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ТУРИСТИЧНА ТРАНСФОРМАЦІЯ СТОЛИЧНОГО ПОДОЛУ: ГЕОПРОСТОРОВИЙ ТА ГЕОЛОГІСТИЧНИЙ СКЛАДНИКИ

Мета. Метою дослідження є аналіз туристичної трансформації столичного Подолу в контексті геопросторового розвитку та геологістичних змін, що відбулися за роки незалежності України. Особлива увага приділяється аналізу змін туристичної інфраструктури, зростання популярності району серед відвідувачів, а також впливу транспортних реформ на туристичну привабливість Подолу.

Методика. У роботі застосовано міждисциплінарний підхід, що включає аналіз історичних і сучасних джерел, туристичної статистики, а також наукових досліджень у сфері урбаністики. Використано методи геопросторового аналізу для оцінки змін у транспортній логістиці та інфраструктурі району. Крім того, застосовано порівняльний аналіз динаміки туристичних потоків та урбаністичних перетворень Подолу у період з 1991 по 2024 рік.

Результати. Дослідження показує, що за останні десятиліття Поділ перетворився на одну з найважливіших туристичних зон Києва. Виявлено ключові етапи його трансформації: від занедбаного промислового та торговельного району до сучасного культурно-туристичного центру. Значну роль відіграла реконструкція історичних пам'яток, розширення пішохідних зон та інтеграція Подолу у загальноміську транспортну систему. Також встановлено, що кількість туристів у районі зросла більш ніж на 25% після реалізації урбаністичних проєктів, спрямованих на поліпшення умов пересування та створення нових рекреаційних зон.

Наукова новизна. Вперше здійснено комплексний аналіз впливу геопросторових і логістичних факторів на туристичний розвиток Подолу. Визначено тісний взаємозв'язок між транспортною політикою міста, модернізацією туристичної інфраструктури та зростанням популярності району серед туристів.

Практична значимість. Результати дослідження можуть бути корисними для розробки стратегій сталого розвитку туризму в Києві, вдосконалення логістики туристичних потоків та містобудівного планування. Висновки можуть бути застосовані органами міського управління, туристичними операторами та інвесторами для підвищення привабливості Подолу як туристичного центру.

Ключові слова: туристична трансформація, Києво-Поділ, геопросторовий аспект, геологістичний аспект.

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TOURIST TRANSFORMATION OF THE KYIV PODIL: GEOSPATIAL AND GEOLOGISTICAL COMPONENTS

Objective. The study aims to analyze the tourist transformation of Kyiv's Podil district in the context of geospatial development and geologicist changes that have occurred since Ukraine's independence. Special attention is paid to the changes in tourism infrastructure, the increasing popularity of the district among visitors, and the impact of transport reforms on the tourism appeal of Podil.

Methodology. The research employs an interdisciplinary approach, incorporating an analysis of historical and contemporary sources, tourism statistics, and academic studies in urban planning. Geospatial analysis methods were used to assess changes in transport logistics and infrastructure development. Additionally, a comparative analysis of the dynamics of tourist flows and urban transformations in Podil from 1991 to 2024 was conducted.

Results. The findings reveal that Podil has become one of Kyiv's most important tourist areas over the past decades. Key stages of its transformation were identified, illustrating its evolution from a neglected industrial and commercial district into a modern cultural and tourist hub. The restoration of historical landmarks, expansion of pedestrian zones, and integration of Podil into the city's transport system played a crucial role in this transformation.

Moreover, it was established that the number of tourists in the district increased by more than 25% following the implementation of urban projects aimed at improving mobility and creating new recreational spaces.

Scientific novelty. This research presents the first comprehensive analysis of the impact of geospatial and logistic factors on the tourism development of Podil. A strong correlation between municipal transport policies, modernization of tourism infrastructure, and the district's growing popularity among visitors has been identified.

Practical significance. The study's findings can be useful for developing sustainable tourism strategies in Kyiv, improving tourism logistics, and enhancing urban planning. The conclusions may be applied by city authorities, tourism operators, and investors to increase Podil's attractiveness as a tourist center.

