Cultural tourism potential of Khmelnitsky region of Ukraine as tourism product development basis

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Abstract

This paper deals with investigation of cultural tourism potential of Khmelnitsky region of Ukraine. The main features of Khmelnitsky region location and development are disclosed. The main awareness, attraction, accessibility, accommodation, activities, amenities, affordability of Khmelnitsky region cultural tourism development are substantiated. The most well-known attractions, located on the territory of Khmelnitsky region are described. The largest transport hubs of Khmelnitsky region are explored. The number of hotels, collective accommodation facilities, specialized accommodation facilities as well as sanatoriums and dispensaries are explored also. The indices of Khmelnitsky region infrastructure development are calculated. The most important priorities for the development of tourism in Khmelnitsky region are defined. The main cultural destinations of Khmelnitsky region are described. In total, Khmelnitsky region has 269 territories and objects of nature reserve fund: 39 reserves, including 15 ones of state importance, 198 natural monuments, 4 of them of state importance, Kamyanets-Podolskiy Botanical Garden, 7 protected tracts, 24 parks - monuments of landscape art, including 8 of national importance, one UNESCO monument - the Struve Arc, 3 of the four objects of which in Ukraine are located in the Khmelnitsky region. In total, it is one of the five most attractive tourist regions in terms of the number of potential objects for tourism. There are other famous cultural destinations of Khmelnitsky region: Podolskie Tovtry National Nature Park, Smotrych canyon in the valley of Smotrych river, Kamyanets-Podolskiy castle of the Middle Ages, Medzhybizh State Historical and Cultural Reserve with the fortress, Samchyky State Historical and Cultural Reserve, Starokonstantynov historical and cultural center and other interesting historical sites located in Sutkovtsi, Antoniny, Gubyn, Izyaslav, Zinkov, Starokonstantynov, Pylyava, Zhvanchyk. Khmelnitsky region can use the trend of popularization of rural green tourism among the population of Ukraine and Europe. Khmelnitsky region is associated in tourism sector of Ukraine as a center of innovative types of tourism. It is one of the most potentially attractive in terms of tourism because contains a large amount of historical and cultural resources. To better understand the tourism potential and to provide characteristics of cultural resources in the Khmelnitsky region the SWOT analysis of cultural heritage tourism industry in the Khmelnitsky region is proposed. The main features of cultural tourism product design and development as well as the main mechanisms for its
Introduction. The actuality of recreational and tourist potential research of any region lies in the fact that its methodological tools are effectively used for further design and promotion of regional tourism products on national and international tourism markets. The tourist product is a complex economic category and is an important element of the tourist services market. The complexity of its concept lies in the fact that it does not have a clearly expressed material or immaterial form. That is, it represents a certain combination of tourist resources of a different nature, which may have different properties within different territories. This emphasizes the importance of tourist product formation regional aspects through research of recreational and tourist potential of the region.

The purpose of the study consists of a research of cultural tourism potential features of the Khmelnytskyi region of Ukraine as a basis for further tourism product design and the development of mechanisms for its promotion on the national and international market of tourist services.

The objectives of the study include the analysis of the formation and location of the Khmelnytskyi region key tourism infrastructure elements (transport, hotels, restaurants, etc.), the study of cultural potential of the territory applicable to the field of tourism and recreation as well as analysis of the main cultural, art, architectural, natural and heritage resources of the region and directions of their usage in the field of tourist product design and promotion on the national and international market of services.

Scientific state of problem knowledge and the novelty of the study. The analysis of recent scientific publications showed that researchs of cultural tourism potential development in different regions of Ukraine are successfully conducted by leading Ukrainian scientists: T. I. Tkachenko, O. A. Lyubitseva, A. A. Beydyk, V. P. Rudenko and others. In particular, the peculiarities of location and organization of cultural tourism potential of Khmelnytskyi region are disclosed in the works of L. Altheim, V. O. Jaman, O. V. Zastavetskaya, B. I. Zastavetskyi, I. L. Ditchuk, S. A. Kovalev, M. Fedunets, V. Basirov, L. F. Artyukh, V. G. Banushok, K. I. Gerenchuk and others. However, further research of the Khmelnytskyi region cultural tourism potential development will be connected with researches of possible ways for improving the development of tourism products in the regional context.

