, but may not take into account all regional peculiarities, which makes the exposition less authentic [5].

The intangible cultural heritage, which includes language, traditions, crafts and folklore, is particularly vulnerable to globalisation processes. In her article 'Cultural Heritage in the Context of Social Change', V. Tkachenko points to the risk of disappearance of traditional crafts due to the spread of mass culture and a decrease in interest in local customs. For example, the younger generation may lose interest in traditional crafts, such as weaving or

pottery, because they are considered 'outdated' against the background of the influence of global fashion trends [7].

Thus, globalisation and commercialisation pose significant challenges to the preservation of the authenticity and socio-cultural significance of cultural heritage. However, these challenges can be partially addressed through active community participation, raising public awareness of the value of heritage, and the development of policies aimed at protecting and preserving both tangible and intangible heritage.

Based on the above-mentioned aspects, we offer several recommendations for improving sightseeing activities:

Training of guides. It is important to create training programmes that include methods of working with the latest technologies and approaches to emotional interaction with the audience. Involvement of local communities. Developing models of cooperation between government agencies, cultural organisations, and local communities can significantly increase the authenticity and content of excursion programmes. Implementation of innovations. Investing in new technologies, such as virtual reality, can increase the accessibility of cultural heritage to a wider audience by creating new ways of presenting it. Guided tours are an important tool for interpreting and promoting cultural heritage. Effectively organised tours not only impart knowledge about historical and cultural sites, but also contribute to the development of an emotional connection between visitors and heritage. Below is a detailed look at the various methods of guided tours used in modern museum and tourism practice.

The narrative method is one of the most common in excursion work. Its essence is to provide information in the form of a story, which allows you to create a mental image of a historical object or event, which helps listeners to better understand the context. Kravchenko O. in her work 'Interpretation of Cultural Heritage: New Challenges' notes that thanks to the narrative method, guides can include elements of stories, myths and legends that enliven the tour. For example, during a tour of the Kamianets-Podilskyi Castle, legends about princes can be used, which adds more appeal and emotion to historical facts [1].

The dialogue method involves visitors actively participating in the discussion of the tour topic. This method allows to create an interactive atmosphere in which the guide not only provides information but also encourages listeners to ask questions and exchange opinions. In her work 'The Socio-Cultural Context of Cultural Heritage,' Savchenko notes that the dialogue method is especially suitable for working with a youth audience, as it allows for the involvement of listeners and stimulates interest in heritage. For example, during an excursion

to the Museum of History of Ukraine, visitors can be encouraged to share their thoughts on the exhibits they have seen [5].

The method of reconstruction is to recreate historical events or scenes using theatrical elements. Romanenko L. in her article 'Aesthetics of Cultural Heritage: Influence on Perception' points out that this method allows visitors to plunge deeper into the atmosphere of the past and experience the life of the society of that time. For example, in Lviv, tours include theatrical performances where actors in costume reenact events of the Austrian Empire, which helps to create an emotional connection with the city's culture [4].

Modern technologies are becoming an important tool for excursion work. According to I. Melnyk in his article 'Cultural Heritage in the Context of Globalisation', interactive screens, mobile applications, and virtual reality can significantly expand the possibilities of excursion work. For example, in Kyiv, a mobile application for guided tours of St. Sophia Cathedral was introduced, which provides visitors with the opportunity to receive additional information and view 3D visualisations of architectural elements that have no longer been preserved in the original. This helps to make the tour more accessible and understandable, especially for a younger audience [2].

The quest method is especially popular among young people, as it combines elements of play and learning. V. Tkachenko in her article 'Cultural Heritage in the Context of Social Change' notes that a quest as a form of excursion allows for the integration of learning through the search and solving of tasks related to heritage sites. For example, in Lviv, historical quests are organised where participants have to find certain monuments or answer questions about the city's history. This helps participants learn more about the city's heritage in an engaging and interactive way [7].

Contemporary visitor experience strives to be inclusive and accessible to all groups of visitors, regardless of their physical or cognitive abilities, age, or cultural background. Using an inclusive approach involves adapting content and presentation methods to ensure that information is understood by a wide audience. This may include creating tours in Braille, audio tours for the visually impaired, adapted routes for visitors with reduced mobility, or using easy-to-understand language for people with cognitive disabilities.

Inclusive tours are also culturally and ethnically sensitive, making cultural heritage information understandable and interesting for people from different national and social groups. Through this approach, visitors from different cultural backgrounds can see how their heritage fits into the global cultural picture and expand their own knowledge of other cultures.

Gamification, or the introduction of game elements, helps to make tours more dynamic and engaging. This method is especially useful for working with younger audiences, who are more likely to perceive cultural content through interactive formats. Game elements can include quests, quizzes, artefact searches, or solving historical riddles that help immerse visitors in the atmosphere of a particular era or place. For example, museum quests stimulate interest in exhibits by giving participants tasks related to historical artefacts, which contributes to a deeper learning experience. This format not only provides emotional engagement, but also encourages visitors to actively interact with each other and with cultural content, which strengthens the collective understanding of the value of heritage.

Interactive methods used in guided tours allow visitors to participate directly in the process of presenting information. This may include workshops where participants can make their own replicas of historical artefacts or create elements of folk crafts that have cultural significance. This approach helps to make visitors feel part of the tradition, which increases the personal value of cultural heritage for them.

Social media also plays an important role in promoting cultural sites and sightseeing activities. The use of platforms such as Instagram, Facebook and TikTok allows for the sharing of images, videos and stories, attracting a wide audience and stimulating interest in cultural sites among young people. Creating virtual tours and engaging viewers through online broadcasts also helps to expand the audience by attracting those who cannot physically visit the site.

Psychological methods take into account the emotional perception of information, helping to create experiences that not only inform but also leave a lasting impression. This is achieved through an emotionally-oriented presentation of the material, when the narrative focuses on personal stories, experiences or tragedies. For example, tours dedicated to complex historical events can use tools that evoke empathy in visitors, creating a deeper emotional connection with the cultural content.

In general, the combination of emotional, narrative, technological and inclusive approaches to working with cultural heritage makes modern tours not only informative, but also capable of forming a personal attitude to cultural content, ensuring its preservation and transmission to future generations.

Methods of excursion work, such as narrative, dialogue, reconstruction, use of modern technologies and quests, allow for the effective transfer of knowledge about cultural heritage, encouragement of its preservation and development of an emotional connection with

historical sites. Each of the methods has its advantages and limitations, so guides often combine them to make tours more interesting and intense [12].

Conclusions. Thus, the article outlines the key problems and challenges associated with the interpretation of cultural heritage, and proposes innovative solutions that can contribute to its preservation and development in the modern world. The successful implementation of these recommendations can not only strengthen the link between cultural heritage and society, but also ensure the active participation of communities in the processes of preserving and promoting their history and traditions.

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