



HISTORICAL, CULTURAL AND TOURIST MONUMENTS AS A FACTOR IN THE DEVELOPMENT OF TERRITORIES

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ABSTRACT

The article is devoted to the study of whether historical, cultural and tourist attractions can be a factor in the development of territories. The authors examined aspects of cultural tourism. We analyzed the activities of international organizations involved in historical, cultural and tourism issues, in particular, paid a lot of attention to the main UNESCO programs in the field of culture. Namely World Heritage, Intangible Cultural Heritage and Memory of the World. The study showed that historical, cultural and tourist attractions could become a driving factor in the development of territories, but this aspect must be managed at the highest levels. Therefore, the authors developed an algorithm for the development and implementation of a comprehensive program for the development of territories using

historical, cultural and tourist attractions. An integrated approach to the formation of the program will allow you to fully and quickly solve tasks, attract specialists from related industries.

Key words: Development, Historical, Cultural, Tourist Monuments, Intangible Cultural Heritage, Memory of the World, Territories, UNESCO, World Heritage

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1. INTRODUCTION

Recently, worldwide interest in objects of cultural and historical heritage and the special role of culture in creating conditions for the sustainable development of states has been growing. This, in particular, is highlighted in the 2010 resolution by the United Nations on Culture and Development (United Nations, 2011). It notes the need to preserve and maintain the traditional knowledge of local people and indigenous peoples and the community-based practices of environmental management, which are valuable cultural examples as a means of ensuring environmental sustainability and sustainable development, and to foster the cumulative effect of combining modern scientific knowledge and local knowledge and indigenous peoples (Calafati, 2005; Fitzmaurice, 2008; Pohrebennyk et al., 2017;).

In the context of global change, the need to maintain the diversity of the cultural and historical heritage as one of the resources for sustainable development is growing. The cultural and historical heritage of "various peoples and civilizations can and should become the basis for intercultural communication and world progress" (Bruno & Pamini, 2009). A rethinking of the role of cultural and historical heritage in the economy is currently underway. If earlier it acted as an additional burden on the budgets of regions and municipalities, since its conservation required expenses, now cultural strategies for the economic development of cities are gradually being introduced, and the cultural and historical heritage is becoming a sustainable economic resource of the territory.

2. CULTURAL TOURISM AND UNESCO WORLD HERITAGE

Cultural tourism is a visit to historical, cultural or geographical sites. Cultural tourism is the most popular and widespread type of tourism. The purpose of such trips is to get acquainted with tourist attractions (monuments of history, architecture, art; natural and ethnic features; modern life of the people, etc.).

Cultural tourism destinations (Al-Ababneh, Masadeh, 2019; Fang Wei-Ta, 2020; Zarotis, 2020):

- acquaintance with the diverse historical, architectural or cultural epochs of visiting architectural monuments, museums, ancient routes;
- visiting cultural performances: visiting festivals (music, theatre, cinema), religious holidays, bullfights, exhibitions, etc.;
- attending lectures, seminars, scientific language courses;
- participation in music festivals.

UNESCO World Heritage. UNESCO (United Nations Educational, Scientific and Cultural Organization) is a specialized agency of the United Nations Educational, Scientific and Cultural Organization (Wikipedia). The main cultural programs are World Heritage, Intangible Cultural Heritage and Memory of the World. In 1972, UNESCO adopted the Convention for the Protection of the World Cultural and Natural Heritage, which entered into force in 1975. The USSR ratified the Convention on March 9, 1988. By April 2009, 186 member countries had ratified the Convention (Fig. 1).

