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## A WOODEN TOURIST STAMP AS AN INNOVATIVE SOUVENIR IN THE TOURIST ACTIVITY OF THE UKRAINE

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### Abstract

**Purpose.** Organising excursion services of the Ukrainian tourism industry on the global market is still underdeveloped and uncompetitive. The main excursion objects and complexes have been abandoned and require rebuilding and restoration. Thus, the infrastructure needs reconstruction and repair, while the level of services not meeting international standards should be improved. The entertainment industry is poorly developed and unorganised, and a significant list of environmental, social and economic problems is not resolved. Considering the above, it is necessary to identify measures to stimulate and promote excursion services in the Ukraine. Changing this situation will make it possible to turn the domestic organisation of excursion services on the international market into a prosperous, stable and competitive endeavour.

**Methods.** Comparative, statistical, quantitative, field research and the survey method provided an opportunity to form a map of tourist marked places in the Ukraine, by means of which analysis was conducted. In the conclusions, the most tourist marked places in the Ukraine were noted finding out which regions are leaders, and where these sites are non-existent.

**Findings.** The introduction of selling the wooden tourist stamp in almost all regions of the Ukraine in the complex of all souvenir products was among the new, important measures in this direction. This is of incredible popularity among tourists of different age groups. This research will help to achieve: the maximum possible use of excursion services; maximum consumer satisfaction among different tourist groups; representation of the widest selection of excursion services for the various members of the excursion groups; maximisation of the quality of excursion services.

**Research and conclusions limitations.** The scope of analysis was limited by the sources of information which were the official websites of wooden tourist stamps of European countries. The authors also reviewed scientific articles in different languages: Czech, Slovak, Polish and English. Geographically, the analysis was limited to the territorial boundaries of the Ukraine. Analysis was carried out mainly via field methods.

**Practical implications.** The use, distribution and introduction of wooden tourist stamps in all regions of the Ukraine will enable the tourism industry to increase the intensity of excursion flows, as a result, financing can be found for the maintenance, development and preservation of excursion objects. This may also attract the attention of state and public organisations in order to save valuable objects.

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**Type of paper.** In the article, the appearance of the most popular wooden tourist stamps are described. On the basis of analysis, their main content characteristics are identified and their types and main available category groups are presented throughout all regions of the Ukraine.

**Keywords:** excursion services, tourism marketing, tourist flows, wooden tourist stamps, wooden tourist stamped places.

## Introduction

Analysing the current state of excursion services in the tourism industry of the Ukraine, it may be stated that the country is becoming more attractive in this direction for both domestic and foreign tourists. There are still opportunities for the development of this tourism industry, since an existing tourist and excursion potential is available, but there are some difficulties for tourism development due to unfavourable conditions. Under the circumstances of socio-economic stability and with the existing tourist/excursion potential, it is no less important to conduct some marketing activities to popularise and promote excursion services.

By assessing the current state of excursion organisation services in the Ukrainian tourism industry, it can be said that it is still underdeveloped and uncompetitive on the global tourism service market. Major excursion objects and complexes (60%) that require restoration and rebuilding, are being neglected [Kit 2018, p. 20]. The majority of the infrastructure needs reconstruction and repair, the level of service does not meet international standards, the entertainment industry is poorly developed and unorganised, and a significant list of ecological, social and economic problems is not resolved.

That is why incentives stimulating and promoting excursion services in the Ukraine are an essential aspect that can make the domestic tourism industry prosperous, stable and competitive on the international market. The purpose of such measures is:

- to achieve the maximum possible consumption of excursion services;
- to achieve the maximum consumer satisfaction in various groups of tourists;
- to represent the widest selection of excursion services for the various members of excursion groups;
- to represent the widest choice of excursion services for the various members of excursion groups;
- to achieve maximum improvement in the quality of excursion services.

## Literature review

Many scholars have been engaged in studying specific issues regarding the planning, formation, organisation and functioning of the excursion service market in the Ukraine. Among the latest, some works should be highlighted: L.B. Althaim “Organisation of excursion services” [Althaim 2017] and B.P. Panhelov [Panhelov 2010], who describe the theoretical aspects of organising excursion routes: “The value and principles of the organisation of excursion services”, in which the importance and basic principles of the organising excursion services is revealed; “The role of social and economic factors in its arrangement, which indicates the importance and role of socio-economic factors for the organisation of excursion services in the Ternopil region” are further described by Althaim [2014, 2018].

Foundations for studying the marketing elements of promoting a tourism product are laid by Philip Kotler [Kotler 1996]. The role of marketing measures in order to increase tourist flows to various attractions is described in the works of O. Bordun: “The role of souvenir products in the strategy of increasing the competitiveness of castle tourism” [Bordun, Bilous 2010], ethno-tourism [Bordun 2010], religious tourism [Bordun, Kovalchuk 2018] and especially rural ecotourism in agrarian districts [Bordun 2011] is substantiated in these articles.

Wooden travel stamps, as a new tourist souvenir that change and renew the tourist audience, attract new visitors and are the engine of innovation influencing modern travel, are written about by K. Haiz and G.L. Rüti in the article: “Find the typical of a travel destination. Souvenirs awaken holiday memories and act as advertising ambassadors” [Haiz, Rüti 2012].

