



OLENA BEZNOSIUK*, OLHA LIUBITSEVA**, SERGIY POPOVYCH***

Intangible cultural heritage as a resource for cultural tourism: the case of embroidery and carpet weaving in Ukraine

Abstract. The purpose of the article is to present intangible cultural heritage as a resource for a special category of cultural and educational tourism, namely heritage tourism. The authors use embroidery and carpet weaving as examples of intangible cultural heritage. The methods used in the study include a review of foreign and domestic theoretical and methodological developments, analysis of best practices in the field of heritage tourism, field research, analysis of materials collected during a survey of locations and the authors' personal experience of tourist products. The results of the study outline the development of heritage tourism based on a creative approach as well as strategic plans of the state regarding tourism development. Based on practical experience, the authors present general principles of designing tourist routes, where elements of intangible cultural heritage act as “magnets”. The analysis has indicated elements of intangible cultural heritage that can appeal to tourists under particular circumstances. The authors argue that the development of heritage tourism based on a creative approach to designing tourist products in the form of intangible cultural heritage should popularize it in the national tourism market and promote tourism destinations with intangible cultural heritage, such as embroidery and carpet weaving. These tourist destinations should be used not only to attract domestic and foreign tourists, but also to promote the Ukrainian culture.

Keywords: heritage tourism, intangible heritage, cultural route, tourist attractions, tourist destination

JEL Codes: R58, Z11, Z32

* National University of Ukraine on Physical Education and Sport, Department of Tourism, orcid.org/0000-0003-0563-4507, email: beznosiukoi.kvb@gmail.com

** Taras Shevchenko National University of Kyiv (Ukraine), Department of Tourism & Regional Studies, orcid.org/0000-0002-8508-9395, email: loa13@ukr.net

*** National University of Ukraine on Physical Education and Sport, Department of Tourism, orcid.org/0000-0002-6158-9782, email: popovich.59@ukr.net

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1. Introduction

In recent years, cultural and educational tourism based on intangible cultural heritage has been increasingly popular. This trend is part of the process of implementing the global goals in accordance with the Sustainable Development Strategy for Ukraine by 2030, in particular as regards creative industries and hospitality industry. One of the operational goals of the Strategy is to foster the development of regions by preserving national cultural values and traditions (Natsional'na ekonomichna stratehiya na period do 2030 roku, 2021).

It is well known that the lockdowns imposed in 2020-2021 negatively affected the tourism industry, especially international tourism (Nepochatenko, 2020). On the other hand, they have contributed to the promotion of domestic tourism and have given rise to the development of national cultural and educational tourism products, especially heritage tourism. The current situation of tourism can be treated as a real-time experiment for exploring and taking advantage of opportunities offered by online tours, workshops, seminars. The whole world is looking for ways to continue living, working and relaxing in difficult conditions. The tourism business all over the world is trying to boost interest in domestic tourism by creating conditions that can be attractive for vacationers under pandemic restrictions.

A number of foreign researchers have studied intangible cultural heritage, which is viewed as a tourism for cultural and educational tourism. Of particular note are the works of Timothy & Boyd (2003, 2013), Timothy (2011), Timothy & Nyaupane (2009), Zeppel & Hall (1992). Among foreign researchers, the topic of heritage tourism as a kind of cultural tourism was considered: Luo (2008), Li & Liu (2013), Morozova & Morozov (2018), Nowacki (2012), Poria, Butler, & Airey (2001; 2003), Richards (2009, 2021), Rohrscheidt (2019), etc. Among the domestic scientists, this issue is studied by: Antonenko & Krupa (2012), Demyan (2020), Dutchak (2017), Frenkel & Ishchenko (2018), Havrylyuk (2019), Tanyuk & Butsenko (2004), Polyvach (2012), etc.

Cultural and educational tourism are among the most popular types of tourism around the world. This type of tourism involves visiting historical, cultural, and geographical sites in order to get to know national characteristics of a country and various manifestations of regional culture (Koveshnikov, Lifrenko, & Stukalskaya 2016). One increasingly popular form of cultural and educational tourism are festivals, which are often attended by large numbers of visitors. The rich global

calendar of festivals and holidays has been growing for decades, while some have been held for several centuries. Examples include La Tomatina (Bunol, Spain), the Carnival of Venice, the Lantern Festival (Taiwan), the Rio de Janeiro Carnival (Brazil), Oktoberfest (Bavaria, Germany), or the Ice and Snow Sculpture Festival (Harbin, China). They are visited by millions of people (Compendium of tourism statistics UNWTO, n.d.).

