

## **RELIGIOUS TOURISM MANAGEMENT: PROSPECTS FOR ITS DEVELOPMENT IN UKRAINE**

Management functions reflect both the essence and content of management activities in the field of tourism. The main functions of tourism business management include planning, organization, regulation, motivation and control. Each function is important for the organization of tourism activities, in particular in the field of religious tourism. Tourism business management also ensures the interaction between organization, planning, forecasting and financial activities, legal support, psychology of communication and customer services, sociology of labour and other aspects of tourism.

Tourism management principles can be divided into general and individual. General principles include systematicity (the system's interdependence on others; interconnections between all links of the system; consideration of the effects of internal and external factors on the system's functioning); integration; multifunctionality (taking into account all aspects of tourism activities, that is not only those associated with sales of tourism products); objectivity; values-based orientations. Individual principles involve scientific justification; an optimal correlation between centralization and decentralization when making management decisions; planning; motivation; observance of employees' rights and assurance of their responsibility [1].

Religious tourism management causes the need for cooperation with religious leaders, knowledge about cultural differences of the target audience, religious practices and spiritual components of pilgrimage or religious leisure activities. They are essential to preparing the general programme of the tour, producing souvenirs, providing nutrition or clothes and involving support staff [2].

In total, there are about 130 pilgrimage offices, services, companies and agencies in Ukraine. The geography of their proposed routes covers the entire territory of Ukraine and all countries of Europe and the Middle East. On average, one such service offers about 50 tours per year [3].

One cannot determine the number of domestic religious tourists. Considering the fact that all active believers go on trips only for religious purposes, their share in the total tourist flow ranges from 8.5% to 20%. At the same time, religious tourism accounts for from 160 to 360 thousand organized trips and excursions, of which 120-300 thousand were foreign and only 25-60 thousand were domestic. It is important to note that the share of religious tourism in the total tourist flow in Ukraine hardly exceeds 8-10%, most likely being even lower. It means that the level of religious tourism development in Ukraine is at least twice lower than the world average.

*Sacred places of Ukraine* should be considered in terms of 1) significant religious-and-historical places, objects, similar places; 2) denominational objects (Orthodox, Jewish, Catholic, Muslim, Hasidic, pagan); 3) descriptions of specific saints, religious and historical places by region (churches, convents or monasteries, Lavras, graves, hermitages, icons, places of residence of prominent figures of different denominations).

*The main objectives of developing religious tourism in Ukraine are as follows:* 1) to restore all ancient religious architectural sites; 2) to restore religious architecture made of wood; 3) to restore ancient pictorial, written and sculptural cult objects, providing rooms for their publicity (to establish museums); 4) to restore palace complexes and arrange their territories; 5) to publish popular literature in foreign languages, which informs about the religious history of Ukraine, the development of individual religious and spiritual centers and its prominent figures, many of whom also lived in Western Europe, and all sacred places in the country; 6) to create a system of benefits for those tourist organizations which promote religious tourism as part of their package of services; 7) to create a system of benefits for investors to attract investments in the restoration of historical monuments in Ukraine; 8) to prepare optimal routes for religious tourists, including to some other historic sites of Ukraine; 8) to establish affiliations of travel agencies abroad; to launch an advertising campaign; to publish brochures on religious tourism in Ukraine for foreign readers; to create and broadcast television programmes about prominent religious sites and figures; 9) to introduce a general register of important religious sites and sacred sites from a tourist's point of

view; 10) to organize logistic systems and infrastructure in Ukraine to provide routes for religious tourists and pilgrims (transport, hotels, catering establishments, sightseeing tours, souvenirs).

*Also, it is essential to further develop cognitive tourism.* It requires the following steps: 1) to create a base of tourist resources, which should include all historical and cultural monuments; 2) to develop long-term programmes and strategies for restoring cultural monuments; 3) to cultivate responsibility for preserving cultural monuments and a corresponding attitude towards the objects of cognitive tourism in tourists; 4) to organize scientific and thematic excursions to historical and cultural monuments for educational purposes; 5) to implement a consolidated policy to increase the role of cognitive tourism in society.

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