

DEVELOPMENT OF TOURIST AND LOCAL RESEARCH ACTIVITIES IN THE ZAPORIZHZHIA OBLAST, UKRAINE

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ABSTRACT

The relevance of the research topic is due to the fact that tourist and oblast studies in Ukraine and its oblasts are especially in the light of recent events (the annexation of part of the country's territories by the Russian Federation (2014), the spread of the COVID-19 pandemic (2020) in the world as never before one of the most effective forms of gaining knowledge, developing creative thinking, practical skills and abilities, ensuring national-patriotic education of youth and schoolchildren, as well as expanding the horizons of local residents and visiting tourists and sightseers. Consequently, the organization of leisure activities, including tourism and local history of the population in most oblasts of the country, will contribute to the development of domestic tourism, which continues to be one of the priority areas of economic development, the sphere of cultural policy and education, the comprehensive development of the individual and the involvement of the population in the study of natural and cultural and historical heritage. Ukraine is one of the largest countries in European countries, its geopolitical position, the presence of unique natural, man-made and cultural-historical tourist and recreational resources contribute to the development of tourist and oblast studies, the formation of new routes of national tourism and sightseeing practices. To improve the conduct of tourism and local history in Ukraine and the Zaporizhzhya oblast in particular, it is necessary to adjust the traditional forms and methods of tourism and local history to receive education, based on the expansion of the scientific component and the strengthening of the processes of cognitive activity. A characteristic feature of the Zaporizhzhya oblast is a unique combination of natural conditions, landscapes, tourist and recreational resources with historical, cultural, archeological, architectural, monumental art, technical structures and objects, as well as technological processes. In the oblast there are centers of historical and cultural tourism: Bilmak, Vasilyevka, Gulyaypole, Zaporizhzhya, Kamenka-Dneprovskaya, Melitopol, Orekhov, Tokmak. The Strategy for Oblast Development of Zaporizhzhya oblast for the period until 2027 states that the historical and cultural heritage of the oblast is an integral part of the entire cultural heritage of our country. In terms of measures for the period 2021-2023. To implement the Oblast Development Strategy of the Zaporizhzhya oblast, the use of the tourist and recreational potential (especially in the coastal areas) has been determined. The article proposes new approaches to the organization of tourism and local history studies, excursion programs (both thematic and overview), tourist trips in the oblast of study that will make it possible to better know your country, to get acquainted: not only with the

sociocultural environment, traditions, customs, features of everyday and economic activities of the Ukrainian people, as well as other national cultures living in the territory; with monuments of nature, history and culture; with the study of the environment, etc. Zaporizhzhya oblast has the most powerful potential for the development of tourism and local history activities, and therefore it is also necessary to focus all efforts on improving the quality of services, development of tourism infrastructure, which will attract more recreational, tourists and sightseers.

Keywords: tourism, excursions, tourist local history, tourist and local history activity, tourism center, tourist and recreational resources.

INTRODUCTION

Ukraine is one of the largest European countries, geopolitical position, existing tourist and recreational potential, all this contributes to the development of tourism. Formation and development of tourism are closely connected with the history of society. Note that the higher the level of development of society, the more developed it is various types and forms of tourism. Also, tourism is a form of service exchange. Given the importance of tourism, Ukraine has declared it one of the priority areas of economic and cultural development, the sphere of realization of human rights and needs. At present, the organization of tourist and local lore and excursion and tourist work contributes to the formation of young people's positive attitude to their country, caring attitude to natural resources, cultural monuments or to the rites and traditions of our ancestors. There were four stages in the development of local lore: natural and descriptive (the oldest, ancient, medieval – up to the XVII century.); the emergence of local lore in Ukraine (questionnaire, expeditionary, statistical – the beginning of the XVIII century. to the middle of the XIX century.); formation of Ukrainian local lore (the last third of the XIX - the beginning of the XX century); organization of local lore in Ukraine (20 - 30 years of XX century and to the present) [1]. Ivan Franko wrote about his first journey, which took place in 1874: "This little journey gave me a little more knowledge of the world and people than I knew before." Since 1893 in Ukrainian schools began to introduce into the extracurricular educational process of tourism and local lore, which contributes to the education of students - walks, travel, excursions in their native land [1]. Ukrainian teacher, public figure S.F. Rusova paid great attention to the development of local lore and believed that exploring their homeland, children learn to love their country. Still, in the early twentieth century. in the youth societies of Galicia "Sich" and "Plast" tourist and local lore activities were introduced, which contributed to the education of young people. Much of the educational work was carried out in stationary and traveling camps. K.D. Ushinsky first gave a definition of local lore as a pedagogical concept and laid the foundations of the theory of school local lore [1]. Today, in Ukraine there are a number of scientific and educational and scientific and public organizations, societies that have led the local history movement ("Vasyl Stus Memorial", "Education" named after Taras Shevchenko, Ukrainian Geographical Society and others). The main role in the development of national local lore is played by the All-Ukrainian Union of Local Lore, which was formed in 1991. It should be noted that local lore in combination with tourism is organized under the guidance of the teacher educational and research activities for the education of schoolchildren and students. In the education system of Ukraine, tourism and local lore is a traditional and effective means of education.

