

NOSTALGIC TOURISM MANAGEMENT BASED ON GERMAN SETTLEMENTS IN SOUTHERN UKRAINE

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Abstract: The prospects for the formation and development of nostalgic tourism in Ukraine as a direction of the future intensification of inbound and domestic tourist flows are assessed in the article. The study of the possibilities of diversification and further changes in the structure of tourism in Ukraine is particularly relevant in connection with the events currently taking place. The presence of numerous homogeneous resources, remained from a sufficiently long stay of the German population on Ukrainian territory, provides an opportunity to form an innovative tourist product on this base. Special attention in the article is paid to the southern regions of the country, in particular, the Mykolaiv region, where an inventory of heritage resources was recently conducted for the development of creative tourism. On the site of German settlements, the establishment of which began in the south of Ukraine from the end of the 18th to the beginning of the 19th century, there are historical and architectural monuments in the form of churches, farm buildings, gymnasiums, and residential buildings. There are many resources preserved with maps of German settlements, registers of archival cases,

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geographic indexes of places and lists of citizens of German nationality who once lived in the territory of Southern Ukraine. Therefore, the purpose of the study is to analyze the possibilities of intensification of inbound nostalgic tourism in the southern regions of the country, in particular, the Mykolaiv region.

The article analyzes the number and distribution of descendants of German immigrants, which can serve as a basis for determining the most attractive destinations for nostalgic tourism. Analysis of the dynamics of the inbound tourist flow from Germany to Ukraine in 2014-2018 allowed us to estimate the average annual growth of 28,175 persons. To predict the number of German tourists, the linear regression method was used, which showed a trend of sustainable growth and allowed us to conclude that nostalgic tourism is promising for tourists from Germany. It should be noted that this growth occurred despite military operations on the territory of the country. Therefore, the development and implementation of nostalgic tours and excursions, including visits to the places of former settlements in southern Ukraine, seems appropriate. At the same time, the research revealed a sufficient number of resources (documents, lists of residents of certain settlements, places from which immigrants came), which should be used in the future for the practical formation of targeted tourist offers.

Keywords: nostalgic tourism, German settlements, southern Ukraine, tourism management, heritage resources

JEL: Z30, Z39.

DOI: <https://doi.org/10.58861/tae.bm.2024.3.04>

Introduction

At different times, many representatives of ethnic minorities lived on the territory of modern Ukraine, such as Jews, Germans, Poles, Bulgarians, Greeks, Tatars, Moldovans and many others. Places of compact residence of nationalities with appropriate administrative structures were formed, construction of appropriate cultural and religious buildings was carried out. In particular, a number of unique monuments of German culture remained as a result of the 200-year stay of German immigrants on the territory of Ukraine. The use of these homogeneous resources for the development of a new direction of nostalgic tourism in the south of the country seems promising.

In this work, an attempt is made to analyze the possibilities for the development of nostalgic tourism in Ukraine with the attraction of incoming flows of tourists of German origin. Indeed, the historical processes that took place on the territory of modern Ukraine pushed people of different nationalities either to populate these lands or to forced resettlement. At the same time, traces of the presence of different peoples in a given territory almost always remain in the form of specific buildings, names of settlements, documents and other historical and cultural evidence. And after a while there

are people who are interested in these testimonies. These may be the descendants of the former inhabitants of these lands or scientists - researchers, representatives of public organizations, statesmen of the country - the homeland of the settlers. Such a tourist exchange can be considered nostalgic or ethnic tourism with the participation of representatives of different countries and cultures speaking a variety of languages.

Methodology

The article is based on the analysis of the existing homogenous heritage resources of the German population in the territory of Southern Ukraine, the inventory of which was recently conducted. Results of population census regarding the population distribution by nationality and native language are analyzed as well as other statistics materials to describe the changes of German population in Ukraine. Linear regression modeling was used to analyze the dynamics of tourist flows and predict the numbers of their possible future growth. Mathematical and statistical analysis made it possible to prove the perspective of the proposed tourism direction.

The first studies devoted to the connection between nostalgia and tourism appeared only in the early 1990s (Urry, 1990; Holak & Havlena, 1992). Most of the early works devoted to nostalgia tourism were concerned with determining the influence on tourists' travel motives (Dann, 1994; Graburn, 1995). Currently, scientists continue to study the motivation of fans of nostalgic tourism. For example, Christou, P. A. (2018) studied how tourism can comfort people left with a dissatisfied longing for a bygone time. As a result of this research, the scientist developed a conceptual framework that shows the impact of tourism involvement on nostalgic individuals at different stages of the tourism experience. The author emphasizes the need to maintain the natural, cultural, and historical environment of destinations and places within, as nostalgia can transform from a mere "remembrance" activity into a deeply experiential activity for people.

