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TOURIST RESOURCES OF SMALL HISTORICAL TOWNS OF IVANO-FRANKIVSK REGION AND THEIR USE

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Abstract

It was studied the cultural and historical tourist resources of small historical towns of Ivano-Frankivsk region. It was analyzed the problems of the historical and cultural heritage current state of the research region and its possible future use. It was specified the priority of cultural and historical tourism resources of small towns in terms of their tourist use and indicated the main obstacles and challenges that complicate the process.

Key words

small historical town, cultural and historical resources, historical and cultural heritage, tourist use, Ivano-Frankivsk region.

1. Introduction

The tourism development is impossible without these components: capital, technology, labor, natural, cultural and historical resources of tourism. However, possessing the capital, technology, highly professional staff is not enough for the successful development of tourism. The availability of applicable resources area – one of the basic prerequisites. The practice of recent years shows the artificial tourist resources creation – the great thematic parks, tourist facilities, attractions and more. So, if within a certain territory there are no tourist resources, people can create them. However, the availability of own tourist resources contributes to the tourism industry and determines the specific development of tourism in the region. An important

role is given to the fuller use of tourism opportunities in small historic towns, which themselves are often centers of certain areas tourism resources. This creates the possibility of economic and cultural renaissance of the research area, but the absence of specific mechanisms for the laws implementation and regulations at the local level, inefficient use of tourist resources, inconsistency, and sometimes the lack of tourism infrastructure in small historic towns of Ukraine with the international standards – all this requires re-evaluating their place in the social settlement relations system of the investigation area and their tourism potential usage level.

The issues of social and territorial subjects of urban settlements involved many scientists - specialists

in social geography: M.D. Pistun (Пістун, 1996), Yu.I. Pityurenko (Пітюренко, 1983), A.V. Stepanenko, A.P. Golikov, Ya.B. Oliynuk (Голіков et al., 1996) and others. Geographic, socio-economic, managerial aspects of small towns are elucidated in the works of F.D. Zastavnyi (Заставний, 1994), G.M. Lappo (Ляппо, 1997), O.V. Zastavezhka, D.V. Tkach (Заставецька, Ткач, 2010) and other scientists. Analysis of tourism activity is considered in the works of V.F. Kyfyak (Кифяк, 2003), I.V. Zorin, V.A. Kvartalnov (Зорин, Квартальнов, 2003), S.P. Kuzuk (Кузык, 2010), A.A. Lyubitseva (Любіцева, 2002), V.I. Matsola (Мацола, 1997), V.K. Fedorchenko (Федорченко, Дьорова, 2000), T.A. Diorova (2000) etc. The tourism potential analysis of small historic towns and the features of its use are described in the writings of O.O. Beyduk (Бейдик, 2001), K.D. Didenko (Діденко, 2014) and other scientists.

2. Analysis

The aim of the research is to elucidate the historical and cultural heritage of small historic towns of Ivano-Frankivsk region, evaluation of the potential tourism opportunities of its use.

Perceptions of people about the territory value as a promising tourism method are traditionally associated with tourism richness of nature and its cultural and historical heritage, which is considered primarily as architectural attractions, historical sites, architectural monuments and more. Historical heritage is the cultural potential of some area that can provide the successful development of tourism in the region. The historical and cultural tourism resources are ones of its components.

Historical and cultural tourism resources – are monuments of history and culture, created by man that have social and educational value, cognitive interest and can be used in the tourist activity. The composition of historic and cultural resources are attractions of history, architecture, art, ethnographic sights and folk art attractions (Гуменюк, 2000).

Historical and cultural sights serve as a subject of study for many scientific disciplines. In most cases, they are considered as some buildings, objects, memorable places associated with the historical events, works of material and spiritual culture, which have historical, scientific, artistic or any other cultural value. In our view, the historical and cultural attractions that make and can join the tourism resources must be considered not only as individual objects with some historical or cultural value, as well as a combination of the respective types of historical and cultural resources, with high attraction, can play

an important role in shaping the outlook of people and together form the historical and cultural tourism potential of the settlement (Паньків, 2011).

