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Cultural Practices as a Tool for the Tourist Destination Development

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Abstract. *The aim of the article is to analyse the functional peculiarities of cultural practices under the conditions of transforming tourist destinations in Ukraine. Results.* On the basis of the conducted analysis, it is proved that the preservation of the uniqueness and attractiveness of tourist destinations depend on effective management and strategic priorities. It allows preserving the integrity of the cultural and tourist space with qualitatively new and attractive cultural practices. It is revealed that the tourist destination formation is one of the main tasks in the system of cultural policy development of modern states. The study analyses the role of tourist destinations as custodians of cultural heritage at all levels, such as global, glocal and local. It is established that such destinations form a unique cultural space for the entire country. They act as cultural receptacles and centres of cultural life that attract both local residents and tourists from other countries. It is noted that the symbiosis of cultural and tourist practices allows to form a national image with its unique cultural potential. *The scientific novelty* of the study consists in the theoretical understanding and determining the practical role and significance of cultural practices in the process of transforming tourist destinations. *Conclusions.* Ukrainian reality and world practices testify to active cultural transformations of tourist destinations. As custodians of cultural heritage, tourist destinations form the cultural space of the entire country. They are a concentration of cultures, a centre of cultural life of the state's citizens, and a centre of tourism for representatives of other countries. An important tool for the qualitative transformation of the tourist destination functionality are cultural practices that are able to provide emotional recovery, establish rational communication and dialogue between all participants in the cultural process. As a cultural practice, intercultural dialogue is the most important value in solving the global problems of nowadays. The formation and development of a cultural landscape with unique cultural practices are the most important factors for preserving and restoring tourist destinations together with their values, which depend on national identity.

Keywords: cultural practice; tourist destination; cultural and tourist transformations; creativity; innovation

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Introduction

The problematic issue of preserving and developing tourist destinations in Ukraine is gaining theoretical and practical significance, taking into account both their actual destruction and functional cultural, socio-cultural and economic potential. The question of functional transformation of tourist destinations, which have a powerful restorative effect and are necessary for Ukrainians, is updated. Tourist destinations are becoming centres of recovery of mental health, physical and psychological rehabilitation for different social age categories.

The relevance of the offered study is due to the problems that arise as a result of negative processes that Ukraine is facing, and that cause the deformation of tourist destinations, as well as the destruction of cultural uniqueness.

Cultural practices are an important tool for the qualitative transforming the functionality of tourist destinations. As a specific type of human activity cultural practices have powerful levers in order to ensure emotional recovery, and to establish rational communication, dialogue between all participants in the cultural process. The modern understanding of the transformations of cultural practices is determined by the sphere of the meanings of the Ukrainians existence, their life in difficult conditions and the war challenges. Therefore, it is thought, represented and implemented within the limits of a personalised value-meaning horizon and needs.

The transformational emphasis of the tourist destination development activates the issue of active study and implementation of the restorative function of cultural practices, the creation of an appropriate cultural landscape with a set of qualitatively new services and offers. It should be mentioned that nowadays' cultural processes are a challenge for the effective tourist destination functioning. That is why, they require an active theoretical studying.

Recent Research and Publication Analysis. In domestic scientific space, a number of works are devoted to certain aspects of the given issue. Explorations related to the study of tourist destinations are carried out by T. Bozhuk (2012), H. Kucheryava, V. Makhovka, S. Udovytska (2024), T. Tkachenko, et al. Ukrainian scientists turn to the understanding of various strategies for the development of tourist destinations. Thus, scholars N. Korzh and D. Basyuk (2017) study the functionality of tourist destinations through the prism of management decisions. O. Kyfiak (2019) analyses the resource potential of the tourist destination development. I. Krupa and H. Vyshnevskya (2021) emphasise the priority importance of using cultural practices in tourist destinations.

T. Luzhanska (2014) singles out a comprehensive approach to the effective development of destinations. P. Berest (2022) studies the formation of tourist destinations in Central Ukraine as a cultural factor in preserving the Ukrainians' self-identity.

