

O. Karyy¹, I. Kulyniak², S. Ohinok³, Y. Bondarenko⁴

ORCID: ¹ 0000-0002-1305-3043, ² 0000-0002-8135-4614, ³ 0000-0001-5462-5362, ⁴ 0000-0002-2362-7629

Lviv Polytechnic National University

Department of Management of Organizations

CURRENT STATE AND DEVELOPMENT TRENDS OF HERITAGE AND CULTURAL TOURISM IN UKRAINE AND THE EU: A COMPARATIVE ASPECT

<https://doi.org/10.23939/smeu2025.01.299>

© Karyy O., Kulyniak I., Ohinok S., Bondarenko Yu., 2025

The study aims to analyze the current state and development trends of heritage and cultural tourism in Ukraine compared to EU countries by substantiating the significance of UNESCO World Heritage and museum infrastructure as key factors in developing heritage and cultural tourism. Additionally, the study formulates recommendations for improving Ukraine's tourism policy based on the experience of leading European countries in the tourism sector. To achieve the research objectives and test the proposed hypotheses, the study employs a combination of methods that ensure a comparative analysis of heritage and cultural tourism development in Ukraine and EU countries. These methods include statistical, correlation-regression, comparative, graphical, and cartographic analysis. Using econometric models, the study examines the impact of the number of UNESCO World Heritage sites on developing the tourism sector in Ukraine and EU countries. The comparative analysis revealed a positive correlation between the number of such sites and key tourism indicators. It was determined that the most developed tourist destinations are Italy, France, Spain, and Germany, which have the highest number of UNESCO sites, positively influencing the economic benefits of tourism. The findings indicate that Ukraine significantly lags behind European leaders in all tourism indicators. The research confirmed that the presence of UNESCO World Heritage sites is crucial in developing heritage and cultural tourism. However, a comprehensive tourism development strategy is required to utilize this potential effectively. Based on statistical data, the study examines the total number of museums and their accessibility to the population in Ukraine compared to EU countries. It was found that Ukraine significantly lags in the number of museums in absolute terms and per capita. The study also analyzes the experience of leading European countries – Germany, France, Italy, and Spain – in developing heritage and cultural tourism. It outlines the possibilities for adapting this experience in Ukraine to enhance tourism appeal and preserve historical and cultural heritage. Adopting European practices will contribute to the country's economic development and promote its historical and cultural heritage internationally. The obtained data can benefit government authorities, tourism organizations, museum institutions, and investors in the artistic and tourism sectors.

Key words: tourism, heritage and cultural tourism, UNESCO World Heritage, tourism infrastructure, museums, domestic tourism, international tourism, European Union.

Problem Statement

Heritage and cultural tourism is one of the most promising sectors of the tourism industry, playing a crucial role in preserving national heritage, fostering economic development, and strengthening international relations. In the context of globalization and digitalization, this type of tourism is evolving into new forms, adapting to changes in consumer preferences and technological advancements. Ukraine has significant potential for developing heritage and cultural tourism due to its rich historical heritage, numerous architectural landmarks, museums,

and cultural traditions. However, the sector faces multiple challenges, including insufficient infrastructure, a lack of effective marketing strategies, and a shortage of investments. At the same time, European Union countries demonstrate successful examples of heritage and cultural tourism development through effective management, innovative technologies, and sustainable tourism strategies. A comparative analysis of the current state and development trends of heritage and cultural tourism in Ukraine and EU countries is essential for identifying promising approaches and adapting best practices. This will enhance Ukraine's attractiveness as a tourist destination and contribute to its integration into the international tourism market.

Relevance of the Research

Heritage and cultural tourism is an important segment of the tourism industry, which contributes to the preservation and popularization of cultural heritage, and also stimulates the economic development of countries. In the context of globalization and increased competition in the tourism market, the analysis of the current state and development trends of this tourism direction in Ukraine and the EU countries is of particular relevance. The study allows us to identify the strengths and weaknesses of the tourism sector, determine promising areas for its development, and adapt the best European practices to Ukrainian realities. A comprehensive analysis of current development trends of heritage and cultural tourism will contribute to improving Ukraine's competitiveness in the international tourism market and the effective use of its cultural potential. Therefore, the study is relevant from both a scientific and practical perspective, as it facilitates the development of heritage and cultural tourism strategies, considering the international experience and the specific characteristics of the national tourism sector.

Formulation of the Purpose and Goals of the Article

This study is based on the following hypotheses: 1. The number of UNESCO World Heritage sites and other cultural and historical landmarks is a decisive factor in a country's tourism appeal and the development of heritage and cultural tourism. 2. In Ukraine, compared to EU countries, the level of museum provision is relatively low, which does not contribute to the development of heritage and cultural tourism. Moreover, considering the experience of leading European countries, it can be assumed that the practical application of modern approaches to preserving and promoting historical and cultural heritage will enhance Ukraine's tourist attractiveness.

Given the proposed hypotheses, the main objective of this study is to examine the current state and trends in the development of heritage and cultural tourism in Ukraine compared to EU countries. This will be achieved by substantiating the significance of UNESCO World Heritage sites and museum infrastructure as key factors in developing heritage and cultural tourism and by formulating recommendations for improving Ukraine's tourism policy based on the experience of leading European countries in the tourism sector.

To achieve the set objective and test the proposed hypotheses, the study employs a comprehensive methodology that ensures a comparative analysis of heritage and cultural tourism development in Ukraine and EU countries. Specifically, the following methods are applied: statistical analysis – Official data from UNESCO, Eurostat, the State Statistics Service of Ukraine, and other sources are used to assess the number of World Heritage sites, the level of museum provision, and indicators characterizing the development of the tourism sector; correlation-regression analysis – This method identifies the relationship between the number of UNESCO World Heritage sites and indicators reflecting the level of tourism sector development; comparative analysis – key tourism activity indicators in Ukraine and EU countries are compared to identify trends and differences; graphical and cartographic analysis – statistical data is visually represented through diagrams, graphs, and maps to enhance clarity and facilitate a better understanding of the obtained results.

Review of Recent Research and Publications

Heritage and cultural tourism has been widely researched by scholars, who consider it a key factor in socio-economic development, national heritage preservation, and international cultural interaction. Studies by foreign researchers [1; 2; 3] highlight the significant impact of UNESCO World Heritage sites on the tourism appeal of regions and emphasize the need for comprehensive state policies to utilize historical and cultural potential effectively.

Ukrainian researchers focus on the challenges of developing heritage and cultural tourism in Ukraine [4; 5; 6], including the uneven distribution of tourist flows (N. Bozhko [7]), insufficient funding for the sector (I. Dashyvets [8]), and the role of state support (M. Stadnyk, N. Ihnatenko, V. Redziuk [9]) – scholars such

as Z. Karpiuk, O. Antypiuk, and R. Kacharovskiy [10] and Ya. Korobeinykova and O. Pobihun [11] pay special attention to the role of museums as key tourism resources and their impact on Ukraine's tourism appeal. V. Antonenko and V. Khutkyi [12] analyze museums' heritage and cultural tourism development contributions. Researchers A. Ivashchenko, V. Molochenko, and O. Voloshyna [13] argue that beyond its economic nature, the sociocultural essence of tourism becomes more evident, as tourism functions as an integral part of culture, influencing and shaping cultural dynamics. They assert that for cultural heritage to be fully appreciated globally, it must receive support from the tourism sector.

Special attention has been given in the literature to Ukrainian researchers' study of heritage and cultural tourism practices in European countries. Scholar N. Teres [14] dedicated her research to analyzing the development of Finland's heritage and cultural tourism component, emphasizing the significance of national heritage, national mentality, and ethnic culture support as crucial factors influencing the country's tourism popularity and economic performance – another group of researchers, N. Teres and Ya. Romaniv [15] explored the development of halal tourism through the lens of Moorish heritage sites in Spain, providing a detailed description of major attractions such as the Great Mosque of Cordoba, the Alcázar of Seville, and the Alhambra and Generalife palaces in Granada, discussing their architectural features, artistic designs, and historical contexts. Professor A. Lukashenko [16] examined the role of historical and cultural heritage in shaping tourism trends in Norway and Northern Europe. He identified favorable factors and obstacles to tourism growth and proposed strategies for optimizing the country's tourism sector.

