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INTANGIBLE CULTURAL HERITAGE AS A FACTOR OF TOURIST DESTINATION DEVELOPMENT

Liudmyla Melko¹, Mariia Rastvorova², Pavlo Plysenko³

¹Ph.D. (Pedagogy), Associate Professor, Head of the Department of Tourism, KROK University, Kyiv, Ukraine, e-mail: ludmilam@krok.edu.ua, ORCID: <https://orcid.org/0000-0002-5979-666X>

²Ph.D. (Geography), Associate Professor of the Department of Tourism, KROK University, Kyiv, Ukraine, e-mail: rastvorovamo@krok.edu.ua, ORCID: <https://orcid.org/0000-0001-9174-1610>

³First-level higher education applicant, specialty 242 "Tourism", KROK University, Kyiv, Ukraine, e-mail: plisenkopi@krok.edu.ua

НЕМАТЕРІАЛЬНА КУЛЬТУРНА СПАДЩИНА ЯК ЧИННИК РОЗВИТКУ ТУРИСТИЧНИХ ДЕСТИНАЦІЙ

Людмила Мелько¹, Марія Растворова², Павло Плисенко³

¹Кандидат педагогічних наук, доцент, завідувач кафедри туризму, ВНЗ «Університет економіки та права «КРОК», м. Київ, Україна, e-mail: ludmilam@krok.edu.ua, ORCID: <https://orcid.org/0000-0002-5979-666X>

²Кандидат географічних наук, доцент кафедри туризму, ВНЗ «Університет економіки та права «КРОК», м. Київ, Україна, e-mail: rastvorovamo@krok.edu.ua, ORCID: <https://orcid.org/0000-0001-9174-1610>

³Бакалавр, ВНЗ «Університет економіки та права «КРОК», м. Київ, Україна, e-mail: plisenkopi@krok.edu.ua

Abstract. The article is devoted to the theoretical investigation of employing intangible cultural heritage (ICH) as a factor in developing tourist destinations. The article aims to determine the possibilities of using the resource potential of ICH in tourism as a factor in the development of a tourist destination. It was achieved through induction, deduction, generalization, and systematic analysis. The article analyzes the number of elements of ICH according to the lists of the Convention for the Safeguarding of the Intangible Cultural Heritage and the list of intangible cultural heritage of Ukraine under the protection of UNESCO, National List for Intangible Cultural Heritage. Authors found that components of ICH, such as performing arts, customs, rituals, celebrations, traditional crafts, etc., are extremely popular among tourists in tourist activities. Particularly, traditional crafts such as pottery and ceramics attract a special interest, allowing the active involvement of tourists in master classes. In the article the authors suggested ways to optimize the ICH as a tourism resource. The authors have developed a Model of a Center for popularizing ICH in a tourist destination using pottery as an example. The components of the model include organizational and managerial components, which involve creating an effective organizational structure for the Center; process and activity-based component, which involve creating a unique, exclusive product to promote the element of pottery in the tourist destination; and result-oriented component, which involve achieving results from the proposed activities that would ensure the preservation and development of ICH, tourism development, job creation, economic development of the tourist destination, etc. Implementing the authors' proposals for utilizing ICH to develop a tourist destination will allow stakeholders to stimulate tourism in Ukraine, protect the interests of tourism business entities in challenging wartime conditions, and enhance the efficiency and competitiveness of tourist destinations in Ukraine.

Keywords: intangible cultural heritage, tourism, tourist destination development, tourism resource, model of the Center for Popularizing Intangible Cultural Heritage in the tourist destination.

Formulas: 0, fig.: 1, tabl.: 4, bibl.: 28

Анотація. Стаття присвячена теоретичному дослідженню проблеми використання нематеріальної культурної спадщини (НКС) як чинника розвитку туристичної дестинації. Метою статті є визначення можливостей використання ресурсного потенціалу НКС у туристичній діяльності як чинника розвитку туристичної дестинації. Поставлена в статті мета була досягнута за допомогою методів індукції, дедукції, узагальнення та методу системного аналізу. У статті проаналізовано кількість елементів НКС відповідно до списків Конвенції про нематеріальну культурну спадщину, а також список нематеріальної культурної спадщини України, яка знаходиться під охороною ЮНЕСКО, Національний перелік НКС. Автори виявили, що у туристичній діяльності величезною популярністю серед туристів користуються такі складові НКС, як: виконавське мистецтво, звичаї, обряди, святкування, традиційні ремесла тощо, а серед традиційних ремесел особливий інтерес викликає гончарство, кераміка, що дозволяє активно залучати туристів до майстер-класів. У статті запропоновано шляхи оптимізації НКС як туристичного ресурсу. Автори розробили модель Центру популяризації НКС у туристичній дестинації (на прикладі гончарства). Складові моделі представлені такими компонентами, як: організаційно-управлінського, який передбачає створення дієвої організаційної структури