Research information base. The proposed research is based on free analytical, statistical, and informational papers downloaded from open-access Internet resources of the Ministry of Statistics of Ukraine, from the Khmelnytskyi Regional State Administration Website as well as from a number of free open-access bulletins of different national and international companies and organizations related to tourism development researches. For the purpose of meeting the previously mentioned objectives, we have used a number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of the qualifying paper comprised the review of the existed literature on this topic, analysis of the current state of cultural and heritage tourism in the Khmelnytskyi region, and its main indicators. In the process of qualifying paper writing, the next research methods were used: analysis, systematization, comparative analysis, generalization, and classification. Moreover, the first theoretical part of the paper required the use of deduction, abstraction, and observation. In the second part, analytical methods were actively used along with
SWOT-analysis. The third part of the paper was created with the usage of methods of tourism product design and promotion and the evaluation of their effectiveness. In this scientific work, the new cultural and heritage tourism product of the Khmelnytskyi region was developed as well as the complex of improvement measures for the tourism industry was proposed.

The results of research. Khmelnytskyi region is located at the junction of two historical and geographical regions — the Right Bank and Western Ukraine. The area of the region is 20.6 thousand sq. km, 3.4 % of the territory of Ukraine. The elongation of the region from north to south makes it possible to have several natural and climatic zones in the region. Khmelnytskyi region has a fairly rich natural resource potential and cultural and historical potential, which under appropriate conditions can become normal conditions for further development of the region.

In order to analyze tourism potential in the Khmelnytskyi region, we can assess the 7 A's of the region's tourism industry. Seven A’s of the tourism industry are the following: awareness, attraction, accessibility, accommodation, activities, amenities, affordability [11]. The 7 A’s of tourism have to be taken into account as part of any tourism destination branding strategy.

Successful destinations meet all seven essential requirements namely:

1. **Awareness.** Awareness is a term commonly used in consumer behavior literature. This is referred to as the brand or product that first comes to mind measured by the unaided recall. Wilson’s (1981) study confirmed that the higher a product is in the consumer’s mind, the higher the purchase intention and the higher the last reported purchase of the brand [10]. According to Woodside and Wilson (1985) the higher the position of a product in the consumer’s mind, the higher the product preference [14]. Countries, cities, and destinations, from a general perspective, face new important challenges. They seek on a daily basis their competitive advantages, thus place branding and place brand management are key to their success. Competitive territories are those that succeed in creating knowledge and facilitating learning, publicly discriminating their differences and their distinctive competencies.

2. **Attraction.** A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or created beauty, offering leisure or amusement opportunities. Places of natural beauty such as beaches, tropical island resorts, national parks, mountains, deserts, and forests, are examples of traditional tourist attractions that people may visit. Cultural tourist attractions can include historical places, monuments, ancient temples, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (such as forts, castles, libraries, former prisons, skyscrapers, bridges), theme parks and carnivals, living history museums, public art (sculptures, statues, murals), signs, ethnic enclave communities, historic trains, and cultural events.

3. **Accessibility.** Transport is needed to physically move tourists from their home to the tourist destination. Globally, air transport dominates the movement of international visitors. In Ukraine roads and private motor vehicles serve as significant forms of access. Good roads and a well-developed bus service are necessary for those tourists who are unable to travel on their own transport. Train connections also playing a significant role in tourist transportation in Ukraine and pretty developed as a way of transportation for tourists.

4. **Accommodation.** This seems obvious but all destinations need accommodation nearby, otherwise, tourists will have nowhere to sleep. A variety of accommodation options will positively affect the destination because people are more likely to choose a destination where they have alternatives.

5. **Activities.** Attractions are often supported by a range of activities. For example, a beach attraction may have such a range of activities as windsurfing, sailing, paddle boarding, and surfing.

6. **Amenities.** Amenities are the services that are required to meet the needs of tourists while they are away from home. They include public toilets, signboards, grocery stores, retail shopping stores, restaurants and cafes, information centers, telecommunications, and emergency services.

