Analysis of the Evaluation of Utena District Tourism Resources from the Visitors' Perspective in Terms of Attractiveness

Ramutė Narkūnienė
Faculty of Business and Technologies
Utena Higher Education Institution
Utena, Lithuania
ramutenarkuniene@gmail.com

Jurgita Daubarienė
Faculty of Business and Technologies
Utena Higher Education Institution
Utena, Lithuania
jurgita.daubariene@gmail.com

Jūratė Aksomitienė
Faculty of Business and Technologies
Utena Higher Education Institution
Utena, Lithuania
jurakso@gmail.com

Abstract—In the article, the authors analyse the evaluation of Utena district tourist resources from the perspective of visitors in terms of attractiveness. The purpose of the article is analyse the evaluation of the Utena district tourist resources from the visitors' perspective in terms of attractiveness. The research was carried out by means of a quantitative survey (questionnaire). Data collection methods - analysis of scientific literature and sources and questionnaire survey. The article analyses the evaluation of tourist resources from the perspective of visitors in terms of attractiveness from a theoretical point of view and presents the results of the research conducted. It is concluded that the Utena district, as a tourist destination, is associated with such characteristics that shape the value of tourist services as Lithuanian, quiet, natural, clean, and safe. The attractiveness of Utena district's tourist resources is rated on average - 3.4 points out of 5. Natural tourist resources are rated the highest - 3.8 points. The most attractive natural resources of Utena district are Dauniškis park, Triušiukai valley, Alaušas lake shore, Tauragnas lake shore, the Šeimyniškės outcrop and conglomerate rocks, and the Krokulė spring in Užpaliai, etc. The most visited cultural objects in the Utena district are the Wedding Hill, the galleries of the Utena Cultural Centre, the glass galleries of the Utena Square, the Utena Museum of Local Lore, the Narkūnai mound, the Angels Square in Utena, etc. The main problems of the Utena district, identified by respondents, are: lack of entertainment, catering services, and it is very difficult to find information about tourist attractions in the Utena district.

Keywords— evaluation of tourist resources, visitor's perspective, attractiveness, Utena district.

I. INTRODUCTION

Relevance of the topic. The attractiveness of a tourist destination is generally determined by a set of multidimensional attributes that may attract visitors to travel to a particular place and depends on visitors' interpretation of a destination's ability to satisfy personal needs. This ability to satisfy visitors' needs determines the attractiveness of a destination and the likelihood of it being chosen. Therefore, understanding the attractiveness of a destination is of paramount importance when analysing visitors' choice of destination. The attractiveness of a tourist destination is crucial as it plays a major role in the success of a tourism site, as it serves as the main motivator for frequent visits and thus also acts as a resource for local communities.

The scientific problem of this research is formulated as a question – what is the attractiveness of the Utena district tourist resources from the point of view of visitors?

The service design research analysis in tourist attractions was analyzed by Lithuanian and foreign researchers, as : Havryliuk, S., Melko, L., Uvarova, G., Karyuk, V. & Mihus, I. (2021); Mitra, S. K. (2019); Labanauskaitė, D., (2020); Labanauskaitė, D., and Jonuškienė, E. (2015); Žuromskaitė, B. (2012); Andriulienė, R., et al. (2011); Lee, C.F., Huang, H.I., Yeh, H.R. (2010); Cooper C., Hall M.C. (2008); Das, D., Sharma, S. K., Mohapatra, P. J., & Sarkar, A. (2007);

Dwyer, L., Kim, C. (2003); Vengesayi, S. (2003) and others.

The object of the research is the evaluation of the of the Utena district tourist resources from the point of view of visitors in terms of attractiveness.

The purpose of the research is to carry out an analysis of the evaluation of the of the Utena district tourist resources the visitors' perspective in terms of attractiveness.

Research tasks are:

1. To carry out an analysis of the evaluation of tourism resources from the visitors' perspective in terms of attractiveness from a theoretical point of view.
2. To carry out an analysis of the evaluation of the tourist resources of the Utena district from the visitors' perspective in terms of attractiveness.

Methodology. During the research a quantitative survey (questionnaire survey) was carried out. Methods of data collection - analysis of scientific literature and sources (carried out in order to carry out an analysis of the evaluation of tourism resources from the point of view of visitors in terms of attractiveness from a theoretical point of view) and questionnaire survey. The most recent scientific literature and the most recent scientific articles in Lithuanian and foreign languages were analysed.

