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TABLE OF CONTENTS

ACDICIII	TIDAT	COTENIOEC
$\Delta(\downarrow R)(I I $.IIIKAI.	SCIENCES

1.	Raimbekova Baktigul Tasbolatovna, Zholdasbek Gulnur Zholdasbek kyzy, Abdullaev Shakhmurod Mahmudzhanuly АЛМАТЫ ОБЛЫСЫ ЖАҒДАЙЫНДА КАРТОПТЫҢ ВИРУСТЫҚ АУРУЛАРЫНЫҢ ТАРАЛУЫ ЖӘНЕ ОЛАРҒА ҚАРСЫ КҮРЕС	12
2.	ШАРАЛАРЫ <i>Глєбова Ю. А.</i> АНАЛІЗ ВИЛОВУ ВОДНИХ БІОРЕСУРСІВ В УКРАЇНІ	17
	BIOLOGICAL SCIENCES	
3.	Божко Е. О., Ожинська Ю. О., Настека Т. М.	22
	ДОСЛІДЖЕННЯ НОВИХ РОСЛИННИХ КУЛЬТУР КИЄВА	
4.	Боярська З. О., Перегончук А. Ю.	29
	МОНІТОРИНГ СТАНУ ЗДОРОВ'Я У ЖІНОК ПІСЛЯ 45 РОКІВ	
	MEDICAL SCIENCES	
5.	Fainzilberg L., Kharchenko A.	33
•	DETERMINATION OF THE PERSONAL HEARING STANDARD	
	IN THE AUDIOMETER ON A SMARTPHONE	
6.	Kryvetska I. I., Khovanets K. R.	40
	CAUSES OF FACIAL NEURITIS	
7.	Rozumenko V. D., Liubich L. D., Staino L. P., Egorova D. M.,	42
	Malysheva T. A.	
	BIOMARKERS OF BRAIN GLIOMA: THE ROLE OF PLATELETS	
8.	Shahova O. O., Shvab A. M., Didkivska A. R., Hladkyi V. V.	47
	COMPONENTS OF TOBACCO SMOKE AS A PREDICTOR OF	
	THE DEVELOPMENT OF BRONCHONCONSTRUCTION IN	
0	ADOLESCENTS WITH BRONCHIAL ASTHMA	- 0
9.	Shapovalova A. S., Aliiev Rufat Bakhtiyar ogli, Rozova E. V.	50
	A NEW APPROACH TO CORRECTION OF PULMONARY TISSUE	
	ULTRASSTRUCTURE DAMAGE UNDER EXPERIMENTAL PNEUMONIA	
10.		52
10.	Tychonova L. V., Ternopol Yu. O. SPECIFICITY OF EPILEPSY OF VASCULAR GENESIS	32
11.	Tychonova L. V., Adamovska O. S.	54
11.	A CLINICAL CASE OF EPILEPTIC ENCEPHALOPATHY	51
	ASSOCIATED WITH AN EEF1A2 GENE MUTATION	
12.	Антонов А. Г., Сургай Н. М., Татарко С. В., Гоженко М. М.	56
	АНАЛІЗ КРИТЕРІЇВ ВИЗНАЧЕННЯ ДАВНОСТІ ЗАПОДІЯННЯ	
	МЕХАНІЧНИХ УШКОДЖЕНЬ	
13.	Аскарьянц В. П., Уйбикова Э. Ф., Пшениснова К. Г.,	60
	Гуржиева В. И.	
	К ВОПРОСУ СНИЖЕНИЯ ФУНКЦИОНАЛЬНЫХ	