In the complex of tourist and recreational resources situated in the small historic towns cultural and historical resources that are past epochs remnants of social development take a special place. They serve as a prerequisite for the organization of cultural and cognitive types of recreational activities and on this basis optimize tourism in general, doing some serious educational functions. Created with the cultural and historical sites the small towns to some extent determine the location of streams and recreational areas excursion routes (Замки та фортеці: Альбом, 2007).

Historical and cultural attractions are an essential part of the rich cultural heritage of small historic towns of Ivano-Frankivsk region. They play an important role in the history knowledge, education of patriotism sense and commitment to their own land. Historical and cultural sites have always had an impact on working conditions and recreation of people. Depending on the socio-political conditions, the level of construction equipment, availability of building materials, nature-factors a variety of buildings and structures with different functionality were created.

Studying of the historical and cultural resources can help solve today's pressing problems related to the formation of modern settlements identity, the creation of appropriate conditions for comfortable life. Undoubtedly, all useful and valuable from our past should be used in the present and the future. The traditions of our predecessors are tied to social, economic and technological advances of our society (Малюк, 1997).

Among the cultural and historical sites leading role is given to the attractions of history and culture that stand out by the most attractiveness and as a result serve as the main means of meeting the needs of cognitive and cultural tourism. Depending on the main features of historical and cultural sights are divided into five main types: historical, archeological, of urban planning and architecture, artistic, documentaries attractions.

We should include other objects related to the history, culture and modern human activity to the cultural and historical potential: the original companies of industry, agriculture, transport, scientific and higher educational institutions, theaters, sports facilities, botanical gardens, zoos, oceanariums, ethnographic and folklore groups and also preserved folk customs, rituals and holidays, etc. (Замки та фортеці: Альбом, 2007).

Small historical towns of Ivano-Frankivsk region are rich in historical and cultural resources, including:

- 1) **Sights of history and culture** – ancient castles, old churches, residential and public historical and cultural attractions (Pniv and Galych castles).
- 2) **Four Ancient Rus cities** (Galich, Tismenitsya, Snyatin, Tlumach) with the complex of historical and cultural sights.
- 3) **Places of birth and activity of known in Ukrainian history and culture people** (including a monument to Marko Cheremshyna in Snyatyn, in the town Bolekhiv – a memorial plaque to N. Kobrynska, a memorial sign to Ya. Lopatynskyi in Dolyna).
- 4) **Places of outstanding historical events** (opryshky movement, the national liberation struggle of the Ukrainian people) – Yaremche, Galich.
- 5) **Centers of traditional Ukrainian crafts** ('pysankarstvo' (Easter eggs painting), 'lizhnykarstvo' (woolen blankets making), 'kylymarstvo' (carpet weaving), 'vyshyvannya' (embroidery), woodcarving, 'goncharstvo' (pottery), etc.) – Kosiv, Yaremche.

Historical and archaeological research confirms the settlement of most of small historic towns of Ivano-Frankivsk region even during the Stone Age. In the towns there are a lot of cemeteries and settlements – of the Kievan Rus and Galicia-Volyn principality times (Гуменюк, 2000).

Today, most small historic towns in the region have taken distinct European look, while retaining its own unique history. A list and the brief description of some valuable sights of small towns of Ivano-Frankivsk region is given in table 1.

In addition to architectural attractions and sacred sites, industrial and engineering construction objects are also interesting – salterns late 19th – early 20th centuries in Dolyna and Bolekhiv – the only example of saltern buildings in Ukraine that have survived until now. In Dolyna area wooden mills and forges are remained. Among the engineering structures we should mention the railway stone bridge across the Dniester in Galych.

