

PROSPECTS AND CHALLENGES OF USING MILITARY HERITAGE IN UKRAINE ON THE TOURISM SECTOR

<http://doi.org/10.23939/semi2023.02>.

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The paper delves into the multifaceted aspects of incorporating military heritage into Ukraine’s thriving tourism sector. It opens with an exploration of the intrinsic value of military cultural heritage as a means of preserving historical memory and inculcating respect for the sacrifices made by soldiers throughout Ukraine’s turbulent history, particularly in light of the ongoing conflict with Russia. The article examines Ukraine’s rich military history, spanning eras such as the Cossack period, World Wars, and contemporary conflicts, highlighting the need for nuanced interpretation and attention to less-represented historical events.

Purpose of the paper. The paper is devoted to a detailed analysis of the prospects and challenges of using Ukraine’s military heritage in the tourism sector. It examines the historical context, the current state of military heritage sites, and the possibilities of using them to develop the tourism industry. It also examines aspects of the preservation and popularization of military sites.

Design/methodology/approach. This article is based on a comprehensive literature review of recent research and publications on team management and cultural heritage studies methodology. Research sources used include scientific journals, books, and online resources.

Findings. A critical assessment of the present state of military heritage sites in Ukraine is provided, distinguishing between well-maintained attractions and those adversely impacted by recent hostilities. Notably, the paper underscores the importance of community engagement in preserving and interpreting these sites, reflecting a “living heritage” approach. It acknowledges the challenges of emotionally charged proximity to recent events and the need for balanced, sensitive handling.

The article also explores the promising prospects of leveraging military heritage for tourism development in Ukraine, including the potential for infrastructure development, thematic museums, guided tours, and even extreme tourism opportunities. Cultural exchange and international appeal are identified as additional benefits, contributing to the country’s income and global recognition.

However, it does not shy away from acknowledging the significant challenges that must be addressed. These encompass community involvement, professionalism, security, financing, and cooperation with both authorities and the public. The financial aspect is particularly emphasized, with the restoration and maintenance of military sites demanding substantial resources.

The paper advocates for cooperation between government agencies, public initiatives, and the private sector, emphasizing the importance of investor engagement to ensure the preservation and

development of military heritage. Public participation is also championed, encouraging volunteer activities and educational events.

In conclusion, the article underscores the paramount importance of responsibly managing Ukraine's military heritage to convey an accurate historical narrative and nurture respect, understanding, and acceptance of the past among present and future generations. It underscores that the utilization of military heritage in tourism holds great potential. Still, its realization necessitates a concerted, multi-faceted effort that takes into account the interests and sensitivities of all stakeholders. This article serves as a valuable resource for policymakers, heritage professionals, and individuals invested in Ukraine's cultural and historical prosperity.

Originality/value. The original focus on the interaction of military heritage and tourism, the emphasis on community engagement, and the work's applicability to current events in Ukraine are what distinguish this work as innovative. It is a significant resource for scholars, politicians, heritage workers, and anyone interested in the complex dynamics of heritage preservation, tourism, and historical memory in a contemporary setting because it not only highlights issues but also offers actionable ideas.

Practical implications. The paper provides a number of useful takeaways that can help various stakeholders, such as policymakers, heritage specialists, and local communities, in utilizing military legacy for tourism growth and historical memory preservation. By putting these practical suggestions into practice, Ukraine can preserve and promote its historical memory while also utilizing the potential of its military history for tourism growth. These activities can promote the nation's cultural and economic development while encouraging a deeper understanding of its past among both home and foreign audiences.

Key words: military heritage; tourism; war; challenges; interpretation.

Paper type: Research paper.

Formulation of the problem

Military cultural heritage is an important part of the cultural heritage. It not only reflects the history of the country but also teaches us to appreciate and respect the sacrifices made by soldiers in defence of their country. Unfortunately, military conflicts are part of Ukraine's past. As a result of the war that Russia has been waging against Ukraine since 2014 with another round of aggression after February 24, 2022, this separate category of cultural heritage continues to be actively created on our territories [8]. While the military heritage of the past is already an object of tourist interest, the newly created one needs to be studied, researched, and protected. Instead, the current tragic sociopolitical changes are prompting a rethinking of the wars of the past centuries. This is extremely essential because military heritage fosters respect for the heroic and tragic past among young people. A proper interpretation of the military heritage should become the basis of our state policy as part of the formation of the national consciousness of the people who will create its future.

Analysis of recent research and publications

The issue of the Ukrainian military cultural heritage is not actively discussed in the Ukrainian scientific community. Mostly, we are talking about interdisciplinary studies aimed at analysing individual monuments as cultural heritage sites [6], and the peculiarities of their renovation in comparison with foreign experience [18]. There is also a lack of research on the cultural heritage of the modern Ukrainian-Russian war [16]. The theoretical basis of the paper is the Z. Kobylinsky's and G. Dakin's publications. As well as other developments in the predominantly English-speaking scientific community [1–4, 11, 14, 19–21]. It analyzes various aspects of the use of military heritage on the basis of individual cases.