In the 1990s, the concept of cultural tourism came to include new categories, such as heritage tourism and creative tourism (Timothy, 2003; Richards, 2021). These types of tourism give tourists opportunities not only to learn about various aspects of culture, but also to develop their personal creativity while acquiring real experience (Richards, 2009, 2021, p. 46).

Traditionally, cultural and educational tourism has revolved around museums. Nowadays well-known museums around the world are developing courses, seminars, lectures, targeted at art and culture researchers. Before the pandemic, they could be attended directly, for example, during educational tours, but today much of this activity has gone online and attracts a much larger audience. This is, in fact, one of the positive effects of the pandemic. The experience of online educational activities has triggered a growth of informal education in the creative industries, which are involved in many manifestations of intangible culture (Walhimer, 2021). Such interaction positively affects the development of legacy and creative tourism.

The authors of this article argue that the time has come to restructure or develop the national tourism product for Ukraine, in particular regarding culture. One can expect that this restructuring could have a positive impact once quarantine restrictions have been lifted or in a world where we will have to learn to live with the pandemic.

The purpose of the article is to present how intangible cultural heritage, exemplified by embroidery and carpet weaving in Ukraine, can be used as a resource for heritage tourism

2. Protection of intangible cultural heritage in Ukraine

Intangible cultural heritage has a great potential for cultural and educational tourism. The concept and significance of intangible cultural heritage (ICH) is defined in Convention for the Safeguarding of the Intangible Cultural Heritage, adopted by UNESCO in 2003. The document was ratified by Ukraine in 2008. Signatories of the convention identify and research elements of intangible cultural in order to better preserve and promote them.

In accordance with Articles 11 and 13 of the Convention and paragraph 80 of the Operational Manual for the Implementation of the Convention, an advisory

Table 1. National register elements of intangible cultural heritage of Ukraine

ICH registration number	Name of the element of intangible cultural heritage	Ukrainian name (Latin alphabet)
001 ICH	Tradition of Kosiv painted ceramics (pottery).	Tradytsiyi kosivs'koyi rozpysnoyi keramiky
002 ICH	Krolevets weaving	Krolevets'ke pereborne tkatstvo
003 ICH	Opishnia ceramics	Opishnyans'ka keramika
004 ICH	Petrykivka painting – Ukrainian decorative and ornamental painting of the 19th-21st centuries.	Petrykivs'kyi rozpys – ukraïns'ke dekoratyvno-ornamental'ne malyarstvo KHIKH – KH-KHI st.
005 ICH	Cossack songs of Dnipropetrovsk Region.	Kozats'ki pisni Dnipropetrovshchyny.
006 ICH	Singing traditions of Luka Kyievo village – Sviatoshynskiy District, Kyiv Region	Pisenna tradytsiya sela Luka Kyievo – Svyatoshyns'koho rayonu Kyivs'koyi oblasti.
007 ICH	Technology of white-on-white embroidery in Reshetylivka, Reshetylivka District, Poltava Region.	Tekhnolohiya vykonannya vyshyvky “bilym po bilomu” mista Reshetylivka Reshetylivs'koho rayonu Poltav's'koyi oblasti
008 ICH	Traditions of floral carpet weaving in the city of Reshetylivka, Reshetylivka District, Poltava Region.	Tradytsiyi roslynnoho kylymarstva mista Reshetylivka Reshetylivs'koho rayonu Poltav's'koyi oblasti
009 ICH	Ornek – Crimean Tatar ornament and knowledge about it.	Or'nek – kryms'kotatars'kyi ornament ta znannya pro n'oho
010 ICH	Tradition of ornamental painting of Bubniv ceramics.	Tradytsiya ornamental'noho rozpysu Bubnivs'koyi keramiky.
011 ICH	Honey hunting	Bortnytstvo.
012 ICH	Tradition of Hutsul pysanka (Easter egg).	Tradytsiya hutsul's'koyi pysanky.
013 ICH	Traditions of making et ayaklak (Karaites meat pasty) The experience of the Karaites of Melitopol	Tradytsiya pryhotovannya et ayaklak (karayims'kyi pyrizhok z m'yasom). Dosvid karayimiv Melitopolya
014 ICH	Tradition of the „Kust” rite in the village of Svarytsevychi, Dubrovysia District, Rivne Region.	Tradytsiya obryadu “Vodinnya kusta” u seli Svarytsevychi Dubrovys'koho rayonu Rivnens'koyi oblasti
015 ICH	Tradition of decorative painting of the village of Samchyky	Tradytsiya dekoratyvnoho rozpysu sela Samchyky
016 ICH	Oleshnia pottery of Chernihiv Region	Oleshnyans'ke honcharstvo Chernihivshchyny
017 ICH	Artistic woodcarving of Chernihiv Region	Khudozhnye derevoriz'blenna Chernihivshchyny
018 ICH	Hutsul carol singing and dances of Verkhovyna District of Ivano-Frankivsk Region	Hutsul's'ka kolyada ta plyesy Verkhovyns'koho rayonu Ivano-Frankivs'koyi oblasti
019 ICH	The tradition of dancing Arkan with Kovalivka in Pechenizhynska ATC	Zvyчай vykonuvaty tanets' Arkan z Kovalivkoyu v Pechenizhyns'kiy OTH
020 ICH	The art of making a Clay Whistle Toy „Valkivskiy Svyshchyk”	Mystetstvo vyhotovlennya zvukovoyi hlynynoyi zabavky “Valkivs'kyi svyshchyk”
021 ICH	Technology of making „wax” wreaths in Vinnytsia Region	Tekhnolohiya vyhotovlennya “voskovykh” vinkiv na Vinnychchyni