Центру; процесно-діяльнісного, який передбачає створення унікального ексклюзивного продукту для популяризації елементу гончарства в туристичній дестинації; та результативного, який передбачає результати від запропонованої діяльності, що забезпечить збереження і розвиток НКС, розвиток туризму, створення робочих місць, економічний розвиток туристичної дестинації тощо. Використання пропозицій авторів щодо залучення НКС для розвитку туристичної дестинації дозволить стейкхолдерам забезпечити активізацію туризму в Україні, захистити інтереси суб'єктів туристичного бізнесу у складних воєнних умовах, підвищити ефективність та конкурентоспроможність туристичних дестинацій в Україні.

Ключові слова: нематеріальна культурна спадщина, туризм, розвиток туристичної дестинації, туристичний ресурс, модель Центру популяризації нематеріальної культурної спадщини у туристичній дестинації.

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Introduction. While the potential of cultural heritage also plays a key role in the development of the tourist destination, tourism is a catalyst for promoting a tourist destination's cultural heritage. However, tourism companies and other stakeholders mostly use the material component of cultural heritage in the marketing promotion of a tourist destination. One possible explanation for this circumstance is the complex process of popularizing the intangible part of cultural heritage, to which tourists may respond differently.

The issue of managing intangible cultural heritage (**hereinafter referred to as ICH**) as a factor in the development of a tourist destination remains extremely relevant given its significant value, vulnerability, and quickness of response to economic, political, and social shifts in society, as well as the changing behavior of tourists.

Literature review. Due to the immense significance of the ICH and its immense relevance in the development of tourist destinations, it has become the object of research by numerous foreign and Ukrainian scientists.

The research of S. Mălăescu (2022) emphasizes “the importance of taking into account in the development of tourist destinations different types of ICH and their impact on the loyalty of tourists to the tourist destination”.

S. Mălăescu believes that “certain ICH objects are more important for emotional loyalty, the identity of the tourist destination and motivation of tourists to visit it, which are related to their personal or other identification” (Mălăescu, 2022).

The research of S. Malaescu (2022) emphasizes the importance of taking into

account in the development of tourist destinations different types of ICH and their impact on the loyalty of tourists to the tourist destination. S. Mălăescu considers that certain ICH objects are more important for emotional loyalty, the identity of the tourist destination, and the motivation of tourists to visit it, which are related to their personal or other identification (Mălăescu, 2022).

P. Berest (2022) points out that the “preservation of natural resources, historical and cultural monuments, and the development and successful functioning of tourist destinations based on them form an important component of a person's self-identification and the formation of a nation's self-identity”.

O. Bezsonyuk (2023) points out that “tourism and ICH are mutually complementary phenomena: tourism should act as a means of revitalizing and increasing the value of places of residence of intangible heritage, and ICH should act as a magnet for tourists and a stimulus that initiates the emergence and development of tourism-related services”.

The paper's authors also agree with Bezsonyuk O. (2023), who categorized the primary causes of the low involvement of ICH elements in creating a tourism destination. These include the following:

1) inadequate communication about the usage of ICH in the tourism industry between ICH carriers and players in destination development.

2) a lack of awareness among the stakeholders involved in the development of tourism destinations regarding the economic potential of the ICH and the possibility of its integration into the development of the tourist destination.

3) absence of strategic planning for applying ICH aspects in national, regional, and

local planning for developing a tourism destination.

According to Article 4 of the Global Tourism Code (Global Tourist Code of Ethics, 1999), “tourist activity should be planned for the promotion, preservation, and development of traditional cultural products, crafts, and folklore, and not lead to their standardization and degeneration”.

Korobeynikova, Ya., Nikodyuk, O. (2020) are convinced that “the consequences of excessive tourist activity are dangerous in full for both material (for example, historical objects or territories) and non-material (for example, folk traditions, customs) resources”. They emphasize that “under the influence of tourism development, adverse changes may also occur in local communities, associated with the “import” of lifestyles and the loss of traditional values, skills, and customs”.