In the German magazine “Tourism concept Baden-Wurtemberg” [2009], it is stated that wooden tourist stamps should be created based on travel experience, being represented in all corners of the country, and that regional wooden tourist stamps are the main instrument for positioning particular territories, especially lesser-known regions. If they work in conjunction with internationally renowned tourism brands and bear regional specificity in mind, they will increase the value of these territories to take national level [*Special Edition of the Tourist Stamps...*]. These aspects should be taken into account and implemented in the regions of the Ukraine.

In Germany, and especially in the Czech Republic, the arrangement of granting permission for manufacturing the tourist stamps has been worked out by the municipal executive authorities after the application was submitted [*Consent to the production of a tourist stamp...*]. These mechanisms still need to be improved.

However, despite the coverage of some examples of the successful use of marketing measures and souvenir products, there are no sources in the scientific literature devoted to geospatial analysis in the regional dimension of Ukrainian tourist-stamp objects.

## Method

Comparative, statistical, quantitative, field research and the survey method provided an opportunity to form a map of tourist marked places of the Ukraine, by means of which analysis was conducted and conclusions were drawn. This helped find out where the most tourist marked places are in the Ukraine, which *oblasts* are leaders, and where they are completely absent.

To study the awareness of the Ukrainian people about such a new marketing element as the wooden tourist stamp, the authors conducted marketing research on souvenir outlets in different places of the Ukraine. Preparation of the marketing surveys consists in selecting an appropriate number of popular touristic objects for research, i.e. conducting the so-called selection of a representative sample. In the case of the described research, this was, first of all – tourist information centres in big cities such as Kyjiv, Lviv, Ternopil, Kamianets-Podolskij, Uzhorod, Mukaczewe, Lutsk, Czernivci, and small cities with a rich history and attractive stamped tourist sites such as Zowkwa, Rudku, Biszcze, Sambir, Kamianka-Buzka, Berezany and others.

## Results

The methods described above should enable the tourism industry to increase the intensity of excursion flows. However, it should be noted that not all tourist visits to excursion objects are undertaken as a result of the direct influence of stimulation and promotion of excursion services. The tourist product is also analysed by the consumer in terms of its attractiveness and presence of such elements as availability and novelty.

Such a new and important step in this direction was the introduction of the wooden tourist stamp to the complex of all souvenir products, which is incredibly popular among tourists of different age groups.

The wooden tourist stamp is a round wooden item with a tourist object depicted on it. In different countries, wooden tourist stamps have different names. For example, in the Czech Republic, it is called “Turistické známky”, in Poland – “Znaczek Turystyczny”, in Germany – “Erlebnismarken”, “Tourpoints” – in the USA and “Memory Stamps” in the UK.

In Figure 1, the wooden tourist stamp of the Poltava region is depicted, № 423 – “Ensemble of the Round Square (1805-1841) Poltava”.



**Fig 1.** Wooden tourist stamp № 423 – “Ensemble of the Round Square (1805-1841) Poltava”

**Source:** [Special edition...]

This wooden tourist stamp is dedicated to the landmark of urban planning and architecture. The Cadet Corps (1840), one of great buildings of the Round Square, is depicted on this wooden tourist stamp № 423 – “An ensemble of the Round Square (1805-1841)”, and can be purchased at the tourist information centre, located at: Pioneer 3. Wooden tourist stamps № 421, 422, 424 and 427, which are devoted to famous places near Poltava, can also be purchased at this centre. It is interesting that the mentioned wooden tourist stamps of Poltava are included into various categories of wooden tourist stamps. For example, the wooden tourist stamp № 421 “Reserve – The Field of Poltava Battle” belongs to the category “Museums and open-air exhibitions”. The Battle of Poltava was the greatest battle of the Great Northern War. It was on June 27 (July 8), 1709. The Russian army of Peter the Great and the Swedish army of Charles XII participated in it. Today, in the Poltava region, there is the State Historical and Cultural Reserve “The Field of Poltava Battle”, in which there are nine rooms with expositions of the Kozak period [Poltava touristical...].

Wooden tourist stamp № 411 “Church of the Assumption of the Blessed Virgin Mary, 1728 – Rudky”, belongs to the category “Church buildings”. A famous Polish writer Oleksandr Fredro is buried at this church. A great number of pilgrims come to this sacred place from the Ukraine and Poland [Bordun, Kovalchuk 2018, p. 59] (Fig. 2).



**Fig. 2.** Wooden tourist stamp № 411 “Church in Rudky, 1728 – Cathedral of the Assumption of the Blessed Virgin Mary”

**Source:** Oresta Bordun’s collection.

Thus, wooden tourist stamps may depict any object that is valuable from historical, cultural, social or natural aspects, and is an incentive to conduct excursions. Wooden tourist stamps and tourist souvenirs are new concepts in the excursion services and tourism industry in agrarian districts of the Ukraine [Bordun 2011, p. 169].

Every region of the Ukraine should be involved in the wooden tourist stamp project, because the purpose of participation in the project is the establishment of the region on the world and domestic tourism markets as areas of tourist/excursion value, popularising the objects of tourist interests, various folk crafts centres, tourist-attractive events of the region, providing new markets for potential for Ukrainian and also those from

abroad [Bordun 2010, p. 78]. As an example, the collection of wooden tourist stamps from the Lviv Tourist Information Centre is presented below (Fig. 3).



