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THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

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OF THE VINNYTSIA REGION**

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Chapter 4. Historical monuments of Vinnychhyna in the tourist sphere of the region

4.1 Status of protection and preservation of architectural objects of Vinnychchina

At different times, castle and palace construction became widespread on the territory of Vinnytsia. Given the current state, features of use and the level of popularization of monuments, a serious problem today is the awareness of the historical and architectural value of the castles and palaces of the region.

Castles on the territory of the region were built in the pan-European context of the development of defensive structures, and underwent the same evolution as European fortifications. The situation is similar with palace construction, which became the realization of pan-European trends in architecture on the territory of Vinnytsia. A feature of the region is that objects of architectural art appeared in small, often remote settlements. According to rough estimates, there were more than 60 castles at different times, today there are only 7 fragmentarily preserved or in a state of ruins, of which 3 are not used in any way and therefore may add to the list of missing objects in the near future.

From horse 18th century palace construction, which developed until the beginning of the 20th century, is gaining popularity. During the century, architectural monuments were used for current needs, which meant the transfer of buildings to schools, medical and health facilities, administrative institutions and even warehouses.

According to the latest research, there were more than 150 objects of palace architecture, of which less than a third have survived to this day. One of the possible options for implementing this is the integration of objects into the tourist and excursion sphere. Since the awareness of its importance plays one of the key roles in the preservation of the historical and cultural heritage, the process of integration into tourism requires that both the local population and potential tourists must understand the full value of the object that is the basis of the tourist product. In this study, we

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attempt to record the role and significance of the objects of castle and palace heritage in the history of the region, to trace the change of their functions in the dynamics of the historical process.

A comprehensive study of castles and palaces as potential tourist resources requires their further comprehensive study. The process and features of the construction of castles on the territory of Vinnytsia region are insufficiently covered in the literature, represented by separate works of researchers. More attention was paid to the history of palace construction, a number of monographs and scientific articles were devoted to the topic. The protection of castles and palaces of the region was almost always considered in the general context of the formation and development of the monument protection system, to a lesser extent there is information about specific objects. A separate, albeit insignificant, place is occupied by research on the integration of cultural heritage objects into tourism. In general, the topic is not sufficiently covered in the scientific literature, and requires further in-depth and generalizing research.

One of the aspects of studying castles and palaces as tourist objects is the analysis of the reasons for their creation, features of construction and functioning in the context of the history of the region.

For the territory of Vinnytsia in the XV–XVIII centuries. was characterized by the presence of a significant number of defensive structures, which played a key role in the emergence and development of settlements. The castles of the region were truly military, because they constantly took the blows of Tatar raids. To this day, almost no castles have been preserved, so it is worth determining the main factors due to which these buildings lost their defensive purpose and subsequently fell into disrepair.

Starting from the end of the 18th and the beginning of the 20th century. the construction of palaces and palace-park complexes is gaining significant popularity in the territory of Vinnytsia. Manorial residences appear throughout the territory, often on the site of or near old castles. In the section, we will consider the history of palace construction on the one hand in the context of socio-political changes, and on the other hand, in the context of changes in trends in European architecture.

Summarizing, it is possible to single out several options for the development of

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events after castles ceased to play a key role in the existence of settlements. The first is the gradual decline and destruction of buildings. The vast majority of castles in the region suffered exactly this fate. This factor is important in the modern perception of the significance of the defense structures of Vinnytsia, because the objects that played an important role in the history of the region, today remain outside the attention of the general public. The situation is somewhat different with the widespread practice of rebuilding castles into palaces [63]. This, first of all, concerned castles that were in private ownership. For example, Ivanivsky Castle in the village of Ivaniv or Pyatnychansky Castle in Vinnytsia.

The peculiarities of palace construction in Vinnytsia were influenced by two main factors: the socio-economic status of the palace owners (great nobility and nobility) and general trends in the development of European architecture. Therefore, we will consider the creation of specific objects in these two contexts. The prerequisite for the creation of palace complexes was the accumulation of land holdings in the hands of individual Polish owners. Polish magnates, following the European fashion, built classicist ensembles, which consisted of a palace surrounded by a park, a temple and various farm buildings. Foreign architects (D. Merlini, O. Lacroix, L. Hedon, etc.) were often invited for construction. Large parks with rare trees, sculptures and pavilions reflected the level of wealth of the owners. A significant part of the parks was created by famous masters of garden and park art, including D. Mikler, P. Lenro, L. Metuel. Only on the territory of Ukraine, Mikler arranged more than 40 parks, including a number of parks of the palace and park complexes of Eastern Podillia [64]. As a rule, the park was laid together with the beginning of the construction of the palace.

A composition consisting of the main building in the center and two side wings connected by galleries, all together forming a front yard, was common. The palace facades on the front and park sides were different. It was a period of truly magnificent and rich palace complexes, few of which have survived in the territory of Vinnytsia to this day: the palace in Voronovytsia (1770), the small (1775) and large (1782) palaces in Tulchyna, the palace in Ivanovo (1780), the palace in Pyatnychany (1770).