Despite the significant contributions of scholars to heritage and cultural tourism research, several unresolved issues remain. These include adapting European experiences to Ukrainian realities, the role of UNESCO World Heritage sites, and the impact of museum infrastructure on the development of heritage and cultural tourism. These aspects require further research and form the core focus of this study.

Presentation of the Main Material

In English-speaking countries, the term “heritage tourism” [17] is commonly used to refer to travel to places of historical, cultural, or architectural significance, including ancient cities, archaeological sites, museums, castles, and more. However, in some contexts, the terms “cultural heritage tourism” [18], “historical tourism” [19], or “cultural tourism” [20] are also used, though they may have a slightly broader meaning. The term “heritage tourism” is understood as travel focused on visiting sites with cultural, historical, or natural heritage. It encompasses:

- cultural heritage – museums, architecture, traditions, crafts, religious sites, festivals;
- natural heritage – national parks, natural landscapes, reserves;
- historical heritage – castles, ruins, archaeological excavations, sites of significant historical events.

Thus, “heritage tourism” is about history and preserving and promoting cultural and natural heritage.

In Ukraine, the equivalent of “heritage tourism” is “historical and cultural tourism,” “cultural tourism,” or “cultural heritage tourism.” Other related terms and definitions include:

- “Cultural and educational tourism” – focusing on studying history and culture;
- “Excursion tourism” – organized trips to heritage sites;
- “Pilgrimage tourism” – religious journeys (e.g., to the Kyiv-Pechersk Lavra, Zarvanytsia).

Tourist heritage and cultural tourism attractions include landmarks related to a region's history, culture, traditions, and art. These include archaeological complexes such as Stonehenge, Pompeii, or Troy, which allow visitors to immerse themselves in the distant past of civilizations. Architectural monuments include castles, fortresses, cathedrals, and palaces such as the Kamianets-Podilskyi Fortress, the Palace of Versailles, and Neuschwanstein Castle. Museums preserving cultural heritage, such as the Louvre or the British Museum, are also considered important sites. Additionally, religious sites such as the Vatican or the Kyiv-Pechersk Lavra are significant not only for their spiritual importance but also for their architectural and historical value.

Moreover, heritage and cultural tourism includes ethnographic complexes, national parks reflecting cultural traditions of various peoples, as well as memorial sites and monuments linked to significant historical events, such as Auschwitz. All these sites serve as important centers of tourist interest, contributing to the preservation of historical heritage, educational development, and the exploration of diverse cultures worldwide.

UNESCO plays a crucial role in developing heritage and cultural tourism by supporting the preservation, protection, and promotion of cultural and historical heritage. This is achieved by granting World Heritage status, which involves listing unique natural and cultural landmarks in the World Heritage List, significantly increasing their popularity among tourists. For example, after Lviv was included in this list, there was a noticeable increase in tourist inflow and investments in the city's infrastructure.

Granting UNESCO World Heritage status influences the development of heritage and cultural tourism in a country through:

1. Increasing the attractiveness of the World Heritage site for tourists, leading to a growth in visitor numbers.
2. Stimulating the region's economic development by creating new jobs in the tourism sector and related industries that serve visitors and attracting investments in developing tourism infrastructure.
3. Preserving and restoring historical and cultural monuments that could otherwise be lost due to neglect or urbanization, thanks to international funding programs and oversight from UNESCO and relevant government bodies.
4. Providing an educational opportunity for tourists and researchers to gain deeper insights into tourist destinations' history, culture, and traditions.
5. Ensuring the sustainable development of tourism by adhering to the principles of responsible tourism, which include maintaining ecological balance, preserving the authenticity of sites, and minimizing the negative impact of mass tourism.

Considering the above, the authors have evaluated and analyzed, using econometric modeling, the impact of UNESCO World Heritage sites in EU countries on tourism activity indicators. The initial data are presented in Table 1, while the visualization of dependencies is shown in Figures 1–10.

The comparative analysis of the dependence between the number of UNESCO World Heritage sites and various tourism activity indicators for Ukraine and EU countries (Figures 1-10) demonstrates the following key trends:

1. UNESCO sites significantly impact the development of heritage tourism: countries with a more significant number of UNESCO sites typically have higher tourism indicators:
 - for most indicators, there is a strong positive correlation between the number of UNESCO sites and indicators that characterize the level of tourism development;
 - the highest coefficients of determination ($R^2 > 0.75$) are characteristic for almost all dependencies of the analyzed indicators, except for the Number of tourist accommodation establishments, Travel expenditure in the balance of payments, and nights spent at tourist accommodation establishments by non-residents. Domestic tourism is more strongly dependent on the number of UNESCO sites than international tourism, as evidenced by the correlation between the number of UNESCO sites and domestic tourists ($R^2 = 0.7924$), which is higher than for international tourists ($R^2 = 0.6492$). This indicates that residents of a country tend to travel more within their own country if it has historical, cultural, and natural landmarks.
2. Italy, France, Spain, and Germany are the undisputed leaders in all indicators: they have the highest tourism revenues and the most tourist enterprises; these countries have a large number of both foreign and domestic tourists and a high level of development of accommodation establishments and tourism infrastructure. These countries consistently show high values across all categories, which the large number of historical and cultural landmarks, high-quality tourism services, and convenient conditions for travel can explain. Austria, Croatia, Greece, and the Netherlands also show strong tourism results, particularly in welcoming foreign tourists.
3. Ukraine ranks at the lower end in all tourism activity indicators: tourism revenues remain low despite the presence of UNESCO sites; the number of tourist enterprises and accommodation establishments is significantly lower than in EU countries; both domestic and international tourism are underdeveloped, as reflected in the small number of arrivals and nights spent at accommodation establishments.

Table 1

Indicators of tourism activity in Ukraine and EU countries

Countries	The number of UNESCO World Heritage sites 2020 (+2021/2022)	Tourism industries (total)				Number of tourist accommodation establishments, 2022	Travel receipts in balance of payments, 2022 (in million €)	Travel expenditure in balance of payments, 2022 (in million €)	Number of arrivals of residents/non-residents at tourist accommodation establishments, 2020		Number of nights spent at tourist accommodation establishments by residents/non-residents, 2020	
		Net turnover, 2021 (in million €)	Value added, 2021 (in million €)	Number of enterprises, 2021	Foreign country of residence				Domestic country of residence	Foreign country of residence	Domestic country of residence	
1	2	3	4	5	6	7	8	9	10	11	12	
EU	432	728 883	318 738	2 378 177	621 572	146 925	94 305	114 039 015	354 436 909	412 580 610	1 009 515 644	
Ukraine	7	5 062 ¹	1 853 ¹	89 645	6 017	737 ²	18 805 ²	254 410	3 125 065	510 551	8 631 974	
Belgium	14 (+1)	23 700	9 466	55 182	10 269	6 585	15 478	2 583 941	4 792 476	6 546 786	13 630 700	
Bulgaria	10	3 569	1 163	31 141	4 031	3 246	1 475	1 175 779	2 847 984	4 656 289	7 312 194	
Czechia	16	8 538	2 544	68 180	10 652	4 807	4 725	2 784 170	8 052 274	7 388 058	23 994 436	
Denmark	10	13 599	4 751	18 053	1 239	8 485	8 048	906 032	4 129 801	4 780 488	18 890 042	
Germany	49 (+3)	140 305	74 589	245 859	48 742	29 960	85 203	12 410 850	82 691 873	31 732 508	229 025 364	
Estonia	2	1 327	403	5 625	1 337	1 215	1 115	676 066	1 296 065	1 403 802	2 270 210	
Ireland	2	:	:	:	2 471	6 686	8 054	706 004	4 118 000	4 516 254	11 624 000	
Greece	18	16 729	6 922	143 607	30 221	17 676	1 924	5 487 025	4 617 211	26 197 786	12 277 230	
Spain	48 (+1)	85 099	35 498	358 829	56 174	69 219	20 815	13 391 038	32 225 935	60 898 835	83 778 193	
France	48 (+2)	142 791	66 784	358 617	28 834	56 670	39 220	15 542 906	76 346 861	45 093 660	212 781 655	
Croatia	10	5 061	2 154	29 941	110 493	13 114	1 386	5 544 784	1 452 598	35 376 486	5 394 858	

