



"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report – regional part: Lviv region

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About the project

The project "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries" is a project implemented under the Visegrad Grant No. 22130195. The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund.


The partners in the project are:

- University of Bielsko-Biala (Poland) – project coordinator,
- Lviv Polytechnic National University (Ukraine) – project partner,
- Kodolányi János University (Hungary) – project partner,
- VŠB - Technical University of Ostrava (Czech Republic) – project partner,
- Alexander Dubček University of Trenčín (Slovakia) – project partner.

The aim of the project is to research and promote the historical and cultural heritage of destinations from the V4 countries and Ukraine, and to show how it can be included in the tourist offer of the regions. Research on the possibility and importance of including the cultural heritage of regions in their tourist offer is carried out for: the Beskids Region (Poland), the Lviv Region (Ukraine), the Great Budapest Region (Hungary), the Moravian-Silesian Region (Czech Republic) and the Trenčín Region (Slovakia).

- Dr. Honorata Howaniec, Dr. Eng. Irena Dudzik-Lewicka and Dr. Eng. Aneta Madyda (Poland)
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- Dr. Eng. Karol Krajčo, Dr. Andrej Poruban and Dr. Martina Jakubčinová (Slovakia)

This report is part of the report “Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report.”

Research methodology

The main objective of the study is to determine the possibilities and importance of considering the cultural heritage of regions in their tourist offer. The research area covers selected regions of the V4 countries and Ukraine. The research on the Ukrainian side concerned Lviv Region.

The study was a questionnaire survey – using the CAWI (Computer-assisted web interviewing) technique. The survey was prepared in Ukrainian. Online surveys were available on the Google website, and information about the study was sent by post and via social media, with a geographic restriction to the surveyed region.

The research process lasted from September to November 2022. The study on the Ukrainian side covered 150 people. Basic information about the study is presented in Table 1.



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Table 1. Basic information about the study

Specification	Research
Research method	Survey
Research technique	CAWI (Computer-assisted web interviewing)
Research tool	Electronic questionnaire
Sample selection	Targeted (citizens of Lviv Region)
Sample size	150
Research date	September – November 2022

Source: own elaboration based on empirical research.

Sample structure

The vast majority of respondents – 48% – are people aged up to 25 years. The respondents are mainly people with Bachelor, Engineer or Master degree education – 73.33% of the respondents. Most of the respondents are from city over 100,000 residents – 44% and the dominant income in the sample is up to EUR 500. The respondents are mainly working people – 58.7%. Detailed characteristics of the sample are presented in Table 2.




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Table 2. Sample structure [%]

Gender		Female		Male	
		72		28	
Age	up to 25 years	26 to 35 years old	36 to 45 old	46 to 55 years old	over 56 years old
	48	15.33	15.33	14	7.33
Education		Elementary or secondary school	High school diploma	Bachelor, Engineer or Master degree	
		3.33	23.33	73.33	
Place of residence	City over 100,000 residents	City from 25,000 to 100,000 residents	City up to 25,000 residents	Village	
	44	16.7	16	23.3	
Monthly net income per family member	Up to 500 Euro	From 500 to 1000 Euro		Above 1000 Euro	
	78	11.3		10.7	
Status	Student	Working person	Unemployed person	Pensioner	
	34	58.7	4	3.3	

Source: own elaboration based on empirical research. N = 150.





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Perception of the cultural heritage of Lviv region and the possibility of including it in the tourist offer of Lviv region

The majority of respondents are interested in Ukrainian cultural heritage – 79.3% of them almost equally answered “definitely yes” (39.3%) and “rather yes” (40%). Unfortunately, as many as 14% of respondents are not interested in cultural heritage, and 6.7% could not give a clear answer, as they answered, “neither yes nor no” (Figure 1).