At the beginning of the 19th century the Vinnytsia estates owned by the

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grandfathers are fragmented: the inheritance of Stanislav Pototsky was divided, the owners changed as a result of buying and selling. In general, trends towards the disappearance of large latifundia were observed on the territory of Eastern Podillia. This had a corresponding effect on the palaces built in the first quarter of the 19th century, which are no longer as large-scale as the monuments of the end of the 18th century.

A significant part of objects with exceptional historical and cultural significance was lost. It is necessary to develop a methodology for adapting preserved monuments to use in cognitive tourism, which will ensure their rational use, because objects that are not used in any way will undergo destruction. Of those that have survived to this day, about 16 have turned into ruins and continue to decay. Among the immovable objects (palaces and castles) of Vinnytsia that have been preserved to this day, 26 objects are monuments of national significance, 20 are of local significance, and 3 do not have any status. Two palaces in the village Kozyntsi and the palace in the village. Nosykyivtsi do not have any status as an architectural monument and are not protected by law. The preserved monuments of castle architecture include:

- Khmelnytskyi Castle. The tower has survived to this day and needs to be restored and restored. There is a local history museum in the tower.

- Castle in Bush. Only the tower was preserved from the castle, as it was restored in 2008. Today it is part of the state historical and cultural reserve "Bush" [65], integrated into cultural and educational tourism.

- Bar castle. The remains of the fortifications survived. The walls have been preserved in a condition that allows the attraction to be adapted to the needs of tourism. Active work is underway to integrate the monument into the life of the community.

- Castle in Ozarintsy. Ruins remain, it continues to crumble.

- Castle in Shargorod. In ruins, continues to crumble.

- Cherlenkiv Castle. The remains of the tower survived, in 2008 there was an unsuccessful attempt at reconstruction, it is not used today.

- Castle in Murovany Kurilivtsi. The preserved walls, rebuilt as a palace, are used today as a boarding school.

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- Ivanovsky Castle. Rebuilt as a palace, the towers have been preserved, one of which is half-ruined.

In most of the palace complexes of Vinnytsia today, there are educational or medical and health facilities, which is the cause of structural changes and redevelopment and does not contribute to the physical preservation of ancient buildings [66].

Often, the architectural monument does not meet the needs of the institution in terms of its capacity, location, energy saving, etc. Therefore, if possible, it is more rational to build new premises that functionally meet the requirements of the institution that will be housed in them. At the same time, the palaces begin to be empty, because their maintenance requires significant costs.

Such objects include the classicist palace of the Chatskys in the village of Serebryntsi. It is a monument of architecture and urban planning of national significance. The palace has all the typical problems for monuments of this type in Ukraine. This is the location in the countryside, adaptation during the Soviet times to economic needs without taking into account the artistic and architectural value, the absence of any restoration work. Today, the monument is not involved in social and cultural activities.

The palace was preserved in Soviet times thanks to the fact that it housed at different times a kindergarten, a village council, a collective farm board, a post office, a library, and an administrative building of a collective farm. After the collective farm collapsed, no new use was found for the palace. Even at the end of the 80s of the 20th century, partially preserved interiors remained: stucco ceiling decoration, which was unique in each room, patterned parquet and the Marble Hall. Part of the stucco is hidden under a thick layer of lime. In 1993, restoration work began with the prospect of creating a museum of Chatsky and a palace of solemn events. The works were not fully completed, but thanks to the fact that the roof was covered, the palace somehow survived until now. Today, only a few rooms are used as the premises of the village council and the library, the rest of the palace is in a dilapidated state. Windows and doors are broken, there is no heating, the ceiling between the floors is destroyed.

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Buildings are used without regard to their cultural value. The palace in Nemyrov is a part of the sanatorium, there are medical offices in the palace. The palace in Tulchyn is used by a school of culture, the palace in Murovnyh Kurylovtsi today houses a boarding school. This way of using palaces often becomes an obstacle on the way to their use in the field of cultural and educational tourism, and in some places it completely excludes this possibility. The palace in Antopol uses a psychoneurological boarding school, the palace in Tymanivka is a tuberculosis sanatorium. Tourist access to these objects is limited. Among the palaces that have the status of monuments of national importance, there are also those that today are difficult to use in any way. Landmarks in Serebryntsy, Napadiivka and Andrushivka are in ruins and need serious restoration [67].

4.2 Castles and palaces of Vinnychina in the tourist industry

One of the main reasons for the unsatisfactory state of monuments is the low level of their value in the eyes of society. Researchers include the following as the main reasons for the fluctuation of cultural value over time:

- insufficient knowledge of history;
- difficulty for the local population to realize their connection with the cultural monument;
- deliberate rejection of connection with certain historical eras, associated with social and political circumstances (which was characteristic of the legacy of the landlords in the Soviet Union) [68].