7. **Affordability.** Last but not least is the seventh “A” which stands for affordability and is crucial for attracting tourists to the destination. Tourists should be able to afford the trip in terms of transport costs, accommodation charges, entrance fees at attractions and the number of days, which need to be spent on travel and stay; i. e. they should be able to afford the holiday in terms of time
Let's estimate the 7 A’s of the Khmelnytskyi region's tourism industry. In terms of tourism brand awareness, the Khmelnytskyi region takes a pretty good position among Ukrainian regions. When people are asked about the Khmelnytskyi region they can remember Kamianets-Podilskyi city and fortress and Medzhybizh castle in the first place. But the Khmelnytskyi region has much more to propose and the main aim of the region is to make all other beautiful touristic destinations known to the general public.

Concerning attractions, on the territory of the Khmelnytskyi region in 2013, there are 256 monuments of archeology (of which 11 are of national importance), 347 monuments of architecture and urban planning (of which 232 are of national importance), 126 monuments of art are registered and under state protection. 1 of national importance), 2370 historical monuments (4 of them of national importance), and 3 monuments of science and technology of world importance. The Medzhybizh State Historical and Cultural Reserve and the Samchyky State Historical and Cultural Reserve operate on the territory of the region, the territory of which belongs to the lands of historical and cultural purpose. There are 269 territories and objects of the nature reserve fund in the region, including 8 monumental and park art.

In terms of accessibility, there are highways from north to south and from west to east through the regional center pass through the region. The best indicator of the Khmelnytskyi region in comparison with other regions is the index of development of the transport subsystem [3]. This can be explained by the location of the area at the intersection of many highways and railways.

The largest motor transport hubs of the region are Khmelnytskyi, Starokostiantyniv, and Shepetovka: – all-district centers of the region are covered by paved roads with the regional center; – all-district centers of the region are covered with paved roads; – all centers of village councils are covered by paved roads with district centers; – all rural settlements of the region are covered by paved roads with the centers of village councils; – all settlements of the region are accessible to the intra-regional road system.

The system of roads within the region is sufficiently provided and such that it can ensure the intra-regional accessibility of all territories and settlements.

All potential centers of economic growth are connected by paved roads with district and regional centers [1].

Regarding accommodation, the number of hotels in the region in 2019 was 74, the number of collective accommodation facilities in 2019 was 31, the number of specialized accommodation facilities in 2017 was 16. Sanatoriums and dispensaries in 2017 were 16.

As for tourist activities, the Khmelnytskyi region can offer recreation on the banks of the Dniester and Zbrush rivers, including the Dniester canyon in Bakota. Also, in the city of Khmelnytskyi aqua-park is located. In the Kamianets-Podilskyicity Aeronautical Center Triglav which offers hot air balloon flight is situated.

Concerning amenities, we decided to review the calculated indices of infrastructure development which are shown in table 1. According to the table, the Khmelnytskyi region has 21 place among Ukrainian regions for quality of connection component, which is not well for the region and for the average tourist as connection plays an important role when you are away from home trying to find places where you never been before and contact your loved ones. In contrast, the Khmelnytskyi region has developed a medical component that occupies 6 places among all regions. It is viable for every tourist place to have good emergency services. Concerning the infrastructure development index, the region has a pretty low rating which is unacceptable when you are going to host not only domestic tourists but international ones.

Table 1 The indices of Khmelnytskyi region infrastructure development, 2020

<table>
<thead>
<tr>
<th>Infrastructure components</th>
<th>Index</th>
<th>Rating (among other regions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport subsystem</td>
<td>1.1116</td>
<td>1</td>
</tr>
<tr>
<td>Component</td>
<td>Value</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-------</td>
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</tr>
<tr>
<td>Connection component</td>
<td>0.9592</td>
<td>21</td>
</tr>
<tr>
<td>Development of the environmental component</td>
<td>1.0441</td>
<td>20</td>
</tr>
<tr>
<td>Development of the recreational component</td>
<td>1.3055</td>
<td>5</td>
</tr>
<tr>
<td>Development of the educational component</td>
<td>0.9674</td>
<td>21</td>
</tr>
<tr>
<td>Development of the medical component</td>
<td>1.0114</td>
<td>6</td>
</tr>
<tr>
<td>Social security component</td>
<td>1.0053</td>
<td>10</td>
</tr>
<tr>
<td>Development of the cultural component</td>
<td>0.8832</td>
<td>22</td>
</tr>
<tr>
<td>Integrated infrastructure development</td>
<td>1.0410</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: [2]

In terms of affordability, when we are looking for accommodation prices in the Khmelnytskyi on booking.com we see the range from 350 to 1400 UAH for the hotels which have affordable options for the average Ukrainian tourist and slightly higher in price but still affordable options for the international tourist. The price for hostels starts from 130 UAH which is very affordable for all kinds of tourists. One meal in the restaurant can cost on average 100 UAH, in a fast-food restaurant — 90 UAH on average. We can admit that these prices are reasonable. Prices for public transport in the region are on the same level as all Ukrainian regions, which is affordable for both domestic and international tourists, prices for taxis are lower comparing to Kyiv. In terms of prices for entrance fees at attractions, they are also affordable for both kinds of tourists.