	ВОЗМОЖНОСТЕЙ КОЖИ	
14.	Аскарьянц В. П., Хошимова Шохсанам Абдуманноп кизи,	70
	Абдувалиева М. Х., Илхомжонова Дилдорахон Мирзохид кизи	
	К ВОПРОСУ О ФУНКЦИОНАЛЬНЫХ ОСОБЕННОСТЯХ И	
	ДИСФУНКЦИЯХ СЕРДЕЧНОЙ ДЕЯТЕЛЬНОСТИ	
15.	Аскарьянц В. П., Яздонова Малика Рахмат кизи, Таирова	79
	Рухсорахон Абдувахид кизи, Матмуратова Мохинур Хамза кизи	
	ДИСФУНКЦИИ ЦЕНТРАЛЬНОЙ НЕРВНОЙ СИСТЕМЫ В	
	АСПЕКТЕ ФИЗИОЛОГИИ	
16.	Гошовська А. В., Гук А. М.	86
	ДОПЛЕРОМЕТРИЧНІ ОСОБЛИВОСТІ КРОВОПОСТАЧАННЯ В	
	МАТКОВИХ АРТЕРІЯХ У ЖІНОК З ІНФЕКЦІЯМИ СТАТЕВИХ	
	ШЛЯХІВ	
17.	/ 1	90
	COVID – 19 НА ТЛІ АРТЕРІАЛЬНОЇ ГІПЕРТЕНЗІЇ.	
	ПАТОГЕНЕТИЧНИЙ ВПЛИВ НА РЕЦЕПТОРИ РААС.	
	МОЖЛИВОСТІ ЗАСТОСУВАННЯ АНТИГІПЕРТЕНЗИВНИХ	
	ПРЕПАРАТІВ В ДАНИХ УМОВАХ	
18.	Логановський К. М., Логановська Т. К., Куц К. В., Перчук І. В.,	94
	Крейніс Г. Ю., Антипчук К. Ю.	
	ОСОБЛИВОСТІ ЗМІН СИРОВАТКОВИХ РІВНІВ	
	НЕЙРОТРОФІЧНОГО ФАКТОРУ ГОЛОВНОГО МОЗКУ (BDNF)	
	ЛЮДИНИ У ВІДДАЛЕНИЙ ПЕРІОД ПІСЛЯ ОПРОМІНЕННЯ У	
	ДОРОСЛОМУ ВІЦІ ТА ПІСЛЯ БОЙОВОЇ ЧЕРЕПНО-МОЗКОВОЇ	
10	TPABMU	101
19.	Родич Д. А., Гузій О. В. ВПЛИВ ФІЗИЧНОЇ ТЕРАПІЇ НА РУХЛИВІСТЬ КОЛІННОГО	101
	СУГЛОБУ ОСІБ З ГОНАРТРОЗОМ	
20.		106
20.	ТЮТЮНОПАЛІННЯ ПІДЛІТКАМИ ЯК ПРОБЛЕМА	100
	ГРОМАДСЬКОГО ЗДОРОВ'Я НА РЕГІОНАЛЬНОМУ РІВНІ	
21.		113
21.	Дорофеева Т. К., Корсун А. А., Дойкова Е. М., Диус Е. Н.	110
	РОЛЬ ДИФФУЗИОННО-ВЗВЕШЕННЫХ ИЗОБРАЖЕНИЙ В	
	ДИАГНОСТИКЕ МЕТАСТАТИЧЕСКИХ ИЗМЕНЕНИЙ В	
	БРЮШНОЙ ПОЛОСТИ И ЛИМФОУЗЛАХ ПРИ	
	ОНКОЛОГИЧЕСКИХ ЗАБОЛЕВАНИЯХ	
22.		120
	ОСОБЛИВОСТІ ПЕРЕБІГУ КОРОНАВІРУСНОЇ ІНФЕКЦІЇ	
	(COVID-19) У ВАГІТНИХ	
23.		122
	ПСИХОСОМАТИЧЕСКАЯ И ФИТОТЕРАПЕВТИЧЕСКАЯ	
	КОРРЕКЦИЯ АЛЛЕРГИЧЕСКИХ ЗАБОЛЕВАНИЙ В	
	СОВРЕМЕННОЙ ВАЛЕОЛОГИИ	

