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Analysis of the market of tourist services of nostalgia tourism in Ukraine

Abstract

The *purpose* of the study is to find out the place of nostalgia tourism in the system of tourist activity, analysis of the market of tourist services, which will allow to identify the advantages and problems of this type of tourism development. *Methodology*. The methodological basis of research are the principles of system scientific analysis and analytical approaches. The system method assumes holistic study of complex systems consisting of subsystems and elements, and allows us to consider society as a complex organized system, which subsystems are political and social structures, in particular tourism. The analytical method reveals the general and special features of nostalgia tourism and its specificity. In addition to these methods of scientific research, methods of observation, description, analysis and modeling are also used. The method of observation was used to define the problem of this study. All collected theoretical and practical material is studied and the market of tourist services of nostalgic tourism in Ukraine is analyzed. The practical significance of the *results* lies in the development and testing of a nostalgia tour, which will allow tourists wishing to know the historical homeland, the place of origin of ancestors or the place where the tourist once emigrated. A list of the most attractive tourist destinations in Ukraine is shown. *Practical implications*. In a competitive tourist market, the success of a tourist enterprise directly depends on creating the most attractive product. This work helps to bring to the Ukrainian market nostalgia tourist products for Ukrainian migrants and their families, meeting the nostalgic and informational needs of tourists. *Value/originality*. In Ukraine, nostalgia tourism is new and not fully explored, but, despite this, it is gaining popularity and, in the future, may become one of the most popular tourist activities, both among young people and people of the third age. The development of this type of tourism is becoming a new and interesting area of activity, the demand for tours that can be implemented in native places for tourists or in order to learn about the culture of the country where their ancestors lived, is constantly growing.

Keywords

Nostalgia tourism,
resource potential,
migrant tourists

JEL: Z30, F22, Q26

DOI: <https://doi.org/10.30525/2500-946X/2021-3-9>

1 Introduction

Nostalgia tourism is a trend in tourism, the main motive of which is the return to places with which a person is associated with emotional experiences, positive emotions, ethnic identification. Nostalgia tour is one of the wonderful exotic travels, which attracts many public-spirited people. During such trips, tourists explore a particular ethnic group, their way of life, cultural peculiarities, everyday life, etc. It is a good way to learn more about your roots or to study the history of your ancestry. Thanks to such innovations of travel companies, many people have even found their distant relatives abroad. Sometimes people would visit the places where their parents and grandparents lived, or

they used to be evicted from their neighborhoods. Now it is clear that it is nostalgia that motivates most, instead of relaxing on the beach, the nostalgia tourist goes to explore some culture. The large number of migrants has led to the creation of nostalgia tours, it is an opportunity to understand the life of their ancestors and perhaps choose a new place of residence, to return home.

In the Soviet period, it was very difficult for foreigners to travel in our country, because the tourism industry functioned as part of the only recreational and tourist complex of the USSR. Nostalgia tourism began to develop especially intensively in Ukraine since its independence, when its borders opened. However, the unstable political situation in the country scares away foreign tourists, the number

of which has decreased. The history of Ukraine is associated with numerous migrations of its citizens, so there are prospects for the development of nostalgia tourism, because the diaspora always wants to visit its homeland. It is no coincidence that the recreational function of nostalgia tourism, which is not only the revival of physical strength, but also the psychological recovery, entertainment and recreation in the home grounds.

2 Nostalgia tour

Nostalgia tourism is a trip to the places of former residence, ancestors, relatives and family members, combining elements of the past and elements of the present, designed to evoke a sense of nostalgia and allow tourists to join the culture of their own people, creating their own unique image of the past. When talking about nostalgia tours, it is important to consider the fact that this type of tourism is not suitable for all people. Most nostalgia tourists are people who have a strong connection with the countries to which they are going. Regardless of which category of tourist the nostalgia tour was made for. The nostalgia tour is characterized by the following components: a professional guide to the route; orientation to a certain group of customers; specific correlation with a certain place; specific correlation with certain people.

Nostalgia tourism is one of the relatively young segments of the tourism industry, which is dynamically developing all over the world. The development of this type of tourism is due to the interest of people of different ages in the historical heritage of ancestors, relatives and family members.