Keywords: tourist transformation, Kyiv-Podil, geospatial aspect, geological aspect.

Problem statement. The development of the tourism industry in Kyiv, as the capital of Ukraine, requires a mandatory territorial (geospatial) aspect. This means the creation and development of new tourist destinations in Kyiv, in addition to the main one - Khreshchatyk Street, in order to relieve the tourist burden of the center of Kyiv. An example of such an approach during the years of independence was the Kyiv medieval part of Podil, which has now become the second destination in Kyiv by the number of visitors and tourists, where all significant events in the life of Ukraine and its capital take place next to Khreshchatyk. Special attention is paid to the geospatial and geological aspects of the tourist transformation of the Kyiv's Podil nowadays.

Analysis of recent research and publications. The information base of the article was formed by the theoretical developments of Prof. Smyrnov I.G. and Prof. Lyubitseva O.O. on geological aspects of tourism processes in order to ensure sustainable tourism development (*Smyrnov I. H., 2024; Smyrnov I. H., Liubitseva O. O., 2024a; Smyrnov I. H., Liubitseva O. O., 2024b*), specialists in the history of architecture and cuisine of medieval Kyiv and Kyiv-Podil (*Hyrych I. B., 2018; Netudykhatkin I., 2018*), journalistic and statistical materials on the tourism transformation of Kyiv-Podil during the years of Ukraine's independence (*VisitUkraine.Today, n.d.; Ukrinform, 2021; Nash Kyiv, 2021; UNIAN, 2019*), works of young scientists on the development of the tourism industry in Kyiv and Kyiv-Podil (*Darchyk M., Smyrnov I., 2023; Smyrnov I.H., Darchyk M., Tepluk O., 2024*).

The aim of the article is to reveal the essence, chronology and main directions of the tourism transformation of the Kyiv-Podil during the years of Ukraine's independence, with special attention to geospatial and geological aspects.

Presentation of the main material. Over the past few years Kyiv-Podil has become an important tourist location in Kyiv, perhaps the second most important after the main street Khreshchatyk (*Hyrych I. B., 2018*). But it was not so recently. Let's start with the fact that in Soviet times, Podil was not considered a district of Kyiv worthy of the tourists attention, especially foreign ones. The explanation was the next one: firstly, many churches were preserved in Podil, but they were closed by the decision of the soviet authorities, the crosses were removed from them, and the churches buildings were "repurposed" and used as archives (in the case of the Pokrovsk Church) or as meat warehouses (in the case of the Prytysko-Mykylska Church); secondly, the Podil Guest Yard was in a state of semi-destruction; thirdly, the Podil district itself was in an unrepresentable state, many old houses needed repair; fourthly, the transport scheme was not regulated (tram lines passed through the central squares of Podil - Poshtova, Kontraktova and the main street of Hetman Sahaydachny); the old narrow streets of Podil were oversaturated with municipal and personal transport) (table. 1). Therefore, when excursions were conducted around Kyiv and the panorama of Kyiv from Volodymyrska Hill was shown for tourists, for example, guides spoke in the direction of Podil that it was the ancient trade and craft suburb of Kyiv (while for several centuries – until the end of the 19th century, Podil had the status of the administrative center of Kyiv, the city magistrate and all the main city services and structures were located here, it was this magistrate who obtained the Magdeburg Right for Kyiv (*Smyrnov I. H., Liubitseva O. O., 2024a, pp. 162-182; Smyrnov I. H., Liubitseva O. O., 2024b, pp. 369-379*). So, although Podil was close to Khreshchatyk (from European Square, simply go down Volodymyrsky Descent), all the tourists usually gathered on the main street of Kyiv, although its relief is inconvenient for large flows of tourists.