Harrison (2012) summed up “the economic benefits of using ICH in tourism at the local level, in particular, we are talking about the development of entrepreneurship, improving the situation on the labor market, strengthening the economy, filling the budget with taxes from tourism activities, increasing tourist flows, strengthening national self-identification, perpetuation, development and preservation of local traditions and culture”.

Korobeynikova, Ya., Nikodyuk, O. (2020) pointed out the importance of the role of “the use of ICH in the development of tourist activity by all stakeholders of this process: specialists in culture and preservation of monuments, local communities, the public sector, scientific and educational institutions, subjects of tourism management”.

Mandić, A., & Kennell, J. (2021) argue, that “the sustainable development of tourism is a major concern for destination management organizations (DMOs) in heritage tourism”. The study's authors highlighted the environmental aspects of optimizing tourism in a tourist destination. They increased our understanding of smart tourism management for both the preservation and the development of tourist destinations.

Qiu, Q., & Zuo, Y. (2023) examined, “whether labeling ICH is a useful marketing tool and identifies the mechanism behind how

label cognition affects the tourist's intention to visit a destination”. The authors have discovered that “cognition about the ICH label, which combines one's level of label awareness, label-related attitudes, and label-associated recall, positively influences behavioral intention”.

The authors proposed a “theoretical model where ICH is an effective destination marketing tool and proved that the presence of a mention of the ICH has a positive effect on the behavior of tourists and confirmed the thesis that cultural identity is a powerful tool for the promotion of heritage tourism” in attempting to tackle the research question of how ICH functions in destination marketing tools. This analysis was based on a comparative analysis of the cases of the People's Republic of China (Guangzhou) and the Republic of Poland (Poznan) tourist destinations. (Qiu & Zuo, 2023).

Based on the use of “factorial analysis, cluster analysis, and an analysis of variance”, Prada-Trigo, J., Gálvez, J. C. P., López-Guzmán, T., & Loyola, S. E. P. (2016) defined that “the cultural aspect of motivation is the most important, being, however, the motivation for leisure issues, which gives one a better assessment of their knowledge of the Panama hat, Cuenca's heritage, or satisfaction with the trip”.

Del Mármol, C., & Santamarina, B. (2023) studied the cases of two cities with powerful tourism brands: Valencia, the Kingdom of Spain, and Buenos Aires, Argentina. They concluded that “intangible heritage policies are increasingly becoming an essential part of the development of city branding, insofar as they help to promote the local identity and image, legitimized by the UNESCO label”.

The formulation of the article's objectives. The study's goal is to determine whether it is possible to make use of the ICH's resource potential for tourism-related activities as a factor in the development of a tourist destination.

Research results. ICH has a strong resource potential for the development of tourism and broad opportunities for creating a unique tourist product, which strengthens its

competitiveness in the market of tourist services. ICH is regulated by the Convention on Safeguarding the Intangible Cultural Heritage (UNESCO, 2003), according to which all elements are grouped into three lists: 1) a representative list of NKS; 2) a list of ICH

requiring urgent protection; 3) register of good protection practices. Today, the total number of ICH elements under UNESCO protection is 730 units as of June 1, 2024, among which five elements are ICH of Ukraine (Table 1) (UNESCO, 2024).

Table 1. Lists of Intangible Cultural Heritage safeguarded by UNESCO

The name of the element	The year of entry into the list	Category of the list
Petrykivka decorative painting is a phenomenon of the Ukrainian ornamental folk art	2013	Representative list
Cossack's songs of Dnipropetrovsk Region	2016	List of ICH in Need of Urgent Safeguarding
Tradition of Kosiv painted ceramics	2019	Representative list
Ornek, a Crimean Tatar ornament and knowledge about it	2021	Representative list
Culture of Ukrainian borscht cooking	2022	List of ICH in Need of Urgent Safeguarding

Source: compiled by the authors according to the data: (UNESCO, 01.06.2024).

The elements mentioned above are also included in the National List of Intangible Cultural Heritage of Ukraine, which as of May 25, 2024, contained 97 elements (Ministry of Culture and Information Policy of Ukraine, 2024). This list is a valuable tool for promoting tourism and the development of tourist destinations. Also, following the Convention, the elements are grouped into the corresponding "fields in which intangible cultural heritage is "manifested", namely: "a) oral traditions and forms of expression, in particular, language as a carrier of intangible cultural heritage; b) performing arts; c) customs, ceremonies, celebrations; d) knowledge and practice related to nature and the universe; e) traditional crafts" (UNESCO, 2003). It is noteworthy that aspects of ICH such as performing arts, rituals, rites, festivities, traditional crafts, etc., are very well-liked by tourists when it comes to tourism activities. Pottery and ceramics are particularly interesting traditional crafts that allow tourists to participate actively in master classes. The authors state that the system of a complex of measures must be developed and improved at both the national and local levels to include the ICH in tourism-related activities. The following strategies will be highlighted to

