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Activation of varieties of cultural tourism as a factor in the development of the regional socio-cultural space

Abstract. The activation of varieties of cultural tourism, which is aimed at promotion local objects of cultural and natural heritage and improvement the tourism industry, innovative activities in the socio-cultural sphere and the formation of new leisure spaces, also contributes to improving the tourist attractiveness of regions and increasing the economic viability of local communities. The aim of the work is to consider the specifics of the development of cultural tourism and the use of tools for the promotion of cultural heritage at the global level in the context of the transformation of the regional socio-cultural space, in particular virtual. The selection of methods is determined by integrated approaches to the interpretation of the varieties of cultural tourism and the use of a complex of methods of sociocultural and polysystemic analysis, which combines a systemic method, a method of cultural modeling, systematisation of materials and generalisation, a comparative method, which made it possible to determine strategic priorities for the development of regional cultural tourism. The creation of a regional tourist product, through the activation of varieties of cultural tourism, opens up new opportunities for promotion local traditions, ethno-cultural, natural and urban heritage of Ukrainian communities; motivates to visit regional cultural events and museums; creates conditions for filling travels with creative experiences and impressions from communication with various cultural communities of Ukraine. The practical value of the study consists in the expansion of ideas about the application of tools for the activation of varieties of cultural tourism in the context of the use of socio-cultural management technologies, the presentation of elements of cultural heritage and natural landscapes for the development of the regional socio-cultural sphere

Keywords: cultural heritage objects; local cultural heritage; sustainable tourism; innovations in the socio-cultural sphere; virtual tourist space

INTRODUCTION

Approval of the principles of functioning of the post-industrial economy, transition to global digital tools of all social processes, mass consumption of tourist and recreational resources, threatens to level the uniqueness of national cultures; it increases the impact of tourist flows on famous historical sites and environmental objects, which leads to the destruction of vulnerable elements of cultural and natural heritage; it causes conflicts, including in social

networks, on ethnic, religious and other grounds. In this context, the change in approaches to the principles of the development of tourist routes and cultural tourism destinations, which are observed in the publications of scientists in recent years, expand the idea of the prospects for the development of tourist activities in local communities. Innovative models of cultural heritage development are considered in the works by A.M. Havrylyuk (2019), the

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author considers the features of creating a tourist portfolio for the element of Intangible Cultural Heritage. R. Carvalho *et al.* (2018) explored new approaches to the use of public-private partnerships in the preservation of cultural heritage and the acquisition of cultural consumption experience in creative tourism. P.M. Berest (2021) studied Ukraine's involvement in European programs for the development of cultural routes. The variety of tools for promotion cultural tourism directions at the local, regional and national levels is proposed by M. Carvalho (2022), who considers various ways to use gastronomic heritage and regional cultural events for joint creative experience. S.I. Dychkovskyy (2020) analyses transformation of tourist practices and technologies in the Information Society and development of virtual types of tourism and virtual presentation of public spaces of historical cities. V. Pidhirna (2021) studied the formation of local social entrepreneurship in the context of decentralisation. The development of gastronomic and urban tourism as factors in the development of the socio-economic sphere of territorial communities was studied by O.O. Fastovets (2018) and O.I. Korkuna *et al.* (2020). A separate area of diversification of the use of local cultural heritage in innovative processes of personal growth and the acquisition of creative experience as a result of the development of creative tourism should be recognised as the proposals of such authors as N. Duxbury *et al.* (2021) from the standpoint of compliance with the provisions of sustainable development strategies. P. Remoaldo & J. Cadima-Ribeiro (2019), C. Ost & R. Saleh (2021), and G. Richards & N. Duxbury (2021) noted the activation of cultural resources to diversify creative tourism destinations at the regional and local levels. The provisions set forth in these works allow us to identify the trends in the development of modern cultural tourism and to propose the most relevant directions and models of cultural tourism, which are based on the use of cultural heritage resources that emphasise local identity.