METHODS

One of the tasks of tourist local lore is a thorough study of the territory of Ukraine for the development of tourism. Tourist local lore is based on the same principles and principles as local lore. However, there are some differences: for example, local lore study of the territory (territorial-administrative unit - oblast, district, city, village), and in tourist local lore the basis of tourist and local lore research is a tourist oblast consisting of several tourist areas. The subject of research is the study of historical, cultural, natural and socio-economic resources and conditions for the development of tourism in Ukraine. First of all, these are historical and cultural tourist resources (monuments of history, architecture, archeology, art, cultural institutions – museums, open-air museums, exhibitions, theaters). Natural resources – relief, climate, waterways, flora and fauna, national parks, reserves, natural monuments, therapeutic mud, mineral springs, caves.

In the course of local lore students and students on the basis of personal study of the components of nature and natural complexes, the results of economic activities of settlements that form geographical and socio-economic concepts, accumulate data on the order of components of the geographical space of the native land. At present, local lore activity is stimulated by the acquisition of skills, abilities, independence, which satisfies cognitive needs, the development of research techniques by future local historians. During the XX century. on the territory of Ukraine the tourist industry began to develop rapidly. Currently, the development of the tourism industry in a given area requires a comprehensive study of tourist and recreational resources, and means and methods of local lore [1]. Scientists from various fields (geographers, historians, economists, architects, cartographers, specialists in the tourism industry) are involved in the study of tourism resources. They bring to the development of tourist local lore methods of research in their fields of science, which provides a certain scientific level of integrated study of the oblasts. It also helps to determine their specificity, identity and suitability for the development of the tourism industry. Thus, tourist local lore is a direction of general local lore, which is aimed at a comprehensive study of specific areas for the development of the tourism industry. Tourist local lore exists in three forms - state (scientific and popular science), public, school [1; 8].

DISCUSSION

Ukraine has a system of youth tourism and local lore, which is an integral part of the educational process in educational institutions. The legal basis of this area of work is the Decree of the President of Ukraine "On urgent measures to ensure, functioning and development of education in Ukraine (from 04.07.07 № 1013/2005), the Law of Ukraine" On education "(from 5.09.2017 № 2145- VIII), Law of Ukraine "On Extracurricular Education" (Bulletin of the Verkhovna Rada of Ukraine (VVR), 2000, № 46, Article 393 of 22.06.2000 № 1841-III), Order approving the Regulations on the center, house, club , bureau of tourism, local lore, sports and excursions of student youth, tourist and local lore creativity of student youth, station of young tourists "(from 19.12.2002 №730), the Order of the Cabinet of Ministers of Ukraine" About approval of Strategy of development of tourism and resorts for the period till 2026 " (dated 16.03.2017 № 168-r.), Regulations on tourist route-qualification commissions of educational institutions (dated 02.10.2014 №1124) [3; 4; 6; 9; 11; 13].

In pursuance of these regulations, oblast programs for the development of tourism and local lore have been developed and approved. They pay considerable attention to the development of children and youth tourism and local lore, improving the material and