**Fig. 3.** Wooden tourist stamps at Lviv Tourist Information Center

**Photo:** Oresta Bordun.

Participation in such a project is greatly meaningful. This, first of all, allows specific excursion objects and events to enter the European system of wooden tourist stamps, since they receive their own numbers and will be posted on the project site. Such advertisement and a description of the institution, monument or festival will be another reason for tourists to visit this object and purchase a collectible stamp. Participation in the project will provide the regions with proper informational support, improving the collaboration with the potential users of excursion services and will, consequently, encourage new targeted tourist flow to the region. Tourist-stamp souvenir manufacturing can be ordered at the main site of the project. There are some differences between the wooden tourist stamp and the souvenir. The tourist souvenir can have owners of objects that do not meet the criteria for obtaining a classic wooden tourist stamp. Souvenirs are smaller in size, their edges are more rounded. Other differences in form are not observed. Such souvenirs can be ordered by tourist complexes, temples, restaurants, hotels or other interesting objects (Fig. 4).



**Fig. 4.** Tourist-stamp souvenirs  
**Source:** Oresta Bordun's collection.

Souvenirs are also a powerful tool in promoting excursion services because they create advertising for a sightseeing place or enterprise and attract tourist visits. The concept of tourist-stamp souvenirs has much in common with the concept of the wooden tourist stamp. Descriptions of tourist souvenirs and their coordinates are presented at the main site of the project. Collecting wooden tourist stamps and tourist souvenirs is an interesting col-

lectible game. Visiting Synevyr Lake in the Transcarpathian, a tourist may purchase a wooden tourist stamp of this natural object for their collection. At the foot of the lake, there is a famous cafe – “Vitryak” and the restaurant – “Kolyba”, which have their own tourist-stamp souvenirs.

Therefore, during the journey, tourists will be able to obtain some souvenir trophies. Wooden tourist stamps and souvenirs are a novelty that can really attract tourists and stimulate them to travel. The use of the system of stamps and souvenirs in the marketing promotion complex of the excursion product is very effective in terms of excursion object advertising. Today, we are witnesses of the growing interest in wooden tourist stamps. The majority of wooden tourist stamp places are located on the territory of the Lviv region. Among the institutions that have their own tourist souvenir are “Robert Dom’s Beer House”, “Videnska kavarynya”, the “Shtuka” gallery-café, the “Dzyga” art gallery (Fig 5).



**Fig. 5.** Wooden tourist stamp № 15 – “The second meeting of collectors of wooden tourist stamps – Lviv”

**Source:** Oresta Bordun’s collection.

Tourist-stamps souvenirs will benefit from advertising and sales. As a rule, commercial enterprises invest money in what makes a profit. The more advertising and marketing – the bigger profit for the enterprise. It is important to determine the attitude of consumers towards a certain excursion object or a wooden tourist stamp in order to carry out effective activities to promote excursions. First of all, it is necessary to study the level of popularity of the excursion object, to which wooden tourist stamp is assigned. This way of marketing research is aimed at revealing the level of attractiveness of a certain excursion object. Popularity establishes the connection between the stamp and the category of the excursion object to which it belongs. Marketers often receive information about the level of popularity thanks to consumer survey about excursion objects, already known to them, within the category under study. An analysis of the collected data about the popularity of a certain excursion object category can be used to determine the proportion of potential buyers and the level of memorability of stamps and excursion objects (some stamps and names of excursion objects are poorly remembered, although easily recognisable) [Althaim 2017, p. 109]. Classic and wooden tourist stamps have their own specific attributes: brand name, stamp mark, trademark, and copyright. Decisions on stamp marks appear to determine affiliation and authenticity.

