

Creative Principles of Cultural Tourism Development in Ukraine

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Abstract: This research paper comprises a detailed view of the development of cultural tourism in Ukraine and the key principles are also analyzed transparently in this research study. The purpose of this article is the finding out about the economy and the strength of Ukraine in the field of tourism. The survey has been conducted for seeing what changes and innovations are required in the tourism industry for increasing the economy of the country. The results demonstrate a clear idea about the core principles of creative thinking that have been implemented to develop cultural tourism in Ukraine. For a detailed discussion, four thematic analyses have been mentioned and three surveys have been made and analyzed. The research methodology is actually based on the qualitative and quantitative analysis of the result of assessing the role of professionalism in tourism and hospitality and for training the employees for a better economy. The special survey has been done as a quantitative method and the theme has been used as a qualitative tool for analysis. Results actually demonstrated the research very well and showed that there is a need for an increase in technology. The innovation in technology leads to the growth in revenue and economy in the market globally. Inadequate communication has been found to be a gap that slows down cultural development, so communication also needs to be increased for better interaction with tourists. The practical significance of the result lies in the fact that the use of the proposed methodology is appropriate for application in the process of managing the sphere of tourism at the national level.

Key-Words: Cultural development, sustainability, tourism, communication, innovation

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1 Introduction

Tourism has grown at a speed over the last few decades and the forecast gives an indication of the ever-fasting growth in the whole world. The most important pillar of the tourism Industry is humanity's natural desire for seeing the Different

cultural identification and the Influence of different cultures in different parts of the world. It has been seen that national tourism has the cultural heritage that actually energizes the national pride of the country. In international tourism, cultural heritage actually helps in gaining respect and the

understanding of the other culture which helps in promoting peace and understanding of the culture. The cultural heritage actually helps in attracting the tourist by nature, its kind uniqueness, and the development of a sustainable tourist spot for the tourist.

The tourism industry actually makes a special contribution to the country's economy and increases the strength of the country. In spite of Ukrainian natural, diversion and cultural possibilities, we can see an increase in the GDP of only about USD 1.3 million at the expense of the tourism industry. As per research, it has been seen that the tourism Industry has hardly contributed to the increase of competition in Ukraine in the sales market. The purpose of this research is estimation the trends in tourism activities in Ukraine and the factors that actually create a negative image worldwide. The implementation of strategic quantification of the development of the Ukrainian tourism Industry helps in creating the country's attractiveness in revitalizing the growth of tourism in Ukraine. It has also been seen that the reduction of the number of participants in tourism activity is negative for the Ukrainian economy and for the growth of the business of Ukrainian tourism.

2 Literature Review

According to Kiselyov, Adamenko & Rudy (2020), the scientific research speaks about the huge spread of the implementation of the international conception of sustainable development of tourism, and the role of ecotourism actually gaining a lot of popularity in the field of the tourism industry. On the other hand, the growth of tourism in Ukraine has increased just by 4% which is smaller growth than in other countries. The government of Ukraine has already developed a few strategies for the development of tourism, and the strategy speaks about how to speed up and fasten the growth of tourism and resorts which can be changed into highly efficient with a lot of integration to enter the huge profit in the market industry (Roskladka et al. 2018). The government already started implementing a strategy in a few of the places or areas in tourism which include the ensure in field of safety of tourists who visit Ukraine and including their legal rights and their interest in visiting,

putting all legislation together with the EU regulations in tourism. The EU legislation actually helps in ensuring the creation of good territory and attracting tourists through beautiful tourism Infrastructure (Kinash et al. 2019). It also speaks about the formation and the promotion of a positive picture of Ukraine which has attracted more and more tourists to visit and increased its market growth worldwide.

According to Adamenko (2020), the tourism of Ukraine has attracted tourists through the expectation of the development of ecotourism. It has been seen that the development of ecotourism has been done in such a way that has met all the criteria for ecotourism as well as the study regarding the socio-economic side of eco-tourism (Kalaitan et al. 2021). The author also mentioned that in Ukraine the popularity of eco-tourism began with creating an association named "Ukrainian Association of Active and Ecological Tourism". This association is a public initiative that helps in promoting the increase in the growth of environment-friendly active restoration and ecological tourism (Panchenko et al. 2018). There are a few forms of ecotourism associations that have been formed and functioning in Ukraine.

In 2022 international tourism continues to recover from the COVID-19 crisis. According to WTO data destinations welcomed almost three times as many international tourist arrivals (overnight visitors) as in the same period of 2021, with Europe leading the rebound. International arrivals increased 182% year-on-year in Q1 2022 to an estimated 117 million international arrivals compared to 41 million in Q1 2021. Of the extra 76 million international arrivals, about 47 million were recorded in March. Despite the strong rebound experienced in Q1 2022, international tourism remained 61% below 2019 levels (WTO, 2022).