maximize the intangible cultural heritage (ICH) as a tourism resource: 1) strengthening the ICH's legal framework and developing a state national program; 2) bolstering the influence of international organizations in matters of protection and popularization; 3) popularizing the ICH through the use of cutting-edge, modern technologies; 4) developing and improving the tourist product; and 5) establishing touristic and informational centres in the locations of ICH centres, tourist destinations, and centres for the promotion of elements.

We consider the creation of centres for its popularization in tourist destinations to be one of the effective ways to optimize ICH in tourism.

We propose to consider the model of the Centre for the Popularization of ICH in tourist destinations using the example of pottery (Fig. 1). The purpose of the model is to preserve and popularize such an element of intangible cultural heritage as pottery, to involve this element in tourist activities. The target audience of the centre can be tourists of different age groups. The model consists of three structural components: organizational management, process activity, and performance.

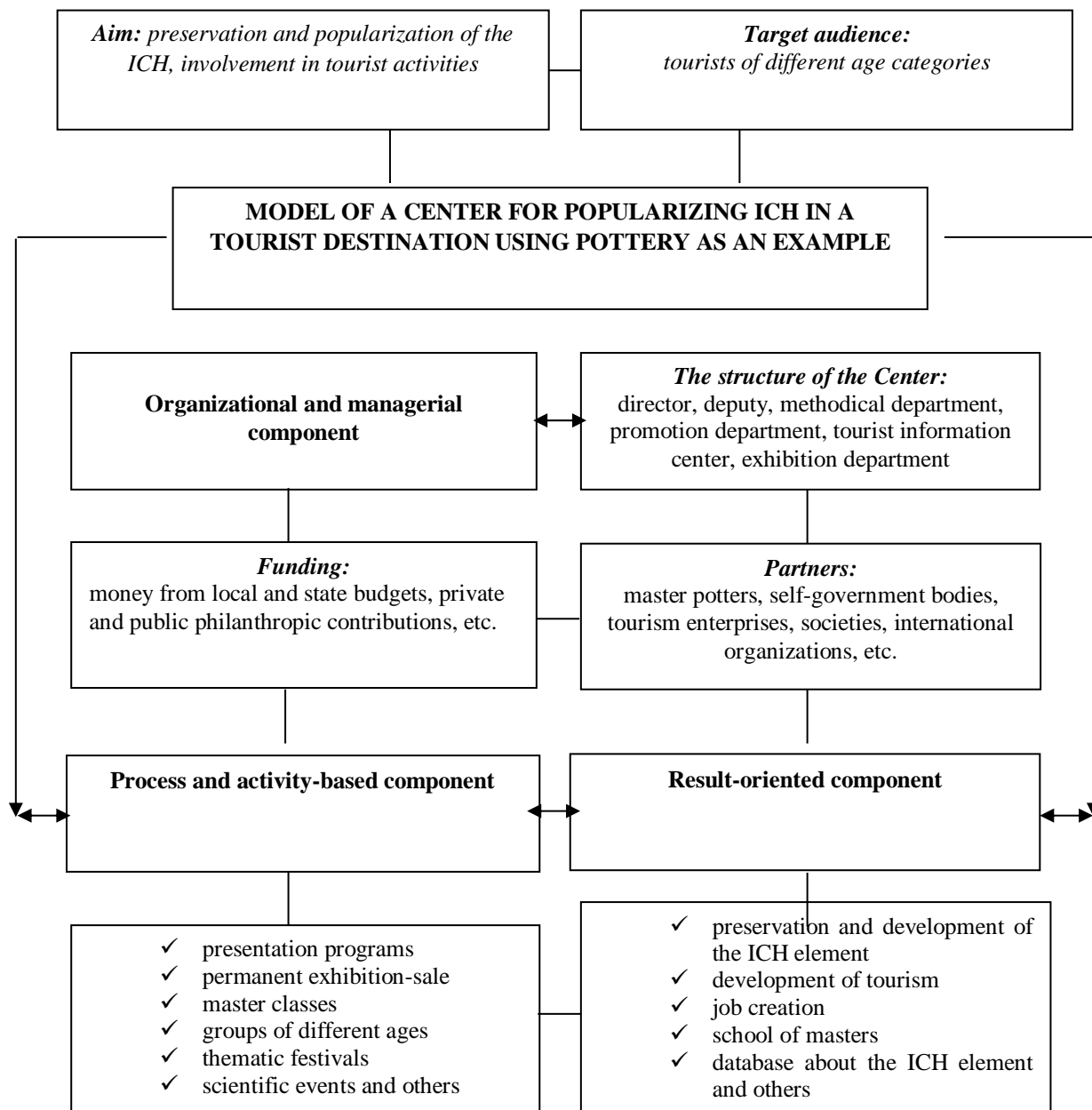


Fig. 1. Model of a Center for popularizing ICH in a tourist destination using pottery as an example