Continuation of table 1

1	2	3	4	5	6	7	8	9	10	11	12
Italy	56 (+2)	95 387	36 660	370 976	224 644	44 254	26 029	16 511 911	39 190 227	65 443 607	143 003 478
Cyprus	3	2 225	1 034	7 581	806	2 737	1 295	532 322	572 196	2 633 160	1 092 094
Latvia	2	1 484	349	6 517	1 114	1 050	960	714 975	747 990	1 504 305	1 385 037
Lithuania	4	1 857	746	21 548	4 580	1 127	1 177	511 566	1 615 148	1 119 591	3 812 166
Luxembourg	1	2 922	1 515	3 158	385	5 145	3 234	473 388	151 783	1 289 968	403 414
Hungary	8	7 377	2 017	45 744	4 023	5 362	2 277	1 366 412	4 264 303	3 773 567	10 825 115
Malta	3	3 106	625	5 255	311	1 535	398	486 393	219 321	2 397 683	547 501
Netherlands	12	:	:	76 396	9 548	15 230	17 774	7 265 370	20 035 412	21 372 439	64 042 422
Austria	10 (+2)	23 165	13 045	54 458	23 984	18 912	10 592	12 637 309	9 034 335	51 142 436	27 990 963
Poland	17	22 353	6 061	125 637	9 766	13 773	7 294	2 263 761	15 615 208	6 622 952	44 754 216
Portugal	17	17 881	6 640	133 279	7 667	21 141	5 534	3 864 594	7 130 802	13 381 894	16 775 906
Romania	8 (+1)	7 956	2 902	79 538	11 053	4 474	7 382	:	5 886 981	996 134	13 458 330
Slovenia	4 (+1)	:	:	14 945	9 952	2 972	1 733	1 211 235	1 847 384	3 342 668	5 845 635
Slovakia	8	2 519	617	24 595	3 496	1 291	2 135	823 886	2 271 926	2 243 393	7 194 393
Finland	7	3 757	2 810	24 845	1 377	2 136	4 158	895 577	6 446 523	2 291 336	12 032 325
Sweden	15	21 744	9 135	44 579	4 302	8 593	11 764	1 849 790	16 836 292	4 434 525	35 370 036

Note: According to NBU data for 2021, the average annual exchange rate of the euro to the hryvnia was 32.31 UAH/EUR;

According to NBU data for 2022, the average annual cross-rate USD/EUR was approximately 0.9517.

Source: compiled based on [21; 22; 23; 24; 25; 26; 27; 28]

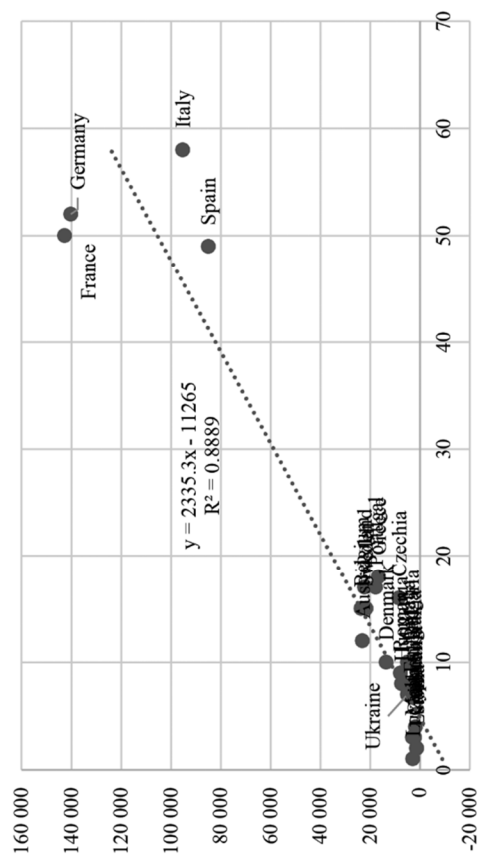


Fig. 1. Visualization of the dependence of Net turnover of Tourism industries (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2021

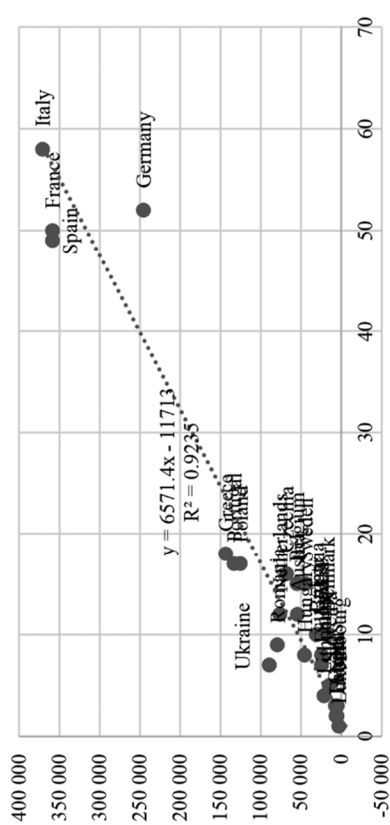


Fig. 3. Visualization of the dependence of Number of Tourism enterprises (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2021

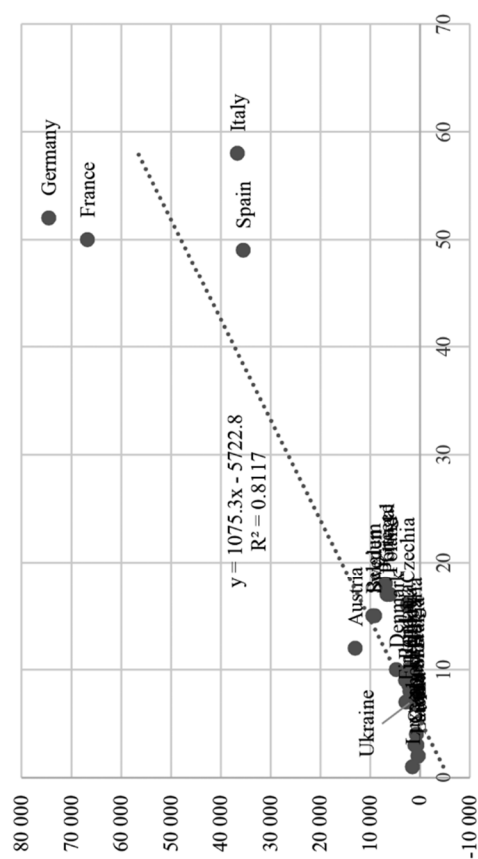


Fig. 2. Visualization of the dependence of Value added of Tourism industries (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2021

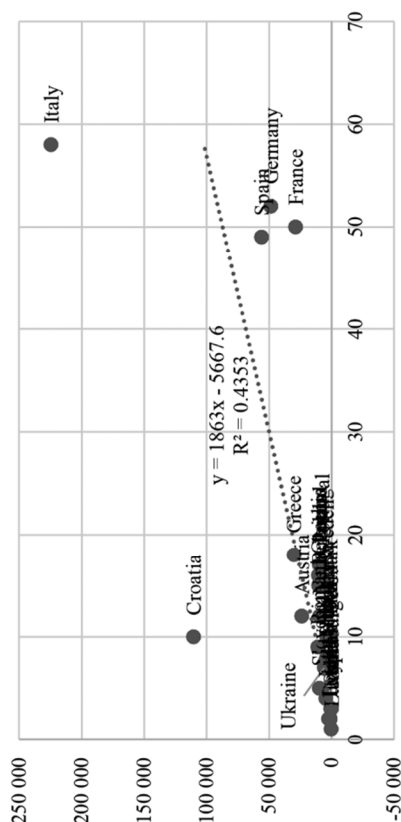


Fig. 4. Visualization of the dependence of Number of tourist accommodation establishments (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2022

