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ZHYTOMYR REGION AS TOURISM REGION: NEW HORIZONS OF INTERNATIONAL TOURISM DISCOVERY

ЖИТОМИРСЬКА ОБЛАСТЬ ЯК ТУРИСТИЧНИЙ РЕГІОН: НОВІ ГОРИЗОНТИ МІЖНАРОДНОГО ТУРИСТИЧНОГО ВІДКРИТТЯ

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The article examines the tourism potential of local communities in the Zhytomyr region as a tourist region of Ukraine. It analyses the natural, historical, cultural, architectural, religious, scientific, ethnographic and gastronomic resources of the communities, as well as the possibilities for developing various types of tourism, with a particular focus on youth tourism. Particular attention is paid to the creation of routes and programmes that combine learning, active recreation, and cultural and historical exploration, making travel interesting and accessible for young people. Based on the research, key tourist attractions in the communities were identified and one-day routes were developed that combine cognitive, educational, cultural and recreational attractions. It has been proven that the diversity of heritage and opportunities for active youth involvement form a competitive tourism product, stimulate the development of domestic tourism, cultural exchange and active participation of the younger generation in the life of communities in the Zhytomyr region, making the region attractive for both individual tourists and group travel.

Keywords: Zhytomyr region, territorial communities, tourism potential, types of tourism, youth tourism, regional tourism development, natural attractions, architectural sites, domestic tourism, cultural heritage.

У статті розглядається туристичний потенціал місцевих громад Житомирської області як туристичного регіону України. Проаналізовано природні, історичні, культурні, архітектурні, релігійні, наукові, етнографічні та гастрономічні ресурси громад, а також можливості розвитку різних видів туризму, з особливим акцентом на молодіжний туризм. Особлива увага приділяється створенню маршрутів та програм, що поєднують навчання, активний відпочинок та культурно-історичні дослідження, роблячи подорожі цікавими та доступними для молоді. У роботі використано комплексний підхід: аналіз науково-інформаційних джерел, інтернет-ресурсів, порівняльний аналіз існуючих та перспективних туристичних маршрутів. На основі дослідження визначено ключові туристичні пам'ятки в громадах та розроблено одноденні маршрути, що поєднують пізнавальні, освітні, культурні та рекреаційні атракції. Маршрути розроблені так, щоб бути легкими, зручними та водночас насиченими змістом, включаючи прогулянки на свіжому повітрі, екскурсії архітектурними та природними пам'ятками, відвідування музеїв та майстер-класи, що сприяють розвитку творчості та інтересу до історії та науки. Доведено, що різноманітність спадщини та можливості для активної участі молоді формують конкурентоспроможний туристичний продукт, стимулюють розвиток внутрішнього туризму, культурний обмін та

активну участь молодого покоління в житті громад Житомирської області, роблячи регіон привабливим як для індивідуальних туристів, так і для групових подорожей. Житомирська область має сприятливі умови для розвитку туризму на рівні громад. Раціональне використання наявних ресурсів, тематичні маршрути для різних аудиторій та популяризація місцевої спадщини можуть зробити регіон впізнаваним туристичним напрямом як в Україні, так і для закордонних туристів. Запропоновані маршрути створюють конкурентні переваги для відвідування туристичних локацій Житомирської області та формують впізнаваний туристичний бренд дестинації, який не лише забезпечує населення місцями для відпочинку та відновлення фізичного та психічного здоров'я, а й спрямовує туристичні потоки та доходи на економічне зростання регіону.

Ключові слова: Житомирська область, територіальні громади, туристичний потенціал, види туризму, молодіжний туризм, розвиток регіонального туризму, природні пам'ятки, архітектурні пам'ятки, внутрішній туризм, культурна спадщина.