Formulation of hypothesis and goal setting

Based on the analysis of recent research and publications, we assume the military heritage in Ukraine has considerable tourist potential. However, in the context of current tragic events, it needs to be rethought and reinterpreted. There is a demand in Ukrainian society for the presentation of such spaces as places of popularization of Ukrainian identity. At the same time, the interpretation of newly created military heritage sites requires a comprehensive discussion involving both experts (Ukrainian and foreign) and the local community. Being at the epicentre of the creation of this category of heritage is an additional challenge that must be taken into account.

Research methods

To achieve our goal, we conducted a literature review of peer-reviewed articles, books, and online resources related to military heritage and military heritage management methodologies. We used various academic databases such as Google Scholar, JSTOR, and ScienceDirect to gather relevant information. A separate method was the analysis of public discussion of this issue on Facebook.

Main part

The historical context of military heritage in Ukraine

Ukraine is a country with a rich historical experience and a huge military heritage, which is a resource for tourism development, preservation of historical memory, and investment attraction. In this paper, we will have a closer look at the historical context and significance of Ukraine's military heritage, the current state of military heritage sites, the prospects for their use in the tourism sector, and the challenges facing this process.

The military history of Ukraine covers different periods, with the Cossack era, world wars, and participation in military conflicts of the last 50 years. The Cossack heritage in Ukraine deserves special attention. Cossack troops played an important role in the defence and development of Ukrainian lands. After a long period of being part of other states, Bogdan Khmelnytskyi's army gained independent existence (in one format or another) thanks to the hetman's military talent and the Cossacks' companionable struggle. Although the interpretation of these military actions is part of our cultural landscape, there is a need for improvement. For example, we have a museum called "The Field of the Battle of Berestechko" (the defeat of the Ukrainian army), but there is no similar space that would glorify the victorious Battle of Batoh in 1651.

In the twentieth century, Ukraine was the site of influential battles and events during the First and Second World Wars. Many cities and regions were destroyed during the war. However, numerous military sites and structures were created, which are partly used for tourism purposes. At the same time, it can be stated that, as a result of Soviet propaganda, World War II is much more represented in museum exhibitions, while the heritage of the First World War is underestimated. In addition, the war of 2022–2023 requires a new interpretation of the events that took place then.

The current state of military heritage

Military heritage requires special management mechanisms. The goal of these processes should not be to create an idealized, heroic vision of one's own history, but to show the past truthfully. It is also important to take into account that such an event as war leaves political and psychological wounds. The Last ones are too painful, even with the passage of time. Therefore, interpreting and working with war heritage is not easy. It often involves the need to overcome many myths and prejudices. Working with such heritage has great tourism and economic potential, as it is frequently associated with famous historical events and figures and evokes strong emotions. There is a need to fully utilize this potential and properly communicate it to the public, coordinated cooperation is needed among specialists in many fields-museum workers, monument preservationists, historians, government officials, etc. Along with its great potential, military heritage also poses a great threat. It can potentially be both a source of reconciliation and a source of conflict [13].

The current state of military heritage sites in Ukraine is diverse. Some historical monuments have been maintained and are now in a restored state. They can be visited as museums or tourist attractions. Among them are museums of major military battles that tell the story of important events of the First and Second World Wars, as well as objects that have become symbols of national history. One of the examples is the Monument to the Heroes of the Heavenly Hundred (Kyiv): erected after the Revolution of Dignity, this monument honours the heroes who died in the struggle for freedom and independence of Ukraine.

However, some military sites have been destroyed or dilapidated due to military conflicts and wear and tear. It is important to remember that military heritage can be extremely vulnerable and requires constant attention from the authorities and society to preserve [19].

We should not forget about objects and spaces created in real-time. As an example, we can cite museums. There is a plan to organize it in the village of Yahidne in the Chernihiv region. The intention is to create a museum in a local school, where the Russian occupiers made a real concentration camp. The residents of Yahidne no longer want to use the school and the kindergarten (they are in the same building). Instead, they want to turn the building where they spent 27 terrible days and nights into a memorial. This is a joint decision of the residents and local authorities. With the future museum in mind, the school was preserved: A hole in the roof, holes in the walls, and broken windows were covered with plastic wrap. In the basement, where people were held, and upstairs, in the school and kindergarten, where the Russian soldiers' headquarters were located, almost everything was left unchanged – things, their location, traces of the invaders' presence. This project is only at the stage of development and first approvals, but it has great potential. It is important the community is involved in the process of interpreting this heritage (the main idea of the living heritage approach) from the very beginning. However, one should not go to extremes, given the chronological proximity of the events and the impossibility of emotional detachment [12].

