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IVAN-SVIATOSLAV KOROPETSKY: ECONOMIC THOUGHT AS AN INTELLECTUAL BRAND OF POKUTTIA IN THE CONTEXT OF SCIENTIFIC TOURISM

Modern global challenges require the search for new forms of popularization of scientific heritage, in particular through the prism of scientific tourism. In Ukraine, more and more attention has been paid to the identification of regional scientific brands that can act as tools for cultural, economic and tourism development [5, p. 6]. In this context, the figure of Ivan-Sviatoslav Koropetskyi deserves special attention as an intellectual symbol of the Pokuttia.

Ivan-Sviatoslav Koropetskyi (1921-2012) was a Ukrainian economist, Doctor of Philosophy, Professor, and a member of the Taras Shevchenko's Scientific Society. His scientific activity covers issues of spatial economy, regional development, ecological economics, and philosophy of management [2, p. 11]. In his works, the scientist paid special attention to the relationship between economic development and cultural factors, which is relevant in the context of scientific tourism [4, p. 4].

Koropetsky was born in the village of Strupkiv (Otyniy village community, Kolomyia district, Ivano-Frankivsk region), but spent a significant part of his life in the diaspora. His works were written in Ukrainian, English and German, which contributed to the internationalization of Ukrainian economic thought [3, p. 9]. In particular, his book “Economic Nationalism” is one of the first attempts to understand the phenomenon of the national economy in the context of globalization [1, p. 15].

Not only culture and traditions, but also the historical experience of the Ukrainian people, in particular in the context of the struggle for national independence, played an important role in the formation of I.-S. Koropetsky's economic theory. Koropetsky believed that economic development should be integrated into the broader context of national revival, and that cultural heritage would constitute not only the moral but also the economic basis for this revival. Therefore, for him, the issue of Ukraine's economic independence was inextricably linked to its cultural identity.

A significant part of the scientist's scientific heritage is associated with the ideas of sustainable regional development, decentralization, environmental protection and humanization of economic processes [7, p. 18]. Koropetsky also emphasized the need to harmonize the relationship between people, nature and the market, proposing the concept of “economy as culture” [2, p. 27]. These ideas have

become the basis of modern approaches to territorial development and natural resource management.

In the context of scientific tourism, the idea of forming an intellectual route through Pokuttia, which would include visits to places associated with I.-S. Koropetsky's life and work, is of particular importance. This allows to combine the academic component with the cultural one, contributing to the popularization of science among the general public [6, p. 3]. This approach is in line with European practices of using the figures of prominent scientists to form scientific and educational tourist routes (for example, the Einstein Road in Germany or the Newton Way in the UK) [8, p. 5].

In addition, the study of Koropetsky's heritage can stimulate the development of creative businesses related to intellectual products: publishing works, organizing exhibitions, and museumization. Digitization of his scientific heritage and creation of multimedia resources will allow attracting young people to study economics through the figure of a prominent scientist [9, p. 17].

Special attention should be paid to the possibility of integrating Koropetsky's name into the educational and scientific clusters of the region. His works can serve as a basis for the development of courses in economic geography, sustainable development and social economics, adapted to the local context. This allows us not only to honor the memory of the scientist, but also to form a new generation of economists focused on humanistic values.

Thus, the figure of Ivan-Sviatoslav Koropetsky is not only a representative of the Ukrainian economic school, but also a potential tourist brand. His scientific heritage can be used as an element of regional development in Pokuttia, synthesizing economy, education, culture, and tourism into a single concept of sustainable development.

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