The purpose of this study is to examine how cultural tourism evolves and how promotional strategies for cultural heritage are utilised on a global scale, especially within the changing dynamics of regional socio-cultural landscapes, with a particular focus on virtual realms.

For the scientific justification of the research results, comparative and structural-systemic methods of scientific knowledge were used, which provided an opportunity to consider the directions of cultural tourism development abroad and in Ukraine, the method of cultural modeling, which helped to clarify the toolkit for the popularisation of local cultural traditions and regional objects of cultural heritage. A comprehensive analysis of the specifics of the organisation of tourist activities in local communities, which is determined by the multivariate interpretations of local cultural heritage, socio-cultural and natural features of the territories and the search for new approaches to the use of the regional tourist product, made it possible to identify the resources of the interaction of the varieties of cultural tourism in the context of the growing

attractiveness of cultural locations and the revival of the tourism industry of the regions of Ukraine.

Models of cultural tourism development

Features of the use of effective tools for the development of cultural tourism at the regional and local level due to the strengthening of the diversity of cultural activities and the popularisation of intangible heritage, the development of the cultural and creative sectors are the subject of controversy in numerous studies of Ukrainian and foreign authors, the support of state and non-governmental institutions, international funds and organisations.

Ukrainian cultural institutions continue to support programs and projects for the preservation and promotion of cultural heritage even during a full-scale invasion, from 24 February 2022, which is a resource for boosting the development of cultural tourism. A comprehensive study of the cultural practices of the population of Ukraine during the war carried out by L.V. Chupriy *et al.* (2023) with the financial support of the UCF which is showed that it is very important for Ukrainians to develop a comprehensive strategy for the development of Ukrainian culture based on the principles of holistic implementation of the National idea at the level of all cultural institutions and in all regions of the state, total distancing from Russian culture; restoration of the personnel potential of cultural institutions and destroyed cultural infrastructure. A significant event for Ukrainians in 2023 was the introduction of the "Traditions of the Generous evening", which represent the rites and features of festive dishes of all regions of Ukraine in the National List of elements of intangible cultural heritage, and preparation for the introduction of the ritual song "Shchedryk" by Ukrainian composer Mykola Leontovych into the representative list of intangible cultural heritage of humanity. The Ukrainian Cultural Foundation has planned four grant programs to promote the implementation of projects and the creation of cultural products in the areas of "Restoration of cultural and artistic activities", "Cultural heritage", "Culture without barriers", "Culture. Regions" for 2024 (Ukrainian Cultural Foundation, 2023).

With the beginning of the full-scale invasion in February 2022, international foundations and organisations began to assist Ukrainian museums, archives, libraries in preserving the national cultural and historical heritage, financing specific projects and expeditions to protect cultural heritage sites, and later organised trainings to prepare for the restoration of affected monuments and promote Ukrainian sites to the World Heritage List, in particular, the list of nominees included "Chernihiv Ancient", which suffered partial damage during the blockade months.

At the same time, it is important to participate in international cultural projects and programs for the development of cultural tourism routes that already operate on the territory of the European Union countries and directly relate to the historical and cultural heritage of Ukraine. Historical and cultural analysis is extremely necessary for promising tourist destinations that will stimulate the

formation of effective models of cultural tourism at the state and regional levels, since they are a key factor in the creation and preservation of the cultural genetic memory of the nation (Berest, 2021).

A detailed study of the main works devoted to the forms of cultural product consumption and the development of cultural tourism indicates a special attention to reconstruction processes of abandoned buildings and old industrial zones began and their transformation into shopping and office complexes, museums and art galleries, parks and squares, and later transformation of historical industrial territories into creative clusters, hotels and restaurants, cinemas, shopping and entertainment centers, which by preserving the authenticity of the urban environment and creating new cultural locations, attracted tourists and contributed to improving the quality of life of local communities. K. Honcharova (2018) draws attention to the fact that tourist attractiveness of the historical center is also determined by the laid infrastructure, which allows to save on the development of new territories. In addition, historical public spaces (squares, streets, parks) and cultural heritage sites most often become venues for creative events: concerts, festivals, ethnographic fairs.