This growth also happens because ecotourism is very much suitable in different countries and in Ukraine in the field of modification of the landscape and its beautification with the combination of cultural and ethical features which are combined together. Ukraine is the land where a lot of rare animals and birds in the wild land have been seen, with a beautiful mountain and forest altogether.

The effect of tourism for Ukraine are summarised in the Table 1.

Table 1. Different effect of tourism in Ukraine

Measurement	Component
Cultural	Cultural heritage of tourist places. Linking between the cultures of the state with tourists. Taking the tourist to the culturally rich place to give knowledge about the place.
Ethical	Political Instability actually led to the collapse of tourism in Ukraine. Political Instability has increased the influence of travel advice on the choices of the travel list for tourists.
Eco Tourism	Ecotourism helps in educating the tourist for giving effort and development regarding the natural area (Pysarevskyi et al. 2020). Ecotourism actually helps in economic growth more than any tourism in the state.
Sustainability	Sustainability has decreased a lot in the tourism factor of Ukraine because it hampers a lot in the area of soil erosion, increases in pollution, and product discharge into the water. It has also created a lot of pressure on endangered species such as animals and plants and more exposure to a wild forest fire.
Ecology	The ecological factor contributes to the conservation of biodiversity. It actually manages the sustainability of the local people of Ukraine.

Source: Compiled by author.

The development of tourism actually needs a lot of investment and help support from the government and it's necessary for developing a system of tax incentives for small businesses related to tourism in the stage of doing proper ecotourism. There should be a proper adjustment related to the tax for the local community in Ukraine.

3 Methodology

In this study, interviews were used among the employees of the tourism industry of Ukraine who voluntarily and anonymously agreed to participate in the experiment. The group of participants, among whom the survey was conducted, consists of 71 employees of travel companies from different regions of Ukraine. All participants received and filled out a questionnaire through a Google form.

The stages of the experiment are divided into 3 parts:

- 1) identification and identification of the target audience;
- 2) formation of the questionnaire and its distribution among the participants;
- 3) control over the conduct of the experiment and generalization of its results.

This survey option is suggested by many scholars who apply qualitative surveys and exploits the rich potential of qualitative data, and the results obtained have much to offer researchers, especially with regard to online delivery of the questionnaire. At the same time, this method remains underutilized, and methodological discussions of

qualitative surveys are based on assumptions about the insufficient depth of qualitative survey data (Braun et al. 2021).

The formative stage was conducted by obtaining answers to questions about how new technologies can increase tourism in Ukraine. The assessment of the criteria for new technology to attract more and more tourists in the hotel and at the ecotourism stage is due to the fact that without the use of new technology, there will be no economic growth of the state, which is extremely necessary at the macro level (Tange et al. 2019). The next assessment looked at how hotels would increase their effectiveness through teamwork to make decisions about the use of strategy and innovation that would enable them to maintain proper teamwork internally.

The last assessment, which was made by the participants of the survey, concerned the requirement for the implementation and expansion of staff training to reduce the problems faced by Ukraine in the field of cultural tourism.

Thus, three general questions were formed, to which the survey participants could also add their comments, explanations, reflections or their own vision of the problem:

Question 1. Is there a need to implement digital technologies to improve the experience of travelers, as well as to share information about the culture of Ukraine?

Question 2. Are the strengthening of the ability to work as a team, as well as the adoption of a transparent strategic decision, important for the exponential improvement of cultural tourism in Ukraine?

Question 3. Is there a need to introduce staff training methods to expand their skills regarding the process of expanding cultural tourism?

4 Results

Ukraine is one of the largest countries in Europe, which offers tourists various types of sights, historical places, various festivals, as well as well-preserved cultural heritage sites. Cultural tourism includes various components, such as organizing a tour to the countryside, studying various aspects of local culture, visiting various cultural heritage sites, participating in festivals, and others. This part of the research results aims to investigate a detailed view of the influence of cultural tourism on the development of the economy of Ukraine.

Theme 1. The enormous potential of museums, as well as their valuable collections, provide a great advantage for the development of cultural tourism

By exchanging knowledge with travelers, as well as sharing experiences with them, tourism industry experts can increase their interest in various cultural sites in Ukraine. There are many museums in Ukraine, and these museums are rich in a variety of national heritage materials (neighbors.eu, 2022). The Government of Ukraine has also introduced several important laws to carefully preserve museum values and give them important importance. The government also spends large amounts of budget funds on proper maintenance of museum exhibits. Government institutions and organizations also organize various training programs for museum professionals, as well as initiate innovative projects to improve the effectiveness of these cultural objects for travelers. Various types of unique technologies such as artificial intelligence and machine learning have also been used to scientifically investigate various types of ancient valuables.