A number of scientific works by Ukrainian scholars concern the development of individual tourist destinations. Thus, O. Radchenko (2021) studies Kyiv as a tourist destination; V. Brych and I. Prodan (2017) analyse the strategic vectors of the development of tourist destinations in the Ternopil region; the work of A. Bondar (2022) is devoted the Synevyr lake. The significance of the destination for the regional development of tourism is studied by L. I. Yurchyshyna (2017).

Among the foreign scientists' studies, a series of works by Mark Pachter and Charles Landry (2001) attracts attention. Particularly, in the study "Creative urban de-

velopment: its power and possibilities” Ch. Landry (2020) emphasises the importance of creative solutions and innovations for the development of tourist destinations.

Aim of the article

The aim of the article is to analyse functional peculiarities of cultural practices under the conditions of the tourist destination transformation in Ukraine.

Main research material

One of the main tasks of the functioning of a tourist destination as a cultural unit is the quality provision of various human necessities and interests. That is why issues regarding the study of cultural needs of visitors and the implementation of relevant practices for them are becoming basic before the professional community.

Potentially and resourcefully, cultural practice is a tool for any institution functioning on the territory of a tourist destination, and at the same time appears as an important component in the system of its functioning.

Analysing the development strategies of regional tourist destinations, T. Luzhanska (2014) emphasises a comprehensive approach to their effective functioning, which allows a free choice of consumers, in cultural direction particularly.

Researching the space of culture as a resource of a tourist destination, scientists I. Krupa and H. Vyshnevskaya (2021) emphasise the importance of historically recorded cultural properties in spaces and images in the tourist practice sphere. They outline the priority of using cultural practices in tourist destinations, where people not only consume, but also create them. In this context, the destination acts as a daily interaction of the local residents' interest, local culture, nature and the tourists' likes. Scientists quite rightly define the criteria of tourist destinations, among which are “... the conformity of the territory with a set of cultural, physical and social characteristics that form a single, complex, unique, prominent and recognised regional identity by tourists, as well as a complex tourist product based on a wide range of resources, products and services” (p. 97).

Turning to the issue of methodological approaches to the cultural analysis of tourist destinations, P. Berest (2023) emphasises the perspectives of developing a basic methodology for collecting and processing theoretical material and practical experience. According to the researcher, scientific understanding of such phenomena is possible under the conditions of a comprehensive analysis of not only material, but also spiritual components due to a thoughtful understanding of historical facts and realities.

While investigating the genesis of tourist destinations in Central Ukraine as a cultural factor in preserving the self-identity of Ukrainians, P. Berest (2022) rightly mentions that “... an important prerequisite for the transformation of individual historical and cultural monuments, architectural structures, museums, monuments, settlements into tourist destinations are not only their material value, but also a spiritual component, the recognition of their importance for a group of people or the entire society, the

ability to realise the idea and its influence that represents the corresponding object of cultural heritage” (p. 18).

Therefore, the scientists’ unanimity regarding the perspective of the theoretical understanding of the role and significance of culture and cultural practices in the tourist destination development is undeniable.

The cultural format of the tourist destination development is still relevant today. In this sense, culture is considered as a factor in forming the national image in its global, glocal and local contexts. Cultural practices act as unique means of concentrating mental characteristics of the population, peculiar customs, traditions and values, which are directly related to the national identity, cultural landscape, as well as have a peculiar, unique cultural architecture.

Global negative processes have caused devastating consequences for tourist destinations. The middle of the 20th century is characterised by a number of civilisational processes (economic, technological, political) that led the country to a certain cultural collapse. Seeking to secure their political territory and economic borders, to expand the scope of their administrative institutions, states lost their own national identity, deformed the country’s cultural space, violating human rights to a dignified life, and causing irreparable damage to citizens who continued to identify with their culture.