Statement of the problem. Zhytomyr Region is a unique tourist destination in Ukraine, where nature, history, culture and science harmoniously coexist within one territory. The communities of the region are the living bearers of this diversity, as each of them preserves its own identity, traditions and unique tourist attractions. Together, they form a complete mosaic that makes Zhytomyr particularly attractive for both domestic and international tourism. The uniqueness of the Zhytomyr region lies in the fact that almost all major types of tourism are represented here: from ecological and recreational tourism in the Polissia forests, nature reserves and granite canyons to historical, cultural and architectural tourism in ancient settlements, estates, monasteries and castles. The region is distinguished by its powerful potential for literary, religious, scientific, ethnographic and even extreme tourism, which is a rare combination for a single region. It is the local communities that play a key role in developing this potential. They preserve unique monuments – from Trypillian settlements and Driyhan shrines to museums of prominent figures, natural phenomena, and modern tourist locations. Thanks to this, Zhytomyr Oblast can offer tourists not just one specific destination, but a multidimensional experience – a journey through time, space, and culture. Not every region of Ukraine can boast such a variety of tourist opportunities concentrated within one territory. Zhytomyr region is an example of how the combination of active communities, rich heritage and natural uniqueness creates a powerful tourist potential capable of attracting even the most demanding traveller.

Analysis of recent research and publications. To study the tourism potential of communities in the Zhytomyr region, various informational and journalistic sources covering the historical, cultural, and natural development of the region were examined. Internet resources provided up-to-date information on the administrative structure of communities,

territorial boundaries, and their status, which is important for the accuracy of the analysis [1]. Materials devoted to the history of cities and towns, architectural monuments, sacred buildings and castles made it possible to assess the cultural and historical potential of the region and form a comprehensive picture of its heritage [2; 5; 9; 13; 15; 17]. Tymoshenko, T., Shevchuk, O., Shevchuk, O. investigated the issues of restoration and development of tourism in communities and regions of Ukraine in the conditions of post-war recovery [29]. In the scientific studies of Stryzhak, O., Chaykovsky, S. the current conditions and prospects for the development of the international tourism industry are highlighted [27]. Poguda N. V., Stryzhak O. O. paid attention to the impact of the war in Ukraine on tourist flows both in the country [28]. However, today the issues of forming tourist routes based on local cultural heritage sites and tourist destinations remain unresolved, which determines the **relevance of the article**.

Highlighting previously unresolved parts of the overall problem. The work uses a comprehensive approach that combines analysis of scientific and information sources, including literature, tourist guides and materials from Internet resources, to study the tourist potential of the Zhytomyr region and the experience of youth tourism development in the region. A comparative analysis of existing tourist routes and developed youth routes was carried out, and the data obtained was systematised and summarised in order to formulate recommendations for optimising routes and developing youth tourism in the region. **The purpose** of the study is to determine the tourism potential of the Zhytomyr region, outline current trends in tourism development and prospects for the region's integration into the international tourism space.

Summary of the main research material. The territorial communities of the Zhytomyr

region have diverse tourism potential, including natural, historical, cultural, architectural, religious, scientific and recreational sites. Individual communities, their tourism resources and types of tourism that can be used, taking into account the characteristics of each community, were considered.

The Andrushivka community is distinguished by a variety of tourist attractions that combine the gastronomic, cultural, historical, and scientific heritage of the region. This makes the community interesting for different categories of tourists – from connoisseurs of traditions to science enthusiasts. An important part of the local identity is traditional dishes – "krupka" and "white borscht," which have been prepared in the community since ancient times. They reflect the culinary traditions of Polissia and can form the basis for gastronomic routes, festivals and tastings, introducing tourists to local cuisine and way of life [3; 4]. The architectural gem of the community is the Berzhynsky-Tereshchenko The palace is an important testimony to the noble culture and architecture of past centuries and attracts tourists interested in history and cultural heritage [5]. Embroidered towels are presented here as an element of spiritual culture, a symbol of rituals, family values, and national identity. A special location is the Andrushivka Astronomical Observatory, a unique scientific facility known not only in Ukraine but also beyond its borders. [6]. Types of tourism that can be developed in the community: gastronomic, ethnographic and cultural-educational, historical-architectural, educational, scientific-educational, local history.

The Berdychiv community is one of the most important historical and cultural centres in the Zhytomyr region. It is distinguished by its rich spiritual heritage, multicultural history and unique monuments that attract tourists from Ukraine and abroad. The central landmark of the community is the Church of the Order of Discalced Carmelites, one of the most famous sacred buildings in Ukraine. The monumental architecture of the church, its defensive character and centuries-old history make it an important spiritual and cultural centre, as well as a popular place of pilgrimage. No less significant is the Church of St. Barbara, known as the wedding place of the outstanding French writer Honoré de Balzac. This shrine is an important monument of the religious and cultural history of the city and attracts lovers of architecture and literary heritage [8]. The Joseph Conrad Museum is dedicated to the life and work of the world-famous writer, who was born in the Berdychiv region. The museum introduces

visitors to his biography, literary work and connection with Ukrainian culture, emphasising the European significance of the community. Types of tourism that can be developed in the community: religious and pilgrimage, cultural and educational, architectural, literary, international, and local history.