For effective use of castles and palaces, it is necessary to carry out complex restoration works. According to the "International Charter for the Protection and Restoration of Immovable Monuments and Places of Interest" (Venice Charter, 1964), restoration is considered as a protection measure, the main purpose of which is to preserve and reveal the artistic and historical significance of the monument [69].

One of the modern methods designed to promote the restoration and preservation of the historical and cultural heritage is revitalization, which consists in increasing the

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functional significance of the monument by reproducing lost or providing new functions that should not disturb the traditional character of the environment. [70]. Any work with monuments of cultural and historical significance brings with it many challenges. Revitalization involves preserving the authentic appearance of the building and at the same time adapting it to new conditions. Carrying out revitalization in one way or another helps to save the historical and architectural monument from destruction. Since restoration, firstly, is not always possible, and secondly, monuments often disappear without waiting for it [71].

Researchers involved in the development of revitalization management measures distinguish the following types of revitalization: spatial, social, cultural, economic. The essence of revitalization is defined as complex technical, social and economic actions aimed at restoring the lost purpose of the monument and ensuring the redevelopment of some premises for modern needs⁴⁴⁵. After analyzing the successful revitalization of abandoned monuments of castle and palace construction and with the aim of helping to actualize or create a cultural space around the object, we identified the main steps combined into a road map:

1. Community formation around the attraction

At this stage, an initiative group is formed and the nearest plans for the monument are approved. After that, a campaign begins for the maximum dissemination of information about the object, its history, value and benefit that rational use can bring to the community. The attention of the local authorities and mass media is attracted, and social networks are actively used.

2. Preparatory works

After the announcement, the initial cleaning and tidying up of the facility and the surrounding area is carried out by volunteers. Since most monuments are located in rural areas, cleaning can be done in several stages and take a considerable amount of time. It is forbidden to independently carry out excavations, change the layout of the building or start restoration activities, as there is a high probability of damaging the object. After arranging the territory, it is necessary to inform the public about the work done (publications on social networks, articles in local periodicals, etc.).

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3. Study of the monument

Professional researchers of various fields are involved in the study of the monument: historians, architects, if it is the ruins or castle grounds - archaeologists. This stage is characterized by a comprehensive study of the history of the monument, its architectural features.

4. Creation of cultural space

Further plans for the object are determined on the basis of the conducted research. At this stage, it is important to closely cooperate with local self-government bodies, to integrate plans for the use of the monument into regional and regional legislative documents. Carrying out large-scale restoration or restoration works requires significant financial costs, which can be funds from regional, city, village budgets, funds from local residents and entrepreneurs. It is important to apply for participation in EU grant programs.

At the same time, the attraction is integrated into the social, cultural or tourist spheres. Excursions are organized using the information obtained as a result of the conducted research. As a result of the revitalization, the monument acquires new functions and meanings, thematic evenings related to the historical figures of the owners and their guests, exhibitions of works of local artists, festivals, concerts and other cultural events can be held on its territory⁴⁴⁶.

Such a roadmap has two important aspects:

1. The stages do not replace, but complement each other. For example, active dissemination of information about the attraction should take place at all stages, not only at the first and second. Research does not stop at the fourth stage, moreover, part of the profit from the use of the monument should go to refinancing, deepening knowledge about the object.

2. The order of stages is not static, for example, if the object has already been studied by scientists, then the initiative group starts working, taking into account the available scientific material.

First of all, this approach can be used to restore monuments that are not used in any way and are decaying. Among the castles are objects in Ozarintsy, Selyshchi,

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Shargorod, among the palaces - in Vyshcheolchedayev, Obodivka, Napadivka, Bilichyna, Bugaivka, Nosykyvka.

Currently, one of the most successful measures in Vinnytsia region is the restoration of the ruins of the Bar Castle, which was not used for a long time and was falling into disrepair. On the territory of the castle there is a park and soldiers' burials, the castle walls were heavily overgrown and in a neglected state until recent years. Active work began in 2019, the initiator of the integration of the castle into the social and cultural sphere of the city was Ihor Lozinsky. Pages in social networks were created for communication with interested citizens. First of all, a number of polls were conducted with the involvement of volunteers, as a result of which it was possible to clear the outer walls of the castle. This made it possible to outline the perimeter of the building, it became possible to visually see the scale of the castle and its state of preservation. Information about the current state and plans was actively disseminated in local mass media and social networks. An important stage on the way to the restoration of the monument was the creation of the charity fund "Bar Castle. Revival" in the same 2019. In recent years, research on the castle has intensified, new data is emerging that helps to cover the white spots in the history of the attraction. In 2020, an expedition of the Protection Archaeological Service of Ukraine and the state historical and cultural reserve "Medzhibyzh" carried out architectural and archaeological research of the castle.

Destructive processes regarding the region's castles began even before the 20th century. and continue to this day. This is partly due to the objects losing their original functions, partly due to the inaction of authorities. In the 20th century preserved castles or their parts were used for current needs, and the territory of the castles was plowed up by local residents for gardens. The palaces suffered significant destruction during the revolution of 1917, which was accompanied by the massive destruction of the landlord's property.