The survey sample. The questionnaire survey was conducted in 2024, in the months of October-November, among residents and guests of Utena, distributing the survey link on the portal www.apklausa.lt and social networks, among travellers. 209 people were interviewed. The research is considered exploratory.

II. MATERIALS AND METHODS

The concept of tourist destination attractiveness. In order to assess the attractiveness of a given destination, it is essential to operationalise the concept of destination attractiveness by identifying and characterising the factors that contribute to its attractiveness to tourists.

The potential for tourism development in a given area is determined by its natural, cultural and social resources - climatic conditions, water bodies, forests, architectural, historical and cultural monuments, ethnographic, religious and other objects used for tourism services. The attractiveness of a given area for tourists is assessed on the basis of the condition of these resources.

The concept of attractiveness can be defined as the property of arousing admiration and attracting special qualities and characteristics. The scientific literature on tourism often uses the concept of "attractiveness" (from the Latin attrahere - attraction), which defines such important characteristics of tourist resources as their

recreational value. According to this concept, the tourist attractiveness of a territory is formed by a combination of natural, historical and cultural tourist resources and is determined by the presence of attractions (historical and cultural monuments, natural heritage, etc.), developed tourist infrastructure (enterprises in the hotel industry, restaurants, transport, sightseeing services, information services, etc.), the level of safety and law and order, social trends (fashion for a certain type of recreation) and the like, Havryliuk et al. [6]. Destination attractiveness and competitiveness are interchangeable. Destination competitiveness is related to the ability of a tourist destination to offer competitive and better products and services to visiting tourists compared to other destinations, Dwyer, Kim [5]. Destination attractiveness is considered in terms of the feelings and opinions of tourists about the ability of the destination to meet their needs, Vengesayi [11].

The attractiveness of a tourist destination is a positive evaluation of that destination when a tourist experiences positive emotions and develops both physical and emotional attachment to a specific tourist destination, Andriulienė [1]. The attractiveness of a destination has an important influence on a person's expectations, satisfaction, intention to return, choice of destination, perception of motivations and benefits, positive perception of opinion leaders, length of stay and amount spent during a tourism experience, Lee et al [9].

Therefore, it can be concluded that the attractiveness of a tourist destination is a result of well-developed tourism resources and services that are positively evaluated by each visitor due to the positive emotions, feelings, experiences and memories they acquire.

Influencing tourist destination attractiveness and evaluation. Cooper, Hall [3] identify four key aspects that contribute to a destination's attractiveness for tourists:

- *Resources:* Physical and cultural assets that attract and motivate tourists to visit specific locations.

- *Accessibility:* Resources that provide accommodation, services, and human resources, enabling tourists to stay in a particular area.

- *Infrastructure and Services:* The infrastructure and services that improve a destination's accessibility and enhance the overall tourist experience through various attractions, opportunities, and services.

- *Information:* The provision of information about the destination and its resources, which is essential for tourists.

Therefore, resources play a critical role in evaluating the attractiveness of a tourist destination.

According to the classification proposed by the UNWTO Annual Report [12], the attractiveness of destinations has been divided into the following categories: 1) natural tourist resources; 2) cultural and historical tourism heritage; 3) climatic conditions; 4) infrastructure; 5) tourist services and facilities.

Tourism resources are therefore a key determinant of the attractiveness of a destination. Both the natural and built environment influence the attractiveness of a destination. The uniqueness of a place's natural environment, geographical location, climate and landscape has a significant impact on tourists' willingness to visit. Consequently, destinations with a greater abundance of unique and authentic tourism resources are more likely to attract a greater number of visitors. The built environment, including tourism infrastructure, transport, attractions, activities, accommodation, and food services, serves as a complementary factor in attracting and retaining tourists.

However, the evaluation of a tourist destination's attractiveness is influenced by a broader range of factors. Before assessing a tourist destination, it is recommended to answer the following questions, Žuromskaitė [2]: What are the accessibility options for tourist sites? How is the infrastructure developed? These questions relate to the accessibility of a tourist destination by car, bicycle, bus, public transport, or on foot. Communication refers to connections, certain relations, and interaction. There are two types of communication - direct and indirect. Both types of communication are important for the traveller, as various signs, online information and communication with a representative of the destination provide certain benefits to the tourist. Therefore, well-developed communication tools contribute to the attractiveness of a tourist destination, as the traveller feels more confident about his chosen route.

Various researchers have identified primary and secondary features of attractiveness of a destination. Primary features of attractiveness comprise culture, nature, and traditional architecture. Secondary features encompass transport, tourism facilities and services, and accommodation Mitra [10].