The Hryshkivets community combines cultural heritage, romantic locations, and opportunities for active recreation. It attracts tourists with its peaceful atmosphere, picturesque landscapes, and interesting historical sites. One of the most famous locations is the Island of Love – a cosy place for walks and relaxation, popular among couples and tourists looking for romantic routes. Of particular value is the estate of Mykhailo Chaikovsky, associated with the life of the famous 19th-century writer and historian, researcher of the Cossack past. The estate is an important landmark that complements the cultural image of the community and makes it attractive to history and literature enthusiasts [10]. The community's cycling routes, which have been developed and tested, deserve special attention. They pass through the villages of Zhurbyntsi, Nikonivka and Kukilnia, covering picturesque landscapes, rural scenery and natural areas. Types of tourism that can be developed in the community: romantic, cultural and educational, historical, active and sports (cycling), recreational, and local history.

The Zhytomyr community is one of the most important cultural and spiritual centres in the Zhytomyr region, as it combines a unique scientific heritage related to space exploration with rich sacred architecture of various denominations, making the community attractive to tourists with different interests. The community's landmark is the Museum of Cosmonautics, dedicated to the history of the development of the space industry and the lives of outstanding scientists, which introduces visitors to the achievements of cosmonautics, exhibits related to space flights, and emphasises the role of Zhytomyr as Ukraine's "space city". [11] An important site is the house where Sergiy Pavlovych Korolyov, an outstanding designer and one of the founders of practical cosmonautics, lived [11]. The spiritual heritage of the community is represented by St. Michael's Cathedral, one of the main Orthodox churches in the city, distinguished by its architecture and significance in the religious life of the region. No less important is the Transfiguration Cathedral, which is a monument of sacred architecture and the spiritual centre of the community. The Catholic heritage of Zhytomyr is represented

by St. Sophia's Church and St. John's Church in Dukla. Types of tourism that can be developed in the community: scientific and educational, religious and pilgrimage, cultural and educational, architectural, and local history.

The Korosten community is one of the most vibrant historical centres in the Zhytomyr region. It combines ancient historical monuments, military heritage and unique natural landscapes, making the community attractive to tourists of all ages and interests. One of the most famous sites is the military-historical complex "Skelya" - a unique structure carved into a granite rock. The complex was used as a secret defence facility and is now open to visitors. Underground rooms, tunnels, and exhibitions introduce tourists to the history of military affairs and events of the 20th century. Drevlyansky Park plays an important historical and cultural role – an open-air space dedicated to the Drevlyans tribe. It is located amid picturesque nature and combines historical memory with recreational appeal [12]. Types of tourism that can be used in the community: historical, military-historical, recreational, ecological, cultural-educational, and photo tourism.

The Korostyshiv community is distinguished by its combination of unique natural landscapes, architectural heritage, and contemporary art. This is what makes it attractive to tourists seeking both active recreation and cultural experiences. One of the most popular locations is the Korostyshiv Canyon (quarry) – a picturesque reservoir surrounded by granite cliffs and pine forests. The contrast of water, stone and greenery creates stunning landscapes, making the canyon a favourite spot for photo shoots, walks and outdoor recreation. The architectural gem of the community is the Church of the Nativity of the Blessed Virgin Mary, built in the 18th century [13]. Types of tourism that can be used in the community: ecological, hiking and active, photo tourism, cultural and educational, architectural, religious, and artistic.

The Malyn community is distinguished by a large number of unique tourist attractions that organically combine the history, culture and nature of the region. This makes the area attractive to tourists with different interests. One of the most unusual attractions is the underwater museum, which attracts diving and extreme tourism enthusiasts [14]. For those interested in history, the ancient settlement of the Drevlyans and the monuments of Cossack history in Vorsivka offer a glimpse into the past. Of particular importance is the village of

Hamarnia, where the Maklukho-Maklay estate is located – a historical architectural monument associated with the life and activities of an outstanding family [15]. Types of tourism that can be used in the community: cultural and educational tourism, historical tourism, extreme tourism (diving), educational tourism, scientific tourism, recreational tourism.