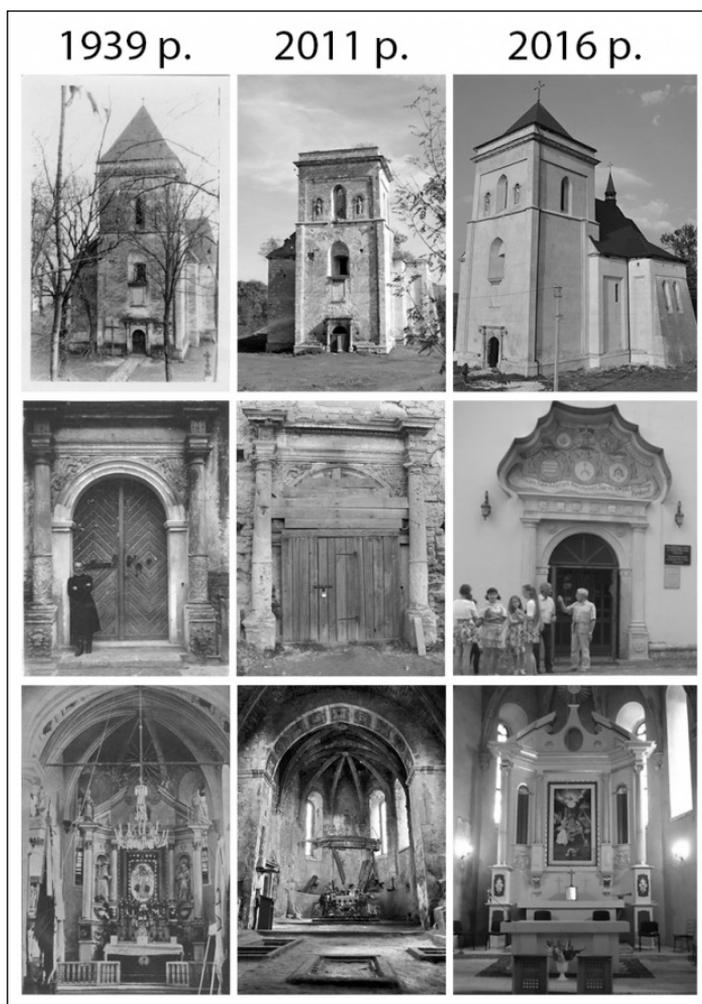
The idea of wooden tourist stamps originated in the Czech Republic. The first wooden tourist stamps were created by Czech scouts for their pupils. They organised a trip to the Jeseník mountain region, and in order for the children to better remember the visited objects, the leaders created round items with the tourist objects depicted on them, which we nowadays call wooden tourist stamps. The first official wooden tourist stamps were given to the owners of houses that were located near the stops on the route [*Travel stamps...*].

The history of the emergence of wooden tourist stamps in the Ukraine dates back to 2007. The Czech scout, Vladimir Gulin-Migalets, visited the country and came to the conclusion that on its territory, there are quite a lot of unique objects on the basis of which it is possible to create a Ukrainian system of wooden tourist stamps [*Project Buszcze is an effort...*].

Excursion services and cultural heritage are sufficiently interdependent. Programmes for the development of excursions and tourism should be created at a national level. Unfortunately, as economic and military problems exist in contemporary Ukraine, not enough attention is paid to the development of tourism or the preservation of tourist attractions.

Since wooden tourist stamps attract the attention of the citizens of our state and those countries whose history is related to certain excursion objects, we can rely on the fact that in the future, wooden tourist stamps, through advertising, will promote financing for the maintenance, development and preservation of these sites. This is illustrated by the history of

a church restoration in the village Bishche, Ternopil region. This is an object, to which TS № 38 – “Church of the Virgin Mary, 1644 – Bishche” is assigned. A few years ago, the church was in ruins. There was greenery on the roof, the church was practically destroyed. The state in which the church was and the occurred changes can be seen in the image below (Fig. 6). In the fall of 2013, the church’s restoration work began, which was carried out by the locals. In 2014, the installation of a wooden base for the future roof had begun. In July 2015, the church was consecrated. At that time, the roof of the church had already been completed and the walls were partial-



**Fig. 6.** The church restoration in Bishche village, Ternopil region

**Source:** [Continuation of the history of the renovation...].

ly restored in and outside the building. But that was not all. In 2015, the entrance to the church was restored and the decorating process continued. All this would not have been possible without the large funds provided by the people from Bishche village, who now live in the United States. Poland also made a significant contribution to the restoration of this monument. In order for everyone to follow the restoration process, a website was created: <http://projektbuszcze.org/>. The historical cycle of changes from the interwar years to the present can be viewed on this page [*Project Buszcze is an effort...*].

Thus, wooden tourist stamps are also something that can attract the attention of state and public organisations to undertake preservation of valuable objects. At present, the Ukraine has enough problems with excursion objects preservation. Evidence that the preservation of cultural heritage in our country is not given enough attention and funding is an absolute or partial disappearance of cultural and historical objects. The fact that the first Ukrainian premium stamps depicted the churches of the Zakarpatska region is quite interesting. Unfortunately, they no longer exist: e.g. Kobyletska, Polyana and Maidan. Throughout its history, Ukrainian wooden tourist stamps have been constantly improved. The first Ukrainian tourist stamp cost 10 hrn. 00 kop., and its design was marked by neat minimalism. The cost of the first stamps was written directly on the stamp, and the hooks for hanging it were simply nailed into a tree. For comparison, we want to add that today's price is not written on the stamp, and the hooks for hanging it only need to be twisted.

**Table 1.** Types of wooden tourist stamps

<b>Types of wooden tourist stamps</b>	<b>Available amount</b>	<b>Type description</b>
Premium	18	Stamps of this category differ because they can not be purchased. You can get them only by collecting ten numbered stamps.
New Year TS	2	Stamps dedicated to the New Year theme.
Jubilee TS	6	Non-numbered wooden tourist stamps dedicated to the celebration of events, people, attractions or characters. The only type that does not require the presence of a collector.
Festival TS	6	Non-numbered wooden tourist stamps dedicated to certain festival events.
TS souvenirs	13	This type of stamp can be purchased at temples, coffee shops etc. It is also non-numbered.