Other authors identify key factors influencing the attractiveness of a tourist destination, namely attractions, amenities, and accessibility. Attractions are the primary reason for a destination's appeal and attract the largest number of tourists. Amenities are supplementary elements that, on their own, may not be the primary motivation for tourists to travel. Accessibility relates to transportation to a specific tourist destination, Das et al. [4].

The attractiveness of a tourist destination significantly influences the choice of tourist destinations. Consequently, each region cultivates its tourism resources, enhances them, creates new products, and implements various projects to ensure that the number of tourists in a particular destination does not decrease but increases year after year.

In summary, the following key factors determine the attractiveness of a tourist destination: the attractiveness of tourism resources and attractions, accessibility, development of tourism infrastructure, diversity and quality of services, marketing activities, destination image, cultural distinctiveness, and the activity of local people/communities. Tourist destinations and attractions must be maintained, constantly updated, and their condition improved, with resources adapted to meet the needs of diverse individuals.

Methodology of the survey
The purpose of the research: To conduct a research analysis of the evaluation of the Utena district tourist resources from the perspective in terms of attractiveness.

Research objectives:

1. To determine how respondents evaluate the natural, cultural and other tourism resources of the Utena district.
2. To identify the most attractive tourist attractions of the Utena district and the factors determining attractiveness.
3. To identify the most visited attractions of the Utena district.
4. To identify the main problems faced by respondents.

Research sample. Respondents to the questionnaire survey are residents of the Utena district or those who came from another city. The survey was conducted in October - November 2024. A total of 209 respondents were surveyed. According to the data of the Lithuanian Department of Statistics, in 2023, the Utena district had 37,555 thousand residents. The research sample can be calculated according to the Paniotto formula: $n=1/(\Delta^2+1/N)$, where: n - sample size; Δ - permissible error; N - population size. The research sample was calculated according to the Paniotto formula. According to the Paniotto formula, a sufficient size to ensure the representativeness of the research sample is n = 204.

Research methodology and tools. The quantitative method chosen for the research was a questionnaire survey. A questionnaire consisting of 21 questions was designed. The introductory part of the questionnaire presented the purpose of the study, indicated the purpose for which the collected data would be used and ensured anonymity. The questionnaire consisted of the following blocks of questions: a block of questions related to the purpose and frequency of visiting the Utena district, a block of questions related to the evaluation of the natural and cultural resources and historical objects of the Utena district, a block of questions related to the attractiveness of the visited tourist objects and the factors of attractiveness, and a block of demographic questions. The

results of the questionnaires of the participants of the quantitative study were processed and analysed using the Excel software package.

Research ethics. The distribution of the questionnaires was carried out in accordance with ethical principles (privacy, confidentiality, free choice, etc.). Each respondent was free to decide whether or not to participate in the study. The data will be used to summarise the results, while maintaining the anonymity of the respondents.

III. RESULTS AND DISCUSSION

Demographic and social characteristics of the respondents. 209 respondents took part in the survey, of whom 13% were men and 87% were women. Four out of ten respondents (41%) belonged to the 18-25 age group, 9% of respondents belonged to the 26-35 age group, 11 % of respondents belonged to the 36-45 age group, 17% of respondents belonged to the 46-55 age group, 13% of respondents belonged to the 56-65 age group and 7 % of respondents belonged to the over-65 age group. A significant proportion of the respondents (37%) had higher university education, 17% had higher non-university education, 21% had secondary education, 17% had basic education and 9% had vocational education. The vast majority of respondents (82%) live in Utena district, 18% of respondents come from another district (Vilnius district, Kaunas district, Panevėžys district, etc.). 23% of the respondents who answered the questionnaire are pupils, 21% are students and employees, 13% are civil servants, 9% are senior citizens, 6% of the respondents identify themselves as entrepreneurs, 2% are housewives and civil servants, 2% of the respondents chose the answer "other".

When asked how often respondents visit Utena district for educational or recreational (tourist) purposes, the following answers were received: almost half of the respondents live in Utena district (47%), 16% of respondents visit Utena district several times a year, 13% of respondents visit Utena district several times a year, 5% of respondents visit Utena district at least once a year, 4% of respondents visit Utena district several times a month, 3% of respondents visit Utena district more than several times a month, 4% of respondents visit Utena district once, and 7% of respondents do not visit Utena district.