The UNR's activity in the field of monument protection was aimed at preserving the remaining palaces, their libraries and collections. Usually, low-educated sections of the population engaged in robbery. Some public figures (Shcherbakivskyi,

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Dubrovskiy) understood the importance of architectural structures and even tried to justify the need for their protection. It is especially worth highlighting the Podil Society for the Protection of Cultural and Historical Monuments in the city of Vinnytsia, whose activities were aimed at saving the palaces and, above all, the historical and cultural values that were in them.

Under the Soviet government, the real preservation of objects was not so much a state policy as an active position and activity of regional monument protection organizations. Among them is the Study Cabinet of Podillia and especially the Vinnytsia regional organization UTOPIK, whose sphere of activity included the entire range of measures for the protection, preservation and restoration of monuments. The external appearance of the building, which is characterized by a number of layerings from the Soviet period, is problematic. Of course, this negatively affects the aesthetic appeal of the object.

Popularization of monuments helps to shape the value of cultural heritage in the eyes of society. Inclusion in social processes and functional adaptation of objects today is an important factor in their preservation. Successfully integrated into the life of society, castles and palaces will play an important role in the process of historical knowledge, will contribute to the formation of national and cultural consciousness among the population.

4.3 Prospective use of architectural objects in the development of domestic and international tourism

The analysis of the history of the objects of castle and palace architecture, as well as the state of their preservation and current use showed that, despite their significant historical and architectural value, the monuments are used completely irrationally. As the experience of the 20th century proves, sooner or later this will lead to the destruction or destruction of objects. With this in mind, we suggest considering the integration of castles and palaces into the field of tourism as an opportunity for their preservation and popularization.

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The field of tourism is characterized by the fact that it provides socio-economic development, job creation, poverty reduction, and helps to increase the level of well-being among the population. As of 2019, travel and tourism was one of the world's largest sectors, accounting for 10.4% of global GDP (\$9.2 trillion), 10.6% of all jobs (334 million), responsible for creating one in four of all new jobs in the world. The COVID-19 pandemic caused significant damage to the industry, whose share in global GDP fell by 49.1%, and both domestic and international tourism fell by more than half.[72] At the same time, rapid recovery of the industry can be seen in 2021. Restrictions on leaving Ukraine have intensified domestic tourism, which is accompanied by the search for new tourist facilities within the country.

The advantage of tourism is the possibility of local development. This advantage became especially important in Ukraine after the decentralization reform. Communities can organize and integrate existing historical and cultural attractions into tourism. This should not only provide additional funding, but also protect cultural heritage sites from destruction. Popularization of local attractions in the future will help to attract investments, expand the scope of tourism, and improve the economic development of a separate territory.

On the territory of Ukraine, organized forms of tourist-excursion activity existed since the beginning of the 19th century, but they were not of a mass nature, they were interesting and accessible to the educated and privileged sections of the population. One of these trips in the early 80s of the XIX century. described on the pages of the magazine "Kievskaya starina" by Kateryna Antonovych-Melnyk. According to the definition of the author herself, it was "a trip in the status of tourists with the purpose of getting to know the region." During their stay on the territory of Vinnytsia, travelers came across palaces and the remains of defensive fortifications. In the village of Nemia, attention was drawn to the park in which the owner's house was located. In Mogilev, travelers found the reconstruction of the two-story stone palace of the Potocki family and assumed that it was located on the territory of the former castle⁴⁵⁹. In the village Bronnytsia was the site of the Wittgenstein palace, surrounded by gardens, a park and a forest. An interesting fact is that the Wittgensteins built decorative castle

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ruins next to the palace, which were a tower with loopholes and walls. Travelers upon entering the village even decided that these were the remains of a real castle. In the village of Busha, at the confluence of the Murafa and Bushka rivers, the remains of fortifications could be clearly traced on the mountain, part of the territory of which was inhabited by peasants.

Until the beginning of the 20th century, school and student excursions, which performed an educational function for young people, became common. During the period of the Ukrainian Revolution of 1917–1921, tourism and excursion activities began to be aimed at raising Ukrainian national consciousness. At that time, considerable attention was paid to the development of the excursion business, in March 1918 the Excursion Department was created under the Department of Extracurricular Education of the Ministry of Public Education, whose efforts were directed to the creation and development of the system of excursion activities, personnel training, and the development of excursion routes.

The development of the local history movement at schools ensured the interest of young people in the history of their region and was a means of popularizing the historical and cultural heritage. For example, in the city of Bar, students conducted excursions to the remains of the fortress and took part in clearing its ruins.

For example, let's analyze information about some settlements through which the routes recommended by the regional children's excursion and tourist station passed in 1957. A total of 12 routes were proposed. In the comparative table, information for tourists and information about the presence of ruins of castles and palaces in the settlement are provided in the routes. As you can see, the monuments of castle and palace architecture, if they were included in the tourist routes, were absolutely not described as monuments of history and architecture.

