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USE OF INTANGIBLE CULTURAL HERITAGE OBJECTS IN EXCURSION ACTIVITIES

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Abstract

The article is devoted to the use of objects of intangible cultural heritage of Ukraine in excursion activities, factors that complicate the development of such excursions. The article analyzes the types of recreational and tourist activities that contribute to the development of ethnographic tourism involving objects of Intangible Cultural Heritage. The issues of reproduction and preservation of intangible cultural elements in a virtual environment are considered.

Keywords: recreational and tourist activities; guided tour; excursion product; digital technologies; ethnographic tourism; virtual museum tours.

Використання об'єктів нематеріальної культурної спадщини в екскурсійній діяльності

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Стаття присвячена питанням використання об'єктів нематеріальної культурної спадщини України в екскурсійній діяльності, фактори, які ускладнюють розробку подібних екскурсій. Проаналізовані види рекреаційно-туристичної діяльності, які сприяють розвитку етнографічного туризму з залученням об'єктів нематеріальної культурної спадщини. Розглянуті питання відтворення та збереження нематеріальних культурних елементів у віртуальному середовищі.

Ключові слова: рекреаційно-туристична діяльність; екскурсійний тур; екскурсійний продукт; цифрові технології; етнографічний туризм; віртуальні екскурсії музеями.

Problem statement. Getting acquainted with the history and culture of not only the Ukrainian people, but also with the culture and art of other ethnic groups expands a person's worldview, inspires respect for the life and work of his ancestors, and creates respect for the culture and history of other peoples of the world. That is why ethnic objects and material values that are associated with the house, dwelling, food, and decorations of a particular nation become an attractive element in tourism. Music, ethnic dance, traditional crafts, national cuisine, folklore – all this can form an incentive motivation for a tourist trip.

National governments, regional authorities and UNESCO supports in the preservation and promotion of intangible cultural heritage, paying particular attention to strengthening the public awareness of the need to preserve this heritage for transmission to future generations.

The term "intangible cultural heritage" is used to describe unique sounds, rituals, and forms of movement and demonstration; it is known that as a result of post-creation, they were passed on to the new generation, demonstrating further in the wake of the collapse of the group with a rich environment, nature and everything; self-taught traditional crafts, how to demonstrate culture and creativity of people, the subject matter, and the tools at once, create authentic cultural spaces and spaces for all kinds of decadence around them, as part of their cultural decline [17].

This includes traditions and living expressions inherited from ancestors and passed on to descendants, such as oral traditions, performing arts, customs, rituals, festivals, skills and practices related to natural phenomena and traditional crafts. On the one hand, it is a rather fragile substance; on the other, it is surprisingly stable elements of national identity that form the basis for preserving national cultures in the context of globalization.

UNESCO does not aim to promote intangible cultural heritage as possible centers of tourism development, but it is tourism that is often identified by local authorities as an effective mechanism for the preservation, development, popularization and financing of intangible cultural heritage sites. Ukraine has a significant number of intangible cultural heritage sites represented in each region, many of which are more or less involved in the tourism and hospitality industry and are already involved in excursions.

The purpose of the article. The purpose of the study is to analyze the involvement of intangible cultural heritage objects in the tourism industry as objects of an excursion display.

Analysis of publications

In recent years, the issue of involving intangible cultural heritage in the tourism sector has attracted widespread attention [6, 11, 12, 16]. Among the Ukrainian researchers, the following works can be noted by [2-5, 8, 13, 15]

The issues of including objects of intangible cultural heritage in the composition of tourist products are becoming the subject of active discussion in modern scientific literature [3, 5, 13].

Result

The convention for the protection of the Intangible Cultural Heritage was adopted by the UNESCO General Conference on 17 October 2003.

To date, UNESCO has formed a number of lists–registers of the intangible cultural heritage of humanity [9] and practices of its protection, in particular:

- Inventory of intangible cultural heritage that needs urgent protection;
- A representative list of the intangible cultural heritage of humanity. It provides visibility and prominence to the intangible cultural heritage and should promote awareness of its significance and encourage dialogue based on respect for cultural diversity;
- Register of Good Safeguarding Practices. Inventory of good practices for the protection of Intangible Cultural Heritage. It contains best practices (programs, projects, activities) for the protection of the intangible cultural heritage of humanity, which best reflect the principles and goals of the convention [9].

By the beginning of 2025, this list includes 788 elements corresponding to 5 regions and 150 countries [9].