In addition to all this, local authorities in different regions of Ukraine have taken several initiatives to initiate and support the transparent creation of the "Professional Museum Association". For example, various types of annual conferences, innovative workshops and virtual trainings have taken place to promote various educational programs, as well as to share historical information that is interesting to create attraction among citizens of different countries (Chernega et al., 2019). The Ministry of Culture of Ukraine has assumed a key role in raising awareness of the benefits of improving cultural heritage and supporting cultural institutions. Due to the strengthening of interrelationships between the various structures of the country, such as education sectors, social protection institutions, scientific sectors,

government officials are trying to promote cultural tourism, as well as strengthen the policy-making factors of tourism management, which can also improve the quality of life of local communities. Thanks to all these mechanisms, a huge tourist advantage was created, which encourages the development of cultural tourism in Ukraine.

Theme 2. An inspiring group of several cultural professionals started to collaborate, sharing their innovative ideas that stimulate cultural tourism sectors

There are various organizations as well as local institutions that work together to support the wider development of cultural heritage sites. Representatives of local authorities are also creating a special group to critically analyze the state of all cultural monuments of local and state importance, along with their contribution to the economy of the region and the country. They also measure the amount of funding needed to successfully service all of these things. In addition, the development of a well-structured museum network can also become the basis for the generation of cultural tourism in this country (Iaromenko, Shykina & Niecheva, 2019). The compact creation of a museum network and the promotion of these networks at the national and international levels contributes to the intensive development of the cultural heritage sectors. The inclusion of education sectors in tourism development sectors also contributes to a better understanding of cultural heritage, and in this field, the staff of these heritage sites also improve them by learning unique methods of presenting heritage to travelers.

Along with the emergence of these two sectors, several other groups have also developed, including a large number of education professionals as well as community representatives. There is also a certain group that has taken responsibility for the protection of all cultural objects of Ukraine. To introduce effective management of various types of culturally rich sites, professional training on effective management approaches was also provided to tourism professionals to improve the quality of cultural diversification in Ukraine.

From the Figure 1, it can be stated that the emergence of attractive hotels can incentivize the motif of cultural tourism and a significant rise has been observed from 2014 to 2019.

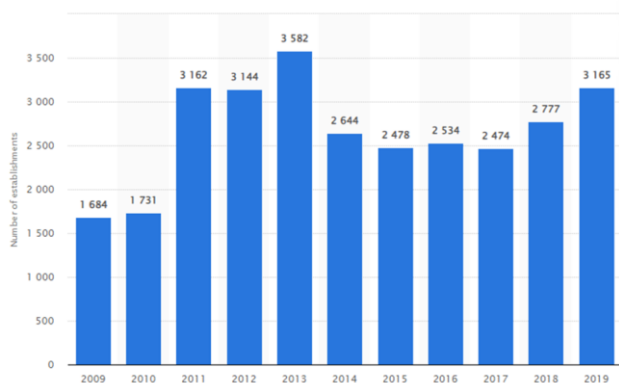


Fig. 1: The emergence of hotels that also encourages effective tourism

Source: Statista.com, 2022

Theme 3. A huge lack of strategic planning can immensely impede the current development of cultural tourism in Ukraine

The culture of Ukraine is totally influenced by the “Eastern orthodox church and various traditions of Slavic mythology”. There is a huge requirement of implementing attractive strategic planning that can assist an exponential rise of cultural tourism in Ukraine. According to some research, it has been revealed that government officials cannot ensure the community by incorporating strict strategic planning in accordance with uplifting cultural conditions. A major reason behind this is the recent pandemic (Kiselyov, Adamenko & Rudy, 2020). There is a huge need of expanding a significant amount of revenue for research on the current condition of cultural tourism and the actual value of cultural things.

An arrangement of the exhibition on the cultural sites as well as an exhibition of cultural festivals is also important to spread the cultural significance around the whole community. Making clear and regular contacts as well as building good relationships among several educational institutions in the field of proper planning of cultural tourism is important for improvising a compact strategic plan. Audience-centric educational program and at the same time expenditure in lifelong learning areas is important for all types of visitors (Grytsiuk, Grytsiuk & Gryciuk, 2017). There is also an immense need for the implementation of creative services such as souvenir shops, thematic tours, well-decorated restaurants and attractive book shops. Effective training for team building, leadership management, and constant assessment of creative innovation is important things for a well capacity building. After all, it can be stated that a good strategic framework is needed immediately to

strengthen the recent condition of the tourism area of Ukraine.