V.N. Pidhirna (2021) notes that local market of tourist services forms primary tourist flows, establishes links between travel companies and accommodation, catering establishments, transport enterprises at the regional and national levels.

Innovative development of local cultural heritage

A number of researchers pay more attention to specific issues, in particular: development of sustainable tourism business models based on cooperation with local entrepreneurs (Dias *et al.*, 2020); structural changes of the local economy under the influence of rural tourism development (Cunha *et al.*, 2018). The development of the tourism sector in small territorial communities faces a number of problems, which are especially noticeable in rural regions. This primarily applies to interested residents of communities who can adequately present local historical or religious monuments, original customs and folklore holidays. As I.M. Kulish (2022) notes, in this context, the role of advisory work of workers in the socio-cultural sphere is growing. The author also investigated the problems of the functioning of the regional tourism market of Ukraine. One of the varieties of cultural tourism that has the potential for development in all Ukrainian regions is gastronomic tourism, because culinary customs and traditions are established tool for learning about local cultural heritage. Especially promising is its development on the basis of farmsteads of rural tourism and ethnographic museums-skansen (gastronomic festivals, excursions to local producers of craft products, gastronomic events at fairs and holidays of the village), which can become factors of competitiveness for large tourist destinations and provide significant revenues to local budgets (Korkuna *et al.*, 2020).

The incentive factors for the development of new cultural resources are often events of event tourism, which has a multiplicative effect of integrating individual monuments of cultural heritage into the tourist network and encourages the expansion of offers of local hotel and restaurant establishments, souvenir shops, museums, galleries and other objects of the socio-cultural sphere. According to S.I. Dychkovskyy (2020), the expansion of the range of motivations for visiting certain countries and getting acquainted with the cultural heritage of certain regions among modern travelers is often associated with the activation of new tourist practices, meaningful leisure content through interactive stay programs, the opportunity to take part in cultural events and plunge into the cultural environment of a certain area.

According to A. Holod (2022), the concept of reform and post-crisis restoration of the tourism sector of Ukraine should include strategies for the development of alternative tourism, since it focuses on preserving the natural and cultural stability of small tourist destinations and offers local tourist products, reorients tourist flows to the internal market and activates forms and types of travel, in the development and promotion of which the local community takes an active part. In the original natural and ethnographic regions, a promising direction for reviving the tourist movement can be the development of rural, local history adventure and ethnographic types of tourism and combining the efforts of territorial communities aimed at creating a common tourist destination or tourist route, introducing their innovative forms of development into local social and tourist entrepreneurship such as cooperatives, networks and clusters with a predominance of ethnographic and ecological component (Vasylyev *et al.*, 2021).

The list of analysed forms and methods of development of regional socio-cultural space, means of development of varieties of cultural tourism, is consistent with the most common directions of tourist activity in world practice. At the same time, as a result of the use of the structural-systemic method in researching the materials of scientific works devoted to the issue of cultural tourism, some limitations were revealed in considering the trends of such a promising approach for Ukraine, in the modern period, to improving the tourist attractiveness of regions, as the formation of a virtual tourist space at the local level. Misunderstanding or ignoring the situation regarding the emergency condition of architectural or historical monuments on the part of local authorities, unwillingness to cooperate with activists of the local community, leads to the destruction or loss of valuable historical buildings, objects of national or regional cultural heritage.

According to L.D. Bozhko (2016), the phenomenon of virtualisation of cultural heritage in the global information space, thanks to which an object can quickly become known in various online communities and join e-culture products. Reconstruction in virtual and augmented reality, creation of electronic versions of cultural heritage collections: (libraries, museums, archives), objects of historical

and cultural reserves and cultural landscapes, is an important factor in the accessibility of cultural values in the world tourist space, and also is the basis for preserving regional and local cultural diversity. There is an urgent need for laser scanning, which will help create 3D models for all important objects of local cultural heritage that are under threat of destruction or gradual destruction, form a database for tourist routes.