It involves seeking out destinations, landmarks, or experiences that hold sentimental value or evoke memories from a particular era or historical period. People engage in nostalgic tourism for various reasons, including a desire to relive their own personal memories, to connect with a specific cultural or historical era, or to experience a sense of nostalgia for a time they

may not have personally lived through. Nostalgic tourism can take many forms. The appeal of nostalgic tourism lies in the emotional connection and the sense of familiarity it provides (Baker & Kennedy, 1994).

The scientists (Wang & Xia, 2021) prove that nostalgia helps consumers cope with the disaster caused by the pandemic COVID-19. The authors argue that the influence of nostalgia on the desire to travel is strongly manifested when manipulated through marketing communications.

Modern scientists are also investigating the interaction of nostalgic tourism with other types of tourism (Bandyopadhyay, 2008; Kim, 2005). But most scientists consider the state and development opportunities of nostalgic tourism in individual destinations (Ellen Peirson, 2023; Novoa, 2023).

In this study, the development of nostalgic tourism is considered in the context of the use of a homogeneous tourist resource. The authors understand the homogenous tourist resource in the way it is perceived in the Ukrainian scientific community. Beidik, O. (2001) defines homogeneous resources as social and natural objects, phenomena, and events, the origin of which is closely related both to the territory of the destination where they are located or took place, and to the territory of the foreign country within which this object, phenomenon, the event initially occurred.

Some Ukrainian researchers equate the concepts of nostalgic and ethnic tourism. In the work of O.I. Dutchak (2012) the main approaches of modern Ukrainian and foreign scientists to the definition of the concept of "ethnotourism" were considered. The author stated that trips to the homeland of ancestors for the purpose of studying one's own ethnicity can be qualified as nostalgic tourism. The Law of Ukraine "On Tourism" does not distinguish the concept of "nostalgic", "ethnic" as one of the types of tourism. Among all types of tourism proposed in the Law, cultural and cognitive tourism has the closest relation to nostalgic or ethnotourism.

In the work of Pudrovska (2021) it is emphasized that nostalgic tourism is one of the factors of global integration processes, and the tourism business has long been bringing considerable profits to the economic sector. A study by Dale W Russell (2008) emphasizes that due to increased competition, tourism enterprises have to revise their business models, paying more and more attention to defining the needs of each tourist segment. At the same time, one of these opportunities is the organization and service of nostalgic tourists who want to find the roots of their ancestors. Tourism is entirely devoted to exploring the relationship between tourism and nostalgia. In the