Theme 4. Co-operation at diverse levels such as government bodies as well as non-governmental institutions encourages the improvement of cultural tourism

Effective leadership management is needed for the tourism professionals to guide the tourism individuals towards a huge revenue generation as well as provide a better travel experience to the travelers. Apart from this, there is a huge need to boost professional relationships among the staff of the tourism industry to boost cultural tourism in Ukraine.

Development of the cultural tourism in Ukraine is performed in Fig. 2.

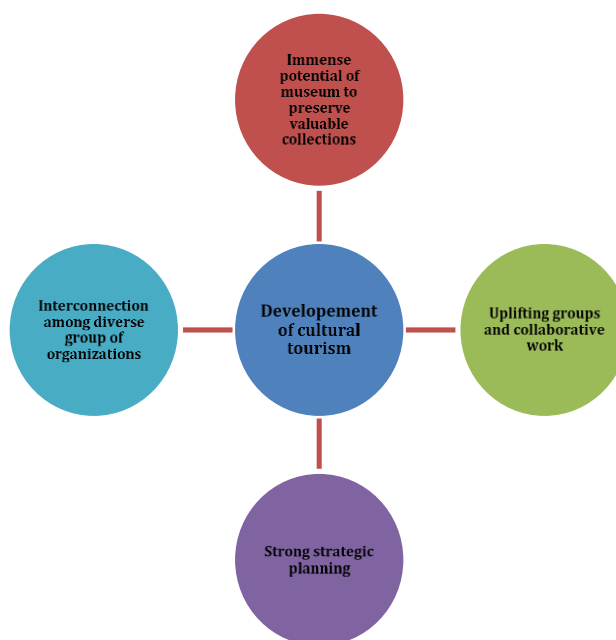


Fig. 2: Development of cultural tourism in Ukraine

Source: Self-created

Effective trying in sharing information as well as organizing a regular meeting with all the experienced tourism professionals assist build up a strong team that can hugely encourage the other staff to achieve their goals in the field of cultural tourism. Different government, as well as non-government professionals, collaboratively contribute their creative thinking to uplift the condition of tourism and there are a few important steps that have been needed to boost up this sector at an exponential rate (Siutkin et al. 2017).

Explaining a transparent decision to the community individuals and museum staff, encouraging leadership at all professional levels, collaborating working with diverse institutions, understanding the demand of the community,

managing accountability to all staff of cultural sites, weekly training about innovative technologies regarding tourism management, hiring expert professionals are considered as some of the important steps to uplift the current condition of tourism.

Next, let's analyze the results of the survey.

Question 1. Is there a need to implement digital technologies to improve the experience of travelers, as well as to share information about the culture of Ukraine? (see table 2, Fig. 3).

Table 2. Requirement of imposing digital technologies to enhance a good experience of the travelers

Options Given	Total Participants	Response collected	Percentage
“Strongly Agree”	71	50	70
“Agree”	71	15	21
“Disagree”	71	5	7
“Strongly Disagree”	71	1	2

Source: Compiled by the authors

According to the table 1, it has been seen that there are 50 individuals who have given a strong positive reply regarding a transparent requirement of incorporation of digital technologies for increasing a significant experience among travelers. There are also 15 persons who have agreed with the proposal. After all, it can be concluded that there is an immediate requirement of inculcating digital technologies to encourage cultural tourism.

Figure 3. Answers on the Question 1 Requirement of imposing digital technologies to enhance a good experience for the travelers

In accordance with Fig. 3, a strongly agreed person reflects 70 % of responses among the total 71 individuals, and there is a huge difference in percentage between the negative responses and positive responses individuals.

Question 2. Are the strengthening of the ability to work as a team, as well as the adoption of a transparent strategic decision, important for the exponential improvement of cultural tourism in Ukraine?(see Table 3).

From table 2, it can be stated that 60 individuals have given a positive reply that indicates the strong acceptance of this proposal. Through this survey response, it can be transparently said that good strategic teamwork, as well as decisions, are needed for the improvement of cultural tourism.

