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https://doi.org/10.17721/2308-135_X_2019.42.113-122

UDC 911.3: 008

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[SOCIO-GEOGRAPHICAL](#) RESEARCH OF THE JEWISH ETNOCULTURAL POTENTIAL (ON
THE EXAMPLE OF THE SMALL TOWNS IN THE CAPITAL SOCIO
-
GEOGRAPHICAL REGION OF UKRAINE)

Goal. The article aims to [carry out an](#) integral evaluation of the Jewish ethnocultural potential of the small towns in the Capital socio-geographical region of Ukraine

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Method. The methodological bases of the study included the application of both general scientific and specific scientific methods. Among the general scientific methods analytical, synthetic, mathematical-statistical, deductive, inductive methods were used. From the specific scientific methods, historical-geographical and comparative-geographical methods were applied.

Results. During the study, it was determined that today the ethnocultural potential of the Jewish ethnos of the studied towns is not used sufficiently. The main problems are described and possible ways of using this potential, in particular the attraction of the Jewish ethnocultural heritage to tourism are suggested.

Scientific novelty. In the article the socio-geographical methodology of integrated estimation of ethnocultural potential was presented. The approbation of mentioned estimation was carried out on the example of the small towns of the Capital socio-geographical region of Ukraine.

The practical significance of the research is determined by its relevance for the implementation of ethnocultural potential in the regional development of the territory, in particular through the use of tourism based on sustainability. It is noted that more active inclusion in the regional and state programs of the Jewish heritage of the towns and its promotion will help to preserve and revive the original culture of the Jewish ethnos. However, the implementation of the ethnocultural potential might serve as a competitive advantage in the development of tourism and as a result to improve the socio

- economic situation in the region, to

[enhance](#)

international and interregional relations with ethnically close peoples, and to

[strengthen](#)

regional identity.

Key words: Jewish ethnos, shtetl, Capital socio-geographical region, ethnocultural potential, ethnocultural spatial system .

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