

ASSESSMENT OF THE CULTURAL COMPONENT OF THE TOURIST INFRASTRUCTURE OF THE DONETSK ECONOMIC REGION

Hanna Horina, Donetsk National University of Economics and Trade named after Mikhailo Tugan-Baranovsky, Kryvyi Rig (Ukraine).

E-mail: gorina@donnuet.edu.ua

DOI: 10.32342/2616-3853-2020-1-13-2

Key words: *tourist infrastructure, tourism, culture, Donetsk economic region, institutions of culture and art.*

The purpose of the article is to identify trends of the tourist infrastructure cultural component development of the Donetsk economic region on the basis of assessing the dynamics of cultural and artistic institutions development.

The legislative base of Ukraine for the study of the terminological apparatus has been worked out. Legally approved definitions of the terms “culture”, “basic network of cultural institutions”, “cultural institution” are given. The list of cultural institutions is determined in accordance with the methodological provisions on cultural statistics.

The assessment of the dynamics of the main culture and art institutions development in Ukraine and the Donetsk economic region (theaters, museums, libraries, concert organizations, club institutions) made it possible to identify key trends in their development, namely: 1) a slight decrease in the number of theaters, libraries and club institutions in Ukraine, which occurred against the backdrop of an opposite trend in the increase in the number of museums and concert organizations; 2) a moderate increase in the number of museums and a significant increase in the number of concert organizations in the Donetsk economic region; 3) a significant reduction in the number of club institutions, theaters and libraries in the Donetsk economic region.

The positive potential effects of the cultural institutions network development of the Donetsk economic region on the tourism industry and tourism infrastructure are highlighted. This effects go beyond the increase in demand for tourism services, namely: creating an image of the region through greater use of creative skills in marketing and improving the design of places; development of “soft infrastructure” which includes small creative enterprises, creative spaces, courses, events, cafes and restaurants that function as nodes in creative networks, allowing producers and consumers to interact; attracting creative talent by improving the quality of life and opportunities in both tourism and cultural industries; stimulating innovation by adding creative impulses and new technologies to tourism development; stimulating exports through products that link creative content, destination and culture; development of knowledge and skills as a result of contacts between creative professionals and specialists in the tourism industry.

To achieve the set tasks and goals, the following research methods were used in the work: systematic and comprehensive analysis (to highlight the development trends of the culture and art main institutions in Ukraine and the Donetsk economic region), calculation and analytical (for calculating of the dynamics indicators of the culture and art institutions of Ukraine and Donetsk economic region), graphical and tabular methods (for a visual representation of statistical material).

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Одержано 10.09.2020.