One of the features of nostalgia tourism is its individuality for each group of tourists, uniqueness, personal orientation, semantic and value orientation. The end result of nostalgia tourism is the tourist acquiring his identity, making or restoring family history, immersion in the historical and cultural environment. In the nostalgia tour there are the following objects of reflection, which can be attributed to the concept of nostalgia: architectural monuments, places of worship, cemeteries and necropolises, houses, settlements, household items, places of revival of folk crafts, museums, complexes of architectural and religious buildings, archaeological sites.

In practice, nostalgia tourism is not limited to visiting monuments and other nostalgic places, but immerses tourists in the atmosphere of the past, changing objects of the past and present. Nostalgia tourism aims not only to create a sense of nostalgia, but also to educate, as it gives the opportunity to explore the cultural environment of the place visited and broadens the tourist's horizons.

It is important to note that tourism is a well-recognized profitable sector of the economy and

a source of employment for the local population. In turn, nostalgia tourism allows people to know better both their own culture and that of their ancestors and strengthens tolerant attitudes.

The world is constantly changing, forcing tourism professionals to adapt to demand and offer popular views in the travel market. Therefore, now it is necessary to introduce to the tourist market of Ukraine nostalgia tourist products for citizens who have been forced by various circumstances to leave their homeland, because the country and its former residents and their families are united by historical roots. Recently, there is an interest of migrants to their native land, tourist flows from abroad are growing, resulting in the need to expand the tourist product for foreign tourists, and nostalgia tourism is one of the options for expanding the range of tourist products.

3 Factor analysis of the market

Ukraine is located in the center of Europe and has all conditions for economic development through tourism, but it lags far behind the leading countries in terms of tourism infrastructure development and quality of tourism services. The financial and economic crisis, intensifying in recent years, the events associated with the annexation of the Autonomous Republic of Crimea and the anti-terrorist operation in the Donetsk and Luhansk regions, led to a decrease in the inbound tourist flow, negatively affected the structure of tourism and implementation of tourist opportunities in the domestic and foreign tourist market (Putsentalo, 2007).

To analyze the market of tourist services of nostalgic nature in Ukraine it is necessary to conduct a factor analysis of the market. The structure of this analysis is presented in Figure 1:

First of all, consider the external factors, namely the resource potential of Ukraine. It should be noted that the resource potential of the country covers tourist resources and tourist infrastructure. Tourist resources are divided into three groups: natural, cultural-historical and socio-economic. Socio-economic resources include elements of tourism infrastructure, as well as labour, information, management and material resources (Pisarevsky, 2014). It should also be noted that the level of development of tourism infrastructure and the concentration of cultural and historical sites in Ukraine are concentrated in major cities such as Kharkiv, Odessa, Dnipro, Lviv, and of course in the capital of Ukraine, Kyiv. In the complex of tourist resources of Ukraine a special place cultural-historical resources, which are a set of monuments of material and spiritual culture, created in the historical development of the region and

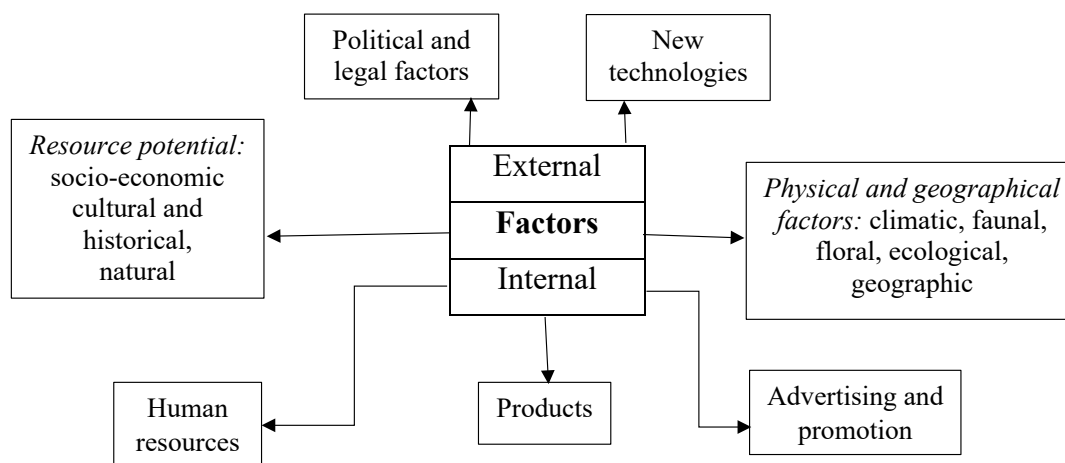


FIGURE 1 The structure of the factor analysis of the market of tourist nostalgic services