24.	<i>Шумко Г. І., Трефаненко І. В., Бобринець А. В., Шубалий В. В.</i> АНАЛІЗ ЕФЕКТИВНОСТІ ТА БЕЗПЕЧНОСТІ СУЧАСНИХ НЕСТЕРОЇДНИХ ПРОТИЗАПАЛЬНИХ ЛІКАРСЬКИХ ЗАСОБІВ	127		
	PHARMACEUTICAL SCIENCES			
25.	Бойко І. А., Бойко Ю. О., Шеріф Фіген	133		
20.	ВИВЧЕННЯ ВПЛИВУ ЕСТЕРІВ БАГАТОАТОМНИХ СПИРТІВ	100		
	ТА НЕНАСИЧЕНИХ ЖИРНИХ КИСЛОТ НА РУХЛИВІСТЬ			
	МОЛЕКУЛЯРНИХ СТРУКТУР РОГОВОГО ШАРУ ЕПІДЕРМІСУ			
26.	Бойко І. А., Бойко Ю. О., Хаджар С.	136		
	ДОСЛІДЖЕННЯ ВПЛИВУ ЕСТЕРІВ БАГАТОАТОМНИХ			
	СПИРТІВ НА ПРОНИКНІСТЬ РОГОВОГО ШАРУ ЕПІДЕРМІСУ			
27.	Венгрин Н. М., Кричковська А. М.	139		
	АНАЛІЗ ЛОТУ ЗАКУПІВЛІ ЛІКІВ ДЛЯ ЗАБЕЗПЕЧЕННЯ			
	ПОТРЕБ ЗАКЛАДУ ОХОРОНИ ЗДОРОВ'Я ТА			
20	ВПРОВАДЖЕННЯ ПРОГРАМИ ІМПОРТОЗАМІЩЕННЯ	1.40		
28.	Коритнюк Р. С., Давтян Л. Л., Дроздова А. О., Наумова М. І.,	143		
	<i>Оліфірова Т. Ф., Коритнюк О. Я.</i> ВПЛИВ ФІЗИКО-ХІМІЧНИХ ВЛАСТИВОСТЕЙ АКТИВНИХ			
	ФАРМАЦЕВТИЧНИХ ІНГРЕДІЄНТІВ НА ЇХ БІОДОСТУПНІСТЬ			
	ФИ МИЦЕВИИ ИНИ ГЕДІСИИ В ИХИХ ВІОДОСТУ ИНИСТВ			
	TECHNICAL SCIENCES			
29.	Farisieiev A., Nechepurenko Ye.	149		
	PREREQUISITES FOR THE USE OF NATURAL STRUCTURANTS			
	IN THE PRODUCTION OF MARMALADE			
30.	Farisieiev A., Petrov Ye.	154		
	PROSPECTIVE DIRECTIONS OF IMPROVEMENT OF MEAT			
21	PATE TECHNOLOGY	150		
31.	Kosohov O. M.	158		
	APPLIED METHODS FOR MANAGING THE INFORMATION SECURITY OF SOCIO-ECONOMIC SYSTEMS IN THE			
	CONDITIONS OF THEIR GLOBAL CONFRONTATION			
32.		162		
32.	MATHEMATICAL MODELING OF POLLUTION DISTRIBUTION	102		
	IN POROUS MATERIALS			
33.	Tsiutsiura S., Yerukaiev A., Aliieva A., Verba M.	165		
	PRACTICE OF USING MICROSOFT EXCEL INSTRUMENTS FOR			
	DATA ANALYSIS			
34.	, , ,	170		
	МОНІТОРИНГ БЕЗПЕКИ ТА ЯКОСТІ ВИРОБНИЦТВА СОУСУ			
	У ЗАКЛАДІ РЕСТОРАННОГО ГОСПОДАРСТВА			
GEOGRAPHICAL SCIENCES				
35.	Zayachuk O. H., Krul H. Ya.	175		
•	ANALYSIS OF EXCURSION ACTIVITIES OF UNESCO WORLD			