Source: authors' research

The organizational and managerial component of the model intends to create an appropriate effective organizational structure for the Center, which consists of a director, deputy, methodical department, promotion department, tourist information, and exhibition centers.

The overall administration of the structure, including function management and activity adjustment, is the responsibility of the director and deputy. The creation of instructional and methodical, informational materials about pottery for use in Ukraine and

around the world is the primary duty of the methodical department.

This department shall have control over the exposition center, which houses the pieces of Ukrainian and international ceramics that are listed on relevant UNESCO lists and the National List for the ICH. Additionally, this center records photos and videos, builds an electronic media database, and provides tourists and visitors with pertinent content. Visitors will be able to view images and videos of many components of the global ceramic cultural legacy as a result.

The promotion department should provide advertising, promotion of information about the Center, organize various events, and popularize and inform the society about the activities. It reports to the tourist information center, which gathers advertising data on the center's operations and disseminates information at several levels and on social media.

A vital component of the Center's operations is its strong collaboration with master potters, pertinent unions, and societies that address this issue in Ukraine and around the globe. Working with local self-government organizations that handle relevant issues and engaging international organizations is important. It is also crucial to give tourism businesses that can produce a suitable product detailed information about the centre's activities.

Funding for this kind of organizational structure is necessary. Different financing methods are possible. It is, primarily, the attraction of grant funds and continued participation in relevant competitive programs. The state budget can be utilized as well for distributing funds, or a system of fundraising through contributions of both individuals and organizations can be established.

The process and activity-based component of the model. The essence of this component of the model is to create a unique and exclusive product to promote the element of pottery. Tourists can be attracted to presentations, and general familiarization with the pottery of Ukraine and the world thanks to the collected collections and information systems and technologies. It is also possible to offer master classes, and permanent circles for residents, where the experience of masters will be transferred.

To implement the ICH model in a tourist destination, it is important to apply a marketing management strategy for the destination's development. To meet the cultural and cognitive needs of visitors and foster their loyalty – which is demonstrated by their frequent visits and the sharing of their positive experiences on social media – the stakeholders in the management of the tourist destination must conduct a systematic analysis of the

needs, interests, and emotional expectations of tourists.

A permanent exhibition-sale can be created for tourists, where visitors can not only see with their own eyes the elements of intangible cultural heritage but also buy unique souvenirs. The centre will hold master classes, thematic festivals, and groups of all ages, and give visitors the opportunity, under the supervision of pottery masters, to try to independently create one of the elements of the intangible cultural heritage of the world and experience the atmosphere and culture of this craft. For children, it will be interesting and fun entertainment, and for adults, it will be an immersion in the historical and cultural features of a unique craft.

In addition, it is necessary to implement traditional festivals, where masters of various schools will be involved, which will attract the attention of tourists. It is also possible to organize advertising and the sale of a tourist product within the framework of the festival.

It is important to organize ongoing scientific events, seminars, round tables, and conferences with strong media support in social networks, at which the exchange of experience regarding the popularization of pottery will take place.

The model's result-oriented component enables the proposed activity to yield the following outcomes: the preservation and development of pottery as an element of the ICH, which is protected; the development of tourism; creation of jobs, economic development of the territory; creation of a school of masters, transfer of experience, advanced training for professionals; accumulation of a database about the ICH element and the like.

In our view, the creation of such Centers across the country with other elements of the ICH would contribute to the creation of a single effective system of protection, preservation, and popularization of the elements and development of tourism.

We propose to consider ways of optimizing the functioning of tourist destinations in Ukraine with the involvement of the potential of the ICH based on the model proposed by the authors.

Aiming at implementing the model of a Center for popularizing ICH in a tourist destination using pottery as an example and to optimize the functioning of tourist destinations with the involvement of the potential of the ICH, we have analyzed the conditions available at the current stage for the implementation of all components of the

model – organizational-management, process-activity and result-based – based on the population points that are centers of national cultural heritage related to pottery and ceramics. A list of the elements of the National List for ICH (pottery, ceramics), their geographical location, and the year of inclusion in the list are given in Table 2.