technical base of tourism centers and local lore of pupils and students. Thus, tourist and local lore activity is an organized life of students and schoolchildren, in which all spheres of human life are equally represented. We can note that students can not only navigate in local history and tourism, but can confidently move through unfamiliar territory and find profitable ways to conduct research studying their homeland [1; 8]. The basis of local lore tourism is the cultural and historical potential of the country, which includes a socio-cultural environment with traditions, customs, features of domestic and economic activities. Zaporizhzhya oblast is located in the south-eastern part of Ukraine, which owns the chernozems of the steppe zone. It has a strong industrial and energy base, valuable natural and historical and cultural resources for sustainable development of tourism and resort and recreational areas. The south of the oblast is washed by the waters of the Sea of Azov (the coastline is over 300 km). The territory of the oblast covers 27.2 thousand km² with a population of about 1687.4 thousand people (January 1, 2020) and has an extensive transport system (road, rail, water, aviation) [7]. Favorable climate, therapeutic mud and mineral water springs, the Sea of Azov attract tourists and vacationers. Note that resort and recreational areas make up almost 15% of the area. A characteristic feature of the Zaporizhzhya oblast is a unique combination of natural conditions, landscapes, various recreational resources with a number of powerful monuments of history, archeology and architecture. Recreational and cultural-historical resources of Zaporizhzhya oblast have a high aesthetic, cognitive and health value. Therefore, the main principle of the strategic direction in improving the ecological, cultural and historical situation of the oblast is to develop a mechanism for optimal combination of public interests in preserving the natural, cultural and spiritual heritage of the oblast through tourism and local lore activities (organization and development of tourist routes, excursions to unique natural monuments). and culture). The Strategy of Oblast Development of Zaporizhzhya Oblast for the period up to 2027 states that the historical and cultural heritage of the Zaporizhzhya oblast is an integral part of the cultural heritage of our country. The centers of historical and cultural tourism have been identified in the oblast: Bilmak, Vasylivka, Huliaipole, Zaporizhzhya, Kamyanka-Dniprovska, Melitopol, Orikhiv, Tokmak [14]. To realize the potential of the oblast in the development of tourism requires modernization and development of housing, transport, tourism infrastructure, improving the quality of tourism services, creating new tourism products. However, today there are problems with a relatively low level of service quality (lack or absence of centralized sewerage networks and utilities of fresh water supply in coastal areas of the oblast, domestic wastewater treatment plants, which hinders the development of tourism [10]. In the plan of measures for 2021-2023 on realization of strategy of oblast development of the Zaporizhzhya area for the period till 2027 the Direction 2.C concerning increase of tourist and recreational potential is defined. Zaporizhzhya oblast has the potential for tourism development in coastal areas and therefore efforts should be made to improve the quality of services and development of tourist infrastructure, which will attract tourist flows, which in turn will contribute to economic growth in the oblast [10]. Note that Direction 2.C covers 8 projects aimed at improving the quality and promotion of tourism products in the oblast; ensuring the functioning of the sphere of culture and art and preservation of historical and cultural heritage and development of the infrastructure of the recreational and resort zone of the Azov oblast. The public organization "Zaporizhzhya Oblast Tourist Association" operates in the oblast, which was established in April 2010. The main purpose of this association is: development of the tourist and recreational sphere of Zaporizhzhya oblast; popularization of tourism as a