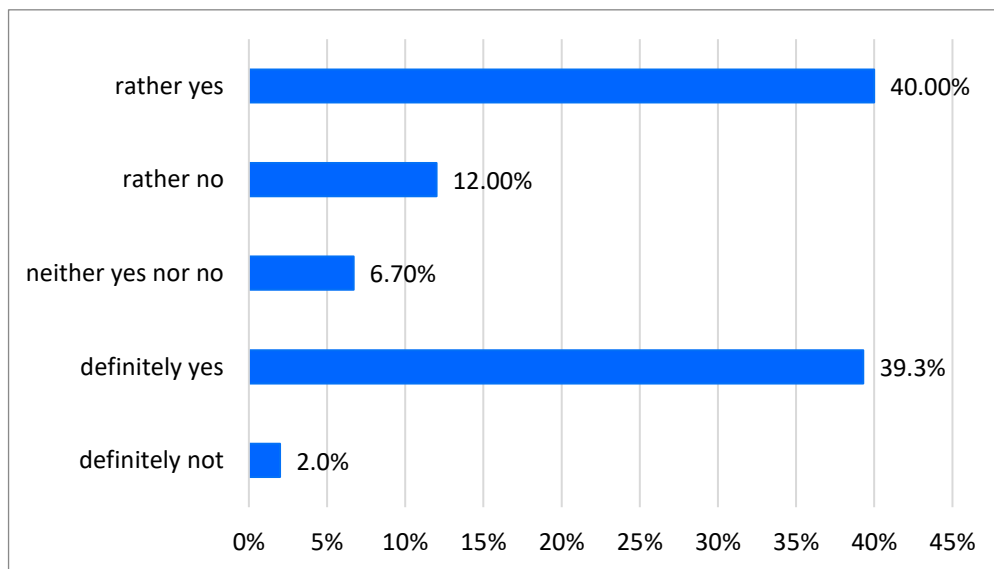


Figure 1. Are tourists interested in Ukraine's cultural heritage?

Source: own elaboration based on empirical research.

Almost as many respondents believe that tourists are interested in the cultural heritage of Lviv Oblast. 79.3% of respondents hold this opinion, but only 23.3% confirm that such an interest exists. The rest – 56%, answered: “rather yes”. About 14% of respondents hold the



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opposite opinion, and only 0.7% strongly believe that tourists are not interested in the cultural heritage of Lviv Oblast. The group of respondents – 6.7% – has a vague opinion on this matter (Figure 2).

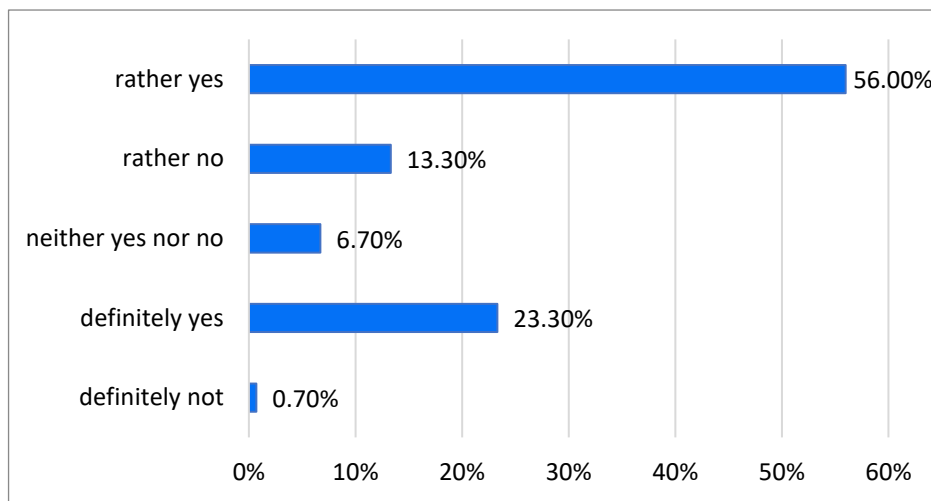


Figure 2. Are tourists interested in the cultural heritage of Lviv region?

Source: own elaboration based on empirical research.

However, the respondents positively evaluated the offered cultural heritage of the studied region. 32% of respondents believe it is interesting, and 58.6% believe it is interesting. Only 4.7% of respondents evaluate the cultural heritage of Lviv Oblast negatively, while no one believes that the region does not have an attractive cultural offer. A small group, as much as 4.7%, consists of undecided people who answered “neither yes nor no” (Figure 3).