Table 2. Elements from the National List for ICH (pottery, ceramics)

ICH element	Geographical location (subordination to the territorial community)	The year of entry into the list
ICH inventory		
Tradition of Kosiv painted ceramics	Kosiv, Kosiv district, Ivano-Frankivsk region (Kosiv Municipal Community)	2012
Opishnia ceramics	Opishne village of Poltava district, Poltava region (Opishnian Territorial Community)	2012
Tradition of ornamental painting of Bubnivka ceramics	The village of Bubnivka, Haisyn district, Vinnytsia region (Haisyn city community)	2018
The art of making a sound clay toy “Valkivsky whistle”	Valky city, City of Valky, Kov'yagi village, Melnikove village (Valky municipal territorial community), Sharivka village (Bogoduhivska city community), Valkivsky district, Kharkiv region	2020
ICH inventory, which needs urgent protection		
Oleshnianske pottery of Chernihiv region	Oleshnya village, village Zamglai of the Ripkinsky district of the Chernihiv region (Dobryansk rural community)	2019
Kobolchynska ceramics	The village of Kobolchyn, Dnistrovsky district, Chernivtsi region (Sokyryanska city community)	2023

Source: compiled by the authors based on (Ministry of Culture and Information Policy of Ukraine, 2024).

Based on the analysis of strategic documents that determine the development of territorial communities and information from the official Internet portals of territorial communities, tourist websites, and mass media

monitoring, the authors systematized the existing conditions for the implementation of the model based on settlements that are centres of the national cultural heritage of pottery and ceramics (Table 3).

Table 3. Characteristics of the existing conditions for the implementation of the Model of a Center for popularizing ICH in a tourist destination using pottery as an example

ICH element	Characteristics of available conditions for implementation		
	Organizational and management component	Process-activity component (events)	Resulting component (program and strategic documents)
Tradition of Kosivska painted ceramics	Institutional base	Masterclasses, excursions, regional festival	Strategy for the development of the Kosiv City Community for 2022-2027
Opishnyanska ceramics	Developed institutional maintenance	Traditional festivals	Strategy for the development of the territorial community “Opishnian rural territorial community 2027”
The tradition of ornamental painting of Bubnivska ceramics	Institutional maintenance	No traditional festivals were found	Strategy development of the Haisyn City territorial community until 2030
The art of making a sound clay toy “Valkivsky whistle”	Institutional maintenance	Separate events	Program of socio-economic and cultural development of the Bogodukhiv City territorial community for 2024
Oleshnianske pottery of Chernihiv region	Institutional base	International Folklore Festival of National Cultures “Polis’ke Kolo”	-
Kobolchynska ceramics	Institutional maintenance	Information on the organization and conduct of events was not found	Strategy for the development of the Sokyryanska community until 2027

Source: Authors' research

Further, we will analyse in more detail the conditions for the implementation of the model of a Center for popularizing ICH in a tourist destination using pottery as an example

Tradition of Kosivska painted ceramics.

The institutional base for the creation and development of the Center for the Popularization of the Kosiv Painted Ceramics National Museum includes (1) the Kosiv Museum of Folk Art and Life of the Hutsul region; 2) the Department of Promotion, Relations and Economic Development of the Kosiv City Council. The activities aimed at popularizing the tradition of Kosiv painted ceramics as an element of the ICH include the holding of various events (master classes from potters, tours of the museum), among which is the open regional festival of ceramics, crafts, and folklore “Painted Jug”. Kosiv painted ceramics is listed as one of the developed folk crafts in their modern interpretation in the Development Strategy of the Kosiv City Community for 2022-2027, namely: strategic direction “1. Competitive economy based on smart specialization” and the operational goal “1.2 Development of the tourism and recreation sphere” include the tasks “1.2.2. Preservation and management of natural and cultural heritage”; “1.2.3. Creation of new and support of existing tourist products and attractions, their accessibility for people with disabilities”; “1.2.4. Marketing of the tourism potential of the community” (Kosiv City Territorial Community, 2021, p. 68).

Opishnyanska ceramics. The Opishnian Territorial Community has developed institutional support for the development and promotion of the ICH element, which includes: 1) the National Museum-Reserve of Pottery in Opishnia; 2) the Tourist and Information Centre of Opishnian Territorial Community (Opishnian community, 2020a); 3) Center of culture, leisure, sports and tourism" of the Opishnian settlement council (Opishnian community, 2020b).