Table 1

Tourist facilities on the route

Settlement	Tourist facilities on the route	Castles/palaces as tourist attractions
Selyshche	settlement of the Trypil culture period	remains of the castle of the 16th century. with the ruins of a hexagonal tower
Brayiliv	the remains of the house where the composer P. Tchaikovsky lived	the classicist palace, which was built in the second half of the 19th century. Carl von Meck P. Tchaikovsky visited the palace at the invitation of Nadia von Meck
Voronovytsya	the secondary school building, in which O. Mozhaiskyi lived from 1869 to 1876	a classicist palace built by the Groholskys at the end of the 18th century
Nemyriv	birthplace of Nekrasov, from 1856 to 1858, Marko Vovchok lived here	the neoclassical palace of Princess Shcherbatova, built at the beginning of 20th century
Dashiv	battles of Ukrainian peasants and Cossack units of M. Kryvonos with Polish troops took place in the village in 1848.	the classicist palace of the Potocki of the 19th century.
Tymanivka	Suvorov house-museum, collective farm	neo-Gothic palace, built in the first half of the 19th century.
Busha	the remains of the fortress of the XVI–XVII centuries.	remains of the castle of the 16th–17th centuries, a preserved tower

Today, the tourism industry in Ukraine is mostly focused on the domestic market. This is due to a number of factors: outdated Soviet infrastructure, which was aimed at tourists from the USSR republics; insufficient development of the transport network; lack of strategy and tourism marketing. Tourism in Ukraine has not yet become a leading branch of the economy. The prices do not correspond to the level of service. Increasingly, Ukrainians prefer vacations abroad. According to the data of the State Statistics Service of Ukraine, outbound tourism significantly outweighs domestic tourism.

According to the State Statistics Service, revenues from tourism in the Vinnytsia region were constantly growing in the years before the COVID-19 pandemic. Most tourists visited Vinnytsia. Quarantine restrictions on travel abroad during 2020-2021

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have created greater demand for domestic tourism.

As a result of the analysis of the data of this study, we singled out the main provisions related to the prospects for the development of tourism in Vinnytsia [73].

- Almost half of the respondents never travel to Ukraine or do it once every few years or less often;

- In the category of respondents aged 60+, more than half never travel or do it once every few years or less often;

- 71.3% of respondents consider Ukraine attractive for tourism;

- 47.0% of respondents who had a vacation in 2021 spent it at home; 24.9% within their region; 27.2% in another region;

- Most often, Ukrainians chose Odesa, Lviv, Kyiv, Ivano-Frankivsk and Zakarpattia regions for their vacations. Vinnytsia region ranks 14th, its share is 2.1% (of the total number of vacationers);

- Among those who planned a vacation in 2021, there is a dependence of travel on the level of income;

- 53.1% of those who planned a vacation in 2021 intended to spend it in Ukraine; of them, 26.5% — at home, 23.7% — within their region, 44.5% — in another region;

- 2.8% of respondents would like to spend their next vacation in Vinnytsia region;

- The main type of recreation in Ukraine is recreation in nature or at sea; 7.9% of respondents prefer exploring cities;

- Most often, the purpose of a vacation is a beach vacation, visiting relatives, treatment, mountain vacation and ecotourism, visiting cultural events;

- 33.1% of respondents travel in Ukraine by their own car, 32.6% by regular and scheduled buses, 19.5% by rail transport. Less than 1% travel by plane and sea or river transport.

As we can see, large tourist flows are mostly directed to the Black Sea coast, the Carpathians and the large cities of Ukraine. Vinnytsia region, despite a significant number of historical, cultural and natural monuments and sanatoriums, today does not belong to the regions with a high number of tourist visits. Analysis of the results of

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"Tourism Research in Ukraine" shows that there is a demand for domestic tourism, city research, and event tourism in Ukraine. Due to the coronavirus pandemic, Ukrainians who cannot travel abroad are ready to travel in Ukraine [74].

From the point of view of accessibility and logistics, the Vinnytsia region has a very favorable position - in the central part of Ukraine. It borders seven oblasts of Ukraine. The territory of the region is covered by an extensive network of intercity and international bus routes. "Research on tourism in Ukraine" showed that more than 65% of Ukrainians choose automobile routes when traveling in Ukraine. Palace complexes and castles of Vinnytsia are mostly located in rural areas and small towns. The condition of road surfaces can often be a major obstacle to creating a competitive tourism product. According to the government program that started in 2017 and the presidential program "Major construction" in the territory of the region, the M30 and M12 roads of international importance were repaired, and in 2021, the R-07 road was repaired. All castles, 12 palaces, which are architectural monuments of national importance, and 7 palaces, which are architectural monuments of local importance, are located on these highways or nearby (within 20 km). However, today many regional roads still need to be repaired, which prevents the use of historical and cultural monuments in the tourism sphere. Another obstacle to comfortable travel by car is the lack of modern European-style road signs that would inform that an attraction is nearby.

