

## TOURISM BUSINESS OF UKRAINE IN THE CONDITIONS OF FULL-SCALE RUSSIAN-UKRAINIAN WAR: NEW CHALLENGES AND REALITIES

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**Statement of the problem.** Tourism in Ukraine is going through difficult times. The tourism industry plays an important role in Ukraine's economy – according to statistics from the National Tourism Organization of Ukraine (NTO), even amid the pandemic in 2020, 1.9 million tourists used the services of tour operators in the country, and tourism services were sold for almost 255 billion hryvnias. At the same time, the active surge was observed in travel within Ukraine – only officially in hotels in the country in 2020 stayed 3379500 people<sup>1</sup>.

After the events of 2013-2014, the number of foreign tourists halved to 12.5 million. In the following years, inbound tourism remained at about the same level: in 2019, 13.7 million foreigners visited us. Over the past two years, entry numbers have remained at 3.5 million due to the pandemic. On February 24, 2022, the Russian Federation launched an invasion of Ukraine as a result of a serious escalation of the Russian-Ukrainian war that began in 2014<sup>2</sup>. Martial law is in force throughout the country, which means that the lives of all Ukrainians are not as good as they used to be. Everything has changed – work, rest, leisure.

There has been an escalation of armed violence in at least eight regions of Ukraine designated as “newly affected districts”, including, inter alia, Zhytomyr, Kyiv, Mykolaiv, Odesa, Sumy, Kharkiv, Kherson regions, and Donetsk and Luhansk regions in the east of Ukraine have already suffered from the conflict.

**Analysis of recent research and publications.** Leading domestic scientists Azar V., Makogon Yu., Novitsky V. and others pay considerable attention to the study of features and patterns of development of the world tourism market. The works of domestic and foreign scientists Gerasimenko V., Gudzia P., Zhukova E., Kifyaka V., Cooper K., Levkovska L., Milla R., Tkachenko T., Chudnovsky O. are devoted to the development of international tourism exchange.

**The main purpose of this study** is to analyze the impact of political instability and full-scale war on the development of tourism in Ukraine. The task of this work is to study the main problems that led to the decline in

popularity of the region, as well as problems that hinder the development of tourism and the overall potential of Ukraine. The following general scientific methods were used in the research: system analysis with the help of which the tendencies and problems of tourism development in Ukraine were considered; comparative-historical method by which the influence of political events on the development of tourism was studied in neighbouring countries; statistical analysis for the study of tourist flows in Ukraine.

**Presentation of the main material of the research.** Intense military escalation has resulted in deaths, injuries, and mass displacements of civilians throughout the country and in neighbouring countries, as well as severe destruction and damage to civilian infrastructure and housing. Water, energy, and heat services, as well as emergency medical care and social services, are facing a heavy workload, and people's access to medical care is limited due to danger. The provision of basic services, such as banking, social benefits, transport, health, water and electricity, and local government services, has deteriorated. As the military operation continues and the security situation deteriorates, supply chains are likely to be disrupted for a long time. The ability of local governments to maintain a minimum level of service is also severely limited, as workers have left or do not currently have access to jobs<sup>3</sup>. Ongoing fighting and the rapid deterioration of the security situation across the country have endangered the lives of hundreds of thousands of people. The escalation of the conflict is projected to deepen the humanitarian needs of millions of Ukrainians. It also exacerbates human suffering in eastern Ukraine, which has been in an armed conflict zone for eight years, where communities are suffering from isolation, deteriorating infrastructure, and numerous restrictions on movement, large numbers of mines, unexploded ordnance, and COVID-19. In these conflict-affected areas, some 2.9 million people needed humanitarian assistance before the latest escalation of violence.

During the month of the war, Ukrainian businesses lost more than two years of the pandemic. The extent of the damage and the long-term consequences are difficult to estimate, as hostilities continue across the country. According to the National Bank, during the war, Ukraine's economy lost 50% of unproduced Gross

<sup>1</sup> Tourists from which countries spent the most in Ukraine during the year. Ukrainian National News Agency “Ukrinform”. April 22, 2022. <https://www.ukrinform.ua/rubric-tourism/3385907-turisti-z-akih-krain-za-rik-vitratili-v-ukraini-najbilse.html> (accessed 04.04.2022).