A wide variety of cultural events are held in the Opishnian Territorial Community, including festivals, the concept of which is based on the element of ICH and aimed at its popularization, the central ones of which are: the National Pottery Festival in Opishnia;

cultural and gastronomic festival “Opishnia. Plum Fest”. The strategy for the development of the territorial community provides for the implementation of measures aimed at the development and popularization of elements of the ICH within the framework of the development of the tourist destination – in particular, the document provides for the renovation of the Center for Culture, Leisure, Sports and Tourism in the Creative Hub (Opishnian hromada, 2022, p. 78) and the development of the tourist destination “Middle Povorsklia” based on the development of tourist products of the community, which includes ethnocultural tourism and pottery (Opishnian community, 2022, p. 48).

The tradition of ornamental painting of Bubnivska ceramics. The institutional maintenance of the ICH element includes the Department of Culture, Youth and Sports of the Haisyn City Council (Haisyn Territorial Community, 2024) belongs to the institutional support for the promotion of the ICH element, at the same time, the amount of information available on the official Internet portal does not allow to investigate this issue in more detail. An informal channel for the popularization of the ICH element is the page “Tradition of Ornamental Painting of Bubnivska Ceramics – Element of ICH” on the Facebook social network (Tradition of Ornamental Painting of Bubnivska Ceramics, 18.06.2024).

The authors' analysis of Internet sources did not reveal information about festivals related to the popularization of the ICH element. In the Development Strategy of the Haisyn City Territorial Community until 2030, Bubnivka ceramics is mentioned in the SWOT analysis as a component of attractive recreational and tourist facilities (strengths) and the creation of an art centre of Bubnivka painting (Bubnivka village, Novoselivka village) is foreseen according to task 5.2.3. (Operational goal 5.2. Preserved traditional culture) (Haisyn Territorial Community, 2021).

The art of making a sound clay toy Valkivsky whistle”. The components of institutional maintenance for the popularization of the ICH element include 1) Department of Research of Intangible Cultural

Heritage and Creative Industries of the Kharkiv Regional Organizational and Methodological Centre of Culture and Art of the Department of Culture and Tourism of the Kharkiv Regional State Administration (Department of Research of Intangible Cultural Heritage and Creative Industries of the Regional Organizational and Methodological Centre of Culture and art in the Kharkiv region, 2024); 2) Department of Culture, Youth, Tourism and Sports of the Valky City Council; 3) Department of Culture and Tourism of Bogodukhiv.

In the program documents of the relevant territorial communities – in particular, the Program for the provision of cultural and artistic events in the Bohodukhiv community for 2023-2025 (Bohodukhiv City Council, 2021) there is no mention of the ICH element.

At the same time, in the fall of 2021, in the village of Valky, on the 375th anniversary of the city, a national record was set for the most massive whistling on clay sound toys. It is important to note that the event was initiated by Olga Tymoshenko (Galaur, 2021), the director of the communal institution of specialized art education “Valkiv School of Arts”, the master of folk art.

In the Program of Socio-Economic and Cultural Development of the Bogodukhiv City Territorial Community for 2024, “the creation of favorable conditions for the preservation, use, and promotion of cultural heritage objects” is indicated as one of the “priority tasks of the Program for the development of the industry and the solution of problematic issues for the year 2024” Bogoduhiv City Council, 2021, p. 22). At the time of writing, the strategy for the development of the Valkya community is not available on the official Internet portal of the Valky City Council (Valky City Council, 2024).

Oleshnianske pottery of Chernihiv region. The institutional basis for the creation and development of the Center for the Popularization of the ICH is the Chernihiv Regional Centre of Folk Art. Popularization of the ICH element is carried out within the framework of the International Folklore Festival of National Cultures “Polis’ke Kolo” (Chernihiv Regional Centre of Folk Art, 2024).

In the Strategy of the territorial community, there is no information about the implementation of ICH in the development of tourism in the community, including in the SWOT analysis (Kholmynska United Territorial Community, (2019).

Kobolchynska ceramics. The components of the institutional support for the creation and development of the Center for the Popularization of the ICH are 1) Kobolchyn District Museum of Pottery and 2) the Bukovyna Centre of Culture and Art. There is no department (subdivision) in the structure of the Sokyryanska city territorial community that deals with promotion and tourism issues. Based on the analysis of Internet resources and monitoring of mass media, the authors did not find any information about festivals related to the popularization of the ICH element. The Development Strategy of the Sokyryanska community mentions the tourist potential of the community in the absence of tourist infrastructure. One of the operational goals of the community is 2.3. Development of the tourist potential of the community (Sokyryanska community, 2021, p. 56), at the same time, there is no more detailed information on this issue.