**Source:** Own elaboration.

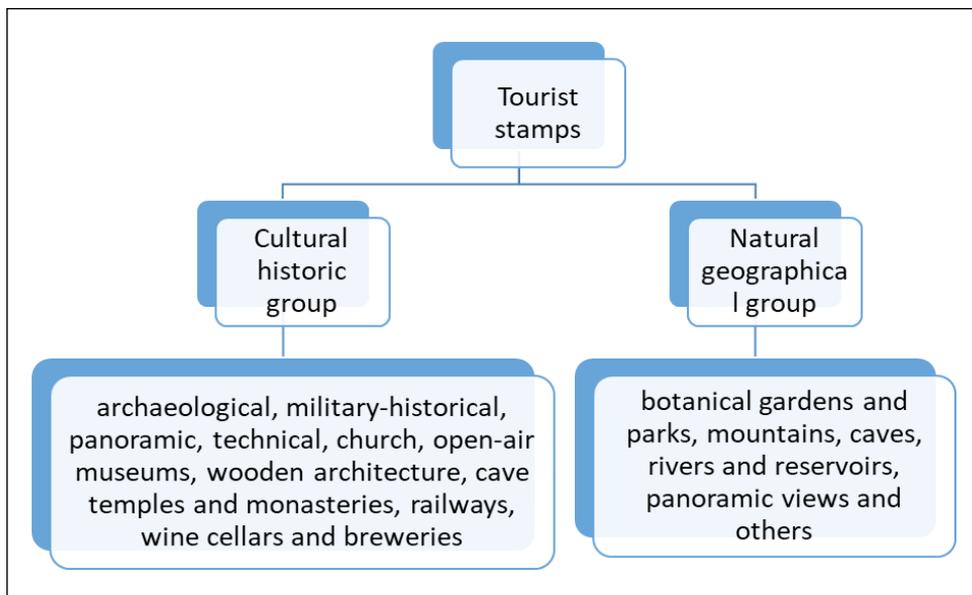
The texts on wooden tourist stamps have also changed over the years. Moreover, a sticker-sketch code of the stamp has also been added. Since 2015, magnets have been installed on the back of wooden tourist stamps, which facilitates the issue of their storage. Thus, the history of wooden tourist stamps has originated relatively recently, but the popularity of stamps grows each year. Working with different types of wooden tourist stamps, we have found that most of them are classic and serial. Information about non-series types of stamps is given in Table 1.

According to the information in the table presented above, there are types of wooden tourist stamps that do not require the tourist's presence at a given place for it to be bought. Such an instance is the jubilee stamp № 3 "Lesia Ukrainka, 25.02.1871 – August 01, 1913, 140 years from the day of birth". The number of such stamps is rather small and they tend to relate to certain events, serving as souvenir products.

In this way, we have analysed the types of wooden tourist stamps. In general, they can be divided into:

- classic wooden tourist stamps – which represent attraction objects due to their uniqueness;
- event wooden tourist stamps: festival, New Year, premium, etc.

It is also important to define categories of wooden tourist stamps and to give their examples on the basis of the Ukrainian stamps registry. The



**Fig. 7.** Categories of wooden tourist stamps

**Source:** Own elaboration.

total number of wooden tourist stamps categories is twenty-four. According to the origin of excursion objects, we have divided the categories of wooden tourist stamps into two groups (Fig. 7).

As a rule, wooden tourist stamps depict the images of fortifications: № 3 “The ruins of Templar Castle” in Serednie village, Zakarpatska region, № 102 “Pnivskiy Castle” in the village of the Ivano-Frankivsk region; palaces: № 97 “The palace of the Count of Shenborniv – Buheiniv” in the urban village Chynadiiovo, Zakarpatska region, № 85 “Palace of Count Baden” in the urban village Koropets, Ternopil region; monasteries: № 193 “Monastery of the Basilian Fathers” in Krekhiv and № 197 “Monastery of the Dominicans” in Pidkamin village, Lviv region. Wooden tourist stamps with churches are extremely popular. Among them, the examples of stamp № 9 “Church Vozdvyzhennia Chesnoho Khresta” in Drohobych, Lviv region and № 203 “Armenian Church of St. Apostles Peter and Paul” in Chernivtsi, may be given.

Cities are also included in the system of tourist objects depicted on wooden tourist stamps. Examples of such stamps include: № 99 “Rakhiv – the most mountainous city of the Ukraine” and № 200 “The Renaissance city of Zhovkva”.

Wooden tourist stamps are also assigned to natural objects. Famous wooden tourist stamps № 8 “Sea Eye” of Lake Synevir in the Zakarpatska region, № 23 “Stone Velet-Pidkamin” in the urban village Pidkamin, Lviv region, № 100 “Goverla”, located in the Chornohirskiy range, № 125 “Valley of daffodils” in Kireshe, Zakarpatska region, show that natural objects are no less important and valuable in terms of creating wooden tourist stamps.