In general, in Ukraine, the inventory of intangible cultural heritage, which needs urgent protection, received 17 objects, the inventory of good practices for the protection of Intangible Cultural Heritage – 7 objects; the inventory representing the culture of indigenous peoples of Ukraine – 5, the inventory of elements that were revived in connection with the interrupted tradition–1, the inventory of Intangible Cultural Heritage – 79 [14]. From this list, the following objects from the registers of various categories are directly included in the UNESCO World Heritage List [9]:

2024: Pysanka, Ukrainian tradition and art of decorating eggs (Representative List (RL))

2024: Safeguarding programme of kobza and wheel lyre tradition (Art18)

2022: Culture of Ukrainian borscht cooking (Urgent Safeguarding List (USL))

2021: Ornek, a Crimean Tatar ornament and knowledge about it (RL)

2019: Tradition of Kosiv painted ceramics (RL)

2016: Cossack's songs of Dnipropetrovsk Region (USL)

2013: Petrykivka decorative painting as a phenomenon of the Ukrainian ornamental folk art (RL)

The process of using cultural heritage in the tourism sector makes it not only a translator of socially significant information. The use of cultural heritage as a tourist resource turns it into a full-fledged participant in economic and social processes taking place in society. Cultural heritage should function, "live", and not be a simple record of the facts of the past.

There are a large number of ways to work with excursions consisting of intangible objects of display, in the form of introducing a game (interactive) component. Intangible display objects have their advantages for an excursion product. For example, they are difficult to find exhibited in museums or exhibitions. Also, their perception requires direct participation on the part of the consumer, so the awareness of the object occurs through their own experience. The information obtained in this way is absorbed better than the information introduced from the external environment. However, there are limitations to creating an excursion product using intangible objects. In certain situations, the author of an excursion product is in any case tied to a specific location of events. For example, when creating a tour about the Petrykivka decorative painting, the author cannot create the same tour in any locality, since the product's theme has already been geographically linked to the area. Also,

the author will not be able to avoid the real places of events, despite the fact that we are talking about a subculture, not objects, otherwise there is a risk of substitution of concepts.

So, the study, based on UNWTO information for UNESCO, suggested the following areas of use of intangible cultural heritage in sightseeing activities and tourism [2]:

- demonstration of an element of intangible cultural heritage in specially created cultural spaces/specially constructed objects;
- for greater attractiveness in the tourist market, combining or combining individual attractions and locations, which contributes to creating a thematic group, for example, combining locations into a cluster;
- creation of new tourist routes, tourist models based on the attractiveness of Intangible Cultural Heritage;
- use of existing routes/restore/improve existing ones;
- use/revive / improve festivals and events.

The following formats can be distinguished, in which objects of intangible cultural heritage are represented:

- museums are usually local history, ethnographic, open-air museums – skansen, which contain collections of objects of folk life, clothing.

The real environment, as a rule, is a rural space where traditions, crafts, folklore can be observed in its daily manifestation and presented to tourists such objects as a unique object of sightseeing display;

- ethnic festivals dedicated to various holidays, where tourists can get acquainted with folklore traditions. National Museum of Folk Architecture and Folkways of Ukraine

Among the most popular are open – air museums, the so – called "skansens" – the Zakarpattia Museum of Folk Architecture and Folkways of Ukraine – an open-air museum in the city of Uzhgorod, consisting of architectural monuments of the ancient Zakarpattia village and samples of the oldest and most common types of folk applied art. Museum of Folk Architecture and Folkways of Ukraine "Stare Selo" – skansen in the village of Kolochava, Khust district, Zakarpattia region; Museum of ethnography of the National Architecture-Historical Reserve "Ancient Halych" – an open-air museum in the village of Krylos (Ivano-Frankivsk region); the Museum of Folk Life and Architecture of Middle Naddniproshyna is an open – air museum located in the vicinity of Pereiaslav. It is part of the National Historical and ethnographic Reserve "Pereiaslav"; the K. Sheptytsky Museum of Folk Architecture and Life (another name is Shevchenkivskyi Hai Park Museum) – skansen in Lviv and many others.

«And Ukrainian largest open-air museum – the National Museum of Folk Architecture and Life of Ukraine, located in Kyiv near the village of Pyrohiv – allows its visitors to walk around the entire diverse Ukraine in a day or two. In all its exhibitions, time has stopped at the end of the 19th and beginning of the 20th centuries» [7]. The virtual tours on these museums you could see on the web-site [1].

The following ways describes the current and most promising areas of development of ethnographic tourism in Ukraine for the current stage:

1) excursion programs in areas that have preserved the features of traditional forms of management, cultural life and rituals;

2) folklore festivals.

Among these events, the oldest are the Reshetylivsky Spring Festival, which has been held since 1998, the Petrikivsky Divotsvit festival – since 2008, and the International Art Fair "Pottery Universe in Ukraine" – since 2009. The result of the festivals before the start of the pandemic, and now the war, were thousands of streams of tourists who brought profit to local communities and the region as a whole [2].

3) Fairs as an actual form of revival of traditional crafts and product distribution. In order to attract customers, the organizers combine them with folklore festivals.

4) The preservation of ancient rural settlements with distinctive architecture, built several centuries ago and of great interest to fans of ethnographic tourism, the creation of ethnic courtyards based on ethnocultural centers and ethnic parks. Tourists could live in huts, learn how to farm and master folk art crafts at master classes.

