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**POKUTTIA: CULTURAL HERITAGE AND ECONOMIC VIEWS OF
IVAN-SVIATOSLAV KOROPETSKYI AS A BASIS FOR THE
DEVELOPMENT OF TOURIST IDENTITY**

In the context of global challenges in culture, economics, and tourism, the formation of a regional tourism identity is of particular importance. One of the factors of such an identity is the scientific and intellectual heritage of prominent personalities, among whom Ivan-Sviatoslav Koropetsky occupies a prominent place. His economic views, based on the harmony between nature, people and the market, are a significant theoretical platform for the formation of sustainable development of tourist areas [3, p. 11].

Ivan-Sviatoslav Koropetskyi (1921-2012) was a representative of the Ukrainian diaspora, economist, philosopher, member of the Shevchenko's Scientific Society, author of numerous works on spatial economics, philosophy of economics, and regional development [2, p. 9; 5, p. 6]. He was born in the village Strupkiv (Otyniy village community, Kolomyia district, Ivano-Frankivsk region), and was spiritually formed in the context of European science, which allowed him to combine Ukrainian values with international economic approaches [1, p. 15].

Ivan-Sviatoslav Koropetsky's economic doctrine deeply influenced to modern economic science and the theory of Ukrainian nationalism. At the same time, his views cannot be viewed in isolation from the cultural and historical heritage of his native Pokuttia, the region where he was born and spent a significant part of his life.

The word “Pokuttia” was first mentioned in archival sources in 1395. Since then, it has been constantly present in our history. Pokuttia includes the lands of the southeastern Ivano-Frankivsk region, in particular, Kolomyia, Sniatyn, Horodenka, and partially other districts. Kolomyia is considered the capital of Pokuttia.

Among the central ideas of the scientist are “economy as culture”, “humanization of the economy” and “economic nationalism” [4, p. 18]. These concepts can be the conceptual basis for the formation of a cultural and economic model of tourism development in Pokuttia, a region rich in historical memory, folklore, traditions and natural resources [7, p. 25].

Scientific tourism is not only a journey in space but also in time, into the world of ideas and heritage of thinkers. In this sense, the creation of an intellectual tourist route named after I.-S. Koropetskyi can be an important step towards the

formation of a unique brand of Pokuttia as a region of smart and responsible tourism [6, p. 4]. The route can include a museum exhibition, a digital archive of works, thematic conferences and workshops, as well as multimedia locations in Ivano-Frankivsk and Kolomyia [8, p. 19].

Pokuttia, with its deep traditions of self-help, collectivism, and organization, became for I.-S. Koropetsky not only a geographical but also an ideological reference point for the formation of economic theory. For him, economic stability and prosperity of Ukraine were possible only if local communities were developed, small businesses and small farms were supported. These cultural and social aspects became an important background for Ivan-Sviatoslav Koropetsky's economic ideas development. His observation of the real state of economic life, his knowledge of folk traditions and practices, and his impressions of the economic hardships of the Pokuttia peasantry left a deep mark on his theoretical heritage.

In addition to the tourist value, Koropetsky's figure is also pedagogical. His works can be included in curricula on regional economics, sustainable development, and social geography. This will contribute to the preservation of heritage, popularization of science, and the formation of a new economic culture [10, p. 17].

As a result, the usage I.-S. Koropetsky's cultural heritage and economic views as the basis of tourist identity allows:

- strengthen the connection between science, education, culture and tourism;
- increase the value of the local brand of Pokuttia;
- form an environmentally and socially responsible model of territorial development;
- expand the horizons of scientific tourism in Ukraine [9, p. 22].

Ivan-Sviatoslav Koropetskyi's economic views, shaped by the cultural heritage of Pokuttia, became an important element in the development of Ukrainian economic theory, focusing it on national independence and self-sufficiency that would meet the needs of the time and cultural context.

Thus, the synthesis of cultural memory and economic thought creates conditions for the sustainable development of tourist spaces focused on intellectual values and humanistic guidelines.

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