The Novohrad-Volynskyi community is an interesting tourist destination with a rich history and cultural heritage. The community is known for its prominent figures, ancient architectural monuments, and archaeological sites, which create favourable conditions for the development of various types of tourism, from cultural and historical to educational and family tourism. The Kosach Family Museum in the city, where Lesya Ukrainka was born in 1871, is an important historical and cultural landmark. The ruins of the Zviahel Fortress are a historical site with an observation deck offering a picturesque view of the Sluch River. The fortress attracts tourists interested in history, photography, and outdoor activities. The Mezentssev Palace, a former estate from the late 19th and early 20th centuries, is now used as the headquarters of a military brigade, but its architecture and history remain interesting for visitors [16]. Types of tourism that can be used in the community: cultural and historical tourism, architectural tourism, educational and excursion tourism, children's and family tourism, cognitive and ecological tourism.

The Ovruch community is distinguished by its rich history, cultural heritage, and picturesque nature, which makes it attractive to tourists. The Tsalka House is a historic building that is currently being restored to create a centre for Drevlyan culture. Visitors will be able to learn about the history of the region and the culture of ancient tribes, which contributes to the development of cultural, historical and educational tourism. St. Basil's Church is one of the oldest churches in Ukraine, built in the 12th century. The Transfiguration Cathedral is a monument of ancient Russian architecture that reflects the historical development of the region and its spiritual traditions. The Drevlyan Reserve, with its picturesque landscapes and unique nature of the Polissia region, attracts nature lovers and active recreation enthusiasts [7]. Types of tourism that can be used in the community: cultural, historical, architectural, religious, educational, excursion, ecological, cognitive, active, family, recreational.

The Olevsk community is distinguished by its combination of unique natural landscapes,

historical monuments, and cultural sites, making it attractive to various categories of tourists. Kaminne Village is a unique natural site that attracts tourists with its unusual rock formations and picturesque landscapes. The St. Nicholas Church in Olevska is the oldest architectural monument, built in the 16th century (according to other sources, in 1596). The Babina Hora tract is a historical site associated with ancient Drevlyan settlements and legends. Excursions and educational tours can be organised here, making the site attractive for cultural, historical and educational tourism [18]. The fortified area and the "Skelia" site are the remains of defensive structures that are of interest to lovers of military history and architecture. Types of tourism that can be used in the community: cultural, historical, architectural, religious, educational, excursion, ecological, cognitive, active, adventure, recreational, family.

The Popilnia community is distinguished by its rich history, architectural and cultural heritage, which makes it attractive to tourists with diverse interests. The mill-castle in Lypky is an architectural monument that combines the functions of a defensive structure and an industrial facility. The burial mound in the village of Kotlyarka is a significant archaeological and historical monument, which is being researched as part of the project "Heritage of Independence. Zhytomyr Region 2025". The village of Pavoloch is known for its historical monuments and rich Cossack past. The museum in the village of Kryve preserves local history and culture, introducing visitors to the life of the community and its traditions [19]. Types of tourism that can be used in the community: cultural, historical, architectural, patriotic, educational, excursion, archaeological, and cognitive.

The Radomyshl community is distinguished by its rich cultural and historical heritage, which makes it attractive to tourists. The Radomyshl Local History Museum presents exhibitions on the history of the region and introduces visitors to the traditions and cultural heritage of local residents. The Radomyshl Castle Museum is a unique architectural and cultural landmark that combines elements of art, history, and crafts. A visit to the castle is interesting for cultural, architectural, historical, educational, and sightseeing tourism. The Gorenstein House is a historical architectural monument that demonstrates the style and way of life of past eras [20]. Types of tourism that can be used in the community: cultural, historical, architectural, educational, and excursion.

The Stanyshiv community is distinguished by its rich history, archaeological monuments, and cultural heritage, which makes it attractive to tourists with diverse interests. Its territory combines ancient settlements, estates of landowning families, architectural monuments, and unique natural landscapes. The village of Pisky is known for its Trypillian settlements (3rd millennium BC), as well as sites from the 1st millennium BC and 8th-9th centuries AD. Here you can learn about the ancient history, archaeological excavations, and cultural traditions of the region. The village of Luka has been known since 1601. It was the location of the Dobrovolsky family estate. The "Wolf Mountains" tract in the village of Zarichany offers picturesque natural landscapes for recreation, weekend tours, and children's tourist camps [21]. Types of tourism that can be used in the community: historical and cultural, archaeological, manor and palace, rural, architectural, religious, military and historical, ecological, recreational, active, and family.