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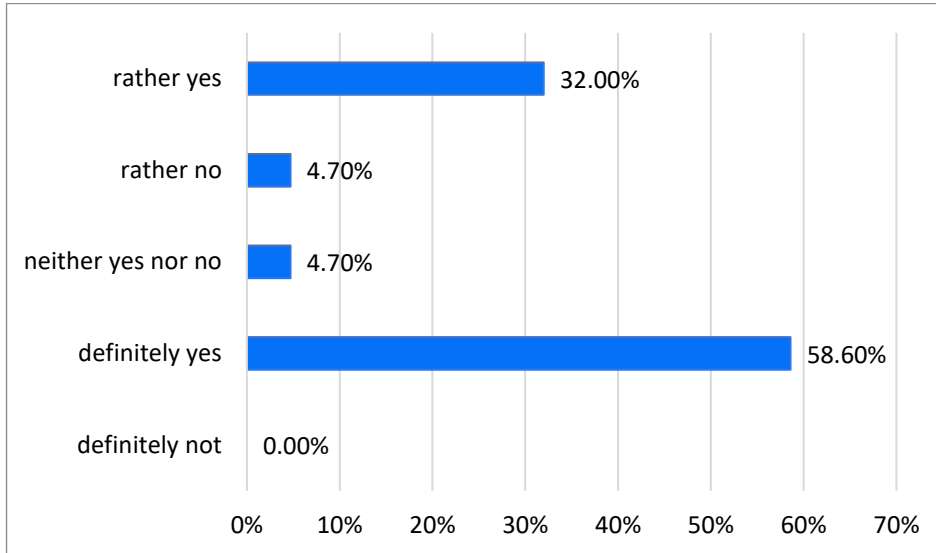


Figure 3. Does Lviv region have an interesting cultural heritage offer?

Source: own elaboration based on empirical research.

The majority of respondents – 72.7% indicated that they could name objects and objects of cultural heritage located in the Lviv region, and the number of those who were firmly confident in their answer and indicated “definitely yes” and those who answered “rather yes” the same – 36%. Other respondents – 18.6%, noted that they could not specify the region's cultural heritage, and 8.7% doubted whether they could identify such objects or other elements (Figure 4).





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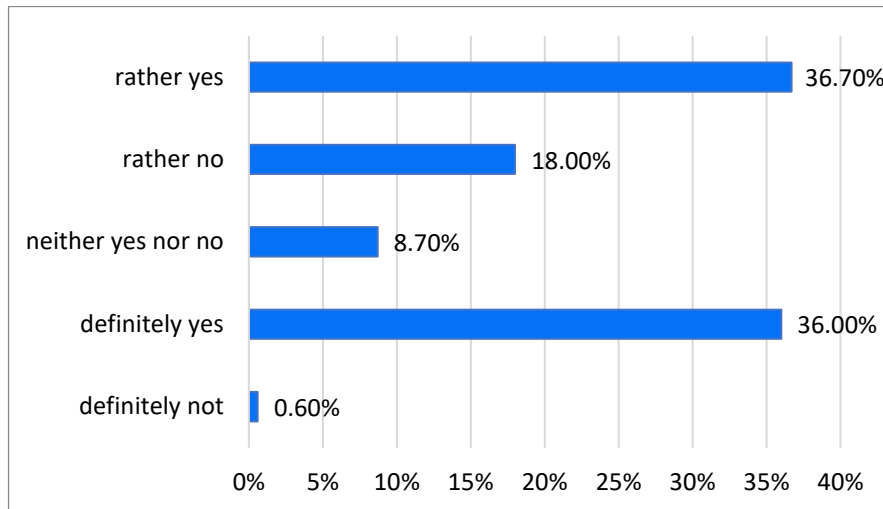


Figure 4. Can you name things and objects of cultural heritage located Lviv region?

Source: own elaboration based on empirical research.

Elements of the cultural heritage of Lviv region mentioned by the respondents include, among others: St. George's Cathedral, Dominican Cathedral, Shevchenkivskyi Hay, Architecture of the central part of the city of Lviv, Stryiskyi Park, churches that are more than 300 years old in the village of Makhnivtsi and the village of Chizhiv, Rynok Square in Lviv, the Cossack church in Sykhiv (Lviv), the ruins of the Starosilsky castle, the Church of St. Antoni, the church of St. Onufriy and the Husyatyn Synagogue, the High Castle, the Church of the The Entry of the Most Holy Mother of God into the Temple, the Palace of the Archbishops, the Church of Olga and Elizaveta, the Palace of the Archbishops in the village of Obroshyne, Pryima Grotto, Lviv Citadel, Church of the Exaltation of the Holy Cross, Saltworks in Drohobych, Bartholomew's Church in Drohobych, Villa Yarosh in Drohobych, Jewish Synagogue (Drohobych), Ivan Franko's homestead (Naguyevychi village), Naguyevychi (the village of Ivan Franko), bell tower in Stavchany, Powder (Porokhova) Tower, Lviv Opera and Baley House, Arboretum in the village Obroshyne, church of St. Dmytriy village Obroshyne, castles of the Lviv region (Golden Horseshoe castles, as well as Svirzhskyy, Pomoryanskyy,