In addition to highways, the Vinnytsia region has convenient rail connections. Night and high-speed trains run through Vinnytsia, including international trains. Vinnytsia station carries 1.3 million passengers every year

An important criterion for the prospects of attracting castle ruins and palaces to the field of tourism is their inclusion in regulatory documents related to the development of tourism in the region or individual regions. This indicator demonstrates the interest of the authorities in the integration of the monument into public life, increases the chances of state funding and management of the object. [75]

To date, strategies for the development of tourism in the city of Vinnytsia and Vinnytsia region have been developed. The Vinnytsia City Council established a city

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marketing and tourism department. All local self-government bodies are recommended to develop tourism development programs for their localities. Today, the Vinnytsia region is just beginning to take shape as an attractive area for business, gastronomic, cultural, educational, ecological, and educational tourism.

At the oblast level, first of all, it is worth analyzing oblast tourism development programs. In the "Tourism Development Program in the Vinnytsia Region in 2017-2020s." it was planned to conduct tours for representatives of the mass media in order to popularize the routes. Among others, there were routes with settlements where palaces and castle ruins have been preserved: "Vinnytsia - Brailiv - Shargorod - Hybalivka - Iosafatova dolina - Murafa - Vinnytsia".

"Vinnytsia - Lyadova - Busha - Vinnytsia" and "Vinnytsia - Khmilnyk - Bar - Gayove - Vinnytsia". In the program for 2021-2027, cultural and educational tourism is defined as one of the most developed and promising. The advantage of this program, compared to the previous ones, is the very mention of castles in the context of tourism development. The tower in the city of Busha is mentioned separately. On June 3, 2021, the tourist brand of the Vinnytsia region, designed to promote the development of the industry, was presented.

The program for the development of tourism in the Vinnytsia region for 2021–2027 foresees the need to create a competitive tourist product and develop tourist routes. One of the priority areas of tourism development in Vinnytsia region is cultural and educational tourism. This is due to the rich potential and the presence of numerous monuments. At the same time, the program itself mentions only in general terms that the territory of Vinnytsia is rich in castle ruins and palace complexes. A few of them are briefly mentioned, and it is not entirely clear what criteria the authors of the program chose these objects for.

In the "Vinnytsia Tourism Development Strategy until 2030. Vinnytsia City of Ideas" it is noted that all types of tourism are a priority for development. At the same time, it is recognized that today a number of factors stand in the way of attracting tourist flows to the city. Low level of development of urban tourist transport. Lack of places for parking tourist buses. Museums and tourist magnets of the city are not working at

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full capacity. The most visited locations do not have a sufficiently developed tourism

Today, the tourist market offers tours of the castles and palaces of Vinnytsia from other cities. For example, from Kyiv there is a one-day tour "Noble Heritage of Vinnytsia", two-day "Vinnytsia Fountains and Palaces of Vinnytsia", "Mysteries of Podillia and Haydamatsky Gorge", from Lviv - three-day "Palaces of Vinnytsia and the City of Ideas". All excursion trips organized from other cities mostly cover only some objects: the city of Vinnytsia, the palace in Voronovytsia, the palace in Nemyrov, the palace in Tulchyn, the palace in Stara Pryluka, the Bushatsky reserve.

Analyzing regional development programs, we suggest, for example, to consider the city of Khmelnyk. First of all, it is worth paying attention to the presence of a community marketing strategy until 2027, which significantly increases the chances of successful implementation of local projects and their popularization. A program for the development of culture and tourism for 2022-2026 was also adopted, the purpose of which includes, in particular, ensuring access to the cultural heritage, which includes the castle tower and the palace. Since access to the object does not yet mean the interest of potential visitors, a number of measures should be taken to improve the visual condition, improve the information load and promote the attractions. For this purpose, the program provides funding for improving the material and technical base of the museum.

Another promising direction is the development of event tourism, which combines recreation and visiting cultural events. The holding of various festivals, exhibitions, concerts and fairs is becoming more and more popular in the world and in Ukraine, attracting more and more tourists every year. A number of unique festivals, including international ones, are held in the Vinnytsia region. However, there are quite a few tour operators in Ukraine who specialize in domestic tourism or organize trips to such festivals. Today, the following festivals are held in the region:

"BarRockCo" is a rock music festival in the city of Bar, which combines classical and modern art. One of the locations of the festival is the ruins of the Bar Castle. The symbol of the 2020 festival, which was postponed due to the pandemic, was the Queen of Bona Sforza. As part of the festival, various fairs, motor races, art exhibitions,

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thematic excursions and other entertainment are held. The festival is held at the end of July.

"Apple Bar" is a festival-fair of agricultural products in the city of Bar. In addition to the fair, the festival program includes performances by folklore groups, master classes, photo exhibitions, scientific and practical seminars on horticulture and folk crafts. It is held on October 20-21 on World Apple Day.