With the assistance of the Federal Ministry of Foreign Affairs of Germany and the Goethe Institute, specialists of the Center for the development of museology and monument studies in 2023 conducted a scientific study in four Ukrainian towns to determine: which heritage is most represented in the public space of historical cities of Ukraine; actions of local authorities and communities that contribute to the preservation or destruction of the cultural heritage of past generations; the most common models of the socio-cultural environment that form local identity; the vision of local communities for the further development of public spaces, with an emphasis on ancient historical and cultural heritage (Center for the development of museology and monument studies, 2023). The team of the project “Visual identification of heritage in the public space of historical cities of Ukraine” proposed the creation of viewing points using transparent stands, which reconstructed the view of ancient historical buildings against the background of natural and architectural landscapes, in order to determine how heritage identification affects the development of territories of historical settlements of Ukraine and increase the tourist attractiveness of small historical cities. Festivals of historical reconstruction and animated theatrical excursions that recreate the events of the past have become a real trend on excursions in historical centers, castles and museums (Fastovets, 2018). Especially this direction of work with the historical socio-cultural space is typical for large cities.

A vivid example of the active participation of the community of amateurs and professionals in the promotion of Ukrainian Cultural Heritage is the photo contest “Wiki

Loves Monuments”, with the help of which an open list of cultural heritage sites of Ukraine was created. Thanks to the efforts of 3000 participants, this photo contest in Ukraine has managed to collect photo and video data and lists about more than one hundred thousand cultural heritage sites over the 11 years of its existence (Wiki Loves Monuments, 2023). The importance of forming such an open Ukrainian list also lies in the fact that in the conditions of constant destruction of monuments from shelling, it is an addition to the State Register of immovable monuments and regional lists of cultural objects that are not always available and contain outdated data. It should be noted that the achievements of local enthusiasts in the direction of creating photo galleries and articles about Ukrainian Cultural Monuments turned out to be more effective than the activities of state and regional structures.

The viability of elements of cultural heritage is manifested through the transfer of experience and knowledge about them by carriers of the traditions of “living” culture from generation to generation, which is important for continuous functioning in historical realities. According to A.M. Havrylyuk (2019), each of the elements has a tourist attraction and requires the application of a set of promotion measures, which are most expedient to implement through the creation of a tourist portfolio. The main role of interested tourists elements NCS and presentations of cultural and natural resources formed in a certain territory belong to representatives of local communities and local self-government bodies, which should develop a set of measures aimed at protecting and promotion regional tourist attractions, creating practical navigators in the area for the tourist community (Table 1). Along the way, it is worth noting that on the pages of the Virtual museum of intangible cultural heritage (2024) which are constantly updated with new information, an interactive map of the elements of the NCS and web pages with descriptions of elements, a video and photo gallery are presented.

Table 1. Innovative models of local cultural heritage development

Areas of activity	Influence on the creation of a regional tourist product
Support of programs and projects of preservation and popularisation of cultural heritage at the state level	Development of local socio-cultural space, development of varieties of cultural tourism
Diversification of information tourism practices and technologies to promote elements of cultural heritage and natural landscapes	Development of virtual types of tourism and virtual presentation of small historical towns and nature conservation objects
Involvement of Ukraine in European programs for the development of cultural routes	Integration of individual monuments of cultural heritage into the world and national tourist network
Creation of a tourism portfolio for elements of intangible cultural heritage	Growing role of advisory work of local socio-cultural workers
Use of regional cultural events	Preserving the authenticity of the cultural environment and creating new cultural locations
Development of ethnographic, rural and alternative types of tourism	Development of sustainable tourism business models based on the functioning of local social entrepreneurship and improving the quality of life of territorial communities
Use of local cultural heritage in innovative processes of personal growth and acquisition of creative experience	Development of cultural and creative sectors, which reorient tourist flows to the internal market

Source: developed by the author

Local governments are responsible for leading efforts to promote regional tourism attractions. Relevant measures may include initiatives such as cultural heritage preservation programs, sustainable tourism practices, educational activities and partnerships with relevant stakeholders. By taking an active role in the management and promotion of regional tourism attractions, local communities and local governments make a significant contribution to the overall improvement of the tourist experience and sustainable development of their regions.