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Starosilskyy, Brodivskyy), Monastery cells, Church of the Holy Spirit, Horse Palace of XIX century in the village Tartakiv, Univ Monastery, Roztochchia Reserve, Tustan Fortress, Weapons Museum, Stryiskyy Park, Catholic churches in the village of Navaria (active) and in the village Godovytsia (defunct), Lviv Town Hall, Markiyan Shashkevych Manor Museum, House of Scientists (Lviv), traditions (celebration of the feast of Ivan Kupala, Holy Eve (12 dishes, carols, nativity scene), Epiphany (bathing in a well), church in the village Godovitsa, hiding place in the village Hodovytsia, Monastery church with a bell tower of the XV-XVIII centuries. in the village of Pidkamin, the Building of the Scientific Society named after Taras Shevchenko, the Boim chapel, the Potocki Palace, the Church of St. Mary Magdalene, the building of St. Anna's school, the Lychakiv cemetery, the Kornyakta tower, the Armenian church, the Park of Culture and Recreation named after Taras Shevchenko, Town Hall of the 18th century in the city of Dobromil.

According to the respondents, Lviv Oblast provides cultural heritage offers to tourists. More than half of the respondents (79.3%) think so, but only 29.3% believe that the region directs its cultural heritage offer to tourists. 12.7% of respondents hold a different opinion, but only 1.4% are firmly convinced that similar activities are not conducted in Lviv Oblast. 8% of respondents do not have a clear opinion on this matter, choosing the answer “neither yes nor no” (Figure 5).



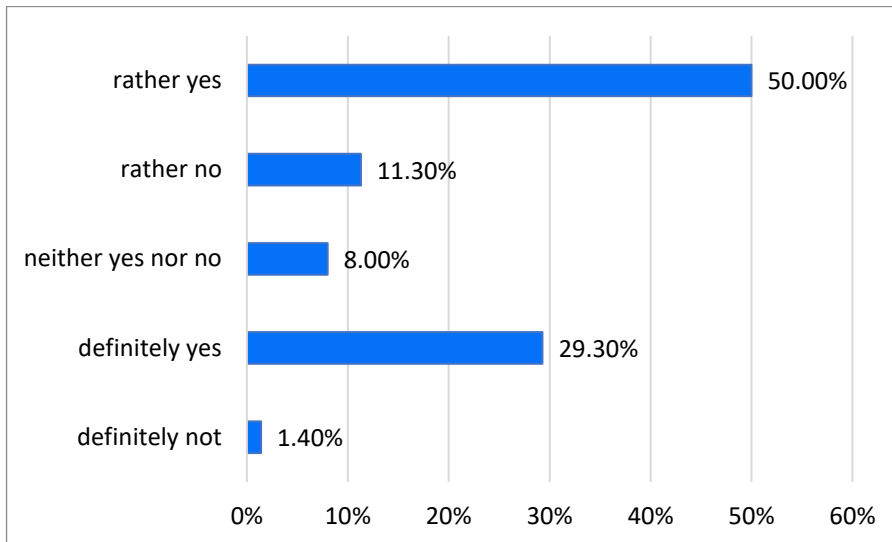


Figure 5. Does Lviv region address the offer of cultural heritage to tourists?

Source: own elaboration based on empirical research.

The elements of the historical and cultural heritage of the Lviv region that should be noticed and promoted, according to the respondents, are primarily architectural objects, district centers and city squares of the Lviv region, religious and historical buildings, museums, as well as elements of intangible culture, in particular customs, traditions and daily life of Galicia, ancient singing of the region, gastronomy, ethnics, etc. However, the group of elements mentioned by the respondents also included: Castles and palaces of the Lviv region, the Ivan Franko manor museum, the palace of the Archbishops, the fortress in the village of Rural, ancient cemeteries of Lviv, etc.