The authors' comparative analysis of the existing conditions for the implementation of the Model of a Center for popularizing ICH in a tourist destination in terms of organizational and managerial, process and activity, and result components on the example of settlements that are the centers of the elements of the ICH of Ukraine related to pottery and ceramics makes it possible to draw several conclusions about the realization of the potential of the ICH components as a factor in the development of tourist destinations. In the Opishnian Territorial Community, the traditions of pottery and ceramics are an essential component of tourism development and branding of the Territorial Community – the central element of the visual identity of the community is pottery products.

Based on a comparative analysis of the existing conditions for the implementation of the Model of a Center for popularizing ICH in a tourist destination, the authors use the ranking method to assess the level of

involvement of the potential of the elements of the ICH in the development of a tourist destination based on the territorial units that are the centres of the ICH analysed in this article. The authors have developed and applied the following evaluation criteria: a) the presence of three or more components of institutional support for the promotion of the ICH for tourism development; 2) holding festivals and other events aimed at popularizing the ICH; 3) availability and offer of tourist products based on ICH elements; 4) measures aimed at the interrelated development of ICH elements and tourism in the community and the specific stating in strategic documents; 5) active work in the

community of famous masters who are carriers of the ICH element; 6) representation of the component of the community; 7) the presence of the ICH element in the tourism destination.

The authors have created a ranking scale from 1 to 6 based on the number of elements of the ICH related to pottery and ceramics. The highest level of involvement of heritage elements in developing a tourist destination has the lowest rank. If there is no information on a criterion, the indicator was evaluated as the maximum rank – 6.

Table 4 presents the assessment of Territorial Communities, which are the centres of the ICH elements.

Table 4. Evaluation of the level of involvement of the potential of heritage elements in the development of tourist destinations (ranking method)

Number of the criteria/ ICH element	1	2	3	4	5	6	Sum of ranks
Tradition of Kosivska painted ceramics	4	2	2	2	1	6	17
Opishnyanska ceramics	1	1	1	1	1	1	6
The tradition of ornamental painting of Bubnivska ceramics	6	6	6	3	4	6	31
The art of making a sound clay toy “Valkivsky whistle”	2	4	4	4	3	6	23
Oleshnianske pottery of Chernihiv region	5	3	3	6	4	6	27
Kobolchynska ceramics	3	6	6	5	3	6	29

Source: Authors' research.

As per the authors' comparative analysis of the level of involvement of the potential of the elements of the heritage ICH in the development of a tourist destination, it is concluded that Opishnyanska ceramics exhibits the highest level of involvement. This element is considered an essential component of the tourist product and tourist brand of the Opishnian Territorial Community. To strengthen the use of the tradition of Kosivska painted ceramics, it is recommended that more tourist activities and products related to this element be developed and offered. However, elements such as Oleshnianske pottery of Chernihiv Oblast, the tradition of ornamental painting of Bubnivska ceramics, the art of making the sound clay toy “Valkivsky fistula”, and Kobolchynska ceramics currently lack sufficient institutional support and involvement in the development of tourist destinations. It is noted that the Opishnian Territorial Community effectively promotes the ICH element as a factor in developing a tourist destination.

Conclusions. Based on the research findings, the following conclusions can be drawn:

1. The article examines the number of elements of Intangible Cultural Heritage (ICH) according to the lists of the Convention on Intangible Cultural Heritage and the list of intangible cultural heritage of Ukraine, protected by UNESCO, and the National List of ICH. The authors identified that components of the National Cultural Heritage such as performing arts, customs, rites, celebrations, and traditional crafts are highly popular among tourists. Among these traditional crafts, pottery and ceramics stand out, drawing significant interest from tourists and enabling active participation in workshop activities.
2. The article proposes methods to optimize ICH as a tourist resource. The authors developed a model for the Center for the Popularization of ICH in a tourist destination, specifically focusing on pottery. This model comprises several components: organizational and managerial, which includes creating an

effective organizational structure for the Center; process-activity, which involves developing a unique and exclusive product to promote pottery in the tourist destination; and effectiveness, which encompasses the anticipated results of the proposed activities, ensuring the preservation and development of ICH, tourism growth, job creation, and the economic development of the tourist destination.

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