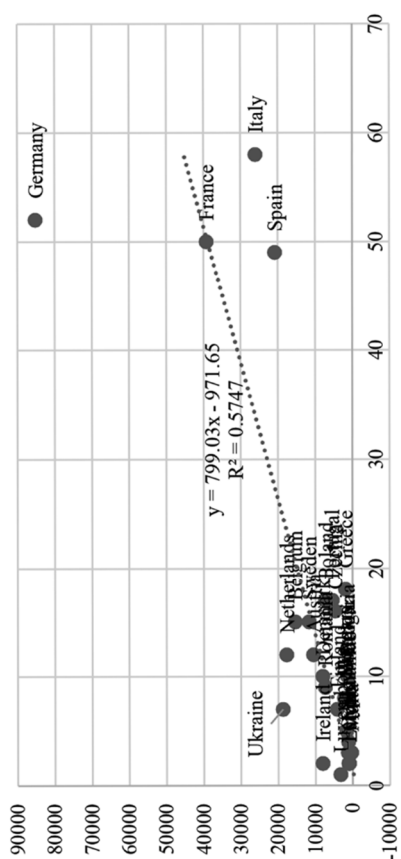


Fig. 6. Visualization of the dependence of Travel expenditure in balance of payments (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2022

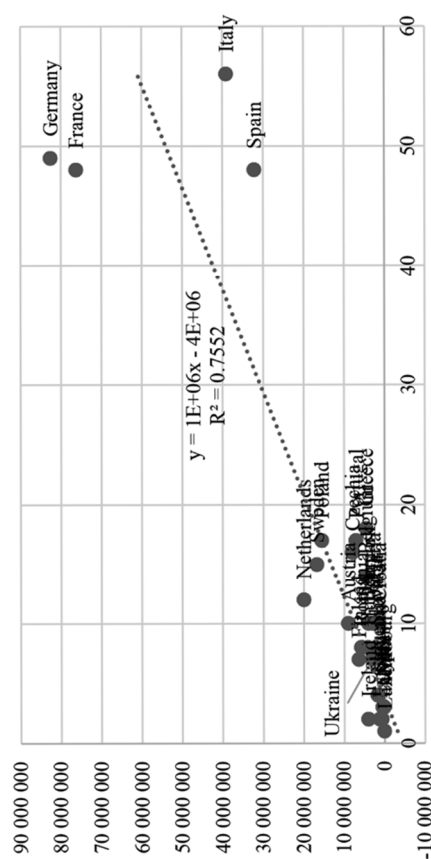


Fig. 8. Visualization of the dependence of Number of arrivals of residents at tourist accommodation establishments (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2020

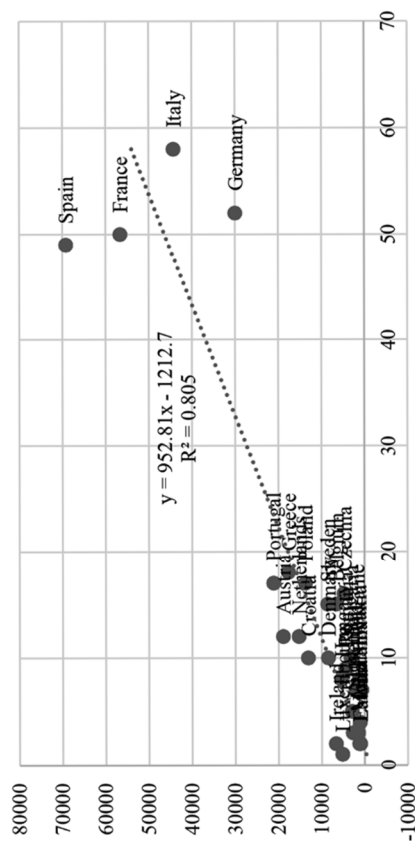


Fig. 5. Visualization of the dependence of Travel receipts in balance of payments (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2022

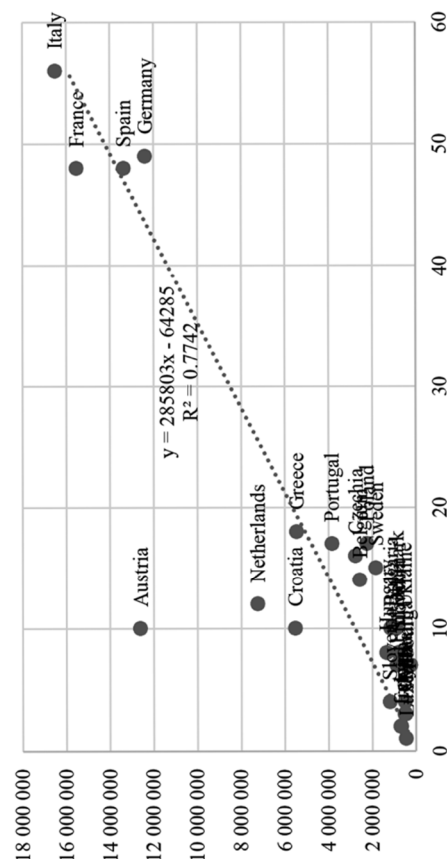


Fig. 7. Visualization of the dependence of Number of arrivals of non-residents at tourist accommodation establishments (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2020

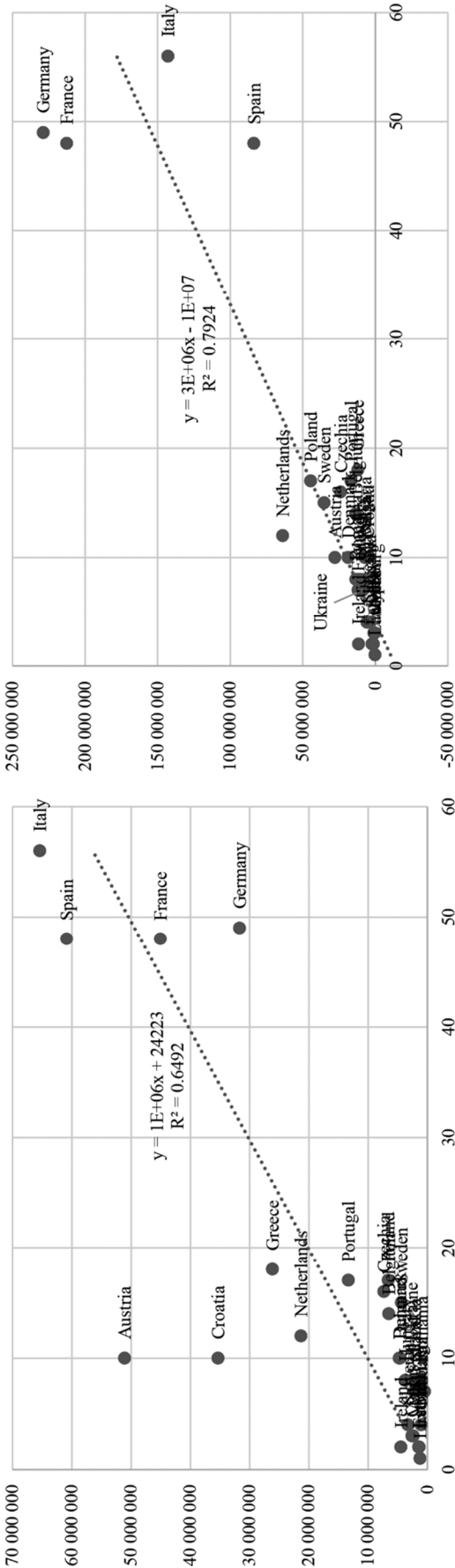


Fig. 10. Visualization of the dependence of Number of nights spent at tourist accommodation establishments by residents (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2020

Fig. 9. Visualization of the dependence of Number of nights spent at tourist accommodation establishments by non-residents (y) on the number of UNESCO World Heritage sites (x) for Ukraine and EU countries, 2020

Source: constructed by the authors

Thus, countries with many UNESCO sites gain significant advantages in tourism development. The number of UNESCO World Heritage sites is essential to developing heritage tourism. Still, for success, a comprehensive strategy is required, which includes infrastructure development, marketing, and service improvement. Ukraine has potential for growth, but strategic changes in the approach to tourism development are needed.