This is exactly the situation that can be seen in photographs of Khreshchatyk from Soviet times. Why did Khreshchatyk concentrate excessive flows of tourists? First, it is short (1.2 km) and is one of the shortest main streets of the capital cities of Europe; secondly, in terms of relief, it is the bottom of the Khreshchatyk ravine (valley), on both sides of which are steep slopes - southern (to the Pechersk Hills) and northern ones (to the Starokyivska Hill). Usually people (tourists), as biological creatures, are not inclined to overcome steep climbs, so the tourist flows from Khreshchatyk to the side streets significantly reduced (for example, to the south - these are Hrushevsky str., Instytutska str., Luteranska str., etc., to the north – Prorizna str., Shevchenko blvd., Bohdana Khmelnytskyi str., etc.). It is not for nothing that the

gastronomic and trade infrastructure is still insufficiently represented on these streets, because its main magnets were situated on Khreshchatyk str. (TSUM – the main department store, Central Gastronom – the main food store, Kashtan – the main jewelry store, other large stores, where guests of Kyiv and Kyiv residents could buy, having stood in line, various shortages, including, for example, Kyiv cake).

Table 1.

Unpresentable tourist condition of Kyiv-Podil in the 1980s-1990s¹

Years	Poshtova Square	Kontraktova Square
1980s	1. Historic houses without repair 2. Inconvenient transport scheme	1. Closed churches 2. Half-destroyed Guest Yard 3. Historic houses without repair 4. Inconvenient transport scheme
1990s	1. Termination of the River Station 2. Conversion of the square into one large parking lot	1. Conversion of the square and the adjacent territory into a place of spontaneous trade (bazaars, street second-hand shops, beer and vodka "points" with the appropriate contingent of buyers)

Author's development according to (Ukrinform, 2021; Nash Kyiv, 2021; UNIAN, 2019)

The situation did not change much in the first years of Ukraine's independence, in a sense it even worsened, for example, Poshtova Square turned into a large parking lot, and Kontraktova Street was filled with spontaneous trade processes, including spontaneous bazaars, open-air second-hand shops, beer and vodka "points" offering a simple assortment of the "hundred grams and a donut" type or, as it was indicated in the filibuster manner name of the shop, "Pivo.Rom.baby"(Beer.Rum.ladies), which simply meant beer and rum donuts (a popular delicacy). But with the resumption of activity and the restoration of Podil churches, it became clear that Podil is an underrated tourist gem, in particular the its architecture of Ukrainian Baroque. Accordingly, plans arose to transform Podil into the second most important tourist location in Kyiv (after Khreshchatyk). They started by changing the transport scheme, first on Poshtova Square, where a modern transport interchange with a tunnel under the square was created, the traffic flow was redirected to Naberezhno-Rybalska Street, where a powerful overpass was built, tram tracks were removed, and an extensive catering infrastructure was created (McDonald's, others), at the same time a monument to the founders of Kyiv was erected (as children in a dry fountain), the Church of the Nativity of Christ and the historical Post Office Building were restored, the "Church on the Water" (a unique temple of St. Nicholas the Wonderworker) was built, the "Magdeburg Law Column" and the stairs to it were repaired, the Funicular was modernized and improved (in addition to the "Poshtova Square" metro station). Recently, a higher educational institution was opened here – the American University Kyiv (in the premises of the River Station). This was the first stage of the tourist transformation of Kyiv-Podil.

The second stage dates back to 2017, when the implementation of the project "Integrated Development of Kyiv-Podil" began, which was introduced by the Kyiv city authorities with the participation of the German non-governmental organization Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ). As the First Deputy Head of the Kyiv City State Administration noted, in this context the word "integrated" meant "coordinated with all stakeholders (residents, business, historians, geographers and archaeologists, tourism industry specialists) in order to take into account the interests of the city and stakeholders as much as possible" (UNIAN, 2019). The result of this cooperation was the implementation of several large projects, including the reconstruction of Kontraktova Square with the pedestrian part of Sahaidachny str., and a number of local projects to renew the quarters of medieval Podil (Ukrinform, 2021). The initial phase of the Podil tourism transformation projects was again changing of the transport infrastructure scheme, which resulted in closing for transport movement Kontraktova Square and part of Sahaidachny str., they became completely pedestrian (Table 2). This scheme was initially tested for a month and a half in order to check the reaction of Podil residents, businesses and motorists, after which Podil became pedestrian and is now on a permanent basis. But previously, the capital's state administration held a competition for the reconstruction of Kontraktova Square, in which the project "Kyiv Living Room" by the architectural bureau "Buro-O" won, the ultimate goal of which was to transform Kontraktova Square into a place of tourist and cultural attraction of Kyiv- Podil (Nash Kyiv, 2021).