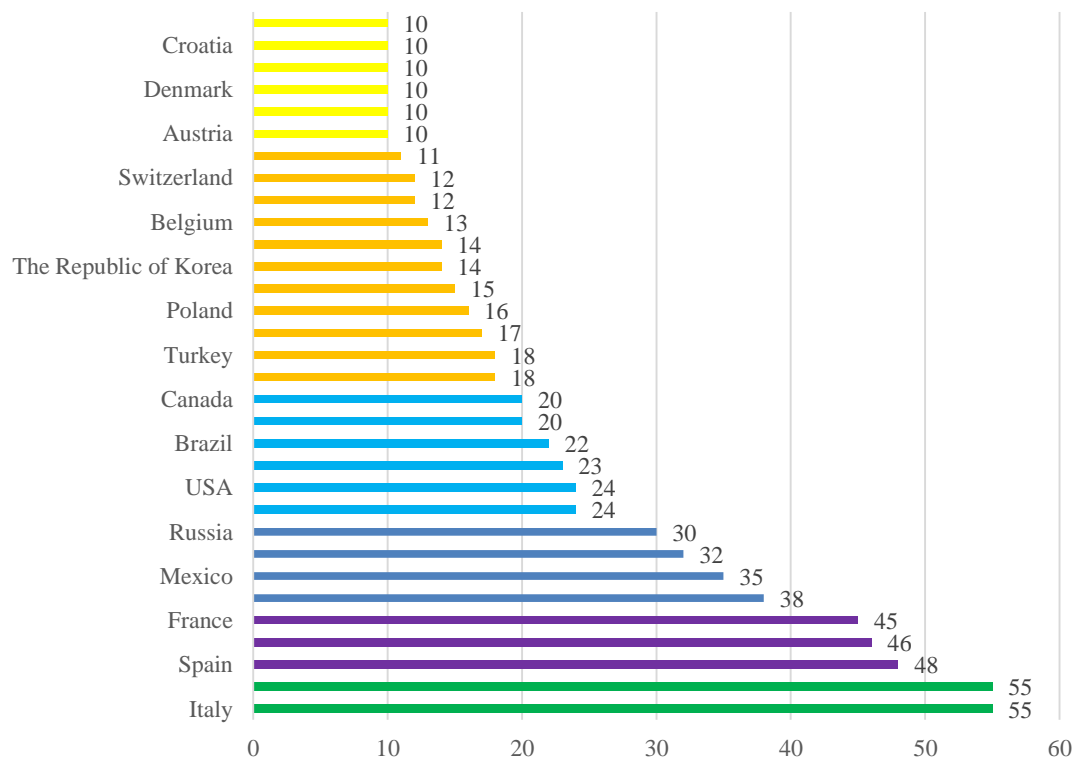


Figure 1 Countries with the highest number of World Heritage Sites (2019)

The UNESCO World Heritage List includes 7 Ukrainian sites (0.62% of the total number of sites) (Table 1).

The main goal of the World Heritage List is to make known and protect sites that are unique in their kind. For this and because of the desire for objectivity, evaluation criteria were drawn up. Initially (since 1978) there were only criteria for objects of cultural heritage – this List totalled six items. Then, to restore a precise balance between different continents, natural objects appeared and for them a list of four items. And, finally, in 2005, all these criteria were brought together, and now each World Heritage site has at least one of them in its description. The nomination procedure is schematically shown in Fig. 2.

First, a country based on UNESCO criteria prepares a list of objects that, in its opinion, are of world value, and includes them in a preliminary list. An object cannot be nominated if it is not listed in the preliminary List.

Table 1 List of World Heritage Sites in Ukraine

№	Name	Region	Time of creation	Year of listing
1	Kyiv: Saint-Sophia Cathedral and Related Monastic Buildings, Kyiv Pechersk Lavra Saint-Sophia Cathedral	Kyiv	XI-XII century	1990
2	L'viv – the Ensemble of the Historic Centre	L'viv	XIII century	1998
3	Struve Geodetic Arc	Khmel'nyts'ka oblast', Odes'ka oblast'	XIX century	2005
4	Primeval Beech Forests of the Carpathians and Other Regions of Europe	Zakarpats'ka oblast' L'vivs'ka oblast' Ivano-Frankivs'ka oblast', Khmel'nyts'ka oblast'	–	2007
5	Residence of Bukovinian and Dalmatian Metropolitans	Chernivtsi	XIX century	2011
6	Ancient City of Tauric Chersonese and its Chora	Chersonesos	V century BC – XIV century	2013
7	Wooden tserkvas of the Carpathian region in Poland and Ukraine	Ivano-Frankivsk Oblast, Lviv Oblast, Zakarpattia Oblast	XII century, XVI century	2013