	HERITAGE SITE (ON THE EXAMPLE OF THE RESIDENCE OF THE METROPOLITANS OF BUKOVINA AND DALMATIA)	
	GEOLOGICAL AND MINERALOGICAL SCIENCES	
36.	Мачулина С. А. ЦИКЛОСТРАТИГРАФИЧЕСКОЕ РАСЧЛЕНЕНИЕ ВЕРХНЕМЕЛОВЫХ ОТЛОЖЕНИЯ РАВНИННОГО КРЫМА	181
	ARCHITECTURE	
37.	Гасымова Фарида Рауф кызы К ПРОБЛЕМАМ ТРАНСПОРТНО-ПЕШЕХОДНОЙ СРЕДЫ ПРИ ОБРАЗОВАТЕЛЬНО – НАУЧНОМ КЛАСТЕРЕ НА ПРОСПЕКТЕ Г. ДЖАВИДА Г.БАКУ	186
	PEDAGOGICAL SCIENCES	
38.	Omelchenko I. V. TEACHING ENGLISH IN FORCE MAJEURE CIRCUMSTANCES	192
39.	Базелюк В. Г., Білорус А. М. ПІДГОТОВКА КЕРІВНИКІВ-ДОСЛІДНИКІВ	195
40.	Базелюк В. Г., Білоконь А. Г. СТАН ПІДГОТОВКИ КЕРІВНИКІВ ЗАКЛАДІВ ЗАГАЛЬНОЇ СЕРЕННІ ОЇ ОСРІТИ НО ПОСИННИНИ КОЇ ПІДНІ НОСТІ	201
41.	СЕРЕДНЬОЇ ОСВІТИ ДО ДОСЛІДНИЦЬКОЇ ДІЯЛЬНОСТІ Башевський Є., Башевська М., Колеснікова М. ДЕЯКІ МЕТОДИКО-ПЕДАГОГІЧНІ АСПЕКТИ РОБОТИ НАД САМОВДОСКОНАЛЕННЯМ МУЗИЧНИХ НАВИЧОК СТУДЕНТІВ ВИЩИХ МУЗИЧНО-ПЕДАГОГІЧНИХ НАВЧАЛЬНИХ ЗАКЛАДІВ	206
42.	Воробйова В. В., Кисличенко В. А. ОСОБЛИВОСТІ ПСИХІЧНОГО РОЗВИТКУ ДІТЕЙ СТАРШОГО ДОШКІЛЬНОГО ВІКУ ІЗ ЗАГАЛЬНИМ НЕДОРОЗВИТКОМ МОВЛЕННЯ	209
43.	Кравченко Т. М., Вантуш Е. А. МЕТОДИЧНИЙ ПОТЕНЦІАЛ КОМУНІКАТИВНИХ СИТУАЦІЙ ЯК ЕФЕКТИВНОГО ЗАСОБУ ДЛЯ ФОРМУВАННЯ КОМПЕТЕНТНОСТІ В ГОВОРІННІ УЧНІВ СТАРШОЇ ШКОЛИ НА УРОКАХ АНГЛІЙСЬКОЇ МОВИ	214
44.		221
45.		225

GEOGRAPHICAL SCIENCES

ANALYSIS OF EXCURSION ACTIVITIES OF UNESCO WORLD HERITAGE SITE (ON THE EXAMPLE OF THE RESIDENCE OF THE METROPOLITANS OF BUKOVINA AND DALMATIA)

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Introduction. The National Tourism Organization of Ukraine has identified 2021 as the year of urban tourism. This type of tourism can be developed on the basis of urban settlements, where there are powerful natural and recreational and historical and cultural resources. Today, Chernivtsi (regional center of Chernivtsi region of Ukraine) is poorly studied from the standpoint of the development of cognitive tourism, although the attractiveness of the objects is not much inferior to the popular among tourists Lviv. A significant number of noteworthy historical and architectural sites, including those of world importance, are concentrated on the territory of Chernivtsi. The central part of the city is characterized by a high level of preservation of historical and architectural sites, most of which are a legacy of the Austro-Hungarian period in the history of the region. 602 architectural monuments are on the state register, 17 of them are of national importance, 1 is a UNESCO World Heritage Site. The historical part of the city was practically not destroyed during the First and Second World Wars, with the exception of some.