What is also interesting is the fact that the wooden tourist stamp places found in the registry include those non-existent today. As a rule, such objects were of particular value in the past and were potentially be important for the development of tourism in the region in which they were located. Officially, one of the newest wooden tourist stamps in 2017 was № 275 “House of the regimental office, 1756-1765 – Kozelets”. It can be bought at the place that is depicted on the stamp – at the house of the regimental office. The house is located on the territory of the city park. The regional library is located in the historic building. On the first floor, there is a children’s library, on the second – a library for adults. Wooden tourist stamps can be purchased on the second floor. The library is open from 9 a.m. to 6 p.m., excluding Saturdays. It is interesting that St. Nicolas Church 1781-1784 is located not far away, for about three hundred metres on St. Nicholas Street. This historically architectural building could have its own TS, but the sale of TS in the church was forbidden; another possible sale place of stamps is the Museum of Weaving History of the Chernigiv Region, which is now in a ‘pending state’; Voznesenska church, where the museum is located, was officially transferred to the UOC-KP at the end of February 2017 without the provision of a new building for the museum itself. Currently, the muse-

um “coexists” in the same building, along with the new church. The next TS from Kozelts can be released after solving the problems concerning the museum [Althaim 2009].

Wooden tourist stamps are unique souvenirs because they have a distinct authenticity. These souvenirs are made only in the city of Rymariiv, which is located on the territory of the Czech Republic. The manufacturing of wooden tourist stamps is patented and protected by international law. In Rymariiv, wooden tourist stamps are produced for more than twenty-two countries, including Spain, the Netherlands, Slovenia, Switzerland, Australia, Great Britain, Austria, Germany, Poland, the Ukraine and others [*Co to sou turistické známky?...*].

It is true that wooden tourist stamps help popularise excursion objects and their preservation in all of these countries. One of the peculiarities of wooden tourist stamps is that a tourist can only obtain them at a marked place. Namely, the stamp is like a kind of trophy. Due to this feature, a special collecting game appeared. Tourists become stamps hunters [*Tourist stamps...*].

Thus, the wooden tourist stamp plays the role of a tool for popularising and promoting the excursion object, which leads to an increase in the intensity of excursions and tourist flow.

The advertising a wooden tourist stamp creates for excursion objects, attracts more authorities' attention to a wooden tourist stamp place that affects investments for the maintenance of the object, its protection, restoration and preservation. The evidence of the increasing popularity of wooden tourist stamps is the appearance of a special application for smartphones.

## Discussion

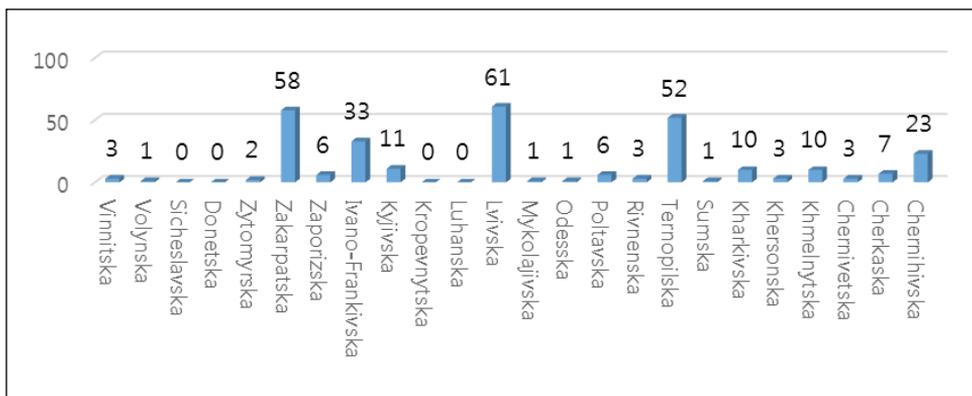
The majority of Ukrainian tourist enterprises are focused on outbound tourism and offer foreign tours. However, domestic tourist products are becoming more and more popular. Tourist agencies develop excursion routes in the territory of an area, but very often, tourists are not aware of their services due to the shortage of information and advertisement.

In this area, the tourism industry requires additional advertising. Special attention should be paid to forming of a positive image of a region in the tourist market of a given country and Europe, applying PR methods. Advancement of tourism products in the Ukraine, both on domestic and international markets, is impossible without providing proper advertisement. It is a very effective constituent of the system of marketing communications and needs to undergo considerable changes [Bordun, Althaim 2017, p. 61].

One of important elements of touristic marketing is stamping tourist places. Many participants of the tourism and excursion market in the

Ukraine still do not recognise the importance of stamping such tourist and excursion objects. They believe that the sale of the souvenir products is not an important factor promoting and attracting tourists' attention to the destinations. In some areas, the small number of wooden tourist stamp places but also local information tourist centres do not develop this topic. However, this segment of the tourism market is one of the most important factors influencing tourist flow, the amount of such objects and, at the same time, it is an important stimulus in the development of branches of souvenir product material production and relating them to areas of activity [Althaim 2018, p. 129].

The total number of wooden tourist stamp places in the Ukraine is 300, 290 of which are owners of the stamps that are already sold on the market. The other 10 are being developed and are not yet for sale. Carrying out geospatial analysis of wooden tourist stamps, it was found that some TS have a serial number greater than 300. The last wooden tourist stamp was released under number 491. Project managers explained that tens, according to which wooden tourist stamps are divided, are not fully closed yet. When a particular object is given a wooden tourist stamp it also receives a serial number. When stamps start a new 10, then it is necessary to be completed within the area where the object is located. For convenience, wooden tourist stamps are grouped into tens. Consequently, when the next wooden tourist stamp is assigned by project leaders to the object of another region, its sequence number is determined by the internal register. Having collected ten marks, tourists receive a 'premium' stamp, which depicts objects not yet existing on stamps. In order to get a premium stamp, a collector must accumulate 10 classic stamps or one 'joker', which may be a jubilee or festival stamp, and 9 classic stamps. A premium stamp can only be obtained by cutting off blue-and-yellow coupons and sending them to a specific project manager.