According to the rules, in a year a country can nominate no more than two candidates: one cultural and natural heritage site or two natural heritage sites. UNESCO experts assist in the preparation of the application by ensuring that all necessary documents and maps are attached. The nomination must be submitted no later than February 1 (or, if a holiday falls on that date, on the last working day of January) one year in advance of the next UNESCO session. Thus, the minimum processing time for an application is one and a half years (for example, if documents were submitted to the Committee in January 2019, then the nearest time for the possible inclusion of the object in the List will be June-July 2020). Next, UNESCO checks the readiness of the received dossier and sends it to the appropriate advisory body for evaluation.

The International Union for Conservation of Nature (IUCN) and the International Council for the Preservation of Monuments and Landmarks (ICOMOS) provide a natural and cultural assessment of the significance of the site. The third body - the International Research Center for the Preservation and Restoration of Cultural Property (ICCROM) – gives the Committee recommendations on the protection of World Heritage Sites, as well as conducts professional training courses.

When the property is nominated and evaluated, the UNESCO World Heritage Committee makes the final decision at the annual session. The Committee may also postpone the decision and request additional information about the object from the country nominating it.

- the status of a World Heritage property provides the following benefits:
- additional guarantees of the safety and integrity of unique natural complexes.
- increases the prestige of territories and institutions managing them.
- it contributes to the popularization of the objects included in the List and the development of alternative types of environmental management (primarily ecological tourism).
- it provides priority in attracting financial resources to support world cultural and natural heritage sites, mostly from the World Heritage Fund.