Prospects for using military heritage in tourism. The use of military heritage in the tourism sector has significant potential for the development of tourism in Ukraine and the promotion of historical education. Some prospects for the use of military heritage include

- Development of tourist infrastructure. There are many military facilities that can be adapted for visiting by tourists. Reconstruction of fortresses, trenches, defence facilities, and other military structures [9] can lead to the creation of new interesting tourist attractions. Guided tours and museums. Creating thematic museums and organizing guided tours will help popularize Ukraine's military history among visitors. Tour guides can tell historical, and disclose details of important events.

- Extreme tourism. Some military sites, such as underground bunkers or the ruins of military aircraft, can be used to organize extreme tourism, which attracts fans of unusual experiences.

- Cultural exchange. Visiting military facilities can promote cultural exchange and attract foreign tourists. It can become a source of income for the country and help increase its international popularity.

Challenges of using military heritage

Museum professionals are already talking about the problems arising from the course of such activities. In a Facebook post, the acting director of the National Museum of the Holodomor Genocide uses the example of this initiative to highlight the issues that exist in Ukraine with regard to the museofication of war. There are involving the local community in this process, professionalism and responsibility in decision-making, which are essential for the formation of a clear management and curatorial model, discussing the concept of the exhibition in society, given the extremely sensitive nature of the topic, and avoiding repetition of initiatives such as the "Victory Museum" [7].

Security is a separate challenge. Some military sites can be potentially dangerous for visitors. Therefore, extraordinary measures must be taken to protect tourists and ensure their safety [11].

Financing in terms of cultural heritage management is a separate, important section. Restoration and maintenance of military sites require significant financial resources. Therefore, attracting investments and sponsors is an essential task.

Cooperation with the authorities and the public. Successful project implementation requires cooperation with government agencies and public organizations. The public's opinion and interests should be taken into account when planning and implementing projects.

Cooperation and investment. For the successful use of military heritage in tourism, cooperation between government agencies, public initiatives, and the private sector is critical. Attracting investment in the restoration and development of military sites are the necessary elements of this process. Attracting investors can be done by creating investment programs and business proposals.[15]

Cooperation with the public. Involving the public in the preservation and popularization of military heritage can be very useful. Public initiatives can be organized to organize volunteer activities with heritage sites, as well as educational events for a wide audience.

Cooperation with other countries. Ukraine can use its military heritage to develop international tourism and cultural exchange. Attracting foreign tourists can become a source of income and help attract investment [15].

Preservation of historical memory. One of the most significant functions of using military heritage in tourism is to preserve historical memory. Visiting military sites helps maintain historical awareness and memory of past events [5].

Conclusions

We can affirm that all aspects of the history of military heritage have the right to be heard in public space and art projects, and to be presented in various ways. There are many challenges along the way that can only be overcome by an interdisciplinary team of specialists. At the same time, the management of military heritage is necessary to show future generations the true history and to foster respect, understanding, and acceptance of the past.

The use of military heritage in tourism has great potential for Ukraine's development. It can help develop the tourism sector, attract investment, and preserve the country's historical memory. However, this process is also fraught with challenges, such as security, financing, and public relations. To succeed, it is necessary to work together to develop and preserve military heritage, taking into account the interests of current and future generations.

Prospects for further research

In conclusion, it is important to note that the potential of military heritage in Ukraine is largely underestimated. To a certain extent, the publication is an attempt to initiate a scientific discussion on this issue, given the acute challenges that Ukraine is currently facing. The scientific community should already be looking for ways to work rationally with military heritage. This is done, among other things, to ensure that such an interpretation makes it impossible to repeat the conflict and reinforces the phrase "never again" that is very much alive after World War II.

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С. Муравська, С. Таргоній

Національний університет “Львівська політехніка”
Кафедра історії, музеології та культурної спадщини
svitlana.i.muravska@lpnu.ua
solomiatar@gmail.com

ПЕРСПЕКТИВИ ТА ВИКЛИКИ ВИКОРИСТАННЯ МІЛІТАРНОЇ СПАДЩИНИ В УКРАЇНІ В ТУРИСТИЧНОМУ СЕКТОРІ

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У статті розглянуто багатогранні аспекти інтеграції військової спадщини в успішний туристичний сектор України. Досліджено історичний контекст, сучасний стан об’єктів військової спадщини та можливості їх використання для розвитку туристичної індустрії. Також розглянуто аспекти збереження та популяризації військових об’єктів. Надано критичну оцінку сучасного стану об’єктів військової спадщини в Україні. Розмежовано добре збережені пам’ятки та ті, що зазнали негативного впливу внаслідок нещодавніх бойових дій. У статті також досліджено обнадійливі перспективи використання військової спадщини для розвитку туризму в Україні, урахувавши потенціал для розвитку інфраструктури, тематичних музеїв, екскурсій і навіть можливостей екстремального туризму. Культурний обмін та міжнародну привабливість визначено як додаткові переваги, що сприятимуть збільшенню доходів країни та її глобальному визнанню.

Ключові слова: військова спадщина; туризм; війна; виклики; інтерпретація.