the objects of tourist interest, including those related to the cultures of other nations.

Monuments of history make up 37% of the cultural and historical potential of Ukraine, 5% of them are monuments of art, and 10% are monuments of urban planning and architecture, as well as 48% are kept in the open air, the remaining historical monuments are material and spiritual culture of the nation (Classification of Tourism). The main sites that can be used in a nostalgia tour for foreigners in the country are listed in Table 1.

It should be noted that the concentration of unique natural resources in Ukraine increases the tourist attractiveness of the country and nostalgia tourism.

Ukraine occupies 0.45% of the surface of the world and 6% of Europe, which is 60.4 million hectares. The territory is mostly flat. About half of the entire surface is covered with fertile chernozem. Thus, the bays make up 52% of the total natural resources of Ukraine, 37% – islands, 5% – beaches and 2% – cape, peninsula and lakes (All about tourism: tourists' library).

It is worth noting that against the background of tourist centers of European countries, which are two hours away from the borders of Ukraine, the tourist infrastructure of the country looks strong and attractive.

Then physiographic factors are considered. These include: climatic, faunistic, floristic, environmental and geographic factors. Ukraine is located in Eastern Europe, in the southwestern part of the East European Plain. The climate of Ukraine is mainly moderately continental.

In the flora and fauna of Ukraine it is possible to find representatives of different ecosystems, because the region is located at the junction of several natural zones. The flora of Ukraine is rich and diverse. The natural vegetation, which occupies 32% of the territory, includes about 30 thousand different plants.

Political and legal factors (legislative acts and laws regulating economic activity of tourist business and state policy in the field of tourism, international agreements, political situation in the country, customs regime) are considered. The

TABLE 1 The list of the main objects of cultural and historical heritage of Ukraine, which can be included in nostalgia tours

N ^o	Object	Location
1	Babi Yar is a site of massacres carried out by Nazi Germany's forces during its campaign against the Soviet Union in World War II	Kyiv, the capital of Ukraine
2	The Mound of Glory (Kurgan slavy) is a memorial complex honouring Soviet soldiers who fought during World War II	Nova Odesa, Mykolaiv region
3	Museums of the Great Patriotic War	Kyiv
4	The Odessa Catacombs	Odessa
5	Dmytro Yavornytsky National Historical Museum of Dnipro	Dnipro
6	Scythian Burial Mounds	Khmelnyskyi
7	Olesko Castle	Olesko village, Zolochiv district, Lviv region
8	Sofiyivsky Park	Uman, Cherkasy Oblast (Central Ukraine)
9	Tomb of the Unknown Soldier	Kyiv
10	Baikove Cemetery is an historic cemetery memorial	Holosiivskyi District, Kyiv

political situation in the country promotes the development of international and domestic tourism. Ukraine has an effective legal framework for the development of inbound tourism. The state policy supports the development of tourism throughout the country. The Law of Ukraine on Tourism is a special legal act, as well as the regulatory framework in the field of tourism. An important part in the implementation of tourism activities is state support of the tourism industry, so it is necessary to navigate the system and the powers of the authorities that provide and guarantee the appropriate actions of the state target support of tourist infrastructure (Babkin, 2015).

Internal factors of nostalgic tourism market are studied. It is necessary to get acquainted with the supply of nostalgia tourism services in Ukraine. It is also necessary to evaluate promotions and activities to bring nostalgia tourist services to the market.

In order to assess the potential of the market of nostalgic tourist services in Ukraine, it is necessary to conduct SWOT analysis (to consider the strengths and weaknesses of the market, as well as to identify opportunities and threats in the local market). SWOT analysis of the market potential of nostalgia tourist services in Ukraine is presented in Table 2.