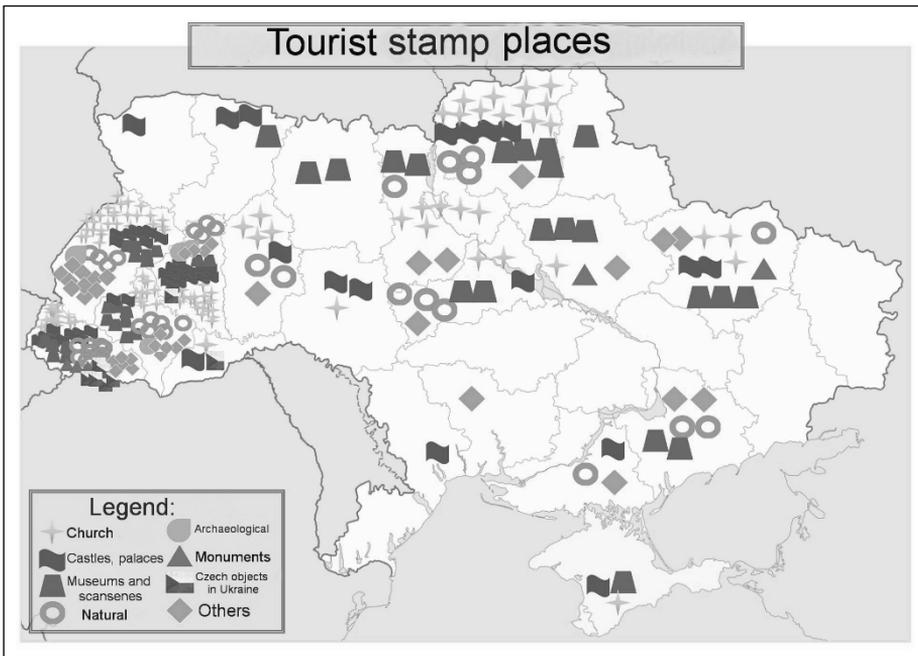
**Fig. 8.** Diagram "Number of wooden tourist stamps in regions of the Ukraine"

**Source:** Own elaboration.

The graph above shows the number of wooden tourist stamps in regions where it is possible to trace the distribution tendencies of tourist stamps in regions of the Ukraine (Fig. 8).

According to this graph, it is evident that the least number of tourist brands are in Volynska, Zhytomyrska, Khersonska, Chernivetska and Cherkaska oblasts. The number of travel stamp places in the mentioned territories does not exceed ten. And on the territory of Luganska, Sicheslavska, Donetsk and Odessa oblasts, there are no TS places. However, there are plenty of TS locations in regions of western Ukraine. There are more than 60 wooden tourist stamp places in Lvivska oblast. A few less can be found in Zakarpatska and Ternopil'ska oblasts.

Having grouped travel stamps into wider categories than done by the project representatives in the Ukraine, the authors placed them on the map and with the help of symbols they were visually identified, the territories in which smallest and largest number of wooden tourist stamps of a particular category are found in a given region (Fig. 9).



**Fig. 9.** Map of wooden tourist stamp places

**Source:** Own elaboration.

By analysing this map, it is evident that most travel-marked objects of all categories can be found in the territory of western Ukraine. Among wooden tourist stamp places in this region, the majority of stamps regard

'Church monuments' and the 'Fortresses, castles, palaces' categories. The presence of wooden tourist stamped castles is an element of the strategy concerning the development of castle tourism in western Ukraine [Bordun 2010, p. 78]. Within the territory of the Transcarpathians, 24 churches have obtained their wooden tourist stamps. The authors would especially like to highlight the wooden tourist stamps № 122 "Cathedral and the residence of bishops, XVII-XVIII centuries – Uzhgorod", № 130 "St. Michael's Church, XVI-XVIII centuries – Svaliava-Bystry", which indeed make an impression with their beauty. In the Lviv region, the number of travel marks, denoting sacred places, is 34. This is about a half of the total number of TS of the Lviv region. Lvivska, Zakarpatska and Ternopil'ska *oblasts* are famous for their large variety of wooden tourist stamp places. On the territory of western Ukraine, wooden tourist stamps are assigned to cities and town halls. For example, there are wooden tourist stamps already for sale: № 414 "Town Hall, XVII-XIX centuries – Sambir", № 45 "The old Town Hall and trade ranks of the XIX century – Chortkiv", № 79 "Town Hall, 1803 – Berezhany". The category 'Czech Objects in the Ukraine' includes wooden tourist stamps mainly from Transcarpathian and Chernivtsi regions: № 12 "Četnická stanice 1921 – Tavern in Kolochava", № 64 "Czech neighbourhood 1924-1925 – Khust", № 91 "Tereble-Ritska hydroelectric power station 1949-1955". Incidentally, it was in the Transcarpathians that the first places were marked. Since founders of the project were citizens of the Czech Republic, they found many interesting objects in the Transcarpathians. Because these lands were once part of Czechoslovakia, one may even today come across traces of the Czech culture resembling the old days. The category 'Others' includes some interesting objects: deer farms, wine cellars, breweries, casinos, taverns, etc. By analysing the prevalence of wooden tourist stamps, one may become acquainted with the valuable places regarding travel and touristic aspects. A map of wooden tourist stamps is a kind of travel catalogue, which allows travellers and tourists to discover previously unknown tourist destinations. For example, it is not a well-known fact that in the Transcarpathians, there is a deer farm called "Iza", where deers are grown and looked after by caretakers. The Transcarpathians have long been famous for berry wines, but thanks to the travel catalogue, tourists may learn that the attraction is a "Historic wine cellars of Serednie village".