The Starosilets community is distinguished by a unique combination of archaeological and ethnographic monuments, allowing tourists to immerse themselves in the past of Polissia and experience the atmosphere of ancient civilisations. The Polissia Hata Cultural and Art Centre is a vivid example of the traditional dwellings of the inhabitants of Polissia. It demonstrates the peculiarities of construction, interior design, and everyday life in past centuries. Visiting the hut allows tourists to learn about the ethnography of the region, traditional crafts, rituals, and everyday customs of local residents [23]. The remains of the Trypillian culture on Chervona Hora are of archaeological value and bear witness to the life of people in the 3rd millennium BC. These sites allow visitors to experience the peculiarities of ancient settlements and learn about the material culture and technologies of ancient civilisations [22]. Types of tourism that can be used in the community: ethnographic, archaeological, historical, historical and cultural, educational.

The Teteriv community is distinguished by its combination of natural, historical, and cultural attractions, making it appealing to tourists with diverse interests. The climbing wall in Denysh is a 20-25 m high granite massif on the banks of the Teteriv River, equipped for climbers and rock climbers. The ruins of the Tereshchenko Palace in Denysh are the remains of a luxurious estate from the late 19th century, built using the latest technologies of the time. The Preobrazhensky

Trigirsky Monastery is located on the picturesque slopes above the river, combining a spiritual atmosphere with the beauty of nature. The Patriarch Oak is a 590-year-old natural monument of national importance in the "Nad Teterevom" forest reserve. The V. G. Bondarchuk Memorial and Mineralogical Museum houses unique collections of minerals and scientific materials, making it interesting for cognitive, educational, and cultural tourism [24]. Types of tourism that can be used in the community: active, extreme, adventure, manor and palace, historical and cultural, architectural, religious, ecological, recreational, educational, cognitive, and excursion.

The Khoroshiv community is distinguished by its combination of cultural, historical, and natural attractions, which creates favourable conditions for the development of various types of tourism. The Museum of Precious and Decorative Stones is the main attraction of the community, as it showcases the wealth of Ukraine's mineral resources, rare minerals and precious stones. The Khoroshiv House of Culture (1977-1987) is an architectural monument of Soviet modernism with monumental mosaics, granite decorations, and thematic paintings. Kutuzov Park is a historic park area that is part of the historical and cultural heritage. The Khoroshiv Castle is a historical monument that reflects the defensive structures of past centuries and the architectural heritage of the region [25]. Types of tourism that can be used in the community: cultural, historical, architectural, archaeological, cognitive, educational, ecological, recreational, and excursion.

The Ruzhyn community is distinguished by its rich historical, cultural and literary heritage,

as well as its active folklore traditions, which make it attractive to tourists with a variety of interests. The Honoré de Balzac Literary and Memorial Museum and the estate in the village of Verkhivnia, where the French writer lived for some time, introduce visitors to the life and work of this outstanding figure in world literature. The Kupalski Rosy Festival, held annually in Nemyrintsy, recreates Ukrainian folk traditions, folk rituals, and song customs. The community's historical monuments include the 1890 railway station building in the village of Zarudyni, memorials to the victims of the Holodomor, and a 2nd-5th century AD settlement in the village of Derhanivka [26].

Based on the analysis, several communities were selected and tourist routes were created, targeting young people and combining cognitive, educational and recreational sites.

1. Tourist route "Space Zhytomyr" (fig. 1).

The route through the Zhytomyr community offers a rich scientific and cultural journey that combines the history of space, astronomy and nature. Starting at the Sergei Korolev Museum, visitors learn about the life and achievements of the outstanding spacecraft designer, view rocket models and interactive exhibits that provide a deeper understanding of the development of space technology. The next stop is the Museum of the History of Astronomy, where you can see historical and modern instruments - gnomons, astrolabes, sextants, telescopes, and armillary spheres – and learn about the development of astronomical knowledge in Ukraine and around the world. The tour ends with a walk through the Botaical Garden, where visitors can enjoy the diversity of plants, cosy alleys and the opportunity to relax after a busy day. The route is