cont. Table 1

02216 ICH	Culture of making Ukrainian borscht	Kul'tura pryhotuvannya ukrayins'koho borschchu
023 ICH	Carpathian lizhnyk (wool blanket) weaving	Karpat-s'ke lizhnykarstvo
024 ICH	Borshchiv folk embroidery	Borshchivs'ka narodna vyshyvka
025 ICH	The technology of creating a Klembivka shirt „with a flower”	Tekhnolohiya stvorenniya klembivs'koyi sorochky “z kvitkoyu”
026 ICH	Easter round dance „Vodyty Volodara” in the village of Rozkoshivka, Teplyk District, Vinnytsia Region	Velykodnye hulyannya “Vodyty Volodara” v seli Rozkoshivka Teplyts'koho rayonu Vinnyts'koyi oblasti

Source: <https://uccs.org.ua/natsionalnyj-reiestr-objektiv/>

body was established in 2015, called the Center for Ukrainian Cultural Studies (CUCS), which is part of the Ministry of Culture. Related activity is carried out by an NGO assisting public authorities in developing and implementing policy in the field of culture called Democracy through Culture (<https://demcult.org/>).

Since 2008, methodological recommendations have been developed to identify elements of intangible cultural heritage in Ukraine, and consultative seminars and thematic conferences are held regularly. As a result, 14 elements of ICH were included in the national register (Natsional'nyy perelik elementiv nematerial'noyi kul'turnoyi spadshchyny Ukrayiny, n.d.) by 2018 (Frenkel & Fetisov, 2018, p. 147). In 2019-2020 12 other elements were added (Table 1). Three of these elements were included in the UNESCO Representative List of ICH: Petrykivka decorative and ornamental painting of the 19th-21st centuries (2013), Cossack's songs of Dnipropetrovsk Region (2016), Traditions of Kosiv painted ceramics (pottery) (2019) (see: Browse the Lists..., n.d.). The fourth element, *Crimean Tatar ornament “Ornek”*, is under consideration by the UNESCO Expert Council. In October 2020 the Ukrainian Ministry of Culture and Information Policy announced its plans to include “the culture of preparation of Ukrainian borscht” and in a bid to gain recognition by UNESCO. The technology of white-on-white embroidery of the Reshetylivka village in the Poltava Region is to be submitted in 2022 (Volkova, 2020).

In 2020, many projects were launched to promote tourism in some regions, such as “Tourism, Heritage and Creativity” in the Mykolayiv Region (Proekt “Turyzm, spadshchyna ta kreatyv” zaproshuye do partnerstva, 2020), and the nationwide project “Travel around Ukraine” (Proekt Postanovy... 2020). The purpose of the latter project is to promote domestic tourism by creating tourist attractions, including examples of intangible cultural heritage. All new projects take into account the focus of the industry on activities and new tourism prod-

ucts, which should also include intangible heritage. Close interaction with the local culture helps tourists develop a sense of respect for the cultural authenticity of places they visit, which should further ensure long-term economic benefits to local communities.

