

Cultural, Recreational and Tourist Cherkasy Region under Pandemic Conditions

Oksana Kravchenko, Maryna Mishchenko, Viktoriia Isachenko, Inna Gonchar, Yuliia Lysenko, Olena Polishchuk, and Yuliia Pesotskaya

Pavlo Tychyna Uman State Pedagogical University, Sadova Str., 20300, Uman, Ukraine

ABSTRACT

The article is devoted to the study of the peculiarities of tourism development in Cherkasy region under the pandemic conditions. The statistical analysis of data on visiting tourist sites of Cherkasy region is carried out. New technological opportunities for cultural leisure and knowledge of the historical and cultural heritage of the region are considered. It is noted that the 3D map will help provide equal opportunities for people with disabilities in terms of tourism. Given that the development of information and communication technologies also largely determines the social transformation “Cultural, recreational and tourist Cherkasy region: inclusive and social 3D-map” will offer ways to solve the problem of education and social development of people with disabilities, creating new technologies to improve quality of life, introducing an effective system of social and psychological rehabilitation of children and youth with special educational needs through cultural and inclusive tourism.

Keywords: Pandemic, Tourism, Online tour, Tourist route, People with disabilities, Socialization

INTRODUCTION

Cherkasy region has a unique historical, nature reserve, cultural heritage and geographical location in the center of the country. Here are concentrated key places for Ukrainian history: the birthplace of Taras Shevchenko, Chyhyrynshchyna, Kholodnyi Yar, the world's largest settlements of Trypillia culture, one of the oldest oaks in Europe, the canyons, which are two billion years old, unique temples and castles, Sofiivka Park, which belongs to the Seven Wonders of Ukraine. The Golden Horseshoe of Cherkasy region tourist route has already been created: Cherkasy-Chyhyryn-Kaniv-Korsun-Uman-Zvenyhorodka-Kamianka-Talne.

However, according to the statistical data, Cherkasy region occupies a low position in the ranking of regions of Ukraine among visitors to tourist sites. To eliminate this problem, according to the “Tourism Development Program in Cherkasy region for 2021–2025” it is planned to implement projects necessary to create sustainable ideas about the region and its positioning, increase

the number of tourists (3 times to 3.5 million), increase revenue from the tourist tax and the creation of new jobs in the tourism industry (Sait«Onlain putivnyk po Ukraini»).

At the same time, the Covid pandemic and quarantine changed lives suddenly, dramatically and, worse, indefinitely. People are locked in their homes and severely restricted in their movement. People with disabilities need significant attention both in terms of social and psychological support and support in conditions of social isolation. However, information and digital technologies make it possible to overcome the isolation required in quarantine as a measure to prevent the spread of infection, and on the other - territorial, temporal, social, psychological, financial and other barriers, which cannot be so easily achieved in real life in terms of tourism and socio-cultural activities outside the Internet resources.

Thus, we can talk about several problems that intersect with each other, namely low popularity of Cherkasy region as a tourist region, despite the active work in this direction of the regional administration. The lack of significant changes, in our opinion, is due to the low application of new approaches to working with tourists, interesting new products, attracting young people etc. A significant obstacle last year was the COVID-19 pandemic, which not only reduced travel between and within regions, but also placed significant demands on tourism projects themselves. Finally, when preparing tourist offers, very little attention is paid to people with disabilities. This not only cuts off part of the audience, but also goes against global trends.

The **article objective** is to study the peculiarities of tourism development in Cherkasy region under pandemic conditions by means of modern information and communication technologies.

METHODOLOGY

We conducted this study in order to ensure the effectiveness of remote social and cultural activities. The author's questionnaire was used. More than 280 people took part in the survey (138 people from Pavlo Tychyna Uman State Pedagogical University, 142 people, elderly people and people with disabilities). The Convention on the Rights of People with Disabilities states that persons with disabilities have the right to: access to cultural works in accessible formats; access to such cultural events or services as theaters, museums, cinemas, libraries and tourist services, as well as access to monuments and sites of national cultural significance; the opportunity to develop and use their creative, artistic and intellectual potential not only for their own good, but also to enrich the whole society (Konventsiiia pro prava osib z invalidnistiu). Accordingly, access to recreational and tourist facilities should be provided at the state level; to participate in games, leisure and sports activities, in particular activities within the school system; at the service of those who organize leisure, tourism, recreation and sporting events. In order to study the effectiveness of distance socio-cultural activities, to determine the quantitative and qualitative index of the use of online resources for cultural and leisure services by visiting virtual tours, museums, galleries and other architectural monuments, a survey was conducted among higher education

students of Pavlo Tychyna Uman State Pedagogical University, the sampling was 138 people, including 8 people (5.8%) with disabilities. Age category of respondents is from 16 to 35 years. According to the article, the distribution was as follows: 87.7% - female, 12.3% - male.