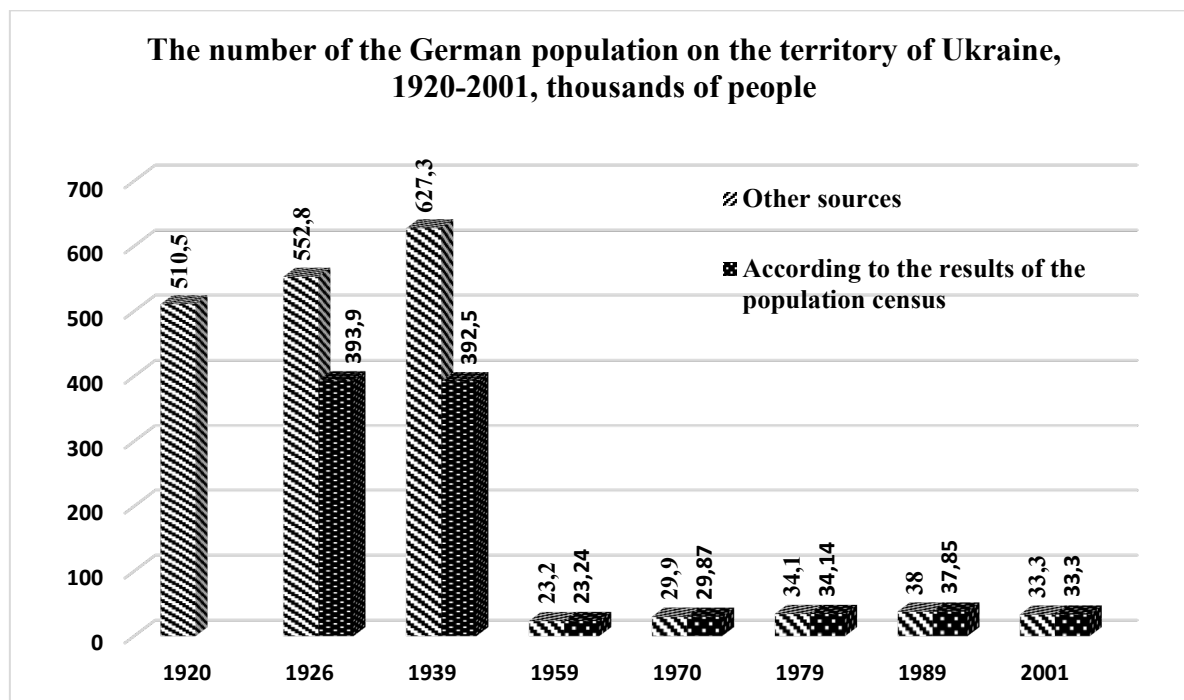
article by Dudarchuk (2013), the state of preservation of homogeneous resources of the Ternopil region, in particular, in underdeveloped settlements, and their importance for the development of tourism is investigated. Problems of the development of diasporic tourism are considered by Zubyk (2003). The author pays special attention to Ukrainian nostalgic tourism, which is designed to unite numerous Western and Eastern diasporas with the historical Motherland. In the work of Pudrovska (2021), the process of interaction and mutual influence of the festival movement and nostalgic tourism is analyzed using the example of the annual youth festival of Jewish culture "Jewish Open Space", which takes place in Kyiv.

Results

The area of residence of modern Germans covers about 20 countries, among which Ukraine is in 13th place. About 130 million people worldwide speak German as their mother tongue or as a second language. The German language ranks tenth in popularity among all languages of the world, is the most widely spoken language in the European Union and an official language in seven countries (Bobyleva & Byeznosov, 2012).

According to the latest official population census of Ukraine in 2001 33.4 thousand ethnic Germans lived in the country (0.07% of the total population). But it was not always like that. At the beginning of the Second World War, there were almost 20 times more Germans on the territory of Ukraine (Fig. 1). The figure shows data from official population censuses (2023). For comparison, the data provided by various sources are given, they are larger and differ quite significantly. For example, according to some estimates, the number of citizens of German nationality who lived on the territory of Ukraine before the Second World War ranges from 400 to 600 thousand, and there are data on 700 thousand ethnic Germans.

Settlement of the territory of modern Ukraine by Germans began at the end of the 18th century. German immigrants were not only allowed to "settle in any provinces they wish", but also promised numerous benefits: exemption from military service and taxes, interest-free loans and land grants. The permission "to have the free practice of faith according to their charters and rites without hindrance, and those who wish not in cities, but on empty lands to settle in colonies and towns, build churches and bell towers, having the right number of pastors and other clergymen for this" has acquired special importance (Ethnic minorities in Ukraine, 1996 & Kryvets, 2010).



Source: Pidsumky perepysiv Rosiys'koyi imperiyi, SRSR, Rosiys'koyi Federatsiyi (2023), Population in the regions of Ukraine (2001)

Figure 1. Dynamics of the number of the German population on the territory of Ukraine (based on Results of censuses of the Russian Empire, USSR and Ukraine)

At the end of the 19th century, 490,000 Germans lived in Ukraine (2% of the country's population). In the southern regions of Ukraine, Germans lived mainly in rural areas. Thus, at the beginning of the 20th century in the Odesa region, out of 300 landowners, 176 were Germans. In addition, in Ukraine, at the end of the 19th century, citizens of German nationality were the owners of many industrial enterprises. At that time, Germans - Mennonites owned in the southern regions 25 enterprises that manufactured agricultural equipment (plows, threshers, fans), and of the 200 steam threshers produced in the Russian Empire in 1911, 68 were manufactured by the German enterprises of Lepp&W and Klassen Brothers. In general, German immigrants made a significant contribution to the development of Ukrainian lands, among them there were knowledgeable peasants, skilled craftsmen, merchants, talented scientists, soldiers, artists, and statesmen (Mieshkov, 2017). German colonists owned 17 out of 22 brick and mortar factories in Melitopol district of Tavria province, Mennonites owned 12 out of 37 such enterprises in Berdyansk district (Auman & Chebotar'ova, 1993). In 1906, the South Russian German Union was founded, the program of which

included the promotion of the preservation of the German language in oral and written form among Germans living in the Kherson, Tavria, Katerynoslav, Bessarabian provinces, the Don and Caucasus regions, the cities of Odessa, Mykolaiv, Kerch, Rostov-on-Don.