As a tourist product of the region, the respondents would suggest art, music, history, clothing, lifestyle, food, and recreational opportunities of the mountainous regions of Lviv region, in particular, such objects of architecture and historical and cultural heritage as the palace of the archbishops in the village of Obroshyne, the castle in Dobromyl, the salt distilling factory and the central part of the city of Drohobych, the architectural ensemble of Lviv, the

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castles of the Lviv Region, etc. The respondents' answers confirm that the Lviv region is rich in tourist places. Therefore, it is possible to form tourist products both by theme and local proximity, including the tourist product visits to castles, palaces, and restored (or in their original form) buildings in which outstanding poets, artists, artists, and other famous people lived and worked.

According to the respondents, giving the objects cultural heritage status would help their development. This opinion is held by 81.3% of respondents, including 45.3%, who are convinced of this and answered: “definitely yes”. 36% of respondents also see this as an opportunity for the region's development, and they answered: “rather yes”. In total, 8.7% of respondents do not see a positive impact of granting the objects of cultural heritage status on the region's development, only 0.3% do not see such an impact, and 8.4% rather do not see such a connection. 10% of respondents do not have an opinion on this matter, as they answered, “neither yes nor no”; that is, they neither agree nor disagree (Figure 6).



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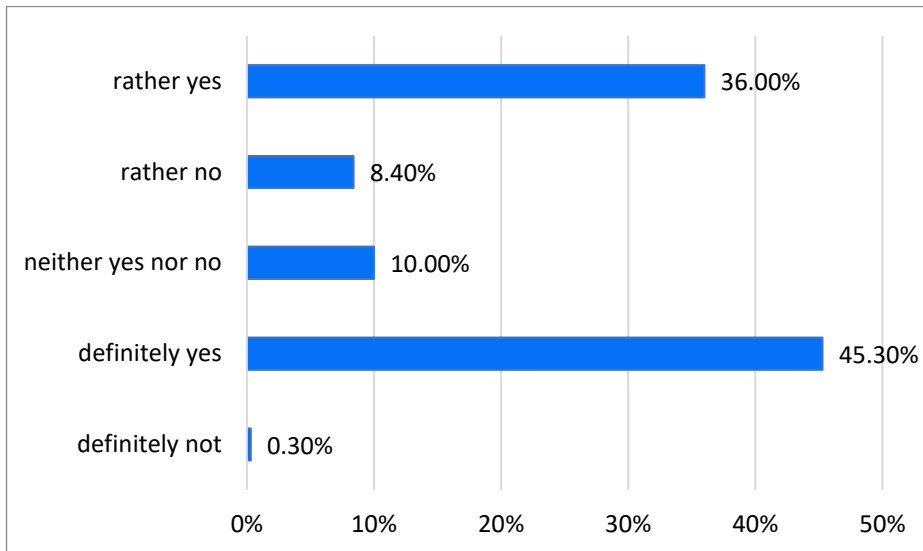


Figure 6. Would the inclusion of the cultural heritage of Lviv region help in the development of the region?

Source: own elaboration based on empirical research.

The majority of respondents (88%) think that the inclusion of the region's cultural heritage in the region's economic life helps to increase the income of this region and the quality of life in this region. The majority, namely 48% of the respondents, is firmly convinced of this, answering "definitely yes". Only 2.7% of respondents hold a different opinion, 1.3% are firmly convinced of this, and the same number answered, "rather not". 9.3% of respondents do not have an opinion on this matter and gave an evasive answer "neither yes nor no" (Figure 7).





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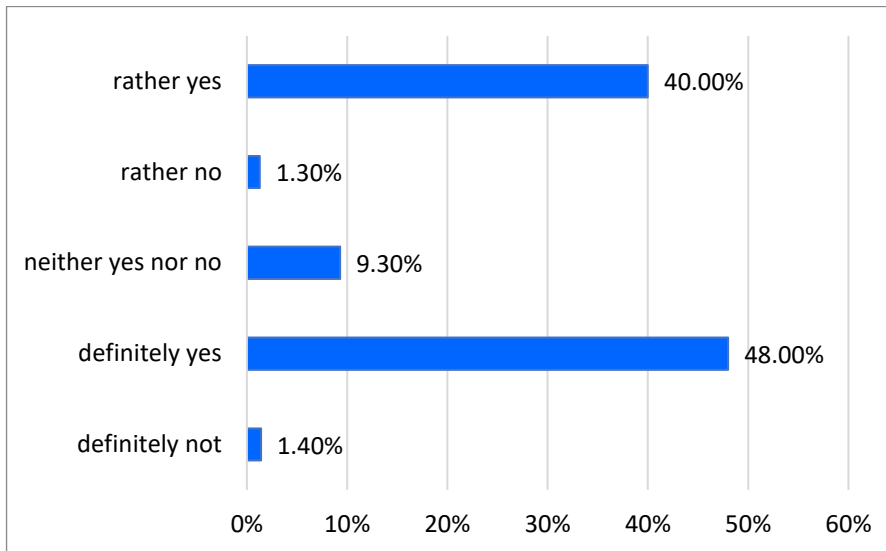