Khmelnytskyi region has huge resources to provide tourist and excursion services. The region is characterized by a low concentration of industry, favorable environmental situation, and significant potential of recreational resources. A combination of landscape and historical and cultural resources on its territory creates the necessary prerequisites for intensifying tourism development. The state of affairs in construction and infrastructure is positively affected by the increase in tourism facilities, the renewal of the hotel industry, which allows solving employment problems in the region [8].

Important priorities for the development of tourism in the Khmelnytskyi region are raising its level to international standards, the formation of an effective regional tourism policy, which becomes especially relevant in terms of the significant untapped potential of the tourism industry.

Khmelnytskyi region has great tourism potential. In total, the Khmelnytskyi region has 269 territories and objects of nature reserve fund: 39 reserves, including 15 of state importance, 198 natural monuments, 4 of them of state importance, Kamianets-Podilskyi Botanical Garden, 7 protected tracts, 24 parks — monuments of landscape art, including 8 of national importance, one UNESCO monument — the Struve Arc, 3 of the four objects of which in Ukraine are located in the Khmelnytskyi region (fig.). In total, it is one of the five most attractive tourist regions in terms of the number of potential objects for tourism.
Podolskie Tovtry National Nature Park is located in the region. A natural monument is Smotrych canyon in the valley of the Smotrych river. The famous cave is located in the village.

Promising centers of medical tourism are: – Sataniv State Resort is located within the largest in Europe National Nature Park "Podolskie Tovtry", with its unique natural phenomenon Tovtrov ridge, combined with the picturesque valley-summer landscape of the river Zbruch. In 1970–1978, one of the largest deposits of mineral water in Europe, such as Naftusya, called Zbruchanskaya, was discovered and explored here. Its debit is 257 m³ per day, which allows for a single treatment of about 100 thousand people; – Resort of local significance “Makov” with mineral waters deposits, with approved reserves of 60 cubic meters per day and "Oil-like", with approved reserves of 43 cubic meters per day, the actual use of 2 cubic meters per day; – Sanatorium-type institution with mineral water “Zbruchanskaya”, operating in Volochysk.

It is worth mentioning one of the main sights — Podolskie Tovtry National Nature Park. The territory of the National Nature Park “Podolskie Tovtry” is protected by 129 objects of the nature reserve fund, among which there are parks and estates of various degrees of preservation and cultural and historical value, grows 2977 species, forms, and varieties of plants from different climatic zones, in including 521 species of trees and shrubs, from tree-shrub and herbaceous flora — 395 species of fruit plants, 620 species of tropical, 111 species of useful herbaceous plants of local and wild flora, 19 archaeological sites, more than 302 historical and architectural attractions (in Kamianets-Podilskyi there are more than 200 objects, in Kamianets-Podilskyi district — more than 63 objects, in Chemerovetskyi — more than 27 objects, in Satanivskyi region — more than 12 objects).

Kamyanets National Historical and Architectural Reserve included in the nomination “Seven Wonders of Ukraine”.

Kamianets-Podilskyi is a city that has preserved the spirit of the Middle Ages. The old town functions as a unique town-planning complex with an area of 121 hectares, separated from the rest of the city by a deep canyon of the Smotrych River. The city has a well-developed tourism industry.

Medzhybizh State Historical and Cultural Reserve has the fortress that is the pearl of Medzhybizh, its most significant monument. The history of the building reaches the depths of
centuries, it occupied a prominent place among the medieval fortresses of the world.

Samchyky State Historical and Cultural Reserve situated in a small unnoticed village in the heart of the Khmelnytskyi region. In the center of Samchyky tourists can find The Palace and Park Ensemble “Samchyky Estate” which is one of the most brilliant works of architecture and garden and park art of the period of mature classicism in Ukraine. Among the estate ensembles of Ukraine, Samchyky is interesting in that the buildings here have been preserved as they were at the end of the XVIII — beginning of the XIX century.