In order to determine the popularity of virtual tours and travel, it is necessary to determine the attendance of theaters, museums and galleries before the quarantine period. 32.3% of respondents often visited museums and theaters, 31.8% visited occasionally, 27.7% did not visit at all, 8.2% did not decide on the answer. Among students with disabilities, 75% answered "yes". Regarding the virtual environment as a way to visit museums and other historical and cultural monuments, 9.2% answered that they regularly used such services before quarantine and continue today, 4.6% of students started using online services during quarantine. Among students with disabilities, 25% answered that they used before quarantine and 25% started using during quarantine. It is worth noting that among students with disabilities 25% believe that this type of activity allows them to get rid of feelings of social isolation, compared to students with standard development 26.2% support this statement. Among the common services for virtual tours are GoogleArts & Culture, Galerie d'Apollon, online museums, galleries around the world and Ukraine. Thus, analyzing the results of the study, it is worth noting the increase in the use of online resources, in particular in the field of visiting virtual tours, which indicates the values of self-development and self-improvement, successful adaptation to new living conditions lost opportunities through the online environment (Kravchenko, Mishchenko, 2020).

Both in Ukraine and in the whole world, virtual tours are becoming increasingly popular, in particular, they are available at the Louvre, the Delhi Theater-Museum, the Getty Museum and many others. In Ukraine, online tours are available in such museums as: the memorial estate of I. Kotliarevskyi in Poltava, Kolomyia Museum of Folk Art of Hutsul and Pokuttia, historical and archaeological museum "Ancient Aratta – Ukraine" in Trypillia village, the Volyn Icon Museum, the Holy Spirit Church in Rohatyn, the Hetmanate Museum, the Museum of Glass in Lviv (an independent subdivision of Lviv Historical Museum), the Museum of Modern Sculpture of Mykhailo Dzyndra in Lviv, Dubno Castle, Hryhorii Skovoroda Literary Memorial Museum, Ostroh Castle Military History Museum of Ukraine, Poltava Battlefield Reserve, Museum of Archeology in Baturyn, Citadel of Baturyn Fortress, S. Bandera Museum in London, Memorial Museum "Prison at Lontskyi" in Lviv, D.I. Yavornytskyi Dnipropetrovsk National Historical Museum, Kyryl Rozumovskyi Palace in Baturyn, the house-museum of Ihor Stravinskyi in Ustyluh, the Museum of History and Culture of the Jews of Bukovyna.

Using quarantine and social distancing as an opportunity (at least virtually) to visit places where you have never been able to go before. Covid-19 and the need for quarantine have updated new travel formats that existed before. However, only now do we especially feel their value to us. In addition, traveling virtually is much more beneficial for mental health than watching TV and arguing about coronavirus on social media. The implementation of 3D tourist routes in Ukraine will develop a close connection between social

innovations and society and culture. However, information and digital technologies make it possible to overcome the isolation required in quarantine as a measure to prevent the spread of infection, and on the other - territorial, temporal, social, psychological, financial and other barriers, which cannot be so easily achieved in real life offline resources. The increase in the online resources use, in particular visiting virtual tours, testifies to the established values of self-development and self-improvement, successful adaptation to new living conditions created by COVID-19 and the desire to fully replace lost opportunities through the online environment. The 3D map will ensure the interest of a wide audience in the possibility of accessing information in an easy way.

International experience of the virtual tours implementation convincingly proves that this area of activity creates conditions for improving the competitiveness of tourist services. Such a tourist product, which is presented in the form of a virtual tour, is “information-intensive”, more presentable and attractive. At the time of viewing, the spherical panorama is only an information product that performs a cognitive function, but it can be the impetus for the purchase of a real tourist product. During the pandemic, many of the world’s cultural heritage sites organized their activities using digital technology. Among the institutions that provided online services were the online collection of the Guggenheim Museum, the online collection of New York Museum of Contemporary Art MoMa, the Van Gogh Museum in Amsterdam with *googlestreetview*, as well as the Google Art and Culture project and others. Online collections, virtual tours, streams, video tours, YouTube channels, online broadcasts – all this made it possible to travel and explore the world without changing their location. Taking into account the practices and experience of foreign countries, we decided to create an inclusive 3D map that will include several cultural sites in a single tourist route, which is convenient and practical to use.