priority area of socio-economic development of Ukraine in general and in the oblast in particular [5, 6]. On the basis of the Zaporizhzhya Oblast Museum of Local Lore in 2008, the Zaporizhzhya Oblast Tourist Information Center was established, which stores information about all tourist sites in the oblast. The center participates in international, national and interoblast tourism exhibitions. The Center also provides free information on tourist sites, archeological, historical, natural, cultural and spiritual monuments, sanatoriums, hotels, recreation centers, tourist routes, festivals, tourist companies and services in the Zaporizhzhya oblast. On April 24, 2019, the tourist information center of Zaporizhzhya presented a tourist map of the city of Zaporizhzhya. In 2019, the Zaporizhzhya Center for Local Self-Government Development held the first event on the development of the tourist potential of the OTG (united territorial community) of the Zaporizhzhya oblast. The Center for Local Self-Government Development supported the U-LEAD with Europe Program, which is funded jointly with the European Union and Member States (Germany, Denmark, Estonia, Poland, Sweden) and decentralization reform [5, 6]. Today, the Zaporizhzhya Oblast Center for Tourism and Local History, Sports and Excursions of Student Youth of the Zaporizhzhya Oblast Council operates in the oblast. The center is one of the largest professional out-of-school educational institutions of the Zaporizhzhya oblast and Ukraine (Order of the Ministry of Education and Science of Ukraine dated 14.08.2017 № 1157 "On approval of the list of the largest out-of-school educational institutions of the Ministry of Education and Science of Ukraine"). youth and students [10, 11]. The work of the Center is provided by profile departments - tourist and local lore, tourist and sports, excursion work, organizational and mass work and methodical department. There are 4 structural subdivisions of the Center: in Veselivsky, Primorsky Tokmatsky and Chernihiv districts of Zaporizhzhya oblast, tourist bases "Dnipryanka" and "Lysa Hora", where tourist and local lore work with students is carried out. The center holds oblast mass events on sports tourism, tourist and local lore conferences-defense of reports on tourist and local lore trips. Every year, since 1998, KZ "Tourism Center" ZOR coordinates the work of the historical and geographical direction of the Zaporizhzhya oblast branch of the All-Ukrainian competition-defense of research student works of the Small Academy of Sciences of Ukraine, which includes 15 thematic sections. Also, in the summer there are three field schools-expeditions: young historians, local historians, young archaeologists and young environmentalists [7]. Tourism has become one of the development priorities of the Zaporizhzhya oblast. This is due, on the one hand, to the favorable natural and socio-economic conditions, and on the other hand - the opportunities for the development of recreation and tourism, and this in turn affects the development of the oblast's economy. During the regular meeting of the working subgroup of the Department of Culture, Tourism, Nationalities and Religions to develop a draft Strategy for Oblast Development of Zaporizhzhya oblast for the period up to 2027, the state of the tourism industry, culture and resort and recreation was analyzed. In the report of the director of the Department of Culture, Tourism, Nationalities and Religions of the oblast state administration Vladislav Moroko it was noted that in the Zaporizhzhya oblast during 2014-2018 there was an increase in the main indicators of the tourism industry. Thus, according to the Main Department of Statistics in Zaporizhzhya oblast, the number of tourists who used the services of tourism entities increased from 39,010 people in 2014 to 56,374 people in 2018 (by 17,364 people). However, the flow of foreign tourists to the oblast has significantly decreased – from 252 people in 2014 to 112 people in 2018 (by 140 people). We can note that the number of outbound tourists increased by 16,664 people (2014 – 22,320, 2018 – 8,984) and domestic

tourists by 560 people (2014 – 16,578, 2018 – 17,138). According to the volume of tourist tax, Zaporizhzhya oblast ranks first among the oblasts, the tourist tax of which is 4% of the total amount (for 2018 in Ukraine – 90725.8 thousand UAH) [2].

RESULTS

The Zaporizhzhya Oblast Organization of the National Union of Local Historians of Ukraine (ZOO NSKU), which is a voluntary association of scientists, researchers and chroniclers, carries out its scientific and educational activities in the oblast. The work of the Union is aimed at restoring the spirituality and historical memory of the Ukrainian people; revival of the best traditions of Ukrainian local lore; involvement of the population in local lore work, regardless of nationality, political or religious affiliation; research and preservation of natural monuments, monuments of material and spiritual culture. To date, the Union has launched several projects – the first electronic edition – the electronic magazine "Local History of Zaporizhzhya"; "Millennial city beyond the thresholds"; "History of the Zaporizhzhya oblast: cities and villages"; "Milky Way"; "Cossack times – Zaporozhian Sich"; "Zaporizhzhya heritage"; virtual ethnographic museum "Land beyond the thresholds", "Zaporizhzhya Kulish" [5]. In 2018, an inventory and certification of 12 monuments, 14 objects of cultural heritage of Zaporizhzhya was carried out in Vilnyansky district. Also, an inventory and certification of archeological monuments was conducted in Mykhailivskyi district. As of January 1, 2018, the nature reserve fund (NRF) of the Zaporizhzhya oblast includes 347 objects with a total area of over 150 thousand hectares (the reserve of the oblast is 4.61%), which belong to 9 categories of NRF. There are 23 objects of national importance and 324 – of local importance in the oblast [12]. There are 8031 historical and cultural monuments on the state register of Zaporizhzhya oblast: 1677 – history, 6276 – archeology, 78 – monumental art. The State Register of National Cultural Heritage of Ukraine includes 18 monuments of the oblast: 8 archeological monuments (monuments of national cultural heritage – remains of mounds, burial mounds, burial mounds Kanat-Mohyla and Popivsky graves in Berdyansk district; Kulyab-Mohyla in Mykhailivsky district; Solokha and Mamay-gora in Kamyansko-Dniprovskyi district; Cymbal graves in Velykobilozerskyi district; Lysa Hora archeological complex in Vasylivskyi district and 4 historical monuments. There are 3 reserves in the oblast: the state historical-archeological reserve "Stone Grave" (Melitopol), National Reserve "Khortytsya", historical and architectural museum-reserve "Sadyba Popova" (Vasylivka) [8, 14]. Almost 15% of the study area is resort and recreational areas. Mineral waters and therapeutic muds are explored and used on the territory; ozokerite is used for health and therapeutic purposes. During 2018, the Khortytsia National Reserve was visited by 128.3 thousand people and 3,115 excursions were conducted; The National Historical and Archaeological Reserve "Stone Grave" was visited by 40.5 thousand people and 451 excursions were conducted; Vasylivka Historical and Architectural Museum-Reserve "Sadyba Popova" was visited by 15.6 thousand people and 646 excursions were conducted [14]. In connection with the introduction of the quarantine regime from March 11, 2020 and to prevent the spread of COVID – 19 institutions of culture, education, tourism of Zaporizhzhya oblast comply with the norms of quarantine measures and transferred to remote work. Yes, for security reasons, all mass events have been postponed. And today, scientists and teachers are mastering new forms of remote work. Zaporizhzhya Oblast Academic Theater for Young Spectators offered on its website (<http://teatrmolodi.zp.ua>) the rubric "Remember the play". Every day quotes, remarks of