Cultural decay and its negative consequences have given rise to great fears in many states, related to the irreversible processes of spiritual impoverishment of both society as a whole and simple citizens. In the context of cultural degradation and in its global understanding, the geocultural issues of countries, regions, and cities, due to their glocal and local features, come to the fore. Each culture collects certain geographical images that become an important part of tourist destinations.

If to view the geocultural space in its local representation as a system of stable cultural realities and ideas that are formed in a certain territory as a result of coexistence, interweaving, interaction, collision of beliefs, cultural traditions and norms, value attitudes, deep psychological structures of perception and functioning of world pictures, then it is possible to distinguish the practice of creating a cultural landscape. The cultural landscape is a presentation tool of tourist destinations. In this context, culture, cultural practices in particular are a resource of local development and reflect various facets, from the historical retrospective of forming cultural space to modern tendencies that make it possible to create a unique cultural and tourist image.

Such an approach reveals a desire to combine cultural transformations with development policy in various human existence spheres, indicating the main principle of construction, and the general system of connections between separate parts of the cultural whole. Thus, the formation of the tourist potential of a specific local destination is influenced by the system of local cultural landscapes and cultural practices, including natural, cultural, historical monuments, modern national cultures, geographical images that form the historically determined cultural heritage of the territory.

Cultural imagery is used in many spheres of human existence, such as education, urban planning, economy, social and cultural policy, which are important parts of the development of local tourist destinations.

Representing the development of tourist destinations in such a scientific discourse, it is worth emphasising the interaction of culture and cultural space in understanding not so much the reflection of culture and the images created as a result, but the pe-

cularities of the psychological, value perception of the entire complex of the tourist destination.

In the context of the investigated issue, the content of cultural practice should be highlighted as a special form of being of a creative person who believes, values his activity and implements it in the cultural space. Human values are the cornerstone of the cultural structure of tourist destinations.

It is worth mentioning that cultural consumer effects from the perception of both individual objects and objects of culture, as well as from cultural services, customs and traditions, are important in developing cultural landscapes of tourist destinations. It is precisely because of the integrity of the external cultural image that the cultural landscape of tourist destinations expresses the depth of the cultural space, the cultural idea that permeates specific tourist zones. A correctly reproduced cultural landscape allows to form a high-quality cultural mission of the tourist destination and its value-oriented goals.

Analysing the European experience in the processes of qualitative transformation of tourist destinations, the positive practices of implementing the “European Capital of Culture” programme should be outlined. The post-war processes led some nations to a certain loss of traces of the existence of national culture. In future, as the single European space is formed, the aforementioned programme becomes a kind of experimental base for testing and expanding new views on the role and place of culture in the tourist destination development.

The recognition of one or another city as a centre of cultural life of the country’s region in accordance with the mission and goals of the programme involved attracting the attention of both tourists and the world public to its cultural and historical heritage, modern tendencies of cultural development and existence of this territory. The European Capital of Culture programme is a great opportunity to show the richness and diversity of local culture with its certain characteristics and all that defines the European identity in its glocal context. There is a certain cultural competition between cities, as a result of which citizens feel a sense of pride and responsibility for their unique destinations. Considering cities as candidates for the status of “cultural capital”, the following special components are distinguished: historical and cultural traditions, cultural space, cultural landscape, cultural architecture, cultural policy of the country, tourist potential, etc.

Practices of cultural transformation and attractiveness of tourist destinations attract the scientific community attention. Thus, a series of works by M. Pachter and Ch. Landry (2001), authoritative practitioners and researchers in the sphere of cultural space formation, was presented to the public. Their works reveal different views on the future of culture, the role of cultural institutions, the interaction of traditional cultural spaces with virtual space. Analysing the cultural transformation processes, the authors emphasise that the world of culture has not yet been able to adequately look at itself from the side, and understand what the consequences of these changes are for it. Culture is subject to the action of global forces, and they inevitably lead to its change and to the modification in the activities of the institutions that support it. In addition, the scientists give an example of the influence of transformational processes on forming cultural landscapes of cities, in particular on grounding the cultural potential of tourist destinations. Thus, the English cities of Liverpool, Manchester and Sheffield,