At that time, the largest German colonies were located on the territory of the city of Mykolaiv and the present-day Berezan, Veseliniv, Mykolaiv, Novobug, Novoodessa and Sniguriv districts were: Rastadt - Porechye (now), Rohrbach - Novosvitlivka, Katerynenthal - Katerynivka, Landau - Shirokolanivka, Waterloo - Stavky, Oleksandrfeld - Oleksandrivka, the German colony of Halbstadt, the German colony of Karlsruhe and others. A map of German settlements in the Mykolaiv region in the 19th and early 20th centuries has been preserved (2010). By the 200th anniversary of the Berezan colonies, the State Archives of the Mykolaiv Region and the Göttingen Research Center planned to publish an annotated register of archival files from the 20s and 30s of the 20th century, containing the information about the German population of the region. However, the project turned out to be time-consuming, was not completed before the anniversary, and was limited to the period 1918–1931.

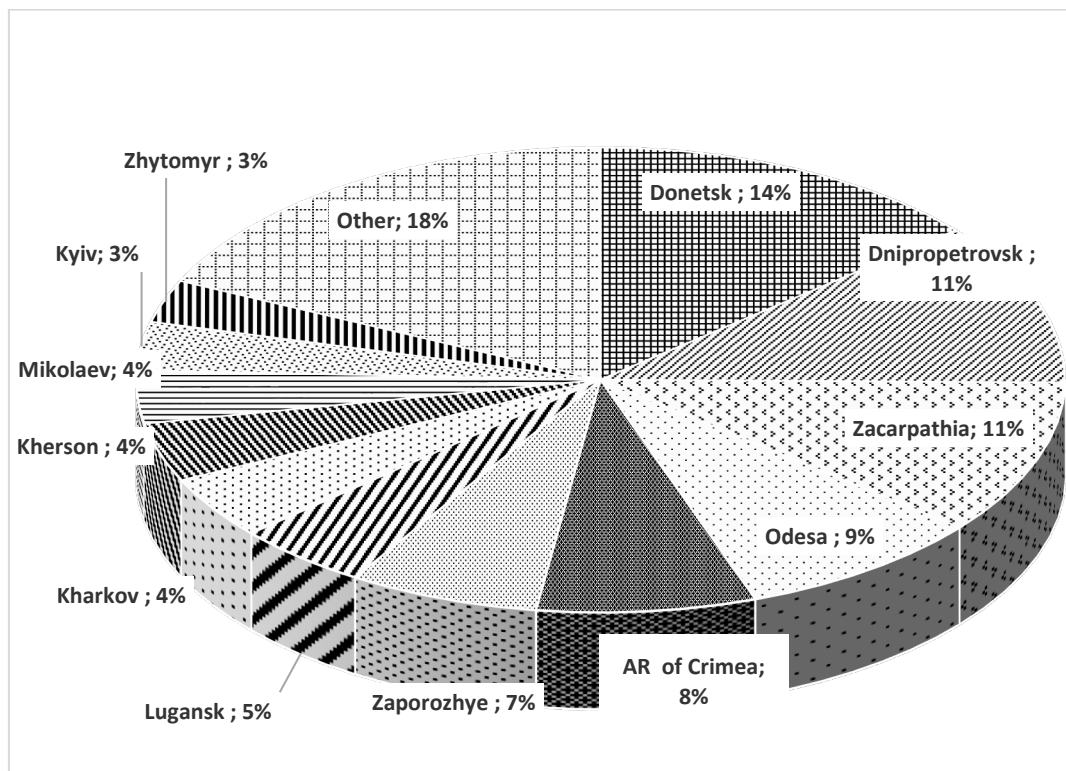
Additional difficulties in finding information about the German population of Mykolaiv Oblast are related to the administrative and territorial transformations that took place starting in the 20s of the last century in this territory (1937 is considered the official date of establishment of the Mykolaiv region). The renaming of German colonies and settlements is another negative point that complicates the study of the history of Germans in the territory of our country and, in particular, of the Mykolaiv region.