An important aspect of heritage tourism development is museums, which contribute to preserving national heritage, promoting culture, and attracting tourists. Museums serve educational, scientific, and entertainment functions, allowing visitors to explore the country's history, art, and traditions in greater depth. In developed countries, museums are key elements of tourism infrastructure, playing a significant role in shaping the country's image on the international stage. Investing in the development of museums contributes to increasing the attractiveness of tourism in regions, creating new jobs, and boosting the economy by attracting domestic and international tourists.

The visualization of the number of museums and their number per million residents in EU countries and Ukraine is presented in Figures 11-12.

The comparative analysis of the functioning of museums as an object of heritage and cultural tourism in the European Union countries and Ukraine led to the following conclusions:

1. Ukraine significantly lags behind the leading EU countries regarding the total number of museums. As of 2021, Ukraine had 647 registered museums, ranking 12th. In comparison, Germany (6,741 museums), France (4,811), Italy (3,195), and Spain (1,732) have significantly more museums, highlighting the importance of culture and history for these countries. In terms of the total number of museums, Ukraine significantly trails even smaller European countries such as Austria (776), Hungary (813), and Belgium (912). The state actively supports museums in many EU countries and is an important cultural and tourist attraction. A large number of museums indicates a high level of preservation and popularization of national heritage
2. The number of museums per million inhabitants in EU countries is significantly higher than in Ukraine. In most EU countries, the number ranges from 30 to 100 museums per million population, and in some, such as Switzerland (130.4), Montenegro (159.7), Estonia (133.2), and Norway (114.6), it even exceeds 100. Ukraine has one of the lowest indicators among European countries – only 12.9 museums per million inhabitants, which is an extremely low result compared to most EU states. This indicates weak institutional support for the museum sector, insufficient funding, and underdevelopment.

Ukraine lags significantly behind EU countries in terms of both the total number of museums and per capita. This points to insufficient attention to the development of the museum sector, funding, and the popularization of historical and cultural heritage. EU countries actively use museums to preserve cultural heritage and develop tourism. To improve the situation, government support programs for museums, investment attractions, the development of tourist infrastructure, and encouragement for citizens to visit museums are needed.

According to our research, it was found that in terms of indicators characterizing the level of tourism sector development, including the number of UNESCO World Heritage Sites and the number of museums both in general and per capita, the leaders among EU countries are Germany, France, Italy, and Spain. Therefore, their experience preserving historical and cultural monuments, promoting national history, and attracting tourists can serve as a valuable benchmark for Ukraine. By using the best practices of these countries, Ukraine will be able to develop heritage and cultural tourism, contributing to economic growth and strengthening its cultural identity on the international stage.

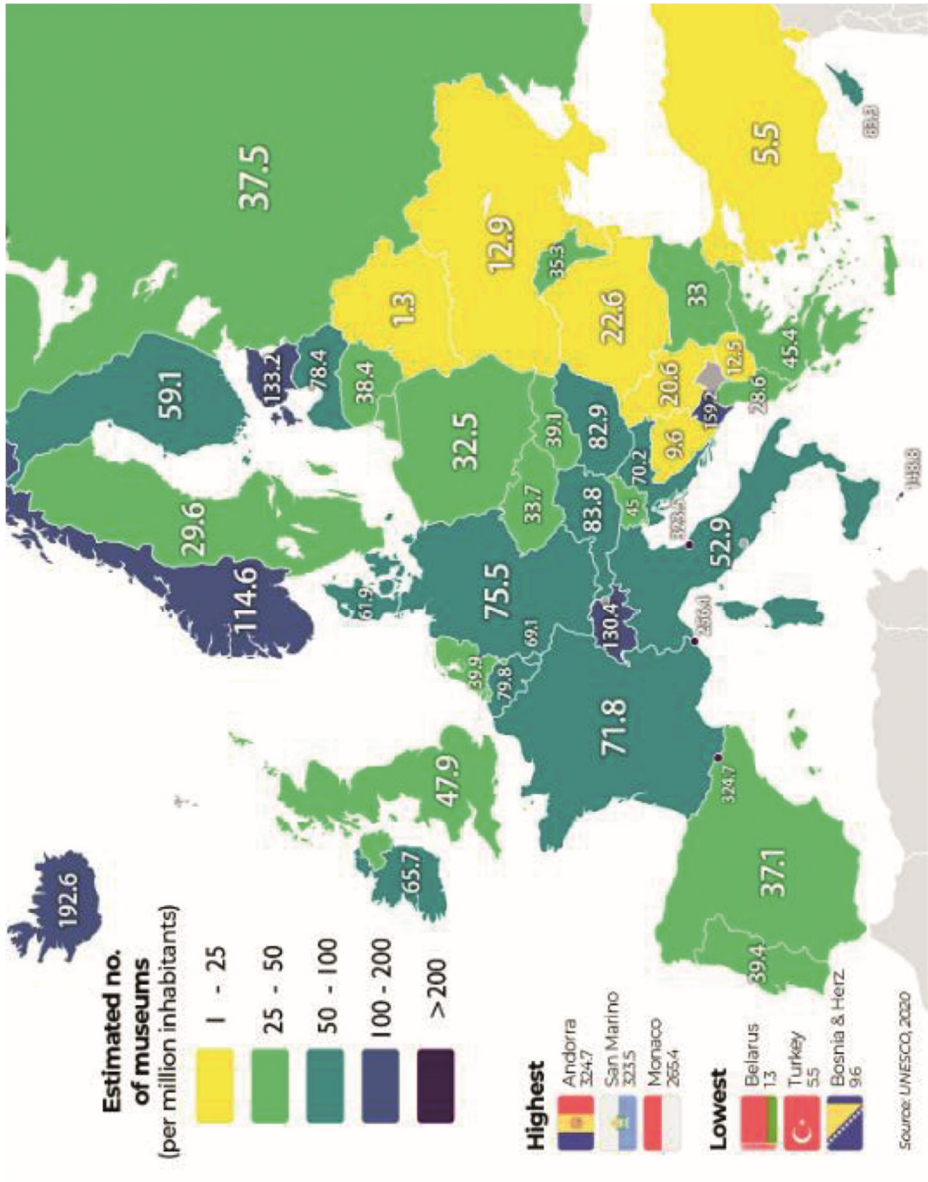


Figure 12. Number of Museums per Million Inhabitants, 2020

Source: [30]

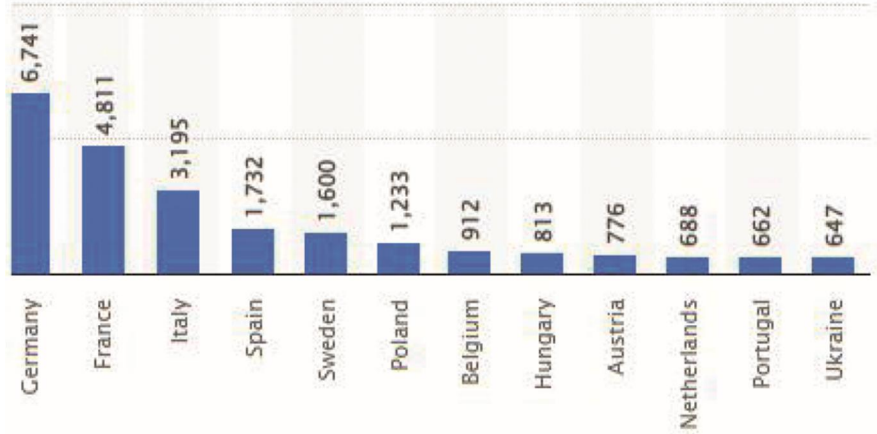


Figure 11. Ranking of Leading EU Countries and Ukraine by Number of Museums, March 2021

Source: [29]