The rich cultural and historical heritage of the Ukrainian people, the territorial proximity of the countries of residence of Ukrainian migrants, simplified visa regime and other factors create a favorable environment for the development of nostalgia tourism. Prospects for the development of nostalgia tourism in Ukraine exist, and already offered tours with a historical orientation are in demand among tourists.

For the successful development of nostalgia tourism related to visiting relatives, friends or loved ones, holy places, it is also necessary: comfortable accommodation (hotels, private boarding houses, apartments for rent), availability of detailed information about the attractions, assistance in finding lost family ties, and guides and translators. However, the opportunities to encourage tourists are complicated by underdevelopment of tourist infrastructure and specialized service programs, as well as the lack of a proper tourist image of the country. These problems should be solved with the participation of executive authorities and tourist organizations.

4 Conclusions

Nostalgia tourism refers to a specific type of tourism, because the potential tourists mainly live in other countries or on other continents, so there are ways to promote ethnic lands among emigrants and their descendants, representatives of other nationalities. A significant number of descendants of the first emigrants no longer speak or understand Ukrainian, which is also a deterrent to travel to ethnic lands, so it is important to pay attention to multilingualism and accessibility of the information provided.

The rich cultural and historical heritage of the Ukrainian people, the territorial proximity of the countries of mass migration of Ukrainians, simplified visa regime and other factors create favorable conditions for the development of nostalgia tourism. The development of tourism in Ukraine can attract large flows of Ukrainian

TABLE 2 SWOT analysis of the market potential of nostalgia tourist services in Ukraine

Strengths	Weaknesses
1. The rich cultural and historical heritage of the Ukrainian people; 2. Territorial proximity of settlements of Ukrainian migrants and their families; 3. Simplified visa regime.	1. Insufficient number of personnel and low qualification of the staff; 2. Poor infrastructure compared to other tourist centers of the world.
Opportunities	Threats
1. Creation of unique nostalgia programs for a segment of Ukrainian migrants on the resource of the cultural and historical foundation of Ukraine; 2. Creation of weekend tours for the foreign tourist segment of the border countries; 3. Increasing the flow of tourists and the attractiveness of Ukraine for an additional segment of migrant tourists.	1. Reducing the quality of tourism services for the segment of nostalgia tourists; 2. Reducing the attractiveness of Ukraine for the segment of Ukrainian migrants and their families.
Threats	Opportunities
1. Deterioration of cultural and historical sites due to increased anthropogenic pressure and reduced funding; 2. High dependence of the market on the quality of advertising support of the tourist product; 3. Weakening of the market in the case of the loss of the segment under the influence of external factors.	1. Increasing the attractiveness of the profession of guide-interpreter and the creation of educational programs (courses) to acquire/improve skills in the field of tourism; 2. The development of infrastructure, the use of all available resources to create the attractiveness of Ukraine (image creation).

migrants who want to visit the country where their grandfathers and great grandfathers shed blood and fought for the independence of their country. Prospects for the development of nostalgia tourism in Ukraine exist, and already offered tours with a historical bias are in demand among Ukrainian tourists and their families living abroad. The study showed that the most popular is not the objects themselves, but the atmosphere of the city where our compatriots once lived. Based on these conclusions, the nostalgia tourism product for Ukrainian migrants and the program of nostalgia tourism development can be successful in Ukraine. Thus, the implementation of nostalgia tour can increase the tourist flow in Ukraine. It will promote intercultural exchange

between countries and the development of the tourism sector in all regions.

The prospects for the development of nostalgia tourism in Ukraine are to solve the following problems: assessment of the availability of resources and opportunities for their use; marketing assessment of supply and demand for nostalgia tourism; study of the needs and demands of the diaspora to meet sentimental needs; development of a system for preserving the resource base of nostalgia tourism; support of international tourism, which can be considered nostalgia tourism, at the state-by-state basis; training of specialists for nostalgia tourism as a separate direction in tourism; formation of a regional tourist information system and the creation of appropriate tourist-nostalgia centers.

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