The World Tourism Organization proposes to create tourist routes in order to preserve the intangible cultural heritage. One of the conditions for the preservation of intangible cultural heritage is to recreate the situation or the environment of its manifestation. From the point of view of creating an excursion product, in this situation, in order to implement the principle of visibility, the tourist must become a direct participant in the excursion process and receive information through his own experience.

The following options for using the intangible cultural heritage of Ukraine are possible for the purposes of exploration in rural tourism, it is the practice of traditional crafts as a form of immersion in a rural lifestyle. For example, it already exists in Ukraine.

In event tourism, you can use holidays based on the national calendar, for example, the center of folk art "Petrykivka", the center of Ukrainian folk decorative painting is located in the village of Petrikivka, Dnipro region; the traditions of Kosovar hand-drawn ceramics are preserved in the Ivano-Frankivsk region; in the Poltava region, Oposhnyansky ceramics

attract the attention of tourists, the craft is preserved in the village of Opishnya, Zenkivsky district; women will be interested in the technology of embroidery "white on white", which is preserved in the village of Reshetilivka, Poltava region; the tradition of decorative painting will interest the whole family, it has been preserved in the village of Samchiki, Sakhnivtsy, Khmelnytsky region.

Tradition of the rite "driving a bush" in the village of Svaritsevichi, Rivne region, the action is timed to coincide with the summer solstice. Hutsul Kolyada and pluses of Verkhovinsky District of Ivano-Frankivsk region, the caroling ceremony begins on the second day of the Christmas holidays, when everyone converges to church. Easter festivities "lead the Lord", the tradition of festivities is maintained in the village of Rozkoshyvka, Teplitsky district, Vinnytsia region. The New Year's tradition of Bukovina Malankuvannya is a tradition that has carnival features and aims to embody everything scary and funny in one night (December 31 or January 13) in order to enter the New Year, Chernivtsi region has been preserved: Chernivtsi district, Dniester district, Vizhnytskyi district.

Educational tourism can involve master classes in traditional crafts, dances, and songs. For instance, in the city of Kosiv, workshops on making painted ceramics are offered for small groups of tourists.

Gastronomic tourism – you can use workshops on cooking traditional dishes and drinks. For example, in the city of Biliaivka, Odessa region, knowledge, skills and practices related to the preparation and consumption of Biliaivka fish soup have been preserved; in the Zolotonosha District of Cherkasy region, you can try and learn how to cook elderberry – a dessert dish made from elderberry, traditions of cooking and consumption.

Thus, when developing an excursion product related to intangible objects, it is worth including a game (interactive) component that allows you to fully involve the visitor in the excursion process and master the information through your own experience.

The attractiveness of this form of guided tour is determined by the personal interest of the visitor in gaining new experience, as well as obtaining information through their own work. In addition, the tour can take place entirely in a playful way, so the tour becomes not only a way to get information, but also entertainment.

One of the main advantages of digitalization is the ability to reproduce and preserve non-material cultural elements in a virtual environment. Digital archives, virtual museums, and online resources allow you to preserve and present various forms of intangible heritage in an accessible way, such as language, music, dance, crafts, traditions, and so on. For instance, in February 2020, a team of like-minded people from the Odesa Regional Center of Ukrainian

Culture presented a project that was implemented during 2019. This is a «Living Museum», an exhibition, interactive, demonstration and educational space, which is a kind of continuation of the Regional List of Elements of Intangible Cultural Heritage of the Odesa Region [10]. By the way, the «Living Museum» itself – the Museum of Traditional Folk Art as an interactive space of the intangible cultural heritage of the Odesa region was included in the Regional Inventory of Intangible Cultural Heritage Elements in 2021. This allows you to preserve valuable knowledge and practices for future generations, regardless of external conditions or now.

In addition, digitalization makes it possible to expand access to intangible cultural heritage. For example, the Authentic Ukraine website uses modern technologies to present both material objects – wooden churches, open-air museums, and intangible heritage [1]. Digital technologies allow you to introduce interactivity, virtual excursions, video and audio materials, which increases the opportunities to get acquainted with the culture for a wide audience. This is especially true in the context of post-war reconstruction, when access to physical museums and heritage may be restricted [Moskvyak].

Conclusion

Thus, intangible cultural heritage comes in many forms and manifestations, and its significance for tourism is steadily growing, and in several episodes it appears the role of a catalyst for the development of regional tourist destinations, and thus the consistent formation of a competitive tourist position in Ukrainian tourism and recreational activities. Unfortunately, it should be noted that the regional potential of intangible cultural heritage sites is currently underutilized. The main problem hindering the further development of tourism based on the event-based intangible heritage in our country is the lack of channels for promoting information about culture, traditions, and events organized in the regions to the general Ukrainian and world public.

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