CONCLUSIONS

Promotion of the ethno-cultural heritage of Ukrainian regions in the context of the use of socio-cultural management technologies: rural tourism, exhibitions of folk crafts, fairs, gastronomic festivals, holidays, museums-skansens; routes of European cultural heritage; event types of tourism in the urban environment; all types of virtual tourism should include to the list of the most promising areas that it is advisable to develop for the active development of the regional socio-cultural space.

Identifying the priorities of innovative tourism and socio-cultural activities in the field of preservation and popularisation of cultural heritage, the formation of creative experience, through access to the virtual tourist space of local communities, contribute to the emergence of new objects that emphasise local identity, optimise the processes of cooperation between local entrepreneurs and representatives of various cultural communities, present the full range of tourist resources of Ukraine.

That is why, the use of modern digital technologies, the preservation of digital copies of monuments of culture and art, laser 3D scanning and photogrammetric shooting of historical monuments, 360-degree photography technologies, digitalisation of architectural objects that are the hallmark of territorial communities to create accurate 3D models, in the future can contribute to communication between local historians, specialists of the tourist and socio-cultural sphere to popularise the topic of preserving monuments, create the basis for including information about preserved and destroyed elements of cultural heritage in virtual tourism routes. The creation of 3D tours and museum excursions, promote the promotion of Ukrainian heritage among Ukrainian and foreign travelers and diversify the types of cultural tourism, help the cultural management of local communities, the state and public sector to better present the natural and cultural heritage.

Considering the fact that this study had limitations in the analysis of various examples in the context of the transformation of the socio-cultural environment of local communities by means of virtual tourism, future directions of research should be aimed at the analysis of strategies, programs and projects related to the long-term cultural management of the digital tourist space of united territorial communities.

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CONFLICT OF INTEREST

None.

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Активізація різновидів культурного туризму як фактор розвитку регіонального соціокультурного простору

Анотація. Активізація різновидів культурного туризму, який спрямований на популяризацію місцевих об'єктів культурної та природної спадщини і вдосконалення туристичної індустрії, інноваційну діяльність у соціокультурній сфері та формування нових дозвілєвих просторів, також сприяє покращенню туристичної привабливості регіонів та підвищенню економічної життєздатності місцевих громад. Метою роботи є розгляд специфіки розвитку культурного туризму та використання інструментів популяризації культурної спадщини на глобальному рівні в умовах трансформації регіонального соціокультурного простору, зокрема віртуального. Вибір методів дослідження зумовлений комплексними підходами до інтерпретації різновидів культурного туризму та використанням комплексу методів соціокультурного та полісистемного аналізу, який поєднує системний метод, метод культурологічного моделювання, систематизації матеріалів та узагальнення, порівняльний метод, що дозволило визначити стратегічні пріоритети розвитку регіонального культурного туризму. Створення регіонального туристичного продукту через активізацію різновидів культурного туризму відкриває нові можливості для популяризації місцевих традицій, етнокультурної, природної та урбаністичної спадщини українських громад; мотивує до відвідування регіональних культурних подій та музеїв; створює умови для наповнення подорожей творчим досвідом та враженнями від спілкування з різними культурними спільнотами України. Практична цінність дослідження полягає у розширенні уявлень про застосування інструментів активізації різновидів культурного туризму в контексті використання технологій соціокультурного менеджменту, презентації елементів культурної спадщини та природних ландшафтів для розвитку регіональної соціокультурної сфери

Ключові слова: об'єкти культурної спадщини; місцева культурна спадщина; сталий туризм; інновації в соціокультурній сфері; віртуальний туристичний простір