An open-air festival is held on the territory of the Potocki Palace in Tulchyn

"Operafest Tulchyn" and "Kids Operafest" is an international open-air opera festival. The participants of the festival are world stars of the opera scene from Ukraine, the USA and Europe, who demonstrate exclusive productions of opera, ballet, musicals, and choral shows. The festival program also includes light shows, book and art exhibitions in the Potocki Palace, various master classes.

For a long period, cultural heritage was considered exclusively through the prism of its protection. However, over time it became clear that maintaining monuments in proper condition requires a significant amount of funding from the state, the lack of which causes the destruction of objects. Therefore, it is natural to ask about the reassessment of the economic value of cultural heritage, which consists in the level of its tourist value and the perspective of integration into the general tourist system. The end result of creating a tourist product is not only income generation and tourism development, but also preservation and revitalization of architectural monuments.

A historical and cultural monument involved in the tourism industry fulfills a number of tasks: it promotes the popularization of history, science, and culture, satisfies the aesthetic needs of visitors, promotes the development of the excursion business, is an element of patriotic education of the population, and serves as an example of the uniqueness of the region. Using today's experience of preserving architectural monuments, it is possible not only to prevent destruction, but also to give them the role of a cultural center of the life of local communities, to create favorable conditions for the inflow of investments. The key to the rational use of palace complexes is their inclusion in the modern life of the community and ensuring free access to them. In order to increase social significance, it is important to provide

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monuments with new functions that would meet the modern needs of society. The provision of such functions should take into account the aesthetic and cultural value of the monument.

The process of creating a tourist product involving castle ruins and palaces should be considered from the point of view of tourists, from the point of view of the community, and from the point of view of monuments. A mutually beneficial relationship between all participants of tourist activity is possible only if the attraction is used as an excursion tourist object. It is understood that the castle or palace must have a tourist infrastructure, which, on the one hand, would be aimed at supporting the object (ensuring protection, restoration, scientific research, etc.), and on the other hand at meeting the needs of tourists (excursion work, sale of souvenir products, etc.). Excursion objects are the most valuable attractions that can attract the attention of a wide range of visitors. Such sights can act as sightseeing objects on their own, because the basis of the excursion is built around them.

To determine an excursion object (tourist attraction), we suggest applying the following criteria:

- accessibility;
- recognizability;
- representation in tourist routes;
- level of service provision;
- duration of the visiting season;
- danger of degradation.

As a result of the analysis of the historical and cultural significance of the monuments, the characteristics of their current state and use, field survey, analysis of guidebooks, available routes and excursion services provided by tourist companies, as well as as a result of a survey of visitors to the castles and palaces of the region, a number of problems on the path of integration of the researched objects into tourism. Proposals for the transformation of the monuments of the castle and palace heritage of Vinnytsia into sightseeing tourist objects and the creation of a tourist product based on them are proposed to be determined by reviewing the main problems and proposals for

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their solution.

Problems with the development of tourist infrastructure

This group includes problems directly related to the creation and development of a tourist product.

Problems with revealing the historical and cultural potential of monuments. The problem is directly related to the form in which the cultural object will be used in the formed tourist product. The integration of monuments into tourism should fulfill two main tasks: preservation and maximum disclosure of the historical, cultural and architectural value of the object. It is necessary to consider the possibilities of integrating castle ruins and palaces into tourism in accordance with these criteria.

Proposals to create hotels and hotel-restaurant complexes on the basis of castles and palaces available in the scientific literature can be called "classical". The main advantage of this approach is the possibility to stop the destruction of the monument and return it to the life of the community. In addition, from the point of view of making a profit, investments in the hotel and restaurant business are attractive for entrepreneurs. However, such inclusion in tourism has a number of disadvantages. First of all, the organization of a modern complex for accommodation and necessary communications will require significant re-planning and reconstruction, which will have a negative and irreversible impact on the internal organization of the attraction. Secondly, the object in this case loses the opportunity to fully reveal itself as a monument of architecture and history, at best it will play a secondary role in the tourist product, at worst it will be used simply as a room.

Speaking about the prospects of transforming the region's monuments into hotels, it is worth noting that the castle buildings themselves have not survived to this day, and the poor condition of the castle ruins does not allow the creation of hotel complexes on their basis. Since the attraction transformed into a hotel loses its cultural and educational value, it cannot play the role of the main object of the tourist product. In this case, there should be objects near it that would attract tourist flows. Therefore, considering the fact that most of the palaces of the region do not have other "tourist magnets" nearby, their use as hotels or hotel-restaurant complexes is ineffective.

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In general, the ruins of the castles of the Vinnytsia region have not been preserved to this day in sufficient quantity and today do not correspond to the traditional image of such monuments that exists in the imagination of tourists. Therefore, they cannot arouse great interest among tourists or act as an independent tourist object. You can increase the information load of the tour by researching the history of the monument, finding out the reasons for its construction and its features in comparison with other castles, determining the place and role of the monument in the history of the region, and establishing relationships with historical events or figures. The tour guide can tell all this information, but the lack of a physical castle makes it difficult for tourists to perceive it. The informativeness and impression of the exhibition can be enhanced by a graphic reconstruction placed on the stands, the presence of a three-dimensional model or reconstruction and restoration of the object's appearance. The most modern means of increasing the informativeness of the object is the use of virtual and augmented reality technology. The latest technologies can not only complement the elements of existing monuments, but also recreate destroyed castles and palaces, which can potentially contribute to the emergence of completely new forms of tourism.