Visiting Starokostiantyniv, tourists have a great opportunity to visit the historical and cultural center-museum “Staryi Konstantynov”, which operates on the territory of the glorious castle of the Ostroh princes. Today, this institution is considered the most popular tourist attraction in Starokostiantyniv, as the number of its visitors grows every year. From the beginning of its existence, the castle was used in accordance with prehistoric realities, and the history of its use as a museum institution dates back to the 20s of the XX century. Before the Second World War, the museum had exhibits: natural, Cossack, Ostroh family. Before the occupation, the museum ceased its activities. Immediately after the liberation of the city, in 1944, the museum began to operate again. The main tasks of the center-museum: conducting research, exhibition, excursion, information, and cultural-educational work to promote cultural heritage and spiritual enrichment of citizens. Every year there are the opening of tourist seasons, historical quests for children, presentations of historical costumes, exhibitions, fairs of masters of decorative and applied arts, exhibitions of local artists, art open airs, presentations of poetry collections.

The castle in Starokostiantyniv (1516–1571) was founded by Prince K. Ostrozky to protect the region from Tatar invasions. Withstood the greatest invasion of the enemy (1618), when the surrounding villages were completely destroyed. The complex includes a palace with a defensive tower and a remnant church, a bell tower, an entrance gate. Under the palace are basements with wells-chambers leading to the river. There were warehouses for storing weapons. The church was at the same time a fortification. The monument has preserved the characteristics of the residence of the feudal lord of the sixteenth century in Podolie.

Interesting historical sites are in Sutkovtsi, Antoniny, Gubyn, Izyaslav, Hrytsov, Zinkov, Starokostiantyniv, Pylyava, Zhvanchyk.

The region has on its territory a number of sanatoriums and health resorts that use the mineral waters of the Khmelnytskyi region. on, but which have not yet become visible on a national and international scale.

However, serious problems here are the neglect and destruction of a significant number of potentially historically and architecturally attractive objects, lack of access to them, information, and transport infrastructure.

There are also conditions for rural tourism in the region. Today there are 64 agro-villages in the Khmelnytskyi region. The largest number of them is in Kamianets-Podilskyi, Novoushitskyi, and Shepetovskiy districts. One-time farmsteads of the region can accommodate 747 people. The potential for the development of segmental tourism in the region is very significant. The presence of a large number of mineral springs, basic sanatoriums, which constantly accommodates a large number of vacationers, as well as the presence of clusters of vacationers in the resorts of Vinnytsia (Khmilnyk), Ternopil (Konopovka, Husiatyn), Lviv (Truskavets, Morshyn) allows them to engage in historical and architectural tourism on objects of area.

The landscapes and nature of Transdniestria and Tovtry are promising for leisure tourism. Historical and architectural monuments of the Middle Ages can be included in the network of international tourism.

Khmelnytskyi region can use the trend of popularization of rural green tourism among the population of Ukraine and Europe. The strengths of the region that contribute to this opportunity are a large number of architectural, historical, and cultural heritage sites, low environmental load, the presence of large protected areas, location at the crossroads and the optimal distance from
neighboring regional centers, large reserves of mineral waters, significant the number of entrepreneurs who adapt quickly to new economic conditions. It should also be noted that not the entire territory of the region has a favorable environment for the development of such tourism.

Ukraine is overflowing with a great number of both widely known and completely unknown, but yet of great beauty, tourist attractions.

The emerging economies are contributing larger propositions of travelers and becoming increasingly popular as tourist destinations. With seven attractions being a part of UNESCO World Heritage, Ukraine possesses numerous historical, cultural sights and recreational resources, which open significant opportunities in the tourism sector [13].

Currently, tourism accounts only for 1.4 % of Ukraine's GDP, which presents enormous potential for the tourism sector and the economy. In 2019, more than 14 million foreigners visited Ukraine with an average $526 receipt per arrival.

Since 2017, Ukraine had the fastest rate of Travel & Tourism Competitiveness Index (TTCI) score growth in the Eurasia subregion, rising 10 places to rank 78th globally. In particular, as the country stabilized and recovered economically, Ukraine drastically improved its business environment (124th to 103rd), safety and security (127th to 107th), international openness (78th to 55th), and overall infrastructure (79th to 73rd).