different heroes are published and it is necessary to determine from which performance these words. Regarding, the oblast methodical center of culture and art was created on the YouTube channel rubrics "We invite guests" (virtual trips to clubs and creative teams, the work of national-cultural societies "National Diversity of the Zaporizhzhya oblast") and "Art Gallery" (virtual trip to institutions of art education of the Zaporizhzhya oblast – facebook.com/groups/). On its page "Zaporizhzhya Oblast Art Museum Group" (<http://www.artmuseum.zp.ua/>) the art museum publishes stories and illustrations about the museum's collection, which gives an opportunity to get acquainted with the museum's collection. The museum held virtual exhibitions of works by Valentina Stupina, Tamara Druzhina and Zinaida Serebryakova. Folk masters, museum workers, artists and musicians hold master classes, exhibit their works on social networks. Online trips to historical and protected areas of Zaporizhzhya oblast are carried out. For example, a trip to the island of Khortytsia (Khortytsia National Reserve <https://www.facebook.com/nzhortica/>) or the reserve "Stone Grave" (National Reserve "Stone Grave" – <https://www.facebook.com/kamennayamogila/>). Zaporizhzhians are offered to visit online tours not only in the oblast, but also in Ukraine. Virtual tours, walks during quarantine, Ukrainian guides, conducted live on Facebook, YouTube or in ZOOM conference mode. In the conditions of quarantine higher educational establishments, establishments of preschool education, establishments of general secondary education, establishments of out-of-school education of the Zaporizhzhya area work, carrying out the educational program by the organization of educational process by means of distance learning. Also, there are online meetings of leading experts in the tourism industry of Zaporizhzhya oblast, where issues related to tourism problems during and after quarantine are discussed.

CONCLUSION

Tourist local lore helps to study the history, economy, life and culture of the population of Ukraine, organize research, explore nature and focuses on the study of those features that are due to the location of objects or phenomena within a particular area along the tourist route. It expands the horizons of young people by means of visual objective knowledge of the world around them. Tourist and local lore activity is a complex and effective type of youth education. In the process of tourism development and resorts in Zaporizhzhya oblast, new tourist objects are constantly included in tourist routes, especially local history, history, sports, green, rural, children's, youth, business, ethno-tourism and other types of domestic and foreign tourism. Today the tourist and local lore orientation of the Zaporizhzhya oblast is diverse in type of activity and includes: sports-extreme (active) tourism, sports and health tourism; rural (green), ecological tourism, gastronomic tourism, expeditionary tourism. The tourist potential of Zaporizhzhya oblast is significant. The unique natural environment promotes the development of tourism and local lore activities of students, especially in the system of additional education of children. Note the need to develop tourism in all oblasts of Ukraine, as tourism is one of the promising areas of socio-economic development. Strengthening the development of tourism will provide an opportunity to support the diversification of tourist and recreational activities and to include in the tourism industry areas little visited by tourists. Therefore, due to the need to develop and implement an effective management strategy, which should be aimed at attracting the cultural heritage of the oblast to the tourism industry and appropriate coordination of efforts of government, business and the public. Due to the decentralization reform in the country, the role of local communities in the

development of the tourism industry is growing. Currently, local tourist and local history routes are able to intensify the activities of their community, entrepreneurship, improvement and creation of tourist infrastructure and awareness of the values of the historical heritage of the community, the need to preserve and restore it.

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