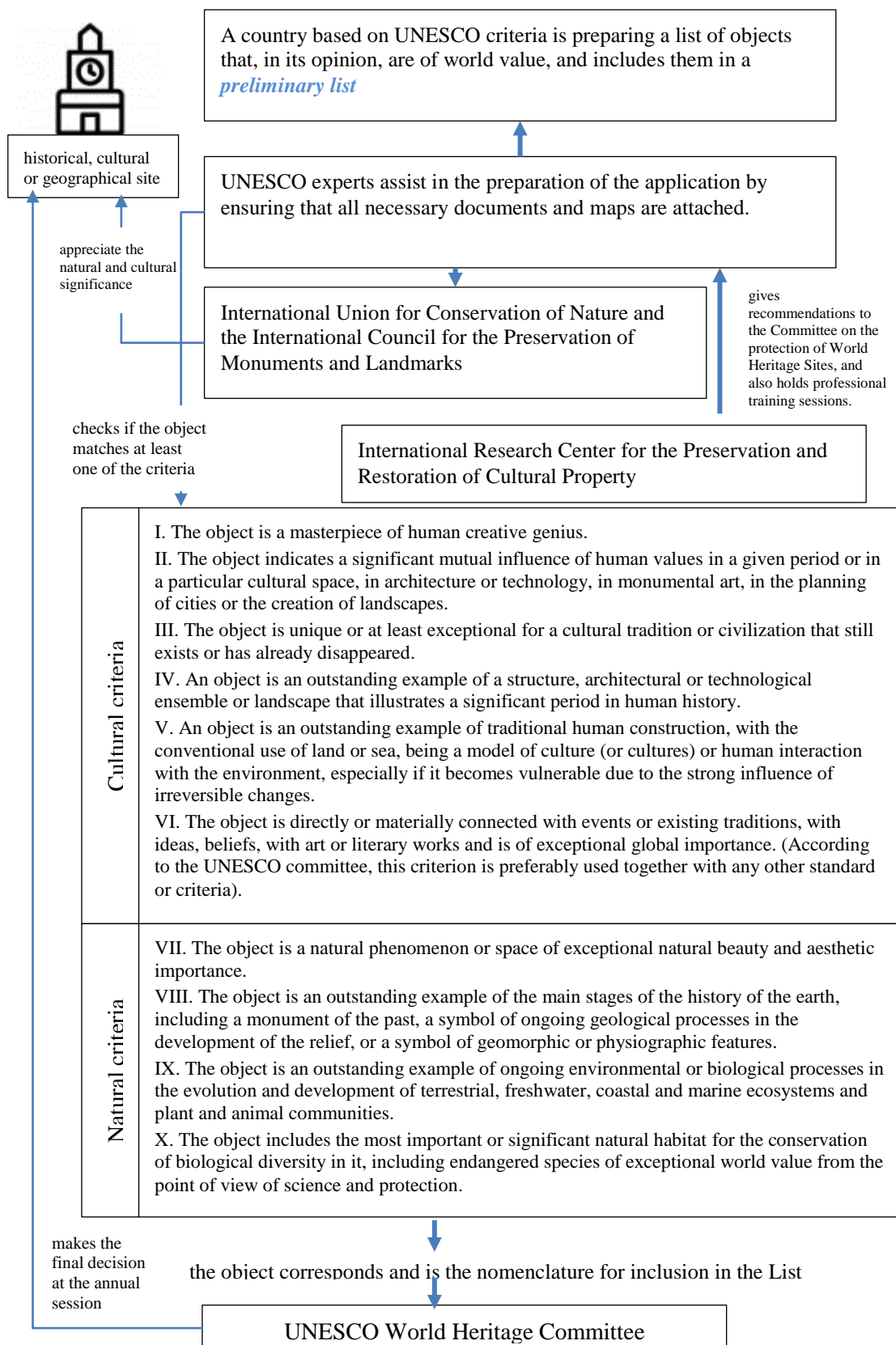


Figure 2 World Heritage List Listing Procedure

Promotes the organization of monitoring and control over the state of conservation of natural objects.

Intangible cultural heritage is a concept proposed in the 1990s as an analogue of the World Heritage List, focusing on material culture. In 2001, UNESCO surveyed states and non-governmental organizations, intending to develop a definition. In 2003, the Convention for the Safeguarding of the Intangible Cultural Heritage was adopted.

The Convention also indicates specific manifestations of the intangible cultural heritage in several areas:

- oral traditions and forms of expression, including language as a carrier of intangible cultural heritage;
- performing arts, including acting, playing music, singing, dancing and so on;
- customs, ceremonies, holidays;
- knowledge and traditions related to nature and the universe;
- knowledge and skills associated with traditional crafts.

The Memory of the world. The Memory of the World program, designed to protect documentary heritage, was founded in 1992. The program is designed to protect documentary heritage, historical documents, archives, etc., to assist in accessing information, to draw general attention to the significance of existing objects. To achieve its goals, the program provides practical support and assistance in finding sponsors for specific projects, and stimulates the preparation of Internet directories, the publication of books, DVDs and other products within the framework of private property laws of individual states. To attract attention since 1997, an international register of objects has been maintained. Sessions of the program committee at which the inclusion in the record takes place every two years.

As you can see, cultural tourism for many decades remains the leader of types of tourism. International organizations are doing their best to preserve the cultural heritage of people, however, state participation. This can be seen even in the procedure for listing an object on the Heritage List. The authors believe that state participation should be constant, it is better if appropriate programs are developed for this.

3. RESULTS AND DISCUSSION

After analyzing the results, we came to the conclusion that historical, cultural and tourist attractions can be a driving factor in the development of territories. Therefore, the urgent task of implementing proposals to create a system of historical and cultural territories is the development of specific projects in the form of an integrated target program that determines the prospects for the development of the social and cultural environment of a particular region. The materials of such a program include a conceptual model of future growth, methodological provisions that facilitate the identification and use of historical and cultural potential, economic calculations and justification of promising indicators for the main elements of the social and cultural sphere, recommendations for organizational and managerial decisions. The program defines and evaluates the historical and cultural heritage of the territories in its entirety. Despite the ongoing work on fixing the monuments of history and culture, they are identified extremely incompletely, and only a part is put on state records.