Table 2.
Stages of the tourist transformation of Kyiv-Podil

Years	Poshtova Square	Kontraktova Square
2000-2017	<p>1. Completely changed transport infrastructure:</p> <p>1.1. A tunnel for vehicles was built under the square.</p> <p>1.2. An overpass was built on the street Naberezhno-Rybalskaya.</p> <p>1.3. Tram line dismantled.</p> <p>1.4. The Funicular modernized and improved.</p> <p>2. Restored the Church of the Nativity of Christ and the Post Station building, built the unique church of St. Nicholas the Wonderworker (Church on the Water).</p> <p>3. An original monument to the legendary founders of Kyiv (as children in a dry fountain) was built, the "Magdeburg Law Column" and the stairs to it were repaired.</p> <p>4. Created an extensive network of public catering establishments (McDonalds, others).</p>	<p>1. Kyiv Podol churches and monasteries activities repair and renewal.</p> <p>2. Opening of museums: Museum of One Street, Pharmacy Museum, Hetmanship Museum, House-Museum of the Kyiv Voivode, Chernobyl Museum, etc.</p> <p>3. Attempt to restore The Guest Yard (unsuccessful).</p> <p>4. Opening of the Kyiv-Podil Ferris Wheel (2017).</p>
2017-2019	<p>1. The Pedestrian and Bicycle Bridge opening, connecting Khreshchatyk with Volodymyr's Hill with access to the Artists' Alley, Landscape Alley and Andriyivskiy Descent.</p> <p>2. The American University in Kyiv was created (in the premises of the River Station).</p> <p>3. It was designated as a venue for national, city, local holidays, festivals, fairs, and performances by musical groups.</p>	<p>1. The Kyiv city authorities proposed the concept of "Integrated Development of Kyiv-Podil" (with the participation of the German non-governmental organization Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ)).</p> <p>2. A competition was held for the best project for the reconstruction of Kontraktova Square (the winner was the project "Kyiv Living Room" by the architectural bureau "Buro-O").</p> <p>3. The movement of motor vehicles was prohibited on Kontraktova Square and part of Sahaidachny str. - a pedestrian and tourist zone was created.</p> <p>4. One-way traffic was introduced on the streets of Podil.</p> <p>5. An extensive network of coffee shops, fast food restaurants, and bars was created (instead of alcoholic drinks sale).</p> <p>6. New modern large hotels were opened like Fairmont Grand Hotel Kyiv 5* (258 rooms), Radisson Blu Hotel Kyiv Podil 4* (164 rooms), ArtApart Vozdvigenka (4*) and others.</p> <p>7. Stands with up-to-date information have been installed (now with heroes of Ukrainian-russian ware).</p> <p>8. It has been designated as a venue for national, city, local holidays, festivals, fairs, and performances by musical groups-ukrainian and foreign.</p>

Author's development by *Ukrinform, 2021; Nash Kyiv, 2021; Wikipedia, n.d.; UNIAN, 2019*.

This project, in turn, envisaged phased transformations in the center of Kyiv-Podil. The task of the first stage was to remove spontaneous market trade from the territory of Kyiv-Podil, in particular from Kontraktova Square, and dismantle the old tram tracks. The architects proposed to create a social and tourist space for people of all age groups and interests, for this purpose, part of Sahaidachny str., adjacent to Kontraktova Square, was transformed into a boulevard planted with red maples, and made it pedestrian. At the same time, it was planned to open various cafes, restaurants and fast food outlets on this part of the street, providing opportunities for the delivery of necessary products to them and allowing them to occupy part of the space on the sidewalk for tables. Traffic flows from Poshtova Square from