The Covid-19 pandemic has changed all areas of our lives, creating many crises and encouraging us to adapt quickly to new realities. This also applies to domestic tourism. The current consumer is looking for other ways to visit the historical and cultural sites of Ukraine, increasing the demand for online content, namely the development of 3D tours. According to Academician V.G. Pank, the COVID-19 pandemic has significant negative socio-psychological consequences. The most well-known psychological signs of quarantine as a form of isolation are sensory deprivation, monotony, monotony of the interior of the room, permissive nature, hypodynamia, boredom, which can be derived from a certain mental discomfort and even depression (Kravchenko, Mishchenko, 2020). 3D tours will contribute to the socio-psychological rehabilitation of young people and people with disabilities. Everyone has the right of access to a cultural product and the free development of his or her personality. We conducted a study within the Center for Social and Educational Integration and Inclusive Rehabilitation and Social Tourism “Without Barriers” of Pavlo Tychyna Uman State Pedagogical University for residents of Central Ukraine by the following parameters: age (up to 35 years; up to 55 years; from 55 years); geographical (rural and

urban area of residence); gender; health status (people with disabilities and normative development).

The survey was conducted in two stages: the first stage - before the start of the quarantine (first half of March 2020); the second stage - after quarantine measures and social isolation of citizens (September 2020), by electronic means of communication: e-mail, Viber, Messenger, etc. For the elderly (over 55 years), in most cases, interviews were conducted by telephone with relatives or guardians. For people with disabilities, the survey was conducted through the network structure of the Confederation of Public Organizations of Disabled People of Ukraine, which unites 117 organizations from all regions of Ukraine. The organization is independent, non-profit and charitable, belongs to the non-profit segment of social protection. If we characterize mental well-being, at the time of the quarantine beginning most respondents suffered from depression (19.2% under 35, 17.3% under 55 and 9.6% over 55 years). At the end of quarantine, 23.1% under 35, 9.6% under 55 and 7.7% over 55 are depressed, and a significant number of Ukrainians have lost confidence in the future (17.3% under 35, 15.4% under 55 and 15.4% over 55). The reasons for this level of mental well-being can be considered a sharp change in social status, isolation from society, uncertainty about the future, the inability to ensure reliable security for themselves and their loved ones. Studies have shown that the greatest motivator before quarantine for young people (13.5 to 35 years) and for people over 55 (21.2%) were family members and social online communications, for people under 55 (13.5%) to cultural activities in the Internet space. After the quarantine, the situation has hardly changed, which indicates that the population has not yet had time to adapt to normal conditions, as well as the significant role of uncertainty about the future.

An important role during quarantine among student youth is given to online cultural and cognitive forms of work, as 68.5% regularly attend webinars, online lectures, live broadcasts, among students with disabilities the figure is 50%. Among the most popular areas is domestic tourism, namely knowledge of the history of their people and homeland (68.5%), cultural heritage (68.5%), visiting museums (50%). Young people are starting to travel and relax in their country, even discovering something new.

Today Pavlo Tychyna Uman State Pedagogical University is a leading institution of higher education of European level in Cherkasy region, which has more than 10,000 students. Every year the share among the general contingent of students, young people with disabilities increases. Therefore, the university has a priority - to create conditions and develop effective technologies for education of young people with special educational needs, taking into account individual needs, opportunities, abilities and interests, for successful socialization and self-realization. Accessibility remains one of the main problems of regional socialization of people with disabilities (Rozporiadzhennia Kabinetu Ministriv Ukrainy vid 14 kvitnia 2021 r.) The Convention on the Rights of Persons with Disabilities stipulates that the State undertakes to ensure and promote the full realization of all human rights and fundamental freedoms by all persons with special disabilities without any discrimination on the grounds of disability.

Today, the 3D tours are a topical cultural product that allows you to show much better cultural and tourist attractions and enhance the role of culture in society than you can when viewing photos, videos, reading descriptions. The 3D tour allows you to see the space around you and view the details of the world around you in the smallest detail, as well as rotate and move around a virtual object. Everyone, regardless of the limitations of life, will feel the effect of presence in this place and see everything “with their own eyes”. At the same time, such a cultural product will help attract tourists to the local culture and their interaction with the cultural life of the inhabitants of the region. Creating an inclusive social 3D map will allow you to meet your cultural needs and demonstrate the cultural diversity of the region, which will be a reason to visit these places offline, taking into account their physical characteristics. For schoolchildren will expand the horizons and deepen knowledge, education of a true citizen, the formation of cognitive interest in the subjects studied, the emergence of motivation to learn, raising awareness of Ukrainians of the historical and cultural heritage of the Motherland.