which at one time were considered a kind of “cradle of capitalism”, at a certain stage of development lost the role of traditional industrial centres, passed through a period of economic crisis, found support in the development of “cultural” or “creative” industries. Former industrial zones are transformed in cities into cultural centres and creative workshops. They produce and offer to the world markets not raw materials, machines, and fabrics, but creative and informational products, such as works of art, design, fashion, audio, video, multimedia production, etc. According to the authors’ view, such processes lead to the formation of original, distinctive cultural landscapes of tourist destinations.

Ch. Landry (2020) outlines an exceptional role and importance of creative solutions and innovations in building the cultural potential of tourist destinations. According to the scientist, cultural practices need creative transformation, which can make them more attractive to the consumer. Ch. Landry (2020) assigns an important role in these processes to public creativity, which he defines as “... the ability of officials and businessmen, large and small cities or public organisations to generate a flow of opportunities to improve city life” (p. 17). The scientist defines city life as an important tourist destination with a set of high-quality cultural practices.

Through the prism of creativity, cultural practices are a subject of active reflection in Ukraine. Ukrainian cultural realities are largely characterised by the words of S. Anholt (2002): “The importance of the representation of culture is quite often considered questionable: people recognise that definitely there is a certain necessity to present cultural achievements, but at the same time, the prevailing opinion is that they are ‘not for sale’, do not provide income from investments. Therefore, culture is gradually reduced to a ‘non-profit activity’, a type of charitable or philanthropic commitment”.

Especially acute problems of the tourist destination formation are caused by the commercialisation of cultural services and goods, which in turn creates a distorted understanding of cultural necessities for different social, age and demographic groups. Mass commercialisation of cultural services is a negative manifestation of modernity, leading to irreversible global processes in society, particularly to the violation of equality rights; increasing social tension in society; decreasing in tolerant attitude towards each other; declining mutual understanding between representatives of different ethnic groups; violating democratic principles of intercultural dialogue.

Intercultural dialogue as a cultural practice is perceived as the most important value in solving the global problems of nowadays; as a tool for managing cultural diversity; as a mechanism that allows to achieve balance in self-identification in view of new opportunities, modern tendencies, positive experience of other countries. In addition, intercultural dialogue, its components and principles of conduct allow not only to preserve the cultural experience acquired over the centuries, but also to put it as a basis of certain cultural identity, supplementing and adapting it to modern living conditions. However, the the modern world challenges require the ability to conduct dialogue based on universal cultural values and principles defined by the world democratic community. They are formulated in many international documents.

In suchb a context, the “White Paper of the Council of Europe on Intercultural Dialogue”, which emphasises the importance of conducting such a dialogue, deserves special attention. In the “White Book”, intercultural dialogue is considered as a process of open and tolerant exchange of views between people with different ethnic, cultur-

al, religious and linguistic characteristics. In addition, it creates conditions for political, economic, social and cultural integration, supports human dignity and a sense of common purpose. The main goal of intercultural dialogue as a cultural practice is the development of deep understanding of various views and practices, expansion of cooperation, freedom of choice, assistance in human development and transformation, support of tolerance and respect for others.

Nowaday's realities testify to the steady influence of mass culture and digitalisation on the destruction of traditional cultural landscapes in many states, which leads to the problem of free choice. In this new cultural environment, many countries simply follow the path of imposed "branded" ideas about cultural and tourism products and services, while forgetting about their own cultural values that define their national identity. Therefore, forming and developing a cultural landscape with its unique cultural practices are the most important factors for the preservation and restoration of tourist destinations along with their values, which depend on national identity.

Conclusions

Ukrainian reality and world practices testify to active cultural transformations of tourist destinations. Preservation of the uniqueness and attractiveness of tourist destinations depends on quality management and strategic priorities, which allows preserving the integrity of the cultural and tourist space characterized by fundamentally new and attractive cultural practices.