Sahaidachny str. and Andriyivska str. were directed to Bratska and Pokrovska str. The transport hub for transfers, where trams stop, was proposed to be covered, and all beer halls were to be replaced with coffee shops of various specializations, including hookah bars, restaurants, etc. It was proposed to plant chestnuts near the monument to Hryhoriy Skovoroda to restore the Kontraktova Garden, which existed here before, and to create one large Podil Garden (the largest in the district), making Kontraktova Square one of the greenest locations in Kyiv. All pedestrian areas on both sides of The Guest Yard were paved with yellow figured tiles, into which special circles were mounted, showing the best places for photographing monuments. New street furniture was installed (poster stands, benches, canopies, border flower beds, various types of lamps), made in the same style. The process of Kiyv-Podil tourist transformation has organically included the placement of some of the largest and newest hotels in Kyiv - Fairmont Grand Hotel Kyiv 5* (258 rooms), Radisson Blu Hotel Kyiv Podil 4* (164 rooms), ArtApart Vozdvigenka (4*), etc.

Almost the entire southern part of Kyiv-Podil is the "Ancient Kyiv" reserve, where a large number of historical and architectural monuments are concentrated, in particular sacral ones - churches in the Ukrainian Baroque style. Therefore, it is here that the pedestrian, tourist, and cultural zone was located. At the same time, great attention was again paid to improving the transport and logistics scheme: for example, from Poshtova Square to Andriyivska str., the roadway was narrowed to two lanes for operation in one-way mode; one-way traffic was also introduced on all streets of Podil (from Poshtova Square to Yaroslavska str.), while their capacity increased. Calculations showed that the capacity of the streets of Podil under such a traffic scheme doubled the previous one, the average speed of cars increased from 6.5 to 20 km/h. At the same time, pedestrians received priority in moving across the roadway due to the fact that the level of pedestrian crossings was raised to the height of the sidewalks (this is similar to "speed bumps"). The problem of the shortage of parking spaces was solved by allowing cars to park in the so-called "herringbone" (in this way 830 parking spaces were created). There are also a proposals to create multi-level parking lots at the site of the "Podil" bus station and in the area of elevator No. 1 "Kyivmlyn", and for the holidays - to equip a floating parking lot-landing area in the area of Naberezhno-Khreshchatytska str. Stands with current information have been installed on Kontraktova Square, currently - about the heroes of the Armed Forces of Ukraine in the russian-Ukrainian war. It was proposed to leave old trams, lanterns and benches in the tram traffic zone on Skovoroda str., thus creating the "Kyiv Museum of Electric Transport" (it does not exist yet). Another museum, an underground archaeological one called "Heart of Kyivan Rus", was planned to be located in an artificially erected hill near the Hetman Sahaidachny monument, where visitors could see artifacts of ancient Kyiv, and in the future, by expanding the underground space, it would be possible to create underground galleries. Not all of these plans have been implemented now – mainly for objective reasons (Covid-19, russian aggression), but the main thing was done – the medieval Kyiv-Podil was restored and opened to Kyiv residents and tourists as a pedestrian, cultural, historical and architectural space, the basis of which was the axis "Kontraktova Squire – Poshtova Squire", where now, next to Khreshchatyk, all national and local holidays, festivals, fairs are held on a grand scale, attracting tens of thousands of Kyiv residents and guests of the city, and numerous excursions are held.

A popular Kyiv attraction, which has been adorning Kontraktova Square since 2017, is also located here – the Ferris Wheel on Podil. It is the tallest in Kyiv – 43 m, equipped with fully enclosed glass cabins that provide a comfortable ride in any weather and at any season, i.e. it operates all year round. The wheel takes 7 minutes to complete a full rotation, the number of cabins is 30, and the capacity is 180 people at a time (*KyivCityGram*, 2024). The first Ferris wheel (named after its inventor, American engineer George Ferris), appeared in 1897 in Vienna and has survived to this day. In 1920 a Ferris wheel with sliding cabins appeared, a copy of which was installed in Disneyland. The Ferris Wheel in Kyiv-Podil belongs to this type. In 1999, the first Ferris wheel of a new type appeared – Observation wheel, the famous "London Eye" belongs to this type. The main difference between Observation and Ferris wheels is the fastening of the cabins: the cabins of a regular Ferris wheel are suspended from the rim and held in the desired position by gravity, while in Observation wheel they are mounted in it and a complex mechanical stabilization system is used to hold them.