In the small historic towns of Ivano-Frankivsk region 28 churches and 4 synagogues are protected by the state. Churches are mainly distinguished by baroque style and marked with majesty and monumentality (the church of 1760 in Gorodenka, Church of St. Nicholas in Rohatyn, Church of the Holy Panna Maria Christmas in Dolyna, old synagogue in Bolekhiv). Monasteries are also under the state protection, three of them are currently used for the primary purpose, the former Basilian convent in Rohatyn is used as a hospital.

All of these historical and cultural resources only partly serve as a basis for the educational, scientific and other types of tourism development not only of local, but also national and international importance.

The study of cultural and historical resources of small historical towns of Ivano-Frankivsk region, allows us to set the main directions of rationalizing their use as:

- reconstruction of existing and creation of new recreation centers;
- improving the recreational and tourism infrastructure in the region, increasing the level of tourist complex institutions comfort;
- inclusion of traditional crafts in the system of attractional recreation facilities in the region;
- establishment of natural history and ethnographic recreational areas where the complex use of natural and socio-cultural tourism resources is planned.

Analysis of a large number of various historical and cultural sites that make up the cultural, historical and recreational resources, from the standpoint of tourism and recreation sector entities shall cover their list, description and the typology. The name of the object, its location, marking, owner, literary and other sources of the object, the location schema and a brief description of the object should be indicated in the list and characteristics of the cultural and historical sites. Today the cultural and historical heritage of small historic towns does not have the basic and full list, however the objects of cultural and historical heritage are in the state register. Accounting, protection and preservation of the small historic towns of the region is provided by the Law of Ukraine "On Protection of the Cultural Heritage".

One of the components that characterize the tourism potential of the small towns in the region are historical and ethnographic zones. The ethnic group is a group of people belonging to a particular ethnic group. It retains the traditional elements of the household culture and dialect differences in language and forms the historical and cultural community. The emergence of ethnic groups is due to the historical peculiarities of a particular nationality or nation local groups, their social and political status, geographical conditions, occupations that has been reflected in the culture and everyday life of these groups.

In the small historic towns of Ivano-Frankivsk region under the feudalism there were many ethnic groups. Among them the ethnic groups of Boyki and Hutsuli kept their features the best, the representative settlements of which in the research region are Bolekhiv and Dolyna, Nadvirna and Kosiv. Preservation of ancient customs and rituals, the main

Tab. 1. The most prominent historical and cultural sites of small historical towns of Ivano-Frankivsk region

No	Object name	Date of foundation	Description	Location
1	Panteleimon Church	12 th C	The complex of the cathedral belongs to the Roman-Byzantine style. Construction of the church was completed in 1194. Inscription on the stone of the southern facade western pilasters serves as the confirmation of this.	Galych
2	Assumption Cathedral	1157	A western portal, decorated with two pilasters and completed with a fronton, tympanum of which is decorated with the carved in stone composition „Assumption of the Virgin” has the considerable artistic value.	Galych
3	The Heart of Jesus Church	1904	German stone church was built, by that time it was a wooden one on this place.	Dolyna
4	The Virgin Mary Immaculate Conception Church	1760	The church was the first work of Meretyn.	Gorodenka
5	Church of the Holy Trinity	2000	The inside temple artwork was made by the artists of Arts Lviv Academy. Church was designed by the architect I.Melnyka from Ivano-Frankivsk.	Tlumach
6	Museum of the Carpathian Architecture and everyday life	1979	The museum became a part of the national reserve „Ancient Galych”.	Galych
7	The museum of wooden architecture – Church of the Holy Spirit	1650	The basis of the museum-temple interior is the Renaissance five-tier iconostasis of the 16 th C.	Rogatyn
8	Ethnographic Museum „Boykivshchyna”	1998	The museum exhibition „Boykivshchyna” introduces the nature, history and culture of the Carpathian Boikivshchyna.	Dolyna
9	Historical and Ethnographic Museum „Beregynya”	1987	The museum exposition presents the ethnography and culture of historical and geographical area – Opillya.	Burshtyn
10	Kosovo museum of folk art and crafts of Gutsulshchina	1969	The museum’s collection includes about five thousand exhibits. The museum exhibition presents the folk art of the 19 th and 20 th centuries.	Kosiv
11	Carpathian Regional Museum of the liberation struggle	1963	Today the museum presents the historical process stages of Yaremchanshchina.	Yaremche
12	History Museum of Nadvirnyanshchyna	1995	The museum was created to play back the historical truth about the heroic struggle of Ukrainian people for their independence on the territory of Nadvirnyanshchyna.	Nadvirna
13	Starostyn Castle	14 th -18 th C	To this day pentagon tower and the walls with loopholes are partially preserved. Traces of hasty repairs, laid with bricks loopholes and entrances to the basements can be seen in some places.	Galych
14	Pniv castle	16 th C	A niche for the drawbridge, the remains of a wooden block, on which chains were wound are preserved on the facade of the tower until today.	Nadvirna