As regards the development of sustainable tourism, it is important to note that the share of tourism in global GDP is more than 10%, while in Ukraine it is less than 3%. One of the main causes of this situation is the lack of modern infrastructure. It is therefore necessary to increase the tourist attractiveness of Ukraine as part of the overall development of the national infrastructure. In addition to the construction of new roads and renovation of existing ones, more efforts should be directed to creating new tourist attractions.

3. Intangible cultural heritage in the regional tourist product of the Odessa Region

Intangible culture can be used to develop attractive tourist products, provided that its features are preserved (Text of the Convention for the Safeguarding of the Intangible Cultural Heritage, Operational Directives for the Implementation of the Convention for the Safeguarding of the Intangible Cultural Heritage, Ch. 4, par. 102). Since tourists cannot usually observe unique customs and rituals in their original locations all year round, given their seasonal nature, it is necessary to develop a calendar of visits that reflects the cycle of traditional events.

One example of a program that features local culture is the tourist route “Starling’s Way” (Shpakiv Shliakh). The project was implemented as a result of the following partnership programs: “Culture. Tourism. Regions” of the Ukrainian Cultural Foundation (Ukrainian Cultural Foundation), USAID “Competitive Economy of Ukraine”, Office for Small and Medium-Sized Business Development at the Ministry of Economic Development, Trade and Agriculture of Ukraine.

The route opened in the summer of 2020 and stretches across 15 settlements of the Kodyma district (Kodymshchyna) in the north of the Odessa Region (Fig. 1) (Shpakiv shlyakh. Map). During the lockdown the project provided an attractive alternative for all those who could not travel abroad. The route has many tourist attractions which can be used to plan a number of tours. It is offered by travel agencies in Odessa. For example, one agency has created an offering for the season 2021, which features Starling’s Way (Shpakiv shliakh): Fragrant Herbs (May), Starling’s Way: Kodyma Fest (June), Starling’s Way – Mushrooms (November) (Excursions in Odessa. “Shpakiv shlyakh”: roads of legends; see: Shpakiv shlyakh: dorohamy lehend, n.d.).

tionation. It contains contact details of 12 tourist locations and persons responsible for organizing tourist activities from the united territorial community of Kodyma, as well as information about local catering and accommodation facilities. The site is also supported by social media – Facebook, You Tube, Instagram.

At the same time, the infrastructure of this area has been improved thanks to the modernization of roads and the renovation of a hotel in Kodyma. In a short period of time, accommodation facilities in green homesteads have appeared, which are part of rural green tourism: ethno-eco-hut “Bilochi” in the village of Shershentsi (Holidays in the village) (Hulbiani, 2020), in the village of Ivashkiv (venue of the ethno-festival “Kodyma-Fest”¹), and in the villages of Semenivka, Smolianka and Pyrizhna. The green homesteads are not certified yet, but are likely to develop along with the route.

In summary, the tourist destination in the Kodyma District, relies on the attractiveness of intangible cultural heritage, which tourists can get to know and experience first-hand.

4. Traditional embroidery and carpet weaving as potential tourist attractions

Tourism products offered in heritage and creative tourism, often involve traditional crafts, which are recognized as the ICH elements. When creating such products care needs to be taken not to disrupt lifestyles of those who preserve intangible cultural heritage and to ensure that their authentic existence is not replaced by commercial projects (Article 14 of the Convention for the Safeguarding of the Intangible Cultural Heritage). The extent to which ICH elements are preserved is a reflection of a country’s attitude to its national identity.

In Ukraine, a number of unique crafts are still commonly practiced, including embroidery, weaving, carpet weaving, pottery, painting and wood carving. Each region of the country has its own special examples of these and other crafts, but in this article we focus on those that are the most common in everyday life: embroidery and carpet weaving.