Figure 7. Is the cultural heritage of Lviv region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?

Source: own elaboration based on empirical research.

Also, the majority of respondents (68.6%) gave an affirmative answer to the question, “Is it possible to integrate the cultural heritage of the Lviv region to a greater extent into the economic life of the region, that is, to include it in the regional development policy” – 29.3% answered “definitely yes,” and 39.3% – “rather yes.” A small part of the respondents – a total of 7.4% – deny the possibility of greater integration of the cultural heritage of the Lviv region into the regional development policy. However, compared to the previous question, a significant group of respondents did not decide on the answer; 24% answered, “neither yes nor no.”





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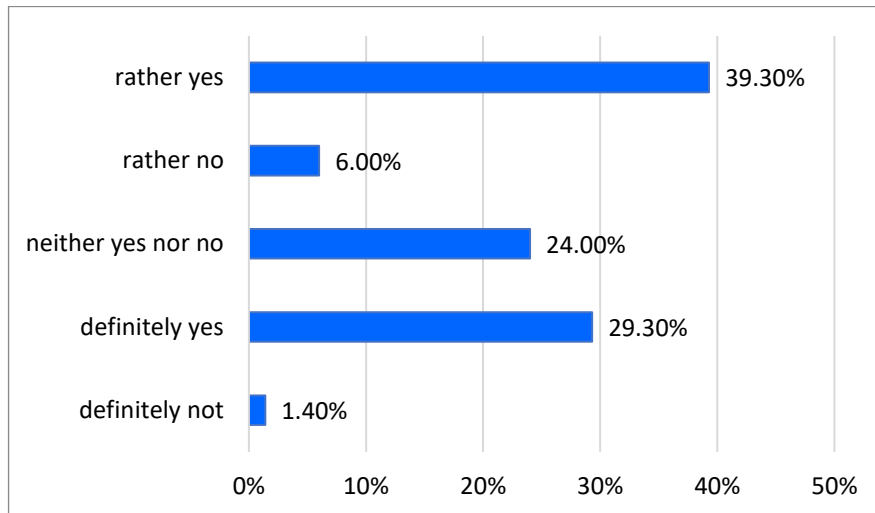


Figure 8. Could the cultural heritage of Lviv region be more integrated with the economic life of the region, i.e. be included in the region's development policy?

Source: own elaboration based on empirical research.

People who believe that greater integration of the cultural heritage of Lviv region with the economic life of the region is still possible indicate that the way to better integrate the cultural heritage of the region with the economic life of the region is, for example, it is necessary to popularize more exciting places in Lviv, as this will lead to a greater flow of tourists; social networks should be involved; to introduce cluster models of regional development; promote more actively; develop additional tourist routes; transfer historical and cultural monuments to a concession; apply a creative approach to the organization of excursions. In addition, it is necessary to restore the buildings-monuments because their neglect forms among tourists the impression of the insecurity of the monuments in the region and forms in them a conclusion about the poverty of the region – such tourists form a negative impression rather than a positive one, and recommend acquaintances/friends will not visit such a region sooner than they will. The respondents point out the importance of developing tourist infrastructure – it is necessary





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to equip the territories adjacent to the cultural monuments with suitable tourist places (for example, make a convenient parking lot and open souvenir shops and food establishments, etc.).