Khmelnytskyi region can use the opportunity to take a share of fame from a larger city.

The development of the tourism industry is based on the use of tourism resources as a basis for the formation of a tourism product. Tourist resources are everything that can be used in a particular region to organize tourism activities and attract tourists. In the Law of Ukraine “On Tourism” tourist resources — a set of natural and climatic, health, historical and cultural, cognitive and social resources of the territory [5].

Khmelnytskyi region is one of the regions of promising tourism development in Ukraine. This is evidenced by the favorable features of its geographical location, favorable climate, the richness of natural resources, historical-cultural and tourist-recreational potential. The main tasks of tourism development in the Khmelnytsky region are the formation of a tourist and recreational complex to meet the needs of the population in sanatorium treatment, recreation, and tourism; formation of a market of internationally competitive recreational services based on the efficient use of available natural and cultural-historical resources and attracting the maximum number of tourists to the region, increasing the number of funds, including foreign exchange, to local budgets, maintaining the environment and protecting recreational resources area.

Khmelnytskyi region is associated in the tourism sector of Ukraine as a center of innovative types of tourism and is one of the most potentially attractive in terms of tourism because contains a large amount of historical and cultural resources (table 2).

<table>
<thead>
<tr>
<th>Type</th>
<th>Sight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical monuments</td>
<td>Museum “StaryiKonstantinov”, Khmelnytskyi city history museum, Khmelnytskyi regional museum</td>
</tr>
<tr>
<td>Architectural monuments</td>
<td>City walls and tower of Kamianets-Podilskyi, Satanivskyi castle, Izjaslav castle, Medzhybizh fortress, Starokostiantyniv castle, church-fortress in Sutkivtsi, Letychev Castle (Dominican Monastery)</td>
</tr>
<tr>
<td>Historical and architectural monuments</td>
<td>Palace and park ensemble in the Malievka, Palace and park ensemble “Samchyky”</td>
</tr>
<tr>
<td>Archeological monuments</td>
<td>Ancient Rus’ settlement, remains of the Trojan shaft, remains of a rock monastery chronicle</td>
</tr>
</tbody>
</table>

Source: [4].
In particular, on the territory of the Khmelnytskyi region, there are historical and cultural monuments of national importance, the largest number of which are concentrated in the cities of Kamianets-Podilskyi and Starokostiantyniv, as well as the relevant districts and the village of Medzhybizh. It should be noted that the number of historical, cultural, and architectural monuments in the region, which are included in the State Register, is 3362 units, including the National Historical and Architectural Reserve “Kamyanets”, state historical and cultural reserves “Medzhybizh” and “Samchyky”. There are also interesting historical, cultural, and cult sites in the settlements of Sutkivtsi, Antonina, Gubyn, Izyaslav, Hrytsiv, Zinkiv, Pylyava, Zhvanets, Sataniv, Chornokozyntsi, Mynkivtsi, etc [7].

The total number of monuments of archeology, history, architecture, urban planning, and monumental art in the Khmelnytskyi region is 2015 units. There are 387 monuments of architecture and urban planning on the state register.

To better understand the tourism potential and to provide characteristics of cultural resources in the Khmelnytskyi region we should do the SWOT analysis of the cultural heritage tourism industry in the Khmelnytskyi region (table 3).