Source: Туризм в Івано-Франківській області, 2015.

branches of traditional economy, their presentation on the tourism market of Ukraine and Europe is a priority for national tourism organizations.

In the small historic towns of the region there are a significant number of architectural monuments, a detailed study and analysis of which is of great importance in terms of the conservation and their involvement in the tourism and recreation industry.

By the number of monuments of architecture and urban planning the small towns of the region occupy one of a leading position in Ukraine.

One of the most attractive tourist architectural landmarks components of the small historic towns of Ivano-Frankivsk region are fortification buildings (tab. 2).

Tab. 2. List of the fortification buildings of the small historic towns of Ivano-Frankivsk region

No	Object name	Date of creation	Location	Brief description
1	Starostyn castle	14 th C	Galych	Located on Castle Hill, on the right bank of the Dniester, where the pier was located in the past.
2	Pniv castle	17 th C	Nadvirna	Located in the foothills of the Carpathians. Castle resembles a quadrangle with towers.
3	Castle in Gorodenka	17 th C	Gorodenka	Built in the early 17 th century by Christopher Strzhemskyi, the nobleman. Located in the northern part of the downtown, on the high right bank of the Yamhoriv river.
4	The remains of the castle-fortress	16 th C	Burshtyn	The famous architectural monument of the 16 th C.

Source: Малюк, 1997.

Fortifications of the small historic towns are closely linked to their historical past, they have witnessed many events. By our time the former mighty castles have turned into ruins and castles in Rohatyn and Snyatyn disappeared altogether. Protection and restoration of existing fortifications is necessary for the purpose of their use in tourism and for the preservation of these historic sites for future generations.

A certain number of architectural monuments, registered for the accounting and protection of the state, are the objects of **civil engineering**, which include administrative and public buildings as well as residential and commercial buildings. The highest building of this type with height of over 50 meters is built in Snyatyn (City Hall). Other facilities of this type include the railway station in Galych, Burshtyn TPS building. With the construction of Burshtyn TPS (1962–1969) the appearance of Burshtyn itself was radically changed: the high-rise residential and public buildings were built there (Малюк, 1997).

The tourist centers «Hutsulshchyna» in Yaremche and Kosovo, built in Hutsul style, attract the attention among the public buildings of wood. They indicate the artistic tradition, taste and talent of

architects. In addition, the study of all architectural monuments of small historic towns of the region has considerable importance for the study of life and household, occupation of population, especially its culture and spirituality (Грабовецький, 2001). Despite the fact that the number of civil construction is not so great, they can be used in tourism, including in tourist routes.

Museums, which are numerous in the small historic towns of Ivano-Frankivsk region, occupy an important role in the structure of architectural attractions.

History of Ukrainian museums begins in the second half of the 19th century when there was the formation of nations period in Europe. There were great political and social changes laid in the recognizing an important cultural past of their own people by the national elite. Small historical towns of Ivano-Frankivsk region attract tourists not only with its history, attractions of wooden, stone and sacred architecture, but also with collected numerous museum collections of materials related to the peculiarities of people's life, their culture, traditions, art (tab. 3).