On the territory of the Volyn region, only Lubart Castle has its wooden tourist stamp. There are many sacred objects, open-air and traditional museums in the north of the Ukraine. In central Ukraine, travel stamp places are practically absent. Kropivnytsk, Donetsk, Luhansk regions do not have such objects. Interesting is the fact that practically all wooden tourist stamps in the east of the Ukraine belong to the territory of the Kharkiv region. Three objects out of twenty belong to the category 'Church monuments'. It can be seen that none of such stamps are assigned to any other

**Table 2.** The number of existing categories of wooden tourist stamps in the *oblasts* of the Ukraine.

		Names of categories of wooden tourist stamps								Total in <i>oblast</i>
		Church monuments	Fortresses, castles, palaces	Museum and open-air locations	Natural	Archaeological	Monuments	Czech Objects in Ukraine	Others	
1.	Vinnitska	1	2	-	-	1	-	-	-	4
2.	Volynska	-	1	-	-	-	-	-	-	1
3.	Sicheslavska	-	-	-	-	-	-	-	-	-
4.	Donetska	-	-	-	-	-	-	-	-	-
5.	Zytomyrska	-	-	2	-	-	-	-	-	2
6.	Zakarpatska	23	10	5	9	-	3	6	6	62
7.	Zaporizska	-	-	2	2	-	-	-	2	6
8.	Ivano-Frankivska	11	2	8	6	1	-	-	6	34
9.	Kyjivska	6	-	2	1	-	-	-	2	11
10.	Kropevnytska	-	-	-	-	-	-	-	-	-
11.	Luhanska	-	-	-	-	-	-	-	-	-
12.	Lvivska	33	8	6	4	1	-	-	10	62
13.	Mykolajivska	-	-	-	-	-	-	-	1	1
14.	Odessa	-	1	-	-	-	-	-	-	1
15.	Poltavska	1	-	3	-	-	1	-	1	6
16.	Rivnenska	-	2	1	-	-	-	-	-	3
17.	Sumska	-	-	1	-	-	-	-	-	1
18.	Ternopil'ska	25	17	2	4	2	1	1	4	56
19.	Kharkiv'ska	3	2	3	1	-	1	-	2	12
20.	Kherson'ska	-	1	-	1	-	-	-	1	3
21.	Khmeln'ytska	4	5	-	2	-	-	-	1	12
22.	Cherkaska	2	1	2	3	-	-	-	1	9
23.	Chernivetska	2	1	-	-	-	-	2	-	5
24.	Chernihiv'ska	14	4	4	3	-	-	-	1	26
25.	Autonomous Republic of Crimea	1	1	1	-	-	-	-	-	3
<b>Total in category</b>		<b>126</b>	<b>59</b>	<b>42</b>	<b>36</b>	<b>4</b>	<b>6</b>	<b>9</b>	<b>38</b>	<b>320</b>

Source: own elaboration.

regions of eastern Ukraine. Only nine objects, three of which belong to monuments of nature, can be found in the territory of southern Ukraine.

Analysing the map of wooden tourist stamp places of the Ukraine, it is evident that the most wooden tourist stamp objects can be found in the territory of western Ukraine, and a certain number of objects is observed within north and north-eastern Ukraine. In the central part of Ukraine, there are only a few of them. The leaders in the number of stamps are the Transcarpathian, Lviv, Ivano-Frankivsk and Ternopil regions. Among the regions of eastern Ukraine, regions Kharkiv and Poltava come in first. According to category, they are presented in Table 2.

## Conclusions

The introduction of selling wooden tourist stamps in almost all regions of the Ukraine within the complex of all souvenir products was among the measures new and important in this direction. These products have gained incredible popularity among tourists of all age groups. The use of wooden tourist stamps to promote and popularise excursion services offers the following possibilities:

- to find customers who collect wooden tourist stamps, satisfying their needs by providing high-quality excursion services to make a profit;
- wooden tourist stamp indeed become an advertising tool promoting an excursion product;
- the more wooden tourist stamp sightseeing objects there are, the bigger tourists' and travellers' potential will be in this region of the Ukraine;
- the availability of wooden tourist stamps and the attempts to increase tourists' private collections, promotes the protection, preservation, restoration and reconstruction of these objects.

The process of developing a wooden tourist stamp is not so difficult to implement, however, its role in promoting and popularising excursion facilities, as well as organising and providing high-quality excursions, is still underestimated.

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