Nevertheless, prescriptions, orders, circulars, orders and name lists of residents included in this register contain thousands of names and surnames of Germans whose ancestors may be interested in preserving their memory (Aisfeld, 2011).

The documents of the State Archives of the Mykolaiv region about the Germans of the Mykolaiv region in 1918–1931 are not only an important source for studying the history of the region, the national policy of the state at that time, but also provide an opportunity to use this information for the development of nostalgic tourism in these lands. Moreover, tour offers should be specified by surnames and places of stay of the ancestors of modern Germans in Mykolaiv Oblast. The interest of tourism organizers in this region in the annotated register will allow the creation of new creative tourism products targeted at foreign consumers of German origin.

At the end of the 19th century, the policy of the Russian state towards the Germans changed for the worse. And during the First World War, strong anti-German sentiments flared up in the country (Shchukin, 2017). In the context of the war with Germany, the government adopted laws that limited German land ownership, pogroms were taking place in the south of modern Ukraine, and a royal decree was prepared on the deportation of Germans to Siberia. Sharp negative changes in the life of the Germans in the Mykolaiv region occurred in the 30s of the 20th century: the persecution of the Stalinist totalitarian regime, famine, repression. At the beginning of the Second World War, German men were mobilized into the labor units of the army. Part of the German anti-fascists participated in the underground movement of Mykolaiv. In 1944, some of the Germans were taken by the occupying authorities to Germany, while others were deported by the Soviet authorities to specialized settlements in Siberia and Kazakhstan. The result of these actions is represented by statistical data in Fig. 1. Namely, according to the All-Ukrainian population census of 2001, more than 33,000 people remained in Ukraine, constituting the German minority. The Germans were rehabilitated in their entirety only in the 90s of the 20th century.

Percentage composition of the German population by region at the time of the 2001 population census of Ukraine is presented in Fig. 2.



Source: Population in the regions of Ukraine (2001)

Figure 2. Composition of the German population in the regions of Ukraine, 2001

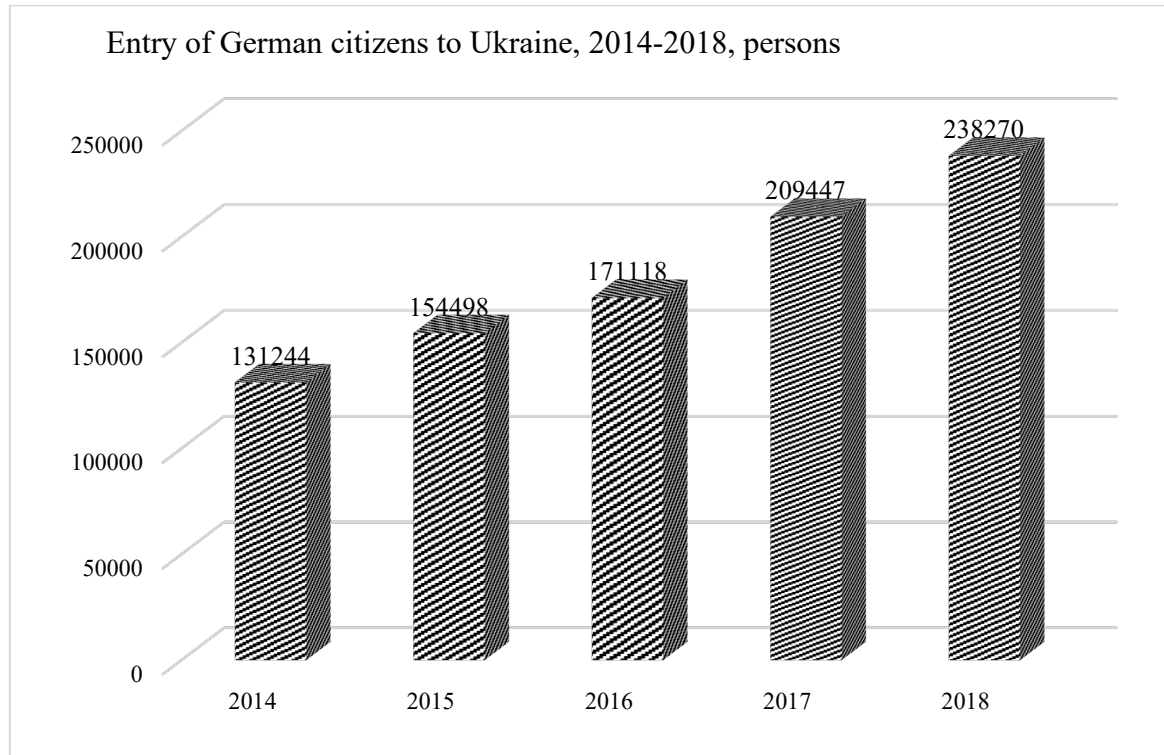
According to the 2001 data shown in Fig. 2, about a third of the Germans of Ukraine lived in the southern regions.