Nowadays, embroidery is presented as a Ukrainian brand. The country has been officially celebrating Embroidered Clothing Day (Vyshyvanka Day) since 2006. The history of Ukrainian embroidered clothing requires research, description and cataloging. The same goes for weaving and carpet weaving. The oldest mention of a carpet is an entry in the Laurentian Codex that is found in the chronicle of the year 997 (Chronicle according to the Lavrentyev list), but one

¹ <https://www.youtube.com/watch?v=glpGjCmz1IQ>

can assume that earlier mentions had not survived. Researchers believe that carpet workshops were extremely common throughout Ukraine since the 18th century (Bilous, 2020, p. 9). Today, there are also many centers of traditional embroidery and weaving (Tables 2 and 3).

Table 2. Sites of ICH in Ukraine associated with embroidery

Embroidery brand name. Status in the National List of ICH Elements of Ukraine	Location	Video and sample image sources
Borshchiv August 2020, 024 ICH.	Ternopil Region, Borshchiv District: Borshchiv, the villages of Kryvche, Ivane-Puste, Hermakivka. Borshchiv ATC: village of Strilkivtsi. Melnytsia-Podilska ATC: Melnytse-Podilska town, Dnistrove village. Bilche-Zolote ATC: village of Yuriampil. Terebovlia District: Terebovlia, village of Plebanivka. Ternopil District: Velyka Berezozytsia town. Bila ATC: village of Bila. Ivano-Frankivsk Region: Horodenka District: village of Hlushkiv, village of Strilche.	https://www.youtube.com/watch?v=8j_I-xsp_pk https://www.youtube.com/watch?v=rK0Xqn1oxLI
Bukovyna	Chernivtsi Region (Transdnierster region): Zastavna District, Vyzhnytsia District.	https://www.youtube.com/watch?v=CRiwbMXDKrQ https://www.youtube.com/watch?v=3HeMNCShf-s
Verbovets	Ivano-Frankivsk Region, Kosiv District, village of Verbovets, village of Smodna, village of Saryi Kosiv.	https://www.youtube.com/watch?v=cXXdl7Bqoyo
Polissia	Rivne, Volyn, Zhytomyr, Chernihiv Regions.	https://youtu.be/RZ5aT0M0Esw
Hadiach	Poltava Region, Hadiach District, Hadiach, village of Khytkivtsi, village of Petrivka Roenska	https://www.facebook.com/hadiachlibrary/videos/?ref=page_internal
Hutsul	Ivano-Frankivsk Region, Kosiv District, Yaremche, Nadvirna, Verkhovyna.	https://www.youtube.com/watch?v=6BfEkh1N5ZE https://www.youtube.com/watch?v=jg4DOvkUKwk&t=69s
Horodok	Lviv Region, Horodok District.	https://photo-lviv.in.ua/lvivska-vyshyvanka-riznomanitnist-vizerunkiv-kolorivta-symvoliv/
Klembivka August 2020, 025 ICH	Vinnytsia Region, Vinnytsia, Yampil District, village of Klembivka	https://www.vocnt.org.ua/statti/melnichuk_vyshivka

cont. Table 2

Embroidery brand name. Status in the National List of ICH Elements of Ukraine	Location	Video and sample image sources
Pokuttia	Ivano-Frankivsk Region, Horodenka, Sniatyn, Kolomyia, Tlumak, Tysmenyt-sia, part of Nadvirna and Bohorodchany Districts.	https://photo-lviv.in.ua/zhinoche-svyatkove-narodne-vbrannya-snyatyns-koho-rajonu-pochatku-hh-st-zi-zbirky-natsionalnoho-muzeju-u-lvovi-im-andreya-sheptytskoho-video/
Poltava	Poltava Region, the Southern Part of Chernihiv and Kyiv Regions.	https://www.youtube.com/watch?v=7h5Q7Dcqcw&t=870s https://www.youtube.com/watch?v=HmcTnUXluvI
Reshetyliv February 2018, 007 ICH. At the stage of submission to the UNESCO Representative List (March 2021)	Poltava Region, Reshetyliv District, Reshetylivka.	https://authenticukraine.com.ua/blog/tehnologia-vikonanna-visivki-bilim-pobilomu-dopracovaniy
Eastern Podillia	Vynnytsia Region (Eastern Transdnier region): Mohyliv-Podilskiy, Yampil, Kryzhopil, Tomashpil, Pishchanka Districts; Odesa Region: Kodyma, Ananiivka and Balta Districts.	https://www.youtube.com/watch?v=kd5n9Tqhs_c
Sokal	Lviv Region, Sokal District.	https://photo-lviv.in.ua/lvivska-vyshyvanka-riznomanitnist-vizerunkiv-koloriv-ta-symvoliv/
Yavoriv	Lviv Region, Yavoriv District.	https://photo-lviv.in.ua/lvivska-vyshyvanka-riznomanitnist-vizerunkiv-koloriv-ta-symvoliv/

Source: authors' own research.