Table 3 SWOT analysis of Khmelnytskyi region tourism potential

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>– Unique history and culture; – Significant architectural, historical, and religious tourism products; – Preserved national and cultural traditions; – Favorable climatic conditions and good ecological situation; – Sufficient green areas and water bodies; – Good geographical location; – Not far from Europe; – Cheap laborforces.</td>
<td>– The full potential of heritage tourism marketing is not realized; – Inadequate political support; – Lack of sufficient funding; – Shortage of qualified personnel – Lack of tourism marketing skills and experts; – Lack of investment in tourism marketing; – Lack of information and academic work about the heritage tourism industry and the satisfaction of heritage tourists; – A small number of hotel accommodation facilities of tourist class with a modern level of comfort; – Absence of heritage tourism marketing plan and public relations; – A small number of tour operators, the insignificant role of a travel agent; – Insufficient amount of tourist information offered in foreign languages; – Underdeveloped infrastructure for people with special needs; – Lack of infrastructural development.</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>– International recognition of the heritage sites; – Easy dissemination of information and access to important global communication media; – Unlocking the economic potential of heritage tourism; – Diversification of tourism product portfolio; – Development, production, and distribution of information products on tourism, cultural, trade, etc. potential of the region, its presentation at thematic national and international events; – Arrangement and development of the accompanying infrastructure of the region, including for people with disabilities; – Increasing the government attention to planning; – Incentives for private investment; – Increasing the regional employment; – Avoiding the migration of young people and economic activists to other areas; – A local potential that can be developed into souvenir business today.</td>
<td>– Fierce competition in the heritage tourism industry especially with neighboring countries; – Lack of synergy among stakeholders; – Lack of conservation effort of heritage sites; – Political instability in the country; – Imperfect legal framework; – Image crisis of the country; – Improper implementation of tourism policy; – Outflow of active and experienced people; – Lack of awareness among stakeholders about the potential of cultural heritage tourism.</td>
</tr>
</tbody>
</table>

Source: Prepared by author.

SWOT strategic planning model, in fact, is a method for decision-making and selecting a strategy and order in various affairs, but in scientific discussions, it is one of the decision-making models that have been designed to determine the short-term or long-term strategy and to make the important and key decisions about various problems and issues. This model can be designed for an organization or cooperation or for a certain geographical region or an issue and problem that, in fact, we have typically engaged it, and practically its main task is to determine a strategy to improve efficiency or situation. This model is composed of two matrices of internal and external factors. Internal factors are related to weaknesses (W) and strengths (S) of a set or a region or subject, and external factors are related to opportunities (O) and threats (T) of a region or system [9].
Considering field studies, the analysis of in-depth and theories of SWOT analysis for strengths, then the conclusion of this research is unique history and culture; significant architectural, historical, and religious tourism products; preserved national and cultural traditions; favorable climatic conditions and good ecological situation; sufficient green areas and water bodies; good geographical location; cheap labor and the region is located not far from Europe.

Among the weaknesses, the full potential of heritage tourism marketing is not realized; inadequate political support exists; lack of sufficient funding; shortage of qualified personnel; lack of tourism marketing skills and experts; lack of investment in tourism marketing; lack of information and academic work about the heritage tourism industry and the satisfaction of heritage tourists; a small number of hotel accommodation facilities of tourist class with a modern level of comfort; absence of heritage tourism marketing plan and public relations; a small number of tour operators, the insignificant role of a travel agent; the insufficient amount of tourist information offered in foreign languages; underdeveloped infrastructure for people with special needs; lack of infrastructural development. These weaknesses can reduce the attraction of tourism in the region.

Among the external opportunities, incentives for private investment, also international recognition of heritage sites, and the emerging interest of foreign tourists in heritage tourism could become reality, the component of increasing employment is a priority and the created opportunities for this area can be used to create more employment. After unlocking the economic potential of heritage tourism and development, production and distribution of information products on tourism, cultural, trade, etc. potential of the region, its presentation at thematic national and international events, easy dissemination of information, and access to important global communication media is the major leverage in the development of cultural heritage tourism. The other component is local potential that can be developed into a souvenir business. Among the internal opportunities, diversification of tourism product portfolio; arrangement and development of the accompanying infrastructure of the region, including for people with disabilities; increasing the government attention to planning; improving living standards; avoiding the migration of young people and economic activists to other areas.

Among the threats, fierce competition in the heritage tourism industry especially with neighboring countries; lack of synergy among stakeholders; lack of conservation effort of heritage sites; political instability in the country; imperfect legal framework; image crisis of the country; improper implementation of tourism policy; outflow of active and experienced people; lack of awareness among stakeholders about the potential of cultural heritage tourism.

Overall, according to what was mentioned above we can say if cultural heritage tourism sites in Ukraine is going to reach recognition and popularity among the international tourists and the government will pay more attention to planning, incentives for private investors, retention of qualified personnel, infrastructure development and tourism sector development, then Khmelnytsky region will have a chance to show all potential of their cultural heritage tourism and secure the place of main tourist attraction destination not only in Ukraine but internationally [6].