<sup>2</sup> Emergency treatment. Ukraine. The cycle of humanitarian programs March-May 2022 URL: <https://ukraine.un.org/sites/default/files/2022-03/Ukraine%20Flash%20Appeal%202022-UK.pdf> (access date 03.04.2022).

<sup>3</sup> Emergency treatment. Ukraine. The cycle of humanitarian programs March-May 2022 URL: <https://ukraine.un.org/sites/default/files/2022-03/Ukraine%20Flash%20Appeal%202022-UK.pdf> (access date 03.04.2022).

Domestic Product (GDP). That is, every week the national economy costs more than UAH 50 billion, and this is without losses from destruction. The International Monetary Fund estimates Ukraine's losses due to the military invasion of the Russian occupiers at 35 percent of GDP<sup>4</sup>.

Many businesses found themselves in areas of active hostilities and were forced to evacuate to safer regions or stop working. However, even those businesses that are relatively far from shelling suffer from logistics problems and shortages of raw materials. According to an European Business Association (EBA) survey, only 17% of companies are fully operational and one in three is not operating. One-third of entrepreneurs plan to resume operations. Approximately the same results were shown by surveys of other organizations<sup>5</sup>. It is easier for companies that provide services and have foreign clients, and representatives of intellectual and creative professions to leave and resume work in a relatively safe place. Even in times of war, businesses must work where possible; pay taxes and provide the country with the resources to continue defending itself. This thesis has been repeated by almost all government officials in the last week.

According to Advanter.Group, 48% of small and medium-sized businesses cannot move production, 31% did not have time to do so, and about 20% carried out partial relocation of a business or are in the process of relocation. 245 small and medium business enterprises were interviewed, March 11-13, 2022, all over Ukraine. Today, tourism in Ukraine has stopped completely. Now Ukrainians go abroad not for entertainment and recreation, but to save their lives. According to the United Nations (UN), by the end of March, almost 4 million citizens had left Ukraine, slightly less than half of them are people of working age, almost all – women. A large number of working-age men were mobilized, and some workers moved to relatively safe regions<sup>6</sup>.

Not all areas are open – in the occupied cities or those that are constantly under fire, the situation with evacuation is particularly critical. However, the infobus.eu website provided a detailed map showing possible rescue routes: red zone – trains only; orange – trains and buses; green – trains, buses, cars, and planes<sup>7</sup>.

<sup>4</sup> Ukrainian cultural heritage during the Russian invasion in 2022 // Wikipedia: the free encyclopedia. URL: [https://uk.wikipedia.org/wiki/Українська\\_культурна\\_спадщина\\_під\\_час\\_російського\\_вторгнення\\_2022\\_року](https://uk.wikipedia.org/wiki/Українська_культурна_спадщина_під_час_російського_вторгнення_2022_року). (accessed 04.04.2022).

<sup>5</sup> Ukrainian cultural heritage during the Russian invasion in 2022 // Wikipedia: the free encyclopedia. URL: [https://uk.wikipedia.org/wiki/Українська\\_культурна\\_спадщина\\_під\\_час\\_російського\\_вторгнення\\_2022\\_року](https://uk.wikipedia.org/wiki/Українська_культурна_спадщина_під_час_російського_вторгнення_2022_року). (accessed 04.04.2022).

<sup>6</sup> Information portal Visit Ukraine today. URL: <https://visitukraine.today>. (accessed 02.04.2022). 5. The economic consequences of the war in Ukraine will be felt far beyond its borders. BBC Ukraine. March 4, 2022. URL: <https://www.bbc.com/ukrainian/news-60619288> (accessed 04.04.2022).

<sup>7</sup> Information portal Visit Ukraine today. URL: <https://visitukraine.today>. (accessed 02.04.2022). 5. The economic consequences of the war in Ukraine will be felt far beyond its borders. BBC Ukraine. March 4, 2022. URL: <https://www.bbc.com/ukrainian/news-60619288> (accessed 04.04.2022).