When asked what prompted the respondents to visit the Utena district, the following results were obtained: 21% of respondents were prompted by entertainment/recreation near lakes and other water bodies, 20% of respondents were prompted by cultural (museums, galleries, expositions, cultural heritage, art objects) and entertainment events, festivals held in the district, 14% of respondents were prompted by visiting relatives and friends, 10% of respondents were prompted by cultural and architectural, historical objects, 8% of

respondents were prompted by other reasons (studying at the Utena College, having a farm in the Utena district, it is a way to relax after a hard day's work, it allows you to be close to Utena in the summer, going to see the dancing fountains, etc.). 7% of the respondents were encouraged by the educational events that take place, 6% of the respondents were encouraged by the active leisure and sports events that take place in the district, 5% of respondents were encouraged by the information provided on the website of the Utena Tourist Information Centre and social networks, 4% of the respondents were encouraged by advertising, recommendations, information at tourist fairs and the opportunity to relax and have fun with children. *Summarising the answers of the respondents, it can be concluded that the respondents were most encouraged to visit the Utena district by entertainment/relaxation near lakes and other water bodies, cultural (museums, galleries, expositions, cultural heritage, art objects) and entertainment events taking place in the district, holidays, visiting relatives and friends, cultural and architectural-historical objects. The least encouraging factors were information on the website of the Utena Tourist Information Centre and on social networks, advertising, recommendations, information at tourist fairs and the opportunity to relax and have fun with children.*

When asked what they most associate with the Utena district, respondents gave the following answers: three out of ten respondents (28%) consider the town of Utena to be a 5 - minute town (everything is close, easily accessible), 25% of respondents associate the Utena region with the lakes region, 22% of respondents associate it with very beautiful nature, a green town, 10% of respondents - with strong industry and quality brands, 6% of respondents - with quality events, entertainment, 5% of respondents - with rural tourism/recreation in the countryside, 1% of respondents - with sport and wellness. 3 percent of respondents chose the answer "other" (with Utena College, studies, the company "Švyturys - Utenos alus", childhood memories, the car market, the LKL basketball club, the homeland, etc.). *Summarising the answers of the respondents, it can be concluded that the Utena region is most associated with natural resources: a region of lakes, very beautiful nature, a green town, while the town of Utena is treated as a 5-minute town (everything is close, easily accessible).*

The answers to the question of how respondents evaluate the listed natural resources of the Utena district are presented in Figure 1.

Respondents mention Dauniškis Park (50.2% of respondents), Rabbit Valley (48.3% of respondents), the shore of Lake Alaušas (47.4% of respondents), the shore of Lake Tauragnas (43.5% of respondents), Šeimyniškės outcrop and conglomerate rock (35% of respondents), Krokulė spring (32.5 % of respondents), etc. as the most attractive natural resources in the Utena district.
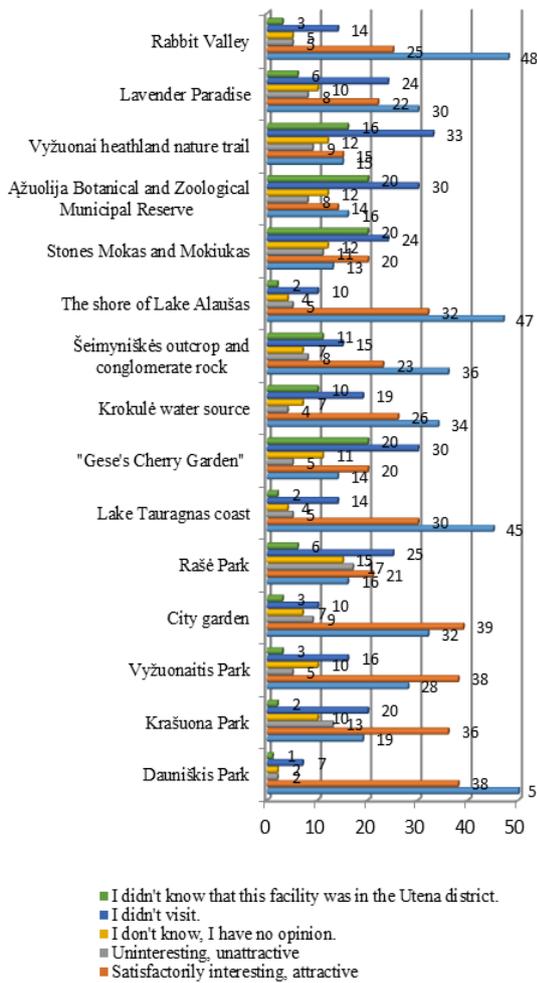
Fig. 1. Assessment of natural resources of Utena district, % (compiled by the authors based on the results of the research