Table 2

**Experience of EU Leading Countries in Developing Heritage
and cultural tourism and Opportunities for Ukraine**

Countries	Examples of Successful Tourism Development Practices	Perspectives and Opportunities for Implementation in Ukraine
Germany	Use of modern technologies in museums and tourist sites (e.g., Pergamon Museum in Berlin, where VR and 3D reconstructions are applied); organization of historical festivals and reenactments (e.g., Battle of Leipzig reenactment).	Creating Virtual Tours of Ukrainian Museums and Heritage Sites in Ukraine, such as a VR tour of Kyivan Rus or a reconstruction of ancient Lviv. Organizing large-scale historical reenactments in Ukraine, for example, the Battle of Konotop.
France	Global branding of historical landmarks (e.g., Louvre, Versailles) and organization of large-scale festivals (e.g., Night at the Museum, Fête de la Musique).	Developing an International Brand for Tourist Attractions and creating recognizable tourist routes in Ukraine (for example, the “Hetman’s Path” or the “Golden Age of Kyivan Rus”), along with organizing annual cultural festivals.
Italy	Combining history with art (e.g., Colosseum, Vatican, Museum Street in Florence) and attracting private capital for monument restoration.	Developing Investment Programs for the Restoration of Ukrainian Castles (such as Pidhirtsi Castle and Ostroh Castle) and transforming them into art centers, particularly through the establishment of public-private partnerships.
Spain	Tourist use of heritage sites (e.g., Alhambra in Granada, Sagrada Familia in Barcelona) and organization of unique festivals (e.g., La Tomatina, Las Fallas in Valencia).	Adapting Historical Monuments for Tourism (Kyiv-Pechersk Lavra, St. Sophia Cathedral), and creating vibrant historical-cultural events, such as a medieval culture festival at Lutsk Castle.

Source: Proposed by the authors

The experience of leading European countries such as Germany, France, Italy, and Spain demonstrates that the successful development of heritage and cultural tourism is achievable through modern technologies, effective marketing, private sector involvement, and large-scale cultural events. Adopting these approaches in Ukraine will not only help preserve the national heritage but also enhance its attractiveness for domestic and international tourists. Developing thematic routes, integrating innovative solutions in the museum sector, restoring historical landmarks with private capital support, and organizing landmark festivals could make Ukraine a powerful player in the global tourism arena.

Conclusions

The analysis of the relationship between the number of UNESCO World Heritage sites and tourism indicators in EU countries and Ukraine has shown a positive impact of historical, cultural, and natural heritage on tourism development. All the studied indicators significantly correlate with the number of UNESCO World Heritage sites. This factor is most noticeable in domestic tourism, where residents of countries tend to travel more frequently within their state in the presence of historical, cultural, and natural landmarks. Recognized leaders in the tourism sector include Italy, France, Spain, and Germany, which consistently demonstrate high indicators due to their developed infrastructure, popularity among tourists, and favorable travel conditions.

It has been confirmed that Ukraine lags in all tourism indicators due to insufficient development of tourism infrastructure, weak marketing of the country as a tourist destination, and geopolitical factors. Despite having historical and cultural landmarks, the country generates low tourism revenues and has a relatively small number of domestic and international tourists. Although the number of UNESCO sites is essential in developing heritage and cultural tourism, success requires a comprehensive strategy that includes infrastructure improvement, marketing campaigns, and overall tourism sector development.

The analysis of the museum sector in Ukraine and European Union countries shows that Ukraine significantly lags behind the total number of museums and their accessibility to the population. While museums in the EU are an integral part of cultural and tourism infrastructure, this sector in Ukraine requires additional attention, funding, and modernization. The development of museums contributes to preserving historical and cultural heritage and plays a vital role in economic growth by attracting tourists and creating new jobs. The restoration and support of the museum sector in Ukraine should become a priority of cultural policy, promoting the formation of national identity, enhancing the country's international image, and strengthening its position in heritage and cultural tourism.

The experience of leading European countries – Germany, France, Italy, and Spain – shows that successful heritage and cultural tourism development is based on combining modern technologies, effective marketing, monument restoration, and attractive tourism products. With its rich historical heritage, Ukraine can significantly enhance its tourism appeal by adopting the best practices from these countries. Interactive museums, historical festivals, cultural routes, and quality infrastructure will contribute to attracting tourists and strengthening national identity. Using European experience will allow Ukraine to popularize its history and make it an essential factor in economic growth.

Prospects for Further Research

Further research should focus on implementing effective European practices in the development of heritage and cultural tourism in Ukraine, particularly regarding the use of modern technologies in presenting cultural heritage and the development of integrated tourism routes in Ukraine.

List of Sources Used

1. Hassan M. A. E., Zerva K., Aulet S. The Brand Personality of World Heritage Sites: Text Mining the Perceptions of UNESCO Experts and Visitors. *Tourism, Culture and Communication*. 2025. Vol. 25(1). Pp. 17–37. DOI: <https://doi.org/10.3727/109830423X16806442344945>.
2. Puppe R., Schmäing T. Species Knowledge About a UNESCO Natural World Heritage Site and the Importance of Connectedness with Nature. *Heritage*. 2025. Vol. 8(1). DOI: <https://doi.org/10.3390/heritage8010027>.
3. Xu Y., Zheng Q., Yang Y., Li W. The impact of UNESCO world heritage sites on the origin distribution of inbound tourist flows from the global perspective. *Tourism Review*. 2023. Vol. 78(3). Pp. 794–807. DOI: <https://doi.org/10.1108/TR-05-2022-0209>.
4. Гуменюк Г. Історико-культурні пам'ятки Покуття: сучасний стан та перспективи використання в туризмі. *Вісник Київського національного університету культури і мистецтв. Серія: Туризм*. 2020. Т. 3, № 1. С. 104–114. DOI: <https://doi.org/10.31866/2616-7603.3.1.2020.207511>.
5. Боняр С. М., Тарновська І. В., Власова В. П. Пріоритети розвитку культурного туризму в Україні. *Культура і сучасність: альманах*. 2023. № 1. С. 17–22. DOI: <https://doi.org/10.32461/2226-0285.1.2023.286775>.
6. Папп В., Котубей В., Грицько В. Культурний туризм як багатогранний феномен національної самоідентифікації. *Економічний форум*. 2022. № 4. С. 48–57.
7. Божко Н. М. Історико-культурна спадщина Львівщини та її використання для розвитку туризму у малих містах та селах регіону (на прикладі архітектурного комплексу баронів Бруницьких). *Вчені записки Таврійського національного університету імені В. І. Вернадського. Серія: Історичні науки*. 2021. Т. 32(71), № 3. С. 18–23. DOI: <https://doi.org/10.32838/2663-5984/2021/3.3>.
8. Дашивець І. О. Проблеми і потреби розвитку культурного туризму в Україні: виклики часу. *Нотатки сучасної науки*. 2022. № 3. С. 66–68.
9. Стадник М. М., Ігнатенко Н. В., Редзюк В. В. Управлінські пріоритети розвитку культурного туризму. *Державне управління: удосконалення та розвиток*. 2022. № 11. DOI: <http://doi.org/10.32702/2307-2156.2022.11.3>.