Tab. 3. The museum heritage of the small towns in Ivano-Frankivsk region

No	Name of museum	Location	Date of foundation
1	Museum of Galych history	Galych	1960
2	Museum of the Carpathians Architecture and Everyday Life	Galych	1979
3	Museum of wooden architecture	Rogatyn	1650
4	Ethnographic Museum „Boikivshchina”	Dolyna	1998
5	Historical and Ethnographic Museum „Bereginya”	Burshtyn	1987
6	Museum of Gutsulshchina Folk Art and Everyday Life	Kosiv	1969
7	Carpathian Regional Museum of the liberation struggle	Yaremche	1963
8	Museum of Nadvirnyanshchyna history	Nadvirna	1995
9	State Museum of Bolekhiv history	Bolekhiv	1967
10	Marko Cheremshyna Museum	Snyatyn	1949
11	Snyatyn art and memorial museum of V. Kasian	Snyatyn	1982
12	Museum-Estate of Mykola Uhryniv-Bezhrishnyi	Rogatyn	2001
13	Museum of Tysmenytsya history named after Stepan Gavryliuk	Tysmenytsya	1992

Source: Туризм в Івано-Франківській області, 2015.

More than 380 thousand of exhibits are preserved in 35 museums of the small historic towns of Ivano-Frankivsk region. During the year they are visited by nearly 560 thousand people. In total in the museums of small historic towns of the region are opened more than 240 exhibitions, organized more than 7000 tours. Due to the lack of display space the museums exhibit only 2% of their collections, so an issue of the museum collections show remains urgent. Number of visits to museums in the small towns varies annually (tab. 4).

Tab. 4. Museum fund dynamics of the small towns of Ivano-Frankivsk region

Year	Number of museums (including branches) [units]	Number of visits to museums for the year [thousand]
1995	8	199.2
1996	10	242.9
1997	11	228.4
1998	12	267.3
1999	13	280.0
2000	15	326.4
2001	15	347.3
2002	15	375.7
2003	15	402.0
2004	16	505.9
2005	18	447.5
2006	17	426.5
2007	17	448.3
2008	16	431.2
2009	18	422.1
2015	21	449.1

Source: Статистичний щорічник Івано-Франківської області, 2015

Small historical towns of Ivano-Frankivsk region have quite a large number of typical museums. Among them are historical, architectural, literary, of local history and others. The systematization of all museums by their type was carried for a more detailed analysis (fig. 1).

Thus, it is clear that the historical museums form the largest number then go the museums on local history, and the same number of literary memorial and art museums. Popularity of historical museums is related to the history of small historical towns of Ivano-Frankivsk region and the evidence of historical events that took place in the area. Most of the monuments of architecture and urban planning are included in the tourist routes and are actively visited by tourists. However, there are those that require restoration and reconstruction, but due to the lack of budgetary funds are still in the state of emergency.

Small historical towns are very interesting for the tourist with their numerous attractions of the spiritual religious architecture. Age of the architectural monuments does not serve so much as an important values indicator as the style signs, which hide the age of the building or the artistic value of the object. Complexes of the religious buildings are mainly located in the big cities.

The beginnings of the Ukrainian churches emergence date back to the princely times. Clearly, there were fraternities at the churches who conducted the cultural and educational work among the Ukrainian population. Uniting around churches, the Ukrainians defended the sacred rights to their own language, religion, way of life and cultural environment. Small town are rich in historical monuments of sacred architecture which is a real historical, cultural and religious value. The church architecture of small historic towns of the region is the embodiment of the national experience for centuries (tab. 5).