4. DEVELOPMENT OF A COMPREHENSIVE PROGRAM FOR THE DEVELOPMENT OF TERRITORIES WITH THE HELP OF HISTORICAL, CULTURAL AND TOURIST ATTRACTIONS

The algorithm for developing a comprehensive program for the development of territories with the help of historical, cultural and tourist attractions is shown in Fig. 2.

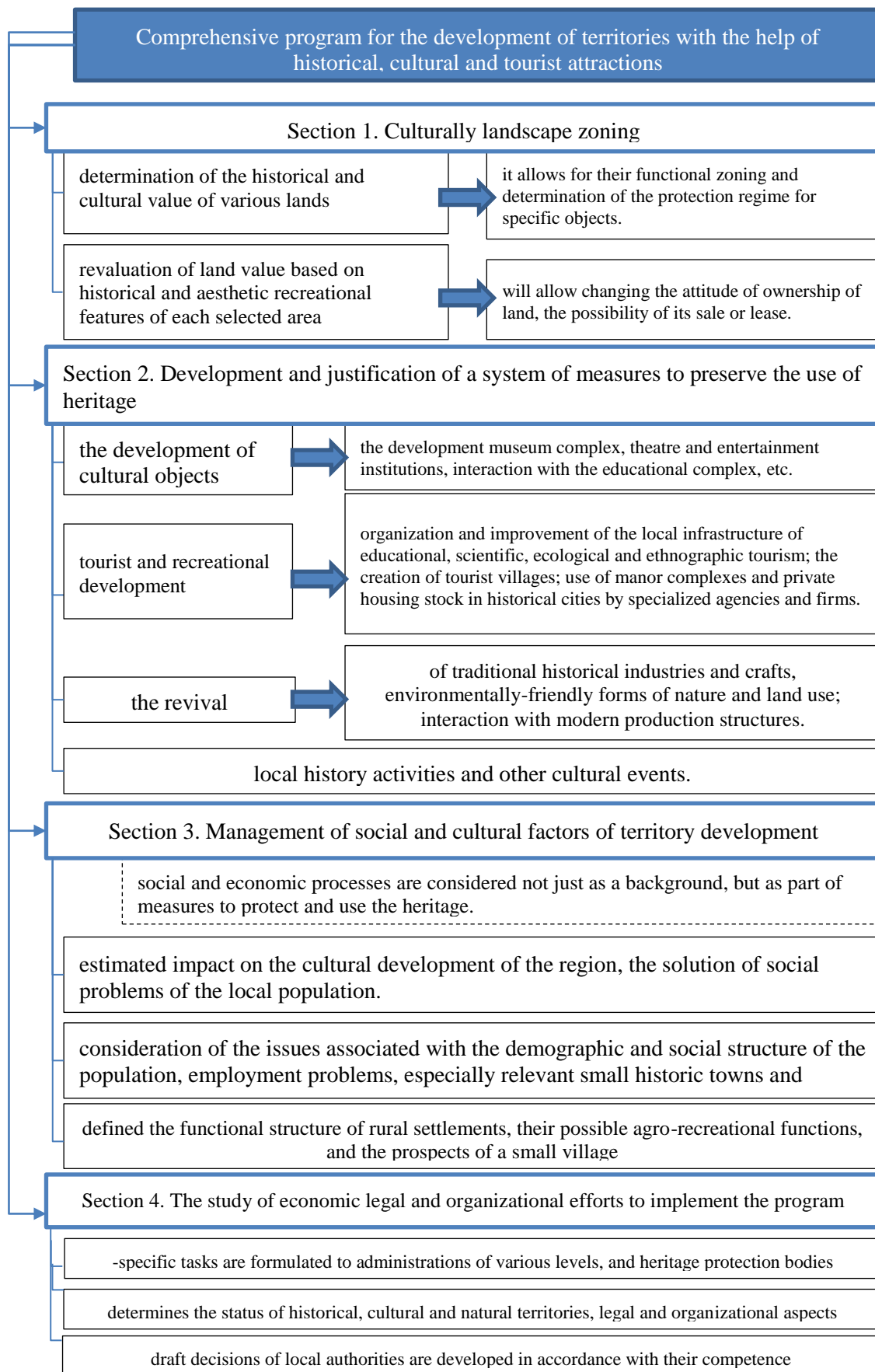


Figure 3 Algorithm for generating a comprehensive program for the development of territories with the help of historical, cultural and tourist attractions

The development of a comprehensive program begins with cultural landscape zoning. At this stage, the historical and cultural value of various lands is determined; it allows for their functional zoning and determination of the protection regime for specific objects.