Currently, more than 170 public German organizations are working in Ukraine, implementing various charitable, cultural and social programs. The main coordinating body representing the interests of ethnic Germans in Ukraine is the public union "Association of Germans of Ukraine". Areas of activity of SNU: development of culture, education, study of the German language, social projects, rehabilitation, archival and search assistance, support for research on German history, business and economy, partnership between German and Ukrainian cities, youth activities, in particular international youth exchanges. In the Mykolaiv region, the public organization "Mykolaiv Regional Center of German Culture" is registered, the Mykolaiv Regional Central Union of Germans and German Youth "Wiedergeburt" operates. The Mykolaiv Regional Central Society of Germans and German Youth "Wiedergeburt" (from the German "Wiedergeburt" - Renaissance) is a center of ethnic Germans of the Mykolaiv Region and people interested in German culture, representing the interests of more than 1,200 residents of the region who officially identify themselves as Germans.

Thus, both in Germany and Ukraine there are citizens of German nationality who may be interested in traveling related to the history of Germans in Ukrainian lands. On the other hand, tourist operators have sufficiently complete information about life, activities, historical buildings, German settlements and individual families, which can be useful for creating nostalgic tours in the south of the country, in particular, in the Mykolaiv region.

The dynamics of the inbound tourist flow from Germany to Ukraine before the start of the COVID-19 epidemic was characterized by a fairly high level of growth (Fig. 3).

The number of German citizens who visited Ukraine in 2019 exceeded the similar indicator of 2014 by 2 times and reached the level of 2012 (274,073 people). At the same time, according to the press service of the State Tourism Development Agency of Ukraine (DART) [25], the total volume of inbound tourist flow in 2019 did not reach its "pre-war" value (about 23 million in 2012 and 26 million in 2013). Therefore, it is absolutely obvious that the interest of Germans in tourist trips to Ukraine is growing. The positive dynamics were interrupted first by the epidemic, and then by military actions on the territory of Ukraine, in particular, in the Mykolaiv region.



Source: Derzhavne ahentstvo rozvytku turyzmu (2023)

Figure 3. Dynamics of the inbound tourist flow from Germany to Ukraine in 2014-2018

Linear regression modeling shows an average annual increase of 28,175 people:

$$y = 28175x - 56618459 \text{ (with determination coefficient } R^2 = 0,98)$$

The search for innovative options for the development of tourism in the countries of the Black Sea basin, which includes Ukraine, contributes to the activation of creative tourism as a promising way to increase domestic and inbound tourist flows (Matyushenko et al., 2021; Matyushenko et al., 2020; Sushchenko & Aleksandrov, 2022; Petrova et al., 2018; Popova et al., 2023; Popova et al., 2022; Sushchenko et al., 2022; Penev et al., 2024; Homidov et al., 2024). In particular, in 2020, the project "Tourism, heritage and creativity" (TSK) was implemented. This project appeared thanks to the joint work of the Georgian Center of Art and Culture, the European Institute of Cultural Tourism EUREKA NPO and the Mykolaiv City Development Fund. It was envisaged that the project activities would cover three different regions: North-Eastern region in Bulgaria, Mykolaiv region in Ukraine and Eastern Georgia. The implementation of this project was planned for the end of 2020.

As part of the project, an inventory of heritage resources was carried out for the development of creative tourism and cultural products in the Mykolaiv region (2021). Unfortunately, within the mentioned project, the role of homogeneous resources in the creation of new tourist products, which will be attractive primarily to foreign tourists, is not emphasized.