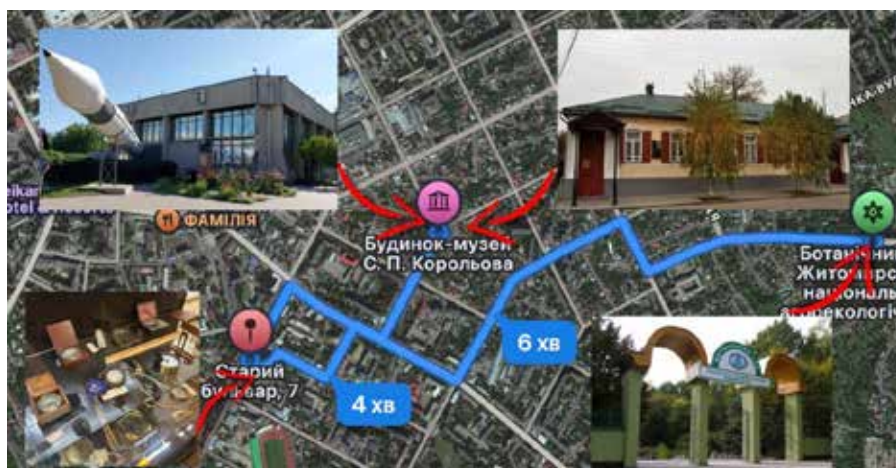


Figure 1. Tourist route «Space Zhytomyr»

Source: compiled by the authors

designed specifically for young people to be easy, exciting and comfortable, combining learning, observation and active outdoor recreation.

2. Tourist route "Tastes of History and Culture" (fig. 2).

The route through the Chervonenska and Andrushivska communities offers a fascinating cultural and historical journey. The journey begins at the Grocholski-Tereshchenko Palace, where visitors can admire the architectural beauty and learn about the history of one of the region's most influential families. The route then continues to the Berzhinsky-Tereshchenko Palace, which is distinguished by its unique decoration and stories about the cultural life of past centuries. The next stop is the Towel Museum, which showcases authentic Ukrainian weaving traditions, folk patterns and symbols, and provides insight into the role of towels in rituals and everyday life. The tour ends with an interactive master class on preparing the authentic dish "Krupki," which allows you to immerse yourself in the culinary

heritage of the region and experience the taste of traditional cuisine.

3. Tourist route "In the footsteps of the Drevlyans" (fig. 3).

This route through the Korosten and Malyn communities offers a rich historical and natural journey that combines history, legends, and unique cultural sites. The route begins at the Military History Complex "Skelya", where visitors learn about the military history of the region, view reconstructed fortifications and weapon exhibitions, and learn about significant battles and events of the past. The route then leads to Drevlyansky Park, where you can stroll among picturesque forests, learn about the legends and history of the Drevlyans, and enjoy the natural beauty of the region. The next stop is Princess Olga's Bathhouse, a historic site with unique architecture and an atmosphere that transports visitors back in time. The tour ends at the Underwater Museum, which features unique exhibits submerged in water, combining



Figure 2. Tourist route «Tastes of History and Culture»

Source: compiled by the authors



Figure 3. Tourist route «In the footsteps of the Drevlyans»

Source: compiled by the authors

historical knowledge with an unusual interactive experience.

Conclusions. The study analyses the tourism potential of the territorial communities of the Zhytomyr region. It was found that the region has rich and diverse tourism resources: the natural landscapes of Polissia, historical and cultural heritage, sacred monuments, scientific sites and living traditions. Each community has unique features that can serve as a basis for cultural, educational, historical, religious, ecological, gastronomic, active and youth tourism. The compact location of the sites allows for the creation of comfortable one-day itineraries that are particularly attractive to young people. The proposed routes combine cognitive, educational

and recreational components, integrating science, history, culture and nature into one trip. The Zhytomyr region has favourable conditions for the development of tourism at the community level. Rational use of resources, themed routes for different audiences and promotion of local heritage can make the region a recognisable tourist destination for international flows. The proposed routes create competitive advantages for visiting tourist locations in the Zhytomyr region and form a recognisable tourist brand for the destination, which not only provides the population with places to relax and restore their physical and mental health, but also directs inbound tourist flows and revenues towards the economic growth of the region.

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