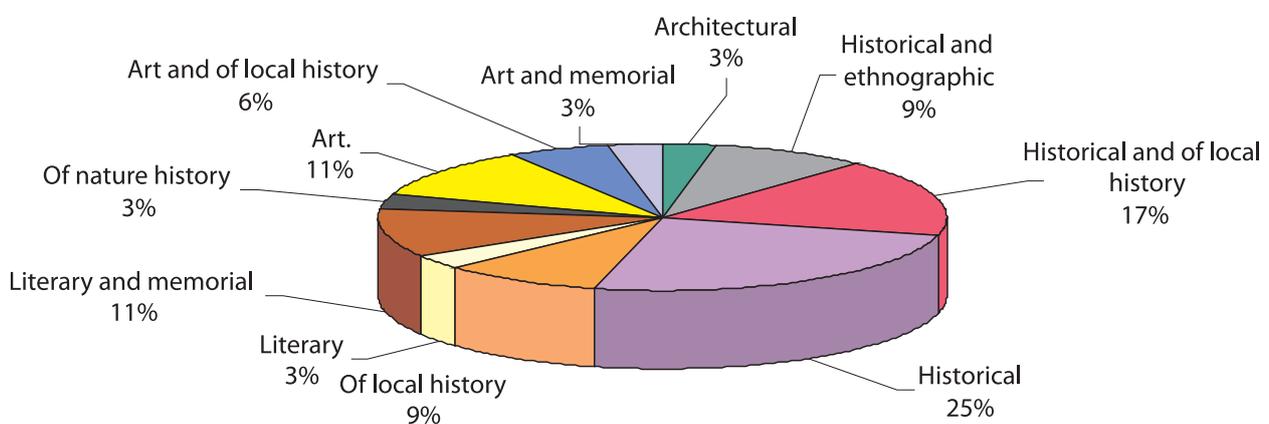


Fig. 1. The museums typical characteristics of the small historic towns of Ivano-Frankivsk region

Source: Музеї Івано-Франківської області, 2015.

Tab. 5. Sacral heritage of the small towns in Ivano-Frankivsk region

No	Name of the church	Location	Date of foundation
1	St. Panteleimon's Church	Galych	1194
2	The Assumption Cathedral	Galych	1586
3	Christ Nativity Church	Galych	10 th C
4	The Nativity of the Virgin Church	Rogatyn	1642
5	St. Nicholas Catholic Church	Rogatyn	1666
6	St. Spirit Church	Rogatyn	1598
7	The Immaculate Conception of the Virgin Mary Catholic Church	Gorodenka	1760
8	The Assumption of Blessed Virgin Mary Church	Gorodenka	1763
9	Armenian Catholic Church	Gorodenka	18 th C
10	St. Nicholas Church	Gorodenka	1879
11	The Holy Trinity Church	Tlumach	2000
12	Nicholas Catholic Church	Snyatyn	15 th C
13	Nativity of the Virgin Mary Church	Dolyna	1648
14	Catholic Church of Holy Panna Maria Navity	Dolyna	1835
15	Heart of Jesus Church, Heart of Mary	Dolyna	1904
16	Pious Assumption Cathedral	Dolyna	
17	All Saints Church and PriestMartyr Josaphat	Burshtyn	2001
18	Church of the Holy Cross Exaltation	Burshtyn	1802
19	Catholic Church of the Holy Trinity	Burshtyn	1770–1774
20	Transfiguration of the Lord Cathedral	Burshtyn	2002
21	Church of the Blessed Virgin Mary Assumption	Yaremche	1938

Source: Туризм в Івано-Франківській області, 2015.

The church architecture of the small historical towns of Ivano-Frankivsk region which is the embodiment of national experience for centuries, traditionally proves the perfect technique of the craftsmen.

Thus, the historical and cultural tourism resources occupy an important place in the structure of tourism resources, which is the basis for the development of tourism of each territory. Historical and cultural sites of the small historic towns practically are not evaluated as the tourist resources, many attractions are not included in the tourist routes, which leads to their use in the limited extent. This significantly affects the national tourism industry, which with the proper advertising can provide the significant economic and social impact.