Table 3. Sites of ICH in Ukraine associated with weaving

Name of the weaving brand (carpet weaving). Status in the National List of ICH Elements of Ukraine	Location	Video and sample image sources
Bohuslav	Kyiv Region, Bohuslav District, Bohuslav.	https://www.youtube.com/watch?v=7KzMcioF2XM , https://www.youtube.com/watch?v=sM-DKVu15Uc , https://www.youtube.com/watch?v=NA_FQmb69Pw

cont. Table 3

Name of the weaving brand (carpet weaving). Status in the National List of ICH Elements of Ukraine	Location	Video and sample image sources
Hlyniany	Lviv Region, Hlyniany and Vynnyky.	http://museum-lh.lviv.ua/?p=2709
Carpathian lizhnyk (wool blanket) weaving. August 2020, 023 ICH	Ivano-Frankivsk Region: Kosiv District – the villages of Yavoriv, Richka, Snidavka, Brustury, Verbovets, the city of Kosiv; Verkhovyna District – the villages of Bukovets, Verkhonii Yaseniv, Kryvorivnia, Iltsi, Krasnoillia, Biloberizka, Cheretiv. Zakarpattia Region, Rakhiv District, villages of Kvasy, Roztoky. Chernivtsi Region, Putyla District, the villages of Toraky, Serhii, Dykhtynets.	https://uatv.ua/ukrayinske-kylymarstvo-nadiya-babenco-vytkaladrevo-zhyttya-yake-podaruvaly-oon-video/?fbclid=IwAR3_m-3JSWk-lo8y_huBrz6sO12n7SKpSuIkrcm-RIy3ExKInP-UiFjFO_LU https://www.youtube.com/watch?v=k2POptMYvG8
Krolevets weaving February 2018, 002 ICH	Sumy Region, Krolevets District, Krolevets.	https://authenticukraine.com.ua/blog/kroleveckij-tkanij-rusnik https://www.youtube.com/watch?v=Z-mOyjnL7n4&t=3s
Opillia Weaving	Lviv Region, Drohobych District, Nahuievychi village.	https://www.youtube.com/watch?v=0ePi4ZM7w8A
Thin linen weaving	Rivne Region, Dubrovytsia District, village of Krupove.	https://www.youtube.com/watch?v=zGlbWr9WmY https://www.facebook.com/serpanokshop/videos/562388984738376
Traditions of floral carpet weaving in the city of Reshetylivka, Reshetylivka District, Poltava Region. February 2018, 008 ICH	Poltava Region, Reshetyliv District, Reshetylivka.	https://www.youtube.com/watch?v=k2POptMYvG8&list=PL1MxamNwS0zqDh1QcpUr5OwfvSLrmtgRF&index=13
Philosophical tapestries of Oksana and Oleh Kondratiuk	Ivano-Frankivsk Region, Kosiv.	https://dyvs.info/2020/03/21/shlyub-dereva-i-nytky-yak-podruzzhya-iz-kosova-stvoryuyut-filosofski-gobeleny-foto/?fbclid=IwAR1vKfWJN-VDRkKAPQR4RcLO90L42ReG-WvP1oM49cnMQwthJLm6IMGDdKoE

Source: authors' own research.

As can be seen in the following map (Fig. 2), ICH sites associated with embroidery and carpet weaving are concentrated around major centers of cultural and educational tourism: Lviv, Chernivtsi, Ivano-Frankivsk. Sites located in other regions have the potential to become new tourist destinations for creative tourism.