At the same time, revaluation of the land value is possible based not on its cadastral value (for example, on possible agricultural production), but on an additional account of the historical and aesthetic recreational features of each allocated site. This is very important precisely due to the change in land ownership relations, the possibility of its sale or lease.

The next section of the program – Development and justification of a system of measures to preserve the use of heritage.

The program is made taking into account the social factors of the population; their influence on the cultural development of the region, on the solution of social problems of the local population is estimated. Particular attention should be paid to the social construction of rural areas, the preservation of rural settlements, the development of territories. The social development program also includes consideration of problems associated with the demographic and social structure of the population, employment problems, especially relevant small historic cities and villages. The functional structure of rural settlements, their possible agro-recreational functions, and the prospects of small villages are especially determined. When developing this section, social and economic processes are considered not just as a background, but as part of measures to protect and use the heritage.

The final part of the program is the study of economic legal and organizational efforts to implement it. Here specific tasks are formulated to administrations of different levels and heritage protection bodies. A unique role is given to the status of historical, cultural and natural territories, legal and organizational aspects, draft decisions of local authorities following their competence are being developed.

An integrated approach to the formation of the program allows you to fully and quickly solve tasks, to attract specialists from related industries (ecology, urban planning, economics, etc.). The interregional nature of the program opens up opportunities for attracting additional financial resources, taking into account the use of resources allocated, for example, to commercial projects for the development of production, regional target programs, funds from public funds, and charitable organizations. Some of the most essential activities can be carried out at the expense of targeted funds of the local budget.

5. CONCLUSIONS

As a result of the analysis of the critical problems of preservation of objects of cultural and historical heritage, one of the priorities was highlighted insufficient and unsystematic participation on the part of authorities. Most regional authorities have a deficit budget, which does not allow them to spend enough money on culture (including the preservation of cultural heritage sites). In this regard, there is a need to search for new resources for the development of the cultural sphere, especially at the municipal level. For the cultural and historical heritage to become a resource for the sustainable development of the territory, it is necessary to use a comprehensive program for the development of territories with the help of historical, cultural and tourist attractions as a factor.

A further question for the study may be the search for various financing instruments, the choice of which largely depends on the characteristics of the state cultural policy, the level of development of the system of patronage and charity, and mechanisms of social partnership. As a result, it will be possible to implement socio-cultural projects, which are a kind of business strategy, which involves achieving the stated social goal (Bashynska et al., 2020). This, on the one hand, is the development of an enterprise based on human creativity as the leading resource for development and competition. On the other hand, the adoption of a

specific mission: the creation of a new value and communication environment, the replication of new forms of a hostel, the provision of social services (for example, treatment, rehabilitation of patients). In fact, the socio-cultural concept involves the formation of a unique lifestyle among people who are somehow included in the scope of the social enterprise. It is also assumed that some "identification matrices" are created, when a person realizes himself as a member of a specific community and communication space: professional communication and informal connections, due to personal sympathy or common interest. Modern theorists describe this process as the formation of a creative (creative) economy. The interaction of various social groups in projects to protect the cultural and historical heritage strengthens social cohesion. Using the legacy, the local community can build effective social strategies aimed at overcoming poverty, create new "clusters" of the economy for the local population, expand the market for services and products, develop tourism and the material base as a whole. Moreover, the partnership of all subjects of cultural policy, from government bodies at all levels to specific cultural institutions and public organizations, is one of the most essential conditions for strengthening resource support for the cultural sphere and preserving cultural heritage sites. Consequently, the cultural and historical heritage can and should become one of the foundations of sustainable development of both a separate region and the country as a whole.

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