The most attractive building in the city is the current Yuri Fedkovych National University of Chernivtsi - an architectural ensemble of the former Residence of the Metropolitans of Bukovina and Dalmatia, which looks like a medieval castle and is of great interest to domestic and foreign tourists. This object is the "anchor" in the city, which allows you to count tourists.

The purpose of the work. To determine the role of the architectural ensemble of the former Residence of the Metropolitans of Bukovina and Dalmatia in cognitive tourism and to analyze the excursion activities on the territory of the research object after its inclusion in the UNESCO World Heritage List.

Materials and methods. The source data for this study were the primary materials of the Cultural and Historical Center of Chernivtsi National University named after Yuri Fedkovych. The main research methods were statistical, analytical and graphical.

Results and discussion. The architectural ensemble of the former Residence of the Metropolitans of Bukovina and Dalmatia is unique and unparalleled in the world. This architectural complex was built in the second half of the XIX century (during 1864-1882) by the Czech architect Josef Hlavka, who was the author of about 150 architectural masterpieces in various European countries, and in Chernivtsi he created a project of the Armenian Church.

The procedure for including the Residence in the UNESCO list began in 2009. To be eligible, an object must meet at least one of six cultural criteria. The process lasted for two years and on June 28, 2011 the members of the UNESCO World Heritage Committee decided to include the architectural ensemble of the Residence of the Metropolitans of Bukovina and Dalmatia in the UNESCO World Heritage List. This status significantly intensified tourist flows to the Residence of the Metropolitans of Bukovina and Dalmatia.

According to the data provided by the staff of the Cultural and Historical Center of Chernivtsi National University named after Yuri Fedkovych (Fig. 1), there is a sharp increase in the number of tourists almost doubled after giving this architectural object world status (in 2012). However, the unstable situation inside the country at the end of 2013, the annexation of Crimea, parts of Donetsk and Luhansk regions in early 2014 somewhat slowed down both domestic tourism and reduced the flow of foreign tourists to Ukraine in general and Chernivtsi in particular. Since 2015, the number of tourists who visited the former Residence of the Bukovynian Metropolitans has been growing steadily, reaching a maximum of 96,517 people in

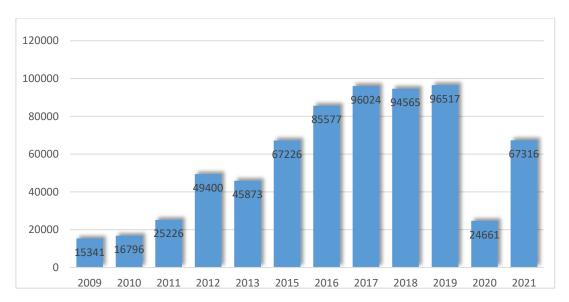


Figure 1. The total number of tourists who visited the university for the period 2009-2021.

The COVID-19 pandemic with the introduction of a full lockdown in April-May, further quarantine restrictions in the region, Ukraine, the world significantly affected the sightseeing activities in Chernivtsi. It would seem that harsh border crossing conditions should bring domestic tourism to a higher level, but the "negative image" of Chernivtsi with a high incidence of coronavirus affected the number of visitors to the city's main landmark (less than 25,000 tourists in 2020). A significant increase in the number of tourists by 2.7 times was recorded in 2021, due to the closure of European borders, significant restrictions on tourist travel (availability of certificates of full vaccination, PCR testing, etc.), easing quarantine and the desire of Ukrainians to travel within Ukraine. Data from tour guides of the cultural and historical center for the first months of 2022 confirmed the increase in the number of excursions and tourists in January-February to pre-pandemic levels, but with the Russian invasion of Ukraine on February 24, 2022, all sightseeing activities at the former Residence were suspended. In March-April, Chernivtsi Oblast and Chernivtsi became a haven for almost 100,000 internally displaced persons from active combat regions. The growth of their interest in the regional center and its main attraction, the desire to adapt, socialize in a new place contributed to the resumption of tours of the former Residence and increase the number of visitors to almost 3 thousand people.