Forming strategically new tourist destinations is one of the main tasks in the system of cultural policy development of modern countries. If a country in the global context is not able to form an image of its culture as the basis of a powerful brand in the minds of the world audience, then it faces the problem of constantly confirming its identity. At the local level, the process can be accompanied by cultural, spiritual and moral degradation of citizens, the loss of their traditions and customs that their ancestors have accumulated for centuries.

As custodians of cultural heritage in its global, glocal or local contexts, tourist destinations form the cultural space of the entire country. They are a cultural container, a concentration of cultures, a centre of cultural life of citizens of this country, a basis of tourism for representatives of other countries.

An important tool for the qualitative transformation of the functionality of tourist destinations are cultural practices that are able to provide emotional recovery, to establish rational communication and a dialogue between all participants in the cultural process. Intercultural dialogue as a cultural practice is the most important value in solving the global problems of nowadays.

Forming and developing cultural landscape with unique cultural practices are the most important factors for the preservation and restoration of tourist destinations together with their values, which depend on national identity.

The scientific novelty of the study consists in the theoretical understanding and determining the practical role and significance of cultural practices in the process of the tourist destination transformation. *The practical significance* is that the main theoretical positions and conclusions of this research can be used in the processes of creation,

organisation and application of cultural practices as an attractive tool in the functioning system of the tourist destination.

The perspective of further research is the study of examples of the effective functioning of tourist destinations, particularly due to the influence of quality cultural practices, on the basis of which it becomes possible to ground an original model of effective developing the tourist destination.

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Conflict of interests

The author declares that there is no conflict of interests.

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Культурні практики як інструмент розбудови туристичних дестинацій

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Анотація. *Мета статті* — проаналізувати функціональні особливості культурних практик за умов трансформації туристичних дестинацій в Україні. *Результати дослідження.* На основі здійсненого аналізу доведено, що збереження унікальності й привабливості туристичних дестинацій залежить від ефективного менеджменту й стратегічних пріоритетів, що дозволяє зберегти цілісність культурного, туристичного простору з якісно новими й привабливими культурними практиками. Виявлено, що формування туристичних дестинацій — одне з основних завдань у системі розвитку культурної політики сучасних держав. У дослідженні проаналізовано роль туристичних

дестинацій як зберігачів культурної спадщини на всіх рівнях — глобальному, глокальному та локальному. Встановлено, що такі дестинації формують унікальний культурний простір для всієї країни. Вони виступають як культурні вмістилища й центри культурного життя, які приваблюють як місцевих жителів, так і туристів з інших країн. Зазначено, що симбіоз культурних і туристичних практик дозволяє сформувати національний імідж із його неповторним й унікальним культуротворчим потенціалом. *Наукова новизна* дослідження полягає в теоретичному осмисленні та визначенні практичної ролі та значення культурних практик в процесі трансформації туристичних дестинацій. Висновки. Українська реальність та світові практики свідчать про активні культурні трансформації туристичних дестинацій. Туристичні дестинації як зберігачі культурної спадщини формують культурний простір усієї країни; вони є зосередженням культур, центром культурного життя громадян країни й центром туризму для представників інших країн. Важливим інструментом якісної трансформації функціоналу туристичних дестинацій є культурні практики, які здатні забезпечити емоційне відновлення, встановити раціональну комунікацію, діалог між усіма учасниками культурного процесу. Міжкультурний діалог як культурна практика виступає найважливішою цінністю у вирішенні глобальних проблем сучасності. Формування та розвиток культурного ландшафту з унікальними культурними практиками є найважливішими чинниками для збереження та відновлення туристичних дестинацій разом з їхніми цінностями, які залежать від національної самобутності та ідентичності.

Ключові слова: культурна практика; туристична дестинація; культурні, туристичні трансформації; креативність; інновація