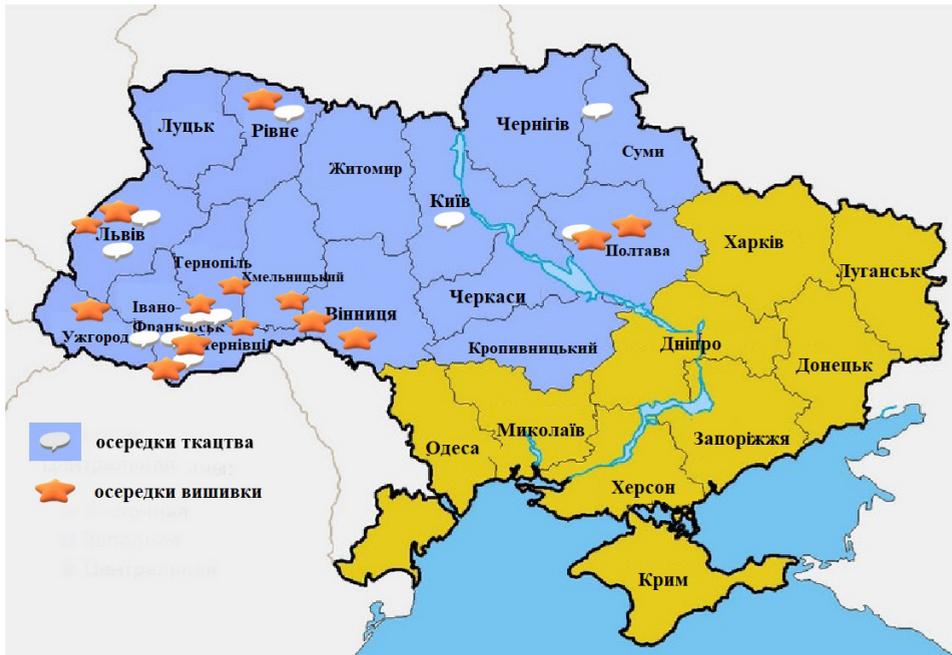


Fig. 2. ICH sites associated with embroidery and carpet weaving (map in English)

Source: authors' own research.

5. Reshetylivka – a new tourist destination drawing on intangible cultural heritage

The Reshetylivka district in the Poltava Region is a major center of weaving, carpet weaving and embroidery. In 2015, a project was launched in the district with a goal of implementing urgent measures to preserve white-on-white embroidery of Reshetylivka (Fig. 3a) and traditions of floral carpet weaving (Fig. 3b). Today, these elements are no longer threatened by extinction and can be used to develop an attractive tourism product.

The development of Reshetylivka as a tourist destination was enabled by the creation of the All-Ukrainian Center of Embroidery and Carpet Weaving (AUCECW)². The center has brought 55 workers back to the city, some of who have worked abroad doing jobs not related to crafts. The majority of these craftspeople are specialists recognized in Ukraine and in the world, and the quality of their work is unmatched. An exhibition hall was also opened at the Center, which

² <https://www.facebook.com/groups/663737794053725>

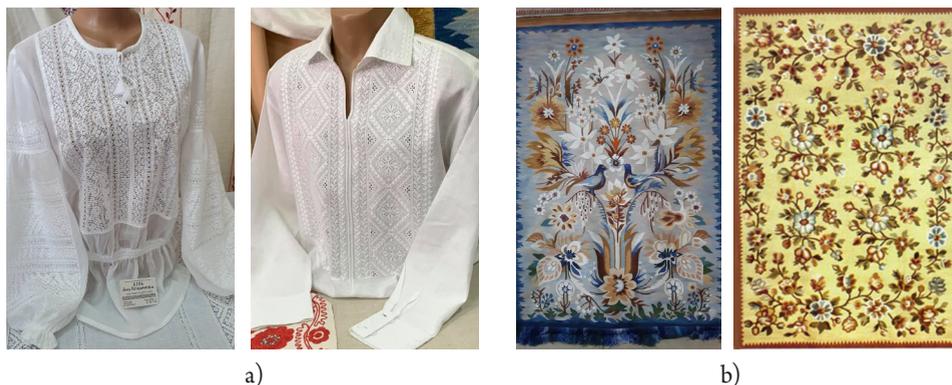


Fig. 3. a) white-on-white embroidery of Reshetylivka, b) traditions of floral carpet weaving
Source: photos taken by O. Beznosiuk.