If we analyze the number of excursions (Fig. 2) conducted by employees of the cultural and historical center of Chernivtsi National University for the period 2015-2021 (unfortunately, such data were not recorded until 2015), we can see a trend slightly different from the previous one (Fig. 1).

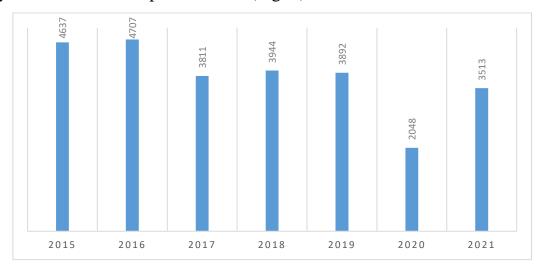


Figure 2. Dynamics of the number of excursions conducted on the territory of the cultural and historical center of Chernivtsi National University named after Yuri Fedkovych, 2015-2021

The maximum number of excursions was in 2016, while the number of visitors was over 85.5 thousand people. As noted above, most tourists visited the pearl of Chernivtsi in the following 2017-2019, but the number of excursions conducted during this period was much lower than in 2016. This fact is explained by the growing interest in Chernivtsi and the UNESCO monument, as the main attractive object of the city, by organized (group) tourists.

The analysis of seasonality in visiting Chernivtsi as a location of a unique UNESCO monument deserves special attention (see Fig. 3). Unfortunately, information on the number of excursions by month for the period up to 2015 was not recorded. If you follow the data of Chart 3, you can clearly see the two peaks of excursion activity until 2019 - April-May and October (which account for group tourism), however, from 2019 the August peak (vacation period) is added.

Traditionally, the beginning and end of the year are marked by the lowest activity of tourists.

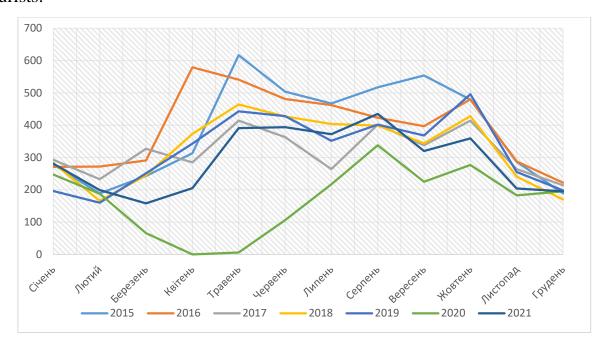


Figure 3. Distribution of the number of excursions (by months) during the year, for the period 2015-2021.

The architectural ensemble of the Residence is included in all educational tours of the city. Guides of the historical and museum complex conduct daily tours in Ukrainian, English, French, Russian, Romanian and Polish. During the tour, tourists have the opportunity to see the Church of the Three Saints, Marble, Blue, Red Hall and Arboretum, listen to church singing, take photos and videos.

Also on the basis of the historical and architectural ensemble arrange photo shoots, make films ("Shadows of Unforgotten Ancestors", "According to the Laws of War", "Princess's Testament", "City of Lovers", etc.), music videos, TV shows (4 "Wedding", "Top Model in Ukrainian", "The Bachelor", etc.), hold festivals ("OBNOVA Fest", "Meridian Czernowitz", "Let the song call friends", etc.), which increases the popularity of the pearl of Chernivtsi and interest in city and Ukraine in general. Chernivtsi is also among the seven Ukrainian cities where you can shoot Hollywood movies, according to the site sunny7.

Conclusions. Experience has shown that the status of a UNESCO World Heritage Site offers significant benefits, in particular:

- the city, the region and the country as a whole receive prestige and promotion at the global level, which contributes to the growth of tourists;
- allows to maintain the proper condition of the object and increased attention of local governments to order, increases the ability to raise funds for reconstruction and, if necessary for restoration.

For the successful development of cognitive tourism in Chernivtsi, it is necessary to carry out a large-scale restoration of architectural objects in the central part of the city, which is a buffer zone of the UNESCO site. The peculiar mystique of the Residence gives the opportunity to conduct night tours on its territory.