Conclusions. Khmelnytsky region tourism development is based on cultural and historical monuments, natural resources, nature reserve fund. The cultural and cognitive type of tourism aims to acquaint tourists with the modern life of the country, nature, cultural and historical heritage. The tourist potential of Khmelnytsky region mainly includes the picturesque nature (Dniester, Tovtry, forests, and lakes in the north of the region), mineral waters (waters of Naftusya, Myrhorod type, and radon waters), historical and architectural heritage (Kamyanets-Podolskyi, Medzhypizh village, Samchity village), sanatoriums for medical treatment and rehabilitation. Outstanding tourist places of the region are Podolskie Tovtry National Nature Park, Kamyanets National Historical and Cultural Reserve, Tovtry and Samchity State Historical and Cultural Reserves. There are in total 2015 units of monuments of archeology, history, architecture, urban planning, and monumental art in the Khmelnytsky region. There are 387 monuments of architecture and urban planning on the state register.

Khmelnitsky region is one of the regions of promising tourism development in Ukraine. Cultural heritage tourism can bring international fame to the Khmelnytsky region. Samchity
A village in the Starokostiantyniv district confirms this statement because it has the potential to become a well-known place for Ukrainian and international tourists. The village contains a palace, park, and stone church. Also, the village has a unique Samchykivsky painting that is included in the National list of elements of the intangible cultural heritage of Ukraine. Therefore, we can define the main tasks of tourism development in the Khmelnytskyi region. There are infrastructure development and tourism sector development; raising regions’ level to international standards; to provide tourist information in foreign languages; to invest in digital methods of promotion; start planning tourist activities; to create incentives for private investors; to facilitate the retention of qualified personnel; diversification of tourism product portfolio.

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Cultural tourism potential of Khmelnitskyi region of Ukraine as tourism product development basis

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Аннотация

This paper deals with investigation of cultural tourism potential of Khmelnitsky region of Ukraine. The main features of Khmelnitsky region location and development are disclosed. The main awareness, attraction, accessibility, accommodation, activities, amenities, affordability of Khmelnitsky region cultural tourism development are substantiated. The most well-known attractions, located on the territory of Khmelnitsky region are described. The largest transport hubs of Khmelnitsky region are explored. The number of hotels, collective accommodation facilities, specialized accommodation facilities as well as sanatoriums and dispensaries are explored also. The indices of Khmelnitsky region infrastructure development are calculated. The most important priorities for the development of tourism in Khmelnitsky region are defined. The main cultural destinations of Khmelnitsky region are described. In total, Khmelnitsky region has 269 territories and objects of nature reserve fund: 39 reserves, including 15 ones of state importance, 198 natural monuments, 4 of them of state importance, Kamyanets-Podolskiy Botanical Garden, 7 protected tracts, 24 parks - monuments of landscape art, including 8 of national importance, one UNESCO monument - the Struve Arc, 3 of the four objects of which in Ukraine are located in the Khmelnitsky region. In total, it is one of the five most attractive tourist regions in terms of the number of potential objects for tourism. There are other famous cultural destinations of Khmelnitsky region: Podolskie Tovtry National Nature Park, Smotrych canyon in the valley of Smotrych river, Kamyanets-Podolskiy castle of the Middle Ages, Medzhymbizh State Historical and Cultural Reserve with the fortress, Samchychy State Historical and Cultural Reserve, Starokonstantynov historical and cultural center and other interesting historical sites located in Sutkovtsi, Antoniny, Gubyn, Izyaslav, Hrytsov, Zinkov, Starokonstantynov, Plyjava, Zhvanchyk. Khmelnitsky region can use the trend of popularization of rural green tourism among the population of Ukraine and Europe. Khmelnitsky region is associated in tourism sector of Ukraine as a center of innovative types of tourism. It is one of the most potentially attractive in terms of tourism because contains a large amount of historical and cultural resources. To better understand the tourism potential and to provide characteristics of cultural resources in the Khmelnitsky region the SWOT analysis of cultural heritage tourism industry in the Khmelnitsky region is proposed. The main features of cultural tourism product design and development as well as the main mechanisms for its promotion on national and international market are disclosed.

Ключевые слова: cultural tourism, Khmelnitsky region, tourism product, tourism potential, cultural heritage, Kamyanets-Podolskiy, Medzhymbizh, Starokonstantynov

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