When asked to name an additional natural resource of Utena district not mentioned in Figure 1, respondents named the following natural resources Narkūnai Mound (15 respondents), Vestuvių hill (15 respondents), Klovinių dam (13 respondents) and the nearby footpath, Taurapilis Mound (8 respondents), Nemeikščiai dam (2 respondents), Vyžuonaitis lake (2 respondents), Malūnas Lake (2 respondents), Dauniškis Lake and its springs (3 respondents), Klykiai Recreation Area and Lake (2 respondents), Utena Stud Farm (2 respondents), Ąžuolijos Alkas, Utena Manor, Utena Park, Rašė Stream, Smėlynė Park, Maxima Park, Pakalniai Mound, Biliakiemis Puntukas, Jonas Šimonėlis open-air stone sculpture park (3 respondents), Alaušas deer park, Pakalniai hillforests, Sirutėnai lake, Laumės akys spring (3 respondents), Aliai path (5 respondents), Šeimyniškės hillfort, Pakalniai, Biliakiemis Puntukas stone, Rašės park footpath, Antalgė lake shore, Užpaliai Mound, Pakalniai Mound, Sudeikiai lake shore, Vyžuonai ozas.
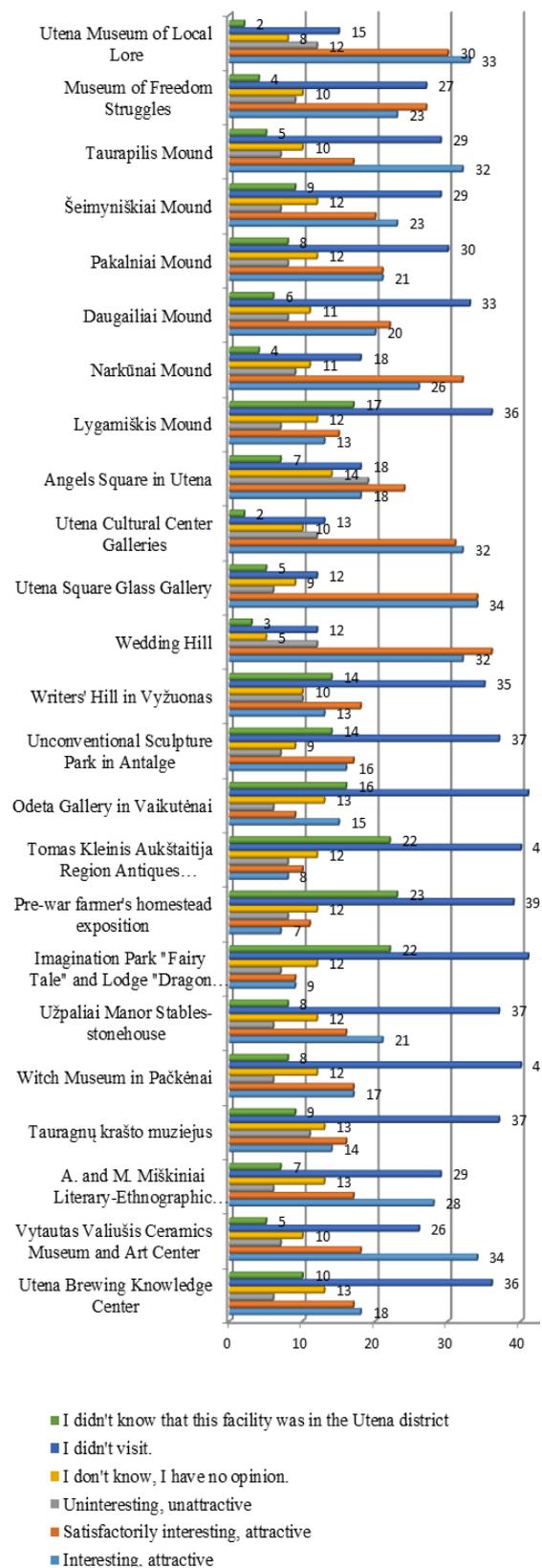

Fig. 2. Evaluation of cultural objects in Utena district, % (compiled by the authors based on the results of the research)

Indubakiai geological reserve (the nearby lake is on the watershed, which is extremely rare), Minčia burial mounds and watermill, Šuminai ethnographic village, Artmaniškis hillfort, A. Smetona oak, Vidinkstas lake and cross, Baltis lake, Antilgė / Untilgė Mound, Aukštaitija ecological monitoring station, Vosgėliai stone, Lygamiškis Mound, etc.