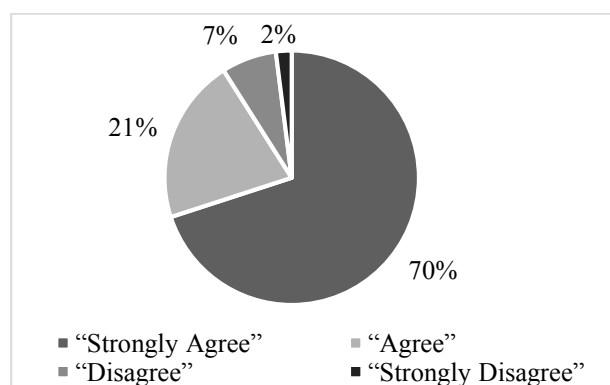


Table 3. Strengthening the ability of teamwork as well as incorporating a transparent strategic decision

Options Given	Total Participants	Response collected	Percentage
“Strongly Agree”	71	40	57
“Agree”	71	20	28
“Disagree”	71	5	7
“Strongly Disagree”	71	6	8

Source: Compiled by the authors

Among the total percentage, 57 % of survey individuals have given strong positive replies. Only 15 % of individuals answered negatively. It signifies a huge acceptance of the mentioned proposal.

Question 3. Is there a need to introduce staff training methods to expand their skills regarding the process of expanding cultural tourism?

Table 4. A requirement of implementation of staff training

Options Given	Total Participants	Response collected	Percentage
“Strongly Agree”	71	45	63
“Agree”	71	15	21

“Disagree”	71	7	10
“Strongly Disagree”	71	4	6

Source: Compiled by the authors

From Table 4, it can be clearly said that the number of positive responses from individuals is high that hugely exceeds the negative responses of the person. There are 60 persons who have replied positively regarding the proposed matter which indicates empowerment of staff through skill development is essential. 84 % of the survey individuals have given a positive reply to the question. Only 16 % of the people have given an answer with negativity. It signals a huge expectancy of the most requirements in the field of Training of the employee for the advancement of economic growth of sales in the worldwide market. The hotel and tourism industry should get the proper idea about the training and should include the communication for the customer service of the tourist, and then there should be some changes in the management department expectation for knowing the role of each and every employee of the team.

5 Discussion

The results of the study indicate the potential and feasibility of the actual cultural development of tourism in Ukraine. We found that Ukraine has a huge cultural heritage, which includes museums that play an important role in the tourism industry. In national tourism, cultural heritage plays an important role in stimulating national pride in its history. Therefore, in Ukraine, the museum is an important state historical monument (Karpa et al., 2020). However, in order to attract more tourists and create a proper environment for tourists, the country should provide tourists with suitable places to stay with a guidebook to show all the cultural places. The government has introduced several laws to protect these heritage sites in such a way that tourists cannot damage any property.

The results of our study correlate with the results of a survey regarding the use of digital platforms, such as social media, to convert information about Ukrainian culture and tourist destinations into a digital format (Bielousova, 2019). Currently, several commercials have been prepared, which promote the culture of local residents and famous tourist destinations.

The Government of Ukraine sends state representatives to various trade and tourism fairs. During the fair, advertising booklets with photos of the country are distributed to tourists, inviting them

to come and see the beautiful country of Ukraine. The government spends a lot of money to improve the status of Ukrainian tourism by investing in the renovation of museums. Also, the government mainly focuses on ecotourism and tourism sustainability. Modern Ukrainian hotels train employees to meet all criteria of sustainable development (Kyrylov & Yarovoy, 2018). The main emphasis, which is relevant at the moment, is more attention to the environment, ensuring its preservation and recreation. The Ukrainian authorities are trying to develop and are preparing plans to support the sustainable recovery of tourism by promoting the digital transition.

It should be emphasized that the field of tourism is the type of business that feels the impact of global digitalization the most and is the link that conveys its trends to the end consumer and at the same time performs the function of educating the consumer on the use of digitalization products and establishing digital communication.

The main task of digital communications is to develop an environment of digital transformation and establish an infrastructure between interested participants of the tourism business environment, requiring a shift in emphasis to consumers and increasing the flexibility of data processing centers that must support consumers.

6 Conclusion

Ukraine is full of significant tourist potential, and not only in the purely direct meaning of this word, currently we are talking about the potential for the development of cultural and educational tourism. Ukraine has a tourist and recreational culture, cultural and historical monuments, unique products of folk crafts, and above all, it is marked by the rapid development of creative and cultural industries. All this attracts tourists from different countries of the world.

Cultural tourism is a form of tourism, the purpose of which is to get acquainted with the culture and cultural environment of the place of visit, including the landscape, getting to know the traditions of the inhabitants and their way of life, artistic culture and art, various forms of leisure activities of local residents. Cultural tourism can include visits to cultural events, museums, cultural heritage sites, contacts with local residents. Also,

cultural tourism can be considered not only as one of the types of tourism, but also as an export strategy for the development of the cultural sphere of the city, in close relationship with the development of the urban area.

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