is used for presenting the history of embroidery and carpet weaving crafts and samples of modern crafts products. The center provides education services ranging from master classes to training programs, which are designed as courses lasting several months and as cyclical training. The future AUCECW development project includes the creation of an art hub with an unprecedented exhibition hall, large workshops and a hotel (Fig. 4) (Beznosiuk & Skorostetska, 2020). The center is conveniently located directly at the intersection of international M03 motorway (Kyiv – Poltava – Kharkiv) and the national T1718 motorway (Dnipro – Reshetylivka – Kyiv). Two important ICH sites are located 70-80 km from Reshetylivka: the village of Opishnia in the Poltava region, famous for its ceramics, and the vil-



Fig. 4. a) General plan-project of development of the All-Ukrainian Center of Embroidery and Carpet Weaving in Reshetylivka, b) The hotel design

Source: <https://np.pl.ua/2018/02/u-reshetylivtsi-planuyut-pobuduvaty-suchasnyj-art-hub/>

lage of Petrykivka, known for Petrykivka Painting, located in the Dnipropetrovsk Region. All four types of crafts can be observed by tourists throughout the year as part of cultural, educational tourism. In each of the above-mentioned sites, traditions of holding festivals have been maintained for many years.

As can be seen, Reshetylivka is a promising tourist destination that needs to be promoted e.g. as part of the program “Ways of Wine and Taste of Ukrainian Bessarabia”, which was included in the list of ten certified gastronomic routes in Europe in 2021. This requires concerted efforts on the part of local communities, planned actions of the Ministry of Culture and Information Policy and the State Agency for Tourism Development of is necessary.

6. Conclusions

Authentic intangible culture is an interesting attraction for tourists. Today, it is important to take advantage of the global shift in tourists’ interest, which is manifested in the growing popularity of heritage tourism and creative tourism. Intangible cultural heritage can become the basis of new tourist destinations and bring economic benefits to local communities.

In Ukraine, local communities, government agencies, and NGOs are beginning to work together to exploit intangible culture as a tourist resource.

There are already positive examples of such initiatives in Ukraine, such as those presented in the article, which are based on embroidery and carpet weaving. While some of the places associated with embroidery and carpet weaving are not located on well-known tourist routes, they can be used to create new ones, for example in Reshetylivka in the Poltava Region, or in Krolevets in the Sumy Region.

It is necessary to systematize the way in which ICH elements are identified and assessed in terms of their attractiveness and to develop guidelines for how to exploit them for tourism without compromising their authenticity, following the principles outlined in the Convention for the Safeguarding of the Intangible Cultural Heritage.

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Niematerialne dziedzictwo kulturowe jako zasób turystyki kulturowej na przykładzie haftu i tkania dywanów na Ukrainie

Streszczenie. Celem artykułu jest przedstawienie niematerialnego dziedzictwa kulturowego jako zasobu dla turystyki dziedzictwa, będącej szczególnym rodzajem turystyki kulturowej i edukacyjnej. Przykładem niematerialnego dziedzictwa kulturowego Ukrainy są sztuka haftu i tkania dywanów. Artykuł zawiera przegląd zagranicznych i krajowych opracowań teoretycznych i metodologicznych, analizę najlepszych praktyk w zakresie turystyki dziedzictwa, wyniki badania terenowego, analizę materiałów zebranych podczas badania poszczególnych lokalizacji oraz wnioski wynikające z osobistych doświadczeń autorów dotyczących produktów turystycznych.

Wyniki badania pokazują rozwój turystyki dziedzictwa na podstawie kreatywnego podejścia i aktywnych planów strategicznych państwa w zakresie rozwoju turystyki. Wychodząc od własnych doświadczeń, autorzy przedstawiają ogólne zasady projektowania szlaków turystycznych, w których elementy niematerialnego dziedzictwa kulturowego pełnią funkcję „magnesów” przyciągających potencjalnych turystów. Autorzy argumentują, że rozwój turystyki dziedzictwa opartej na podejściu kreatywnym do projektowania produktów turystycznych w postaci niematerialnego dziedzictwa kulturowego powinien przyczynić się do ich popularyzacji na krajowym rynku turystycznym oraz pomóc w promowaniu kierunków turystycznych związanych z niematerialnym dziedzictwem kulturowym, takim jak hafty i tkanie dywanów. Te formy turystyki kulturowej powinny być wykorzystywane nie tylko do przyciągania turystów krajowych i zagranicznych, ale także do promocji kultury ukraińskiej.

Słowa kluczowe: turystyka dziedzictwa, dziedzictwo niematerialne, szlak kulturowy, atrakcje turystyczne, destynacja turystyczna



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