The respondents evaluated the cultural objects of the Utena district (see Figure 2). *Summarising the respondents' answers, it can be concluded that the most interesting and attractive cultural objects are the following Utena Square Glass Gallery, Vytautas Valiušis Ceramics Museum and Art Centre, Utena Local History Museum, Wedding Hill, Utena Cultural Centre Galleries and Taurapilis Hill.* It is noteworthy that respondents have not visited many of the listed cultural sites or do not even know that they exist. Approximately 40% of all respondents have not visited the Pačkėnai Witch Museum, Imagination Park, the Pre-War Farmers' Homestead Exposition, the Tomas Kleinis Aukštaitija Regional Antiques Museum, the Odeta Gallery in Vaikutėnai. Imagination Park, Pre-war Farmers' Homestead Exposition, Tomas Kleinis Aukštaitija Regional Antiques Museum are the least known cultural objects, Ąžuolijos Alkas, Utena Manor House, Utena Park, Rašė Stream, Smėlynė Park, Maxima Park, Pakalniai Hill, Biliakiemis Puntukas, Jonas Šimonėlis Stone Sculpture Park, Alaušas Deer Park, Pakalniai Hillforests, Sirutėnai lake, Laumės akys spring, Aliai trail, Šeimyniškės hillfort, Pakalniai, Biliakiemis Puntukas stone, Rašės park pedestrian trail, Antalgė lake shore, Užpaliai hillfort, Pakalniai hillfort, Sudeikiai lake shore, Vyžuonai ozas. Indubakiai geological reserve (the nearby lake is on the watershed, which is extremely rare), Minčia burial mounds and watermill, Šuminai ethnographic village, Artmaniškis hillfort, A. Smetona oak, Vidinkstas lake and cross, Baltis lake, Antilgė / Untilgė hillfort, Aukštaitija ecological monitoring station, Vosgėliai stone, Lygamiškis hillfort, etc.

The following question was designed to find out about visits to cultural sites in the Utena district. After subtracting from the total number of respondents those who stated that they had not visited a particular cultural site in the Utena district or did not know about it, the number of respondents who had visited the sites was determined, i.e. the attendance of the sites. It turned out that the most visited cultural objects in the Utena district among the respondents were the following Wedding Hill (visited by 84.8% of respondents), Utena Cultural Centre Galleries (84.2%), Utena Square Glass Galleries (83.2%), Utena Local Lore Museum (82.7%), Narkūnai Hill (78%), Angels' Square in Utena (75.1%) (Figure 3), Imagination Park (visited by 36.8% of respondents), Pre-war Farmers' Homestead Exposition (37.3%), Tomas Kleinis Aukštaitija Regional Antiques Museum (37.8%) are the

least known and least visited cultural objects in Utena district.

Another question aimed to evaluate the historical and cultural objects of Utena district (see Figure 3).
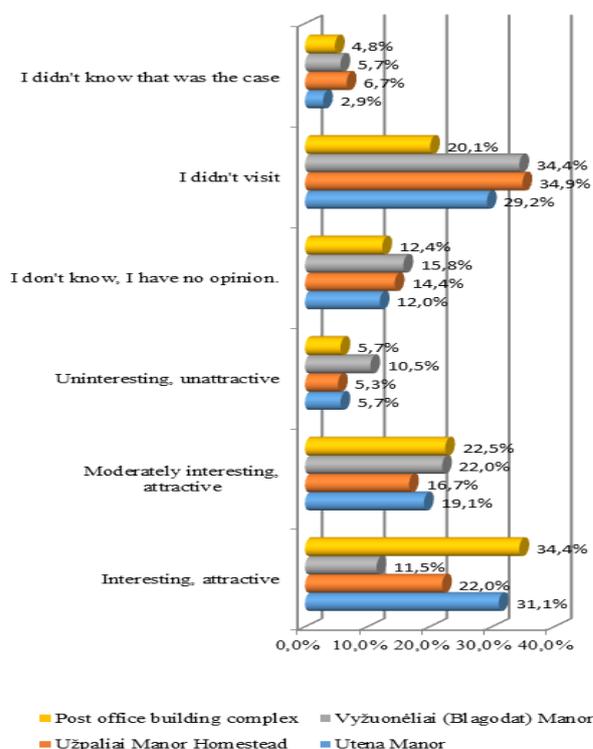

Fig. 3. Evaluation of historical and cultural objects in the Utena district, % (compiled by the authors based on the results of the research)

According to the respondents, the most interesting and attractive historical and cultural objects of the Utena district are the Post Station Complex and the Utena Manor (see Figure 3). Užpaliai Manor and Vyžuonaičiai (Blagodat) Manor are moderately interesting and attractive. The historical and cultural objects of Utena district are known to the respondents, as only a few percent (3% -7%) of the respondents did not know about them. On average, 35% of respondents, have not visited these sites. The most visited site is the Post Station Building Complex - visited by 75% of all respondents.