Almost all palaces that have the status of monuments of urban planning and architecture of national importance belong to the monuments that can be used as an ensemble museum. These objects have a high historical and architectural value, a fairly good degree of preservation. In some of them, interior elements have been well preserved, which affects the full disclosure of the tourist potential of the palace complex. Expositions that reflect the peculiarities of the existence of lordly residences, related to the person of the owner, visitors and events that unfolded in these palaces (personal belongings of the owners, decor, mosaics, household items, the use of precious materials in the interiors, works of art, original furniture), are of great interest to tourists. They enhance the impression of visiting an excursion object, help to reveal the palace complex not only as an architectural monument, but also as a historical monument. Restoration of the park is no less important than the reproduction of the interiors, because the park was an important part of the complex, together with the

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palace demonstrated the material capabilities of the owner, his artistic taste.

Today, most of the objects of the palace heritage of the Vinnytsia region are used by institutions that do not allow the use of the monument as an excursion object. Due to the lack of measures of museumization and adaptation of objects to the needs of the institutions that use them, palaces lose their attractiveness as tourist objects. Thus, the palace complexes, which are theoretically able to attract the attention of many people, are widely represented in tourist guides, maps, tours, due to the low level of museumization, are visited by tourists irregularly.

In the process of popularizing a tourist product, one of the most effective ways today is to develop your own brand related to the castle or palace heritage. Branding acts as a tool for increasing competitiveness, demonstrates the uniqueness and potential of the region, and encourages potential investors and tourists. The brand is created for a large audience, which includes investors looking for promising projects for financing, tourists who are interested in attractive places to visit, businesses and organizations, and local residents. It is worth noting that today there is already a brand of Vinnytsia, so the promotion of specific tourist products or destinations is possible in its context.

If separate tourist products are created on the basis of palaces and castle ruins, it would be worthwhile to consider the possibility of forming local clusters focused on the development of cultural and educational tourism on their basis. Taking as a basis the territorial approach and the peculiarities of the location of objects, it is possible to distinguish 5 hypothetical clusters with conventional names: north-western, north-eastern, western, central and southern.

The central problem of this model, around which the motives and motivations of all the objects of the market are concentrated, remains the problem of the price mechanism, price formation [76].

The study of the history of palace and castle construction is presented by published and unpublished archival documents, materials and conclusions of archaeological excavations, memoir sources, cartographic data and photographs. About the protection and use of objects since the 20th century. we learn from unpublished archival materials, newspaper publications, regulatory and legal

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documents. The development of tourism and the level of Most palaces today continue to perform the same functions that they performed in Soviet times. As a result, such use causes the monument to lose its architectural and cultural-cognitive value, and therefore requires an immediate rethinking. To solve this problem, a road map for the restoration and inclusion of monuments in the social sphere is proposed. One of the best ways to return the monument to the social life of the community is revitalization, which consists in carrying out technical, economic and social measures aimed at returning lost or creating new functions. On the one hand, adaptation to new conditions is expected, and on the other hand, the maximum preservation of the authentic appearance of the object of integration into the sphere of castles and palaces of the region is highlighted in statistical data, in guidebooks and in information of tourist enterprises, materials of newspaper publications, pictorial sources and regulatory legal documents.

Currently, the integration of palaces and castle ruins into tourism still remains at a low level, and under the conditions of current use, the attractions included in the routes cannot fully reveal themselves as tourist objects. However, recently, the development of various types of tourism is one of the main directions of both state policy at the level of the region and local communities. There are a number of programs for the development of tourism, marketing programs, a brand of the region has been created, which creates favorable conditions for the integration of castle ruins and palaces into the field of tourism. Among the positive aspects, it is worth highlighting the growth of informational support for castle and especially palace heritage as objects of tourism. They are increasingly included in guidebooks, tourist routes, tourism development programs of individual communities.

The analysis of a number of problems of tourism development at the regional level made it possible to work out options for their solution. As a result of the decentralization reform, it became possible to independently determine community development vectors, so the inclusion of tourism attractions should primarily be entrusted to territorial communities. Various possibilities and approaches to the integration of attractions into the field of tourism were considered, including

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transformation into a hotel or hotel-restaurant complex, creation of a museum in the premises of the attraction, museification. The formation of a spatial museum based on the monument is singled out as one of the most promising measures. In addition, the development of tourism products based on attractions can result in the formation of tourist clusters and tourist destinations. In this context, potential clustering based on existing monuments, their location and opportunities for the development of cultural tourism is proposed. To solve the problem of quick and convenient access to information about attractions, a corresponding web resource was developed.

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