10. Карпюк З. К., Антипюк О. В., Качаровський Р. Є. Історико-культурний потенціал музейної мережі у розвитку туристично-рекреаційного комплексу Волинської області. *Вісник Київського національного університету імені Тараса Шевченка. Географія*. 2021. Вип. 3-4. С. 55-64. DOI: <http://doi.org/10.17721/1728-2721.2021.80-81.9>.
11. Коробейникова Я. С., Побігун О. В. Проблеми використання елементів природно-заповідної та музейної спадщини в туризмі (на прикладі Івано-Франківської області). *Наукові записки Тернопільського національного педагогічного університету імені Володимира Гнатюка. Серія: Географія*. 2021. № 2. С. 128-138. DOI: <https://doi.org/10.25128/2519-4577.21.2.15>.
12. Антоненко В., Хуткий В. Музеї як туристичний ресурс в умовах пандемії COVID-19: виклики та нові можливості. *Вісник Київського національного університету культури і мистецтв. Серія: Туризм*. 2021. Т. 4, № 1. С. 54-73. DOI: <https://doi.org/10.31866/2616-7603.4.1.2021.235149>.
13. Волошина О., Манжос Е. Організаційна модель проектування туристичного кластера. *Молодий вчений*. 2020. Вип. 3 (79). С. 218-221. DOI: <https://doi.org/10.32839/2304-5809/2020-3-79-46>.
14. Терес Н. Досвід Фінляндії з розвитку історико-культурного туризму. *Етнічна історія народів Європи*. 2018. Вип. 55. С. 130-135.
15. Терес Н. В., Романів Я. П. Мавританська історико-культурна та релігійна спадщина в сучасному туризмі Іспанії. *Етнічна історія народів Європи*. 2022. Вип. 67. С. 116-122. DOI: <https://doi.org/10.17721/2518-1270.2022.67.15>.
16. Лукашенко А. Історико-культурна спадщина Норвегії у контексті розвитку туризму. *Гілея: науковий вісник*. 2020. Вип. 157(1). С. 70-73.
17. Orts-Cardador J. J., Perez-Galvez J. C., Fuentes G. M. G.-C., Alba C. A. J. Heritage tourism: a bibliometric analysis over three decades (1994-2023). *Geojournal of Tourism and Geosites*. 2024. Vol. 55(3). Pp. 1164-1173. DOI: <https://doi.org/10.30892/gtg.55317-1289>.
18. Geçikli R. M., Turan O., Lachytová L., Dağlı E., Kasalak M. A., Uğur S. B., Guven Y. Cultural Heritage Tourism and Sustainability: A Bibliometric Analysis. *Sustainability (Switzerland)*. 2024. Vol. 16(15). <https://doi.org/10.3390/su16156424>.
19. Kusnoto Y., Supriatna N., Wiyanarti E., Hasan S. H. Trend and visualizing of historical tourism in education research during last twenty years: A bibliometric review and analysis. *Journal of Hospitality, Leisure, Sport and Tourism Education*. 2024. No 34. DOI: <https://doi.org/10.1016/j.jhlste.2023.100477>.
20. Malatinec T. European Union Legal Framework of State Aid in Cultural Tourism and the Use of Notified Aid by Member States. *Juridical Tribune – Review of Comparative and International Law*. 2024. Vol. 14(4). Pp. 620-635. DOI: <https://doi.org/10.62768/TBJ/2024/14/4/06>.
21. Arrivals of residents/non-residents at tourist accommodation establishments. URL: https://ec.europa.eu/eurostat/databrowser/view/tin00174/default/table?lang=en&category=t_tour.t_tour_inda.t_tour_occ.
22. Nights spent at tourist accommodation establishments by residents/non-residents. URL: https://ec.europa.eu/eurostat/databrowser/view/tin00175/default/table?lang=en&category=t_tour.t_tour_inda.t_tour_occ.
23. Tourism statistics. URL: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics.
24. Tourism industries – economic analysis. URL: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_industries_-_economic_analysis.
25. World Heritage List. URL: <https://whc.unesco.org/en/list/cid=31&l=en&&order=year>.
26. Tracking expenditures by Ukrainian refugees for travel statistics. URL: https://www.intracen.org/news-and-events/news/tracking-expenditures-by-ukrainian-refugees-for-travel-statistics?utm_source=chatgpt.com.
27. External Sector Statistics / Balance of payments. URL: https://bank.gov.ua/files/ES/BOP_y_en.pdf.
28. Основні показники діяльності колективних засобів розміщування в Україні. URL: https://www.ukrstat.gov.ua/operativ/operativ2021/tyr/kol_zas_ukr/kol_zas_rozm_2021_u.htm.
29. Leading countries worldwide ranked by estimated number of museums as of March 2021 / Statista Research Department. URL: <https://www.statista.com/statistics/1201825/top-countries-by-number-of-museums-worldwide>.
30. Museums in Europe. URL: <https://landgeist.com/2022/05/24/museums-in-europe>.

References

1. Hassan, M. A. E., Zerva, K., & Aulet, S. (2025). The Brand Personality of World Heritage Sites: Text Mining the Perceptions of UNESCO Experts and Visitors. *Tourism, Culture and Communication*, 25(1), 17-37. DOI: <https://doi.org/10.3727/109830423X16806442344945>.
2. Puppe, R., & Schmäing, T. (2025). Species Knowledge About a UNESCO Natural World Heritage Site and the Importance of Connectedness with Nature. *Heritage*, 8(1). DOI: <https://doi.org/10.3390/heritage8010027>.

3. Xu, Y., Zheng, Q., Yang, Y., & Li, W. (2023). The impact of UNESCO world heritage sites on the origin distribution of inbound tourist flows from the global perspective. *Tourism Review*, 78(3), 794–807. DOI: <https://doi.org/10.1108/TR-05-2022-0209>.
4. Humeniuk H. (2020). Istoryko-kulturni pamiatky Pokuttia: suchasnyi stan ta perspektyvy vykorystannia v turyzmi [Historical and cultural monuments of Pokuttia: current state and prospects for use in tourism]. *Bulletin of the Kyiv National University of Culture and Arts. Series: Tourism*, 3(1), 104–114. DOI: <https://doi.org/10.31866/2616-7603.3.1.2020.207511>.
5. Boniar S. M., Tarnovska I. V., Vlasova V. P. (2023). Priorytety rozvytku kulturnoho turyzmu v Ukraini [Priorities for the development of cultural tourism in Ukraine]. *Culture and modernity: almanac*, 1, 17–22. DOI: <https://doi.org/10.32461/2226-0285.1.2023.286775>.
6. Papp V., Kotubei V., Hrytsko V. (2022). Kulturnyi turyzm yak bahatohrannyi fenomen natsionalnoi samoidentyfikatsii [Cultural tourism as a multifaceted phenomenon of national self-identification]. *Economic Forum*, 4, 48–57.
7. Bozhko N. M. (2021). Istoryko-kulturna spadshchyna Lvivshchyny ta yii vykorystannia dlia rozvytku turyzmu u malykh mistakh ta selakh rehionu (na prykladi arkhitekturnoho kompleksu baroniv Brunitskykh) [Historical and cultural heritage of Lviv region and its use for the development of tourism in small towns and villages of the region (on the example of the architectural complex of the Brunitsky barons)]. *Scientific notes of the V. I. Vernadsky Tavrichesky National University. Series: Historical Sciences*, 32(71), 18–23. DOI: <https://doi.org/10.32838/2663-5984/2021/3.3>.
8. Dashyvets I. O. (2022). Problemy i potreby rozvytku kulturnoho turyzmu v Ukraini: vyklyky chasu [Problems and needs of the development of cultural tourism in Ukraine: challenges of the time]. *Notes of modern science*, 3, 66–68.
9. Stadnyk M. M., Ihnatenko N. V., Redziuk V. V. (2022). U pravlinski priorytety rozvytku kulturnoho turyzmu [In administrative priorities of the development of cultural tourism]. *State administration: improvement and development*, 11. DOI: <http://doi.org/10.32702/2307-2156.2022.11.3>.
10. Karpiuk Z. K., Antypiuk O. V., Kacharovskiy R. Ye. (2021). Istoryko-kulturnyi potentsial muzeinoi merezhi u rozvytku turystychno-rekreasiinoho kompleksu Volynskoi oblasti [Historical and cultural potential of the museum network in the development of the tourist and recreational complex of the Volyn region]. *Bulletin of the Taras Shevchenko National University of Kyiv. Geography*, 3-4, 55–64. DOI: <http://doi.org/10.17721/1728-2721.2021.80-81.9>.
11. Korobeinykova Ya. S., Pobihun O. V. (2021). Problemy vykorystannia elementiv pryrodno-zapovidnoi ta muzeinoi spadshchyny v turyzmi (na prykladi Ivano-Frankivskoi oblasti) [Problems of using elements of natural reserve and museum heritage in tourism (on the example of Ivano-Frankivsk region)]. *Scientific notes of the Volodymyr Hnatyuk Ternopil National Pedagogical University. Series: Geography*, 2, 128–138. DOI: <https://doi.org/10.25128/2519-4577.21.2.15>.
12. Antonenko V., Khutkyi V. (2021). Muzei yak turystychnyi resurs v umovakh pandemii COVID-19: vyklyky ta novi mozhlyvosti [Museums as a tourist resource in the context of the COVID-19 pandemic: challenges and new opportunities]. *Bulletin of the Kyiv National University of Culture and Arts. Series: Tourism*, 4(1), 54–73. DOI: <https://doi.org/10.31866/2616-7603.4.1.2021.235149>.
13. Voloshyna O., Manzhos E. (2020). Orhanizatsiina model proiektuvannia turystychnoho klastera [Organizational model of tourism cluster design]. *Young scientist*, 3(79), 218–221. DOI: <https://doi.org/10.32839/2304-5809/2020-3-79-46>.
14. Teres N. (2018). Dosvid Finliandii z rozvytku istoryko-kulturnoho turyzmu [Finland's experience in the development of heritage and cultural tourism]. *Ethnic history of the peoples of Europe*, 55, 130–135.
15. Teres N. V., Romaniv Ya. P. (2022). Mavrytanska istoryko-kulturna ta relihiina spadshchyna v suchasnomu turyzmi Ispanii [Moorish historical, cultural and religious heritage in modern tourism in Spain]. *Ethnic history of the peoples of Europe*, 67, 116–122. DOI: <https://doi.org/10.17721/2518-1270.2022.67.15>.
16. Lukashenko A. (2020). Istoryko-kulturna spadshchyna Norvehii u konteksti rozvytku turyzmu [Historical and cultural heritage of Norway in the context of tourism development]. *Gileya: scientific bulletin*, 157(1), 70–73.
17. Orts-Cardador, J. J., Perez-Galvez, J. C., Fuentes, G. M. G.-C., & Alba, C. A. J. (2024). Heritage tourism: a bibliometric analysis over three decades (1994–2023). *Geojournal of Tourism and Geosites*, 55(3), 1164–1173. DOI: <https://doi.org/10.30892/gtg.55317-1289>.
18. Geçikli, R. M., Turan, O., Lachytová, L., Dağlı, E., Kasalak, M. A., Uğur, S. B., & Guven, Y. (2024). Cultural Heritage Tourism and Sustainability: A Bibliometric Analysis. *Sustainability (Switzerland)*, 16(15). <https://doi.org/10.3390/su16156424>.