The next question asked respondents to rate the attractiveness of tourism resources in Utena district (see Table1).

Respondents rated the overall attractiveness of Utena district's tourism resources on a scale of 1 to 5, with 1 being very poor and 5 being very good. The research showed that the respondents rated Utena district's tourism resources on average - 3.4 points out of 5. Natural tourism resources are rated the best: 26 per cent of respondents rate them as very good, 36% as good; the overall score is 3.8 out of 5 (see Table 1).

TABLE 1. ASSESSMENT OF THE ATTRACTIVENESS OF THE TOURIST RESOURCES OF THE UTENA DISTRICT

Factors	1 (very bad)	2 (bad)	3 (on average)	4 (good)	5 (very good)	Average score
Attractiveness of natural tourism resources	2.4	2.9	33	35.9	25.9	3.8
Attractiveness of cultural tourism resources	1.9	11.5	41.1	33	12.4	3.4
Attractiveness of historical and architectural resources	3.8	13.9	41.1	28.2	12.9	3.3
General tourist attractiveness of the district	4.3	10.5	39.7	30.6	14.8	3.4

Source: compiled by the authors on the basis of the results of the research

The next question aimed to identify the factors that determine the attractiveness of the tourist attractions visited.

TABLE 2. FACTORS THAT, ACCORDING TO THE RESPONDENTS, DETERMINE THE ATTRACTIVENESS OF THE TOURIST ATTRACTIONS VISITED

Factors	I agree	I partially agree	I neither agree nor disagree	I strongly disagree	I disagree
Beautiful object	62.2	24.9	10	1.4	1.4
Beautiful and well-maintained environment	71.8	20.1	6.2	1	1
Well-organized infrastructure	71.8	15.3	10.5	1.4	1
Convenient access	69.9	18.2	10	1.4	0.5
Interesting, attractive object	62.2	17.7	17.2	1.4	1.9
Constantly updated object	48.3	30.1	16.3	3.3	1.9
Suitable for visitors of all ages	64.6	21.1	11.5	1.9	1
Variety of services provided	62.2	20.1	13.9	2.4	1.4
Quality of services provided	67.9	16.7	11.5	2.4	1.4

Source: compiled by the authors based on the results of the research

A beautiful and well-maintained environment, well-maintained infrastructure, easy access, quality of the services provided and the facility's adaptability to visitors of all ages are the most important factors determining the attractiveness of the visited tourist facility (see Table 2). The least important is that the facility is constantly updated.

The research aimed to find out what difficulties/problems/disruptions respondents encountered when visiting tourist attractions in the Utena district. The answers of the respondents were fairly evenly distributed (12% - 13%) stating that the most lacking were entertainment and catering services. 65 respondents (13%) answered that it was very difficult to find information about tourist attractions in Utena district, as well as to get to some of the attractions. Some of the respondents, i.e. 5% to 7 %, said that there was a lack of camping sites, recreation areas, tourist attractions were old and not renovated, tourist attractions were far apart from each other, there was a lack of accommodation services, and the attractions were not adapted to visitors of all ages. A few respondents (2% - 4%) said that the opening hours were inappropriate and the price was too high. 3% of respondents said that the infrastructure was untidy, the environment was untidy, some facilities were not adapted for the disabled and staff were rude and unhelpful. It should also be noted that there was a lack of toilets for children. 8 per cent of respondents said that they had no problems. Respondents listed many problems and difficulties related to tourist attractions, but the main ones were the lack of entertainment, catering services and that it is very difficult to find information about tourist attractions in the Utena district. Respondents were asked what could improve the tourist attractiveness of the district. Approximately half of the respondents stated that a better flow of information, more catering facilities, more active entertainment, events such as performances, concerts, etc., and a wider range and supply of tourist services would increase the attractiveness of the area for tourists.

IV. CONCLUCIONS

1. The following key factors determine the attractiveness of a tourist destination: the attractiveness of tourism resources and attractions, accessibility, development of tourism infrastructure, diversity and quality of services, marketing activities, destination image, cultural distinctiveness, and the activity of local people/communities. Tourist destinations and attractions must be maintained, constantly updated, and their condition improved, with resources adapted to meet the needs of diverse individuals.