Respondents consider the following to be the main obstacles in popularizing the cultural heritage of the Lviv Oblast: insufficient knowledge about the cultural heritage of the region (46%), failure to ensure the protection of the cultural heritage of the region (44.7%), insufficient education about the cultural heritage of the region (43.3%), low interest in the cultural heritage of the region (40.7%), lack of subsidies to revive and popularize the cultural heritage of the region (34%), lack of cooperation between regions to promote their cultural heritage (29.3%), failure to offer cultural heritage as a tourist product of the region (23.3%) and others (Figure 9).

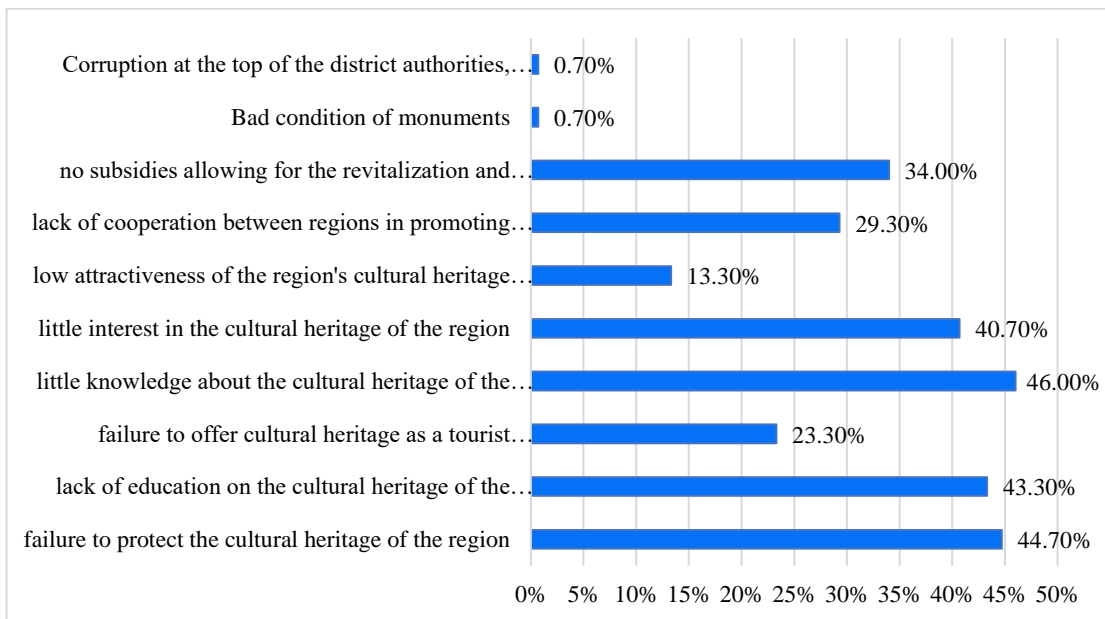



Figure 9. What obstacles do you see in promoting the cultural heritage of Lviv region?

Source: own elaboration based on empirical research.



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Conclusion

As the questionnaire results showed, most residents and tourists are interested in the cultural heritage of Ukraine and the studied region. Lviv Region is rich in exciting offers of cultural heritage. However, according to the respondents, it needs to be more popularized, although, in their opinion, the region directs its offer of cultural heritage to tourists. Most respondents can name the objects of cultural heritage in the Lviv region. According to respondents, architectural objects, district centers and city squares of Lviv region, religious and historical buildings, museums, as well as elements of intangible culture, in particular customs, traditions and daily life of Galicia, ancient singing of the region, gastronomy, ethnos, etc., are particularly worthy of attention. The group of elements mentioned by the respondents also included such objects of architecture and historical and cultural heritage as the palace of the archbishops in the village of Obroshyne, the salt distillery, and the central part of the city of Drohobych, the architectural ensemble of Lviv, castles, and palaces of Lviv Oblast, temples and ancient churches of Lviv and Lviv Oblast, etc. According to the respondents, giving the status objects of cultural heritage would contribute to the region's development, and the inclusion of the region's cultural heritage in the region's economic life helps to increase the region's income and the quality of life in this region. There is a need for greater integration of cultural heritage into the region's economic life, that is, the inclusion of the region's cultural heritage in the regional development policy. Respondents consider insufficient knowledge about the region's cultural heritage, lack of protection of the region's cultural heritage, insufficient education about the region's cultural heritage, low interest in the region's cultural heritage, and the lack of subsidies to revive and popularize the region's cultural heritage as the main obstacles in popularizing the cultural heritage of the Lviv region.

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