20. Kusnoto, Y., Supriatna, N., Wiyanarti, E., & Hasan, S. H. (2024). Trend and visualizing of historical tourism in education research during last twenty years: A bibliometric review and analysis. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 34. DOI: <https://doi.org/10.1016/j.jhlste.2023.100477>.
21. Malatinec, T. (2024). European Union Legal Framework of State Aid in Cultural Tourism and the Use of Notified Aid by Member States. *Juridical Tribune – Review of Comparative and International Law*, 14(4), 620–635. DOI: <https://doi.org/10.62768/TBJ/2024/14/4/06>.
22. Arrivals of residents/non-residents at tourist accommodation establishments. Available at https://ec.europa.eu/eurostat/databrowser/view/tin00174/default/table?lang=en&category=t_tour.t_tour_inda.t_tour_occ.
23. Nights spent at tourist accommodation establishments by residents/non-residents. Available at https://ec.europa.eu/eurostat/databrowser/view/tin00175/default/table?lang=en&category=t_tour.t_tour_inda.t_tour_occ.
24. Tourism statistics. Available at https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics.
25. Tourism industries – economic analysis. Available at https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_industries_-_economic_analysis.
26. World Heritage List. Available at <https://whc.unesco.org/en/list/cid=31&l=en&&order=year>.
27. Tracking expenditures by Ukrainian refugees for travel statistics. Available at https://www.intracen.org/news-and-events/news/tracking-expenditures-by-ukrainian-refugees-for-travel-statistics?utm_source=chatgpt.com.
28. External Sector Statistics / Balance of payments. Available at https://bank.gov.ua/files/ES/BOP_y_en.pdf.
29. Main indicators of collective placement activities in Ukraine. Available at https://www.ukrstat.gov.ua/operativ/operativ2021/tyr/kol_zas_ukr/kol_zas_rozm_2021_u.htm.
30. Leading countries worldwide ranked by estimated number of museums as of March 2021 / Statista Research Department. Available at <https://www.statista.com/statistics/1201825/top-countries-by-number-of-museums-worldwide>.
31. Museums in Europe. Available at <https://landgeist.com/2022/05/24/museums-in-europe>.

О. І. Карий¹, І. Я. Кулиняк², С. В. Огінок³, Ю. Г. Бондаренко⁴
Національний університет “Львівська політехніка”,
кафедра менеджменту організацій

СУЧАСНИЙ СТАН ТА ТЕНДЕНЦІЇ РОЗВИТКУ ІСТОРИКО-КУЛЬТУРНОГО ТУРИЗМУ В УКРАЇНІ ТА КРАЇНАХ ЄС: ПОРІВНЯЛЬНИЙ АСПЕКТ

© Карий О. І., Кулиняк І. Я., Огінок С. В., Бондаренко Ю. Г., 2025

Мета дослідження полягає у дослідженні сучасного стану та тенденцій розвитку історико-культурного туризму в Україні порівняно з країнами ЄС шляхом обґрунтування значення Світової спадщини ЮНЕСКО та музейної інфраструктури як ключових чинників розвитку історико-культурного туризму, а також формулюванні рекомендацій щодо вдосконалення туристичної політики України на основі досвіду провідних європейських країн у сфері туризму. Для досягнення поставленої мети та перевірки висунутих гіпотез у дослідженні застосовано комплекс методів, що забезпечують порівняльний аналіз розвитку історико-культурного туризму в Україні та країнах ЄС, зокрема: статистичний, кореляційно-регресійний, порівняльний, графічний та картографічний аналіз. За допомогою економетричних моделей досліджено вплив кількості об'єктів Світової спадщини ЮНЕСКО на розвиток туристичної сфери в Україні та країнах ЄС. Проведений порівняльний аналіз показав позитивну кореляцію між числом таких об'єктів та ключовими туристичними показниками. Визначено, що найбільш розвиненими туристичними країнами є Італія, Франція, Іспанія та Німеччина, які мають найбільшу кількість об'єктів ЮНЕСКО, що позитивно впливає на економічний ефект від туризму. Виявлено, що Україна значно відстає від європейських лідерів за всіма туристичними показниками. Дослідження підтвердило, що наявність об'єктів Світової спадщини ЮНЕСКО є важливим чинником розвитку історико-культурного туризму, однак для ефективного використання цього потенціалу необхідна комплексна стратегія розвитку туристичної сфери. На основі статистичних даних розглянуто загальну кількість музеїв та їхню доступність для населення в Україні порівняно з країнами Європейського Союзу. Виявлено,

що Україна суттєво відстає за кількістю музеїв як у абсолютному вимірі, так і на душу населення. Розглянуто досвід провідних європейських країн – Німеччини, Франції, Італії та Іспанії – у розвитку історико-культурного туризму та окреслено можливості адаптації цього досвіду в Україні для підвищення туристичної привабливості та збереження історико-культурної спадщини. Запозичення європейських практик сприятиме економічному розвитку країни та популяризації її історико-культурної спадщини на міжнародному рівні. Отримані дані можуть бути корисними для органів державної влади, туристичних організацій, музейних установ та інвесторів у сфері культури й туризму.

Ключові слова: туризм, історико-культурний туризм, Світова спадщина ЮНЕСКО, туристична інфраструктура, музеї, внутрішній туризм, міжнародний туризм, Європейський Союз.

Acknowledgements

The article was prepared in the framework of the Jean Monnet Module “European” experience in the promotion of heritage and cultural tourism” (101085171 – ERASMUS-JMO-2022-HEI-TCH-RSCH) (ЕЕРНСТ), which is being realized by the Lviv Polytechnic National University (Department of Management of Organizations) with the support of the Erasmus+ Programme of the EU. Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them.