Before the events of the last year, the majority of Ukrainians considered sea recreation or active tourism (rafting, rock climbing) to be the main recreation activities in the Mykolaiv region. During the summer tourist season, about 250,000 people take a vacation in the recreation areas of the region every year. At the same time, tourist operators working in the Mykolaiv region practically do not offer nostalgic tours or excursions to the places of former settlements of German colonists. It is known only about the youth historical expedition, which was organized on September 7-8, 2013 by the Mykolaiv Regional Society of Germans of Ukraine "Wiedergeburt" with the participation of members of this society and the regional center of German culture (Wiedergeburt, 2023). As part of this expedition, the participants visited 4 former German colonies of the Veselyniv and Mykolaiv districts, architectural, historical and cultural objects of the German colonists. Most of the information about routes through the cities of former German settlements can be found on the local history portal "Ukraine Incognita" (2023). Information about expeditions, for example, in villages Stepove (former German colony of Karlsruhe, founded in 1809), Shlyakhove (formerly Noe-Karlsruhe, founded in the middle of the 19th century by German Lutherans), Novoselivka (the former German colony of Halbstadt), located on the site of this project, can be used to form a new tour along the paths of German immigrants.

But within the framework of ethnic tourism, which is considered a creative type, it is possible to predict not only the achievements of the people who currently live in this territory, but also those who lived and worked here centuries ago. Museums or architectural buildings of various peoples and nationalities using "living history" can be attractive especially for descendants of former residents of Mykolaiv region.

At the same time, historical and cultural are mentioned among the most promising directions of development the Program for the Development of Tourism and Resorts of the Mykolaiv Region for 2021-2023, without specifying the use of homogeneous resources of the region for the implementation of a new direction of ethnic or nostalgic tourism (Program for the development of tourism and resorts of the Mykolaiv region, 2021).

Discussion

The tasks related to the search for new destinations and the development of new types of tourism on the territory of Ukraine must already be discussed, despite the ongoing military operations. The future diversification of Ukrainian tourism is the subject of numerous discussions both at the state level and among specialists in the tourism industry. The active development of creative tourism based on the homogenous resources that the country possesses seems to be a promising direction for the development of new proposals for domestic, and especially, inbound tourism (Ilieva et al., 2023; Jarmusevica et al., 2019; Nikolaev & Petrova, 2021; Nenkov et al., 2017; Khussainova et al., 2024). Historical and architectural monuments of the long stay of Germans, in particular, in the southern regions of Ukraine, are a powerful base for the development of ethnic tourism. The analysis of the dynamics of the inbound tourist flow from Germany during the 2014-2018 "pre-COVID" years shows an average annual increase of almost 30,000 people, which confirms the interest of Germans in the Ukrainian tourist resource.

Thus, the following recommendations should be highlighted for tourism enterprises operating in Ukraine: conducting marketing research of potential consumers of the product "nostalgic tour"; developing proposals and including the name "nostalgic tourism" in the tour theme on the enterprise's website; using databases of German colonists to create targeted advertising for tours; organizing cooperation with German tourism enterprises for the purpose of mutually beneficial exchange and cooperation for the development of nostalgic tourism.

Conclusion. Now there are about 150 million citizens of German origin in the world (of which more than 33 thousand are in Ukraine), and according to the 1920 census 18,173 citizens of German nationality lived in the Mykolaiv province, and 95,199 - in neighboring Odessa. Taking into account this fact, a high degree of interest in such a tourism product should be expected. The presence of many informational resources about German colonists, their settlements on the territory of modern Ukraine contribute to the creation and implementation of creative nostalgic tours in tourist practice. The need to develop nostalgic tourism and create specific tourist products should be discussed not only from the point of view of the narrow problem of the past of Germans in Ukraine. The movement of peoples of Europe, both voluntary and forced, is part of the general history of this space. The continuation of research in this direction is determined both by the individual need of a person to preserve memory, identity, historical authenticity, and by the demands of human communities.

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Year XXXIV * Book 3, 2024

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The printing of the issue 1-2024 is funded with a grand from the Scientific Research Fund, Contract KP-06-NP5/42/30.11.2023 by the competition “Bulgarian Scientific Periodicals - 2024”.

Submitted for publishing on 12.09.2024, published on 16.09.2024, format 70x100/16, total print 80

© D. A. Tsenov Academy of Economics, Svishtov,

2 Emanuil Chakarov Str, telephone number: +359 631 66298

© Tsenov Academic Publishing House, Svishtov, 11A Tsanko Tserkovski Str

ISSN 0861 - 6604
ISSN 2534 - 8396

BUSINESS **management**

3/2024

BUSINESS management



PUBLISHED BY
D. A. TSENOV ACADEMY
OF ECONOMICS - SVISHTOV

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