2. The most attractive natural resources In Utena district are Dauniškis Park, Triušiukai Valley, Alaušas Lake shore, Tauragnas Lake shore, Šeimyniškės outcrop and conglomerate rocks, Krokulė spring in Užpaliai, etc. The most interesting and attractive cultural objects are the Glass Gallery on Utena Square, the Vytautas Valiušis Ceramics Museum and Art Centre, the Utena Museum of Local History, the Wedding Hill, the galleries of the

Utena Cultural Centre and the Taurapilis mound. The most visited cultural objects in Utena district are Wedding Hill, Utena Cultural Centre Galleries, Utena Square Glass Galleries, Utena Museum of Local Lore, Narkūnai mound, Angels Square in Utena. Thus, the most interesting and attractive objects are the most visited. The Imagination Park, the Pre-war Farmers' Homestead Exposition and the Tomas Kleinis Aukštaitija Regional Antiques Museum are the least known and least visited cultural objects in Utena district. The most interesting and attractive historical and cultural objects in Utena district are the Post Station Complex and Utena Manor. The most visited is the Post Station Complex. The attractiveness of the Utena district's tourist resources is rated on average - 3.4 points out of 5. Natural tourist resources are rated the highest - 3.8 points. Utena district, as a tourist area, is associated with such characteristics that form the value of tourist services: Lithuanian, quiet, natural, clean, safe. Beautiful and well-kept environment, well-maintained infrastructure, convenient access, quality of provided services, adaptation to visitors of different ages - are the most important factors determining the attractiveness of visited tourist objects. Most of the respondents mentioned the Utena Manor, the Post Station Complex, the V. Valiušis Ceramics Museum as attractive cultural objects and recommended them to others, and the Dauniškis Park, the Tauragnas Lake and a recreational area as natural objects. The main problems of Utena district identified by respondents: lack of entertainment, catering services and etc.

REFERENCES

[1]   R. Andriulienė, A. Armaitienė, R. Povilanskas, L. Janulienė, and D. Dulskis. *"A study on the assessment of Lithuania's tourism potential, identifying the largest tourist attractions and priorities for their use"*. Vilnius. 2011.

[2]   A. Baležentis, and B. Žuromskaitė, *"Tourism management: Introduction to International Tourism Administration": Educational Publication.* Vilnius: Mykolas Romeris University, 2012.

[3]   C. Cooper, and M.C. Hall, *"Contemporary tourism: an international approach"*. USA, 2008.

[4]   D., Das, S. K. Sharma, P. J. Mohapatra, and A. Sarkar, "Factors influencing the attractiveness of a tourist destination: a case study". *Journal Of Services Research*, 7(1), pp. 103-134, 2007.

[5]   L. Dwyer, and C. Kim, "Destination Competitiveness: Determinants and Indicators". *Current Issues in Tourism*, 6, pp. 369–414, 2003.

[6]   S. Havryliuk, L. Melko, G. Uvarova, V. Karyuk, and I. Mihus, "Implementation of the model of innovative tourist product in Ukraine: financial and economic aspects". *Financial and Credit Activity Problems of Theory and Practice*, 1 (36), pp. 219–232, 2021.

[7]   D. Labanauskaitė, *"International Tourism Development and Economic Evaluation"*. Monograph. Klaipeda: Klaipeda University Publishing House. ISBN-978-609-481-038-1, 2020.

[8]   D. Labanauskaitė, and E. Jonuškienė, "Assessment of changes in Lithuanian tourism attractivenes". *Professional studies: theory and practice, 15,* pp. 98-103, 2015.

[9]   C. F. Lee, H. I. Huang, and H. R. Yeh, "Developing an Evaluation Model for Destination Attractiveness: Sustainable Forest Recreation Tourism in Taiwan". *Journal of Sustainable Tourism*, 18, pp. 811–828, 2010.

[10] S. K. Mitra, "A different perspective to measure tourism attractiveness". *Current Issues in Tourism*, 23(14), pp. 1718–1722, 2019.

[11] S. A. Vengesayi, "Conceptual model of tourism destination competitiveness and attractivene". In R. Kennedy (ed.), *Proceedings of the 2003 ANZMAC Conference*, pp. 637–647. Australia & New Zealand Marketing Academy (ANZMAC), 2003.

[12] UNWTO Annual Report 2017. https://www.unwto.org/global/publication/unwto-annual-report-2017. [Accessed: Feb.3, 2025].