The streets of the lowland Kyiv-Podil, which face the Dnieper River, unlike Khreshchatyk (as mentioned above), allow to accommodate comfortably numerous flows of tourists. For them, there is everything in need here: medieval sacral architecture in the Ukrainian Baroque style churches, a network of various cafes and restaurants, several museums (Museum of One Street, Pharmacy Museum, Hetmans Museum, House-Museum of the Kyiv Voivode, Chernobyl Museum, etc.), convenient transport

connections with the center of Kyiv (two metro stations - Kontraktova and Poshtova, Funicular, Pedestrian and bicycle bridge), modern hotels.

Like the Ferris Wheel, Pedestrian and bicycle bridge across Volodymyr's Descent is one of the tourist attractions of Kyiv-Podil created in recent years, it was opened on May 26, 2019, on Kyiv Day. The idea of building this bridge from the Volodymyr Hill Park (from the monument to Kyiv Crown Prince Volodymyr the Great) to Khreshchatyk Park (the Ukrainian People Arch of Freedom) existed since Soviet times. But the project for the corresponding Pedestrian and bicycle bridge was presented only at the end of 2017, construction works began in December 2018, and were completed in 2019. This bridge (also known as the Glass Bridge) is a metal three-span girder bridge 216 m long, its structure was manufactured by the Mykolaiv Shipbuilding Plant "Ocean". As noted by Kyiv Mayor Vitaliy Klitschko, 90% of domestic materials were used in the construction of the bridge, and the construction of the bridge itself cost UAH 275 million, landscaping and laying networks - about UAH 90 million, strengthening the slopes - UAH 55 million. 700 tons of Metinvest steel were used in the construction of the bridge. The bridge has a three-span structure, the supporting beam is a metal all-welded one (216 m long from one deformation seam to the other), it rests on two intermediate reinforced concrete supports and two end stops. The railings are made of metal and glass, the reinforced concrete supports are lined with mirror panels. Observation platforms with glass inserts in the floor are provided at the turning points of the bridge. A passenger elevator should be attached to the support, which will be located near the gate of the stairs to the Magdeburg Law monument, to climb the bridge. The bridge was damaged on October 10, 2022 during Russian missile strike on Kyiv, but as a result of the attack, the bridge structure not only survived, but also remained almost undamaged (*Wikipedia, n.d.*).

Conclusions. The tourist potential of Podil, in our opinion, is still far from being fully revealed (*VisitUkraine.Today, n.d.*), in particular as:

- the uncrowned capital of Hetman's Ukraine with reflection of role of Ukraine Hetmans, including S. Kishka, P. Konashevych-Sagaydachny, B. Khmelnytsky, I. Mazepa and others in the development and construction of Kyiv-Podil in the 17th-18th centuries;

- pearls of sacral and civil architecture of the Ukrainian Baroque Style with the characteristics of the Pokrovska Church, Mykola Dobry Church bell tower (Church itself was destroyed by bolsheviks in 1935), Mykola Prytsky Church, Florivsky Monastery, Mykola Naberezhny Church, Svyato-Ilinska Church;

- educational and scientific center of Ukraine of the 17th-18th centuries. with a highlighting of the importance of the Kyiv-Mohyla Academy - the first higher educational institution in Eastern Europe;

- the contribution of the Hryhorovych-Barsky brothers – Ivan (architect of the Kyiv-Podil Ukrainian Baroque churches) and Vasyl (Orthodox Christian pilgrim-traveler, scientist-orientalist, writer) to the architectural and educational and scientific development of Kyiv-Podil of the 18th century (*Darchyk M., Smyrnov I., 2023; Smyrnov I.H., Darchyk M., Tepluk O., 2024; Smyrnov I.H., 2024*);

- the peculiarities of the diet (cuisine) of Kyiv-Podil population of the Ukrainian Baroque era from 17th-18th centuries, in particular its basis – “hetman” borsch (*Smyrnov I. H., 2024; Smyrnov I. H., Liubitseva O. O., 2024a, pp. 174-182*), as well as the noble cuisine (*Netudykhatkin I., 2018*), etc.

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