In the context of the formation and development of an inclusive society, the 3D map will help provide equal opportunities for people with disabilities in terms of tourism, thus allowing them to obtain the status of active actors in socio-cultural activities. It is the implementation of “Cultural-recreational-tourist Cherkasy region: inclusive-social 3D-map” that will allow in the growing contingent of students with disabilities to offer ways to solve the problem of education and social development of these people, create new technologies to improve quality of life, introduce an effective social psychological rehabilitation of children and youth with special educational needs through culture and inclusive tourism, development of guidelines for optimizing their strengths on the path to social integration. This will be facilitated by the partnership with the All-Ukrainian Association of Inclusive Rehabilitation and Social Tourism, which includes Pavlo Tychyna State Pedagogical University; Department of Labor and Social Protection, in the structure of which there is a department of inclusive rehabilitation and social tourism; Departments for Family and Youth Affairs, Education and the Inclusive Resource Center of Uman City Council for the Involvement of Pupils and Students.

An inclusive 3D map is a project that will create conditions for equal participation, equal access for all members of society. Creating a platform, in particular adapted for people with disabilities, which will help to plan your vacation online, as well as with the help of digital technologies to visit the most famous historical and cultural sites and immerse yourself in historical adventures. Digitalization and technological capabilities make our social distancing less focused on the four walls in isolation.

The inclusive 3D map developed by us can be used not only as a tourist route, but also to be an effective interactive tool during the educational process and socio-psychological rehabilitation, which helps to meet the socio-cultural needs of broad public. The main target audience will be children and young people, including those with special educational needs, an age group that needs constant novelty, to get something new, active, and cognitive. Thanks to the project, they will be able to realize the right to inclusive

tourism and knowledge of cultural, historical, architectural heritage of Cherkasy region, which meets the needs for spiritual enrichment, self-realization, socialization, in addition to knowledge, self-development (non-formal education). Creating a 3D map is especially relevant in quarantine conditions, when children and young people with special educational needs become even more vulnerable and isolated from society. In modern conditions, young people with disabilities have a need for social integration and socio-cultural rehabilitation. The end product will be a modern site with 3D tours, adapted to the needs of people with visual and hearing impairments, which will allow a wide audience to see the cultural and tourist heritage of Cherkasy region, including people with musculoskeletal disorders.

Currently, the market of educational, social and cultural services in communities is rapidly forming by the Centers of Integrated Social Services, Inclusive Resource Centers, higher education institutions, departments of labor management and social protection of the population. Thus, the project will allow the introduction of an innovative integrative service for people with disabilities at the community level. Business representatives, namely the tour operators, in a crisis for the tourism industry, will be able to interest tourists with online content to visit offline places after the end of quarantine restrictions and advertise Ukraine abroad.

Overcoming stereotypes about people with disabilities who need only technical means of rehabilitation and social benefits: it is socio-cultural rehabilitation that has a greater effect in both economic and social terms. According to Europeans, rehabilitation can be cheaper than no rehabilitation at all. Foreign experience shows that the funds spent on socio-cultural rehabilitation are returned from 5 to 9 times, exceeding these costs. Therefore, the implementation of the project may affect the development of the region's economy. Rehabilitation can improve the lives of people with disabilities and their families, but more importantly, the lack of rehabilitation can result in reduced self-functioning and quality of life.

CONCLUSION

Therefore, our project "Cultural, recreational and tourist Cherkasy region: inclusive social 3D map" will help increase the tourist attractiveness of the Cherkasy region and socio-cultural rehabilitation of people with disabilities. It will promote cross-sectoral cooperation between government officials, higher education institutions, civil society and people with disabilities; provide barrier-free access to historical, cultural and natural sites, national and patriotic education of children and youth, development of digitalization and formation of IT skills in all categories of the population, a high level of tolerance for difference in society (Sait «Kulturno-rekreatsiino-turystychna Cherkashchyna: inkluzyvno-sotsialna 3D-karta»). The inclusive social 3D map with four tourist routes and available content has no analogues in terms of online travel opportunities in the region, as well as an inclusive approach to creating barrier-free access to the historical and cultural heritage of Central Ukraine. The site has developed 4 tours in the Cherkasy region: Tour 1. Uman, Tour 2. Monastery - Zhashkiv - Zvenigorodka - Talne, Tour 3. Korsun-Shevchenkivsky - Kaniv, Tour 4. Chyhyryn.

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