The problematic aspect in the towns of Ivano-Frankivsk are the regional differences in the historical and cultural resources locations, their inefficient and wasteful use, the inadequacy of existing tourism industry and its development potential. The volume of services does not meet the capabilities of the small historic towns of Ivano-Frankivsk region, since they concede the optimal estimated number of tourists, which the regional towns can host.

The territorial differentiation of cultural and historical resources is to allocate the main zones of tourist demand. Small historical towns have a sufficiently large number of historical and cultural objects that are or may be used in the tourist routes. However, there are many small towns that have a small number of historical and cultural sites, which reduces their demand in the regional tourism market. It is advisable to divide towns into three main types to analyze the regional differences:

- 1) Towns with many historical and cultural sites.
- 2) Towns with an average number of historical and cultural sites.
- 3) Towns with a small number of historical and cultural sites.

All the small historical towns that are investigated have a different number of historical and cultural sites (fig. 2).

So the towns with many historical and cultural sites – Galich, Snyatyn, Kosiv, Rohatyn, Dolyna. Towns with the average number of historical and cultural sites - Tlumach, Bolekhiv, Gorodenka, Yaremche. Towns with a small number of historical and cultural sites – Tysmenitsya, Burshtyn.

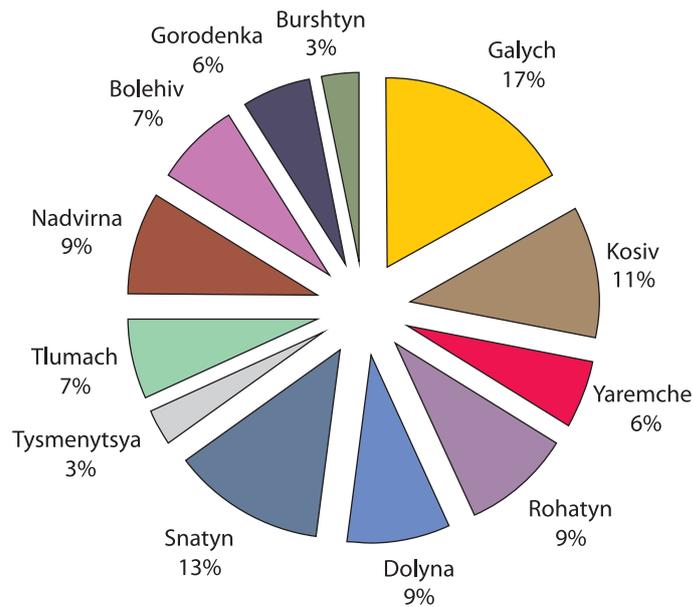


Fig. 2. The historical and cultural sites percentage of the small historical towns of Ivano-Frankivsk region

Source: Туризм в Івано-Франківській області, 2015.

3. Conclusions

Tourism potential is the basis for the formation of strategic directions of the tourism development in small historic towns of Ivano-Frankivsk region, creating the new tourism products (including the necessary infrastructure), environmental conservation, upgrading the existing tourist offer. Analyzing the historical, cultural and sacred heritage localization in the region the attention should be focused on its uneven spatial distribution with the greatest potential in Galych, Kosiv, Snyatyn and Rohatyn. However, the main reasons that complicate and impede the development of tourism in the small towns include the insufficient socio-economic development of settlements, poor quality of modern transport, social and tourist infrastructure. This situation sometimes makes it impossible to use the tourism potential of the small towns of Ivano-Frankivsk region.

Considering the foregoing, it is evident that a significant cultural and historical heritage of small historic towns of the region is a leading factor in the development of the tourism industry. However, the irrational use of the small towns tourism potential, poor level of tourist infrastructure in general and the lack of a comprehensive approach to the cultural and historical heritage makes it difficult to accelerate the development process of the tourist and excursion area of the small historic towns of the investigated region.

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