There are also so-called transfer hubs, where you can change to another mode of transport and move on. Lviv and Uzhhorod are the main transfer hubs in Ukraine. From these cities, you can go to Poland, Slovakia, Hungary, and Romania. It is also possible to get to Moldova from Mykolaiv, Vinnytsia, Kherston, or Odesa. Foreign transfer hubs are Brno, Prague, Krakow, and Warsaw. From these cities, the Czech Republic and Poland can go anywhere in the European Union. Citizens of our country are received by many countries, for example, Poland, Romania, the Czech Republic, Slovakia, Germany, Moldova, Spain, Lithuania, Hungary, Estonia, Great Britain, and Sweden. Poland became the first country to take the brunt – according to official figures, there were almost 2 million Ukrainians in the country<sup>8</sup>.

In addition, the conditions for crossing the border have been significantly simplified for Ukrainians: it is possible to cross the border with a biometric passport; in its absence entry is possible internally, as well as without a vaccination certificate. If there are children under 16, they must provide a birth certificate. In addition, they can cross the border with one parent without the permission of the other. If the child leaves with relatives, the permission of the parents, certified by a notary, is required.

As for transportation, transporters were perhaps the first to help Ukrainians who were forced to temporarily leave their homes due to the war in Ukraine. In Ukraine itself, on March 3, Ukrzaliznytsia evacuated all flights to western Ukraine and closed ticket sales.

In Europe, there are many opportunities for Ukrainians to travel for free. Railway workers often offer such assistance to migrants from Ukraine. Also, in some countries or cities, Ukrainians are given free travel by bus and public transport. At the moment, passengers who come from Ukraine can enjoy free travel to the following countries<sup>9</sup>:

– *Poland*. Ukrainians can travel free of charge on the territory of the country on TLK and IC PKP Intercity trains. To do this, before boarding you need to get a free ticket at the box office or from the conductor. Ukrainians can also use Warsaw's public transport free of charge.

– *Hungary*. For Ukrainians, there is free travel by MAV-START trains throughout the country. To do this, you need to get a solidarity ticket at the box office at the train station or from the conductors.

– *The Czech Republic*. Immigrants from Ukraine can travel for free on Leo Express and CD trains across the

<sup>8</sup> Free travel and more: how Ukrainians are helped in the EU. UNIAN news agency. March 14, 2022. URL: <https://www.unian.ua/society/ukrainski-bizhenci-v-yevropi-bezkoshtovniy-projizd-dlya-ukrajinciv-u-yevropi-yak-ukrajincyam-dopomagayut-u-yes-novini-ukraine-11742850.html> (accessed 02.04.2022).

<sup>9</sup> Free travel and more: how Ukrainians are helped in the EU. UNIAN news agency. March 14, 2022. URL: <https://www.unian.ua/society/ukrainski-bizhenci-v-yevropi-bezkoshtovniy-projizd-dlya-ukrajinciv-u-yevropi-yak-ukrajincyam-dopomagayut-u-yes-novini-ukraine-11742850.html> (accessed 02.04.2022).

country. There are also several evacuation flights from the borders of Poland and Slovakia.

– *Slovakia*. Ukrainians can travel for free on ZSSK trains and Slovak Lines buses.

– *Germany*. With a Ukrainian passport, you can travel free of charge on Deutsche Bahn trains from Poland to Berlin, Dresden, Nuremberg, and Munich. To travel from Germany to other European countries, you need to get a free travel ticket marked “helpukraine” at the DB service center.

– *Austria*. Ukrainians can ride free ÖBB trains across the country. Also in the Austrian capital Vienna, Ukrainians can use public transport for free. Tickets can be obtained at the box office or directly at the train by presenting a passport.

– *The Netherlands*. Ukrainians can get a free ticket for any NS train, which will operate for 24 hours.

– *Belgium and France*. Ukrainians can ride SNCB trains for free on the territory of both countries and abroad.

– *Spain*. The local railway operator RENFE offers Ukrainians free tickets for trains from Barcelona to other cities in Spain or France. You can get free tickets at RENFE ticket offices and service centres upon the presentation of a Ukrainian passport.

– *Bulgaria*. Ukrainians can ride BDZ trains all over the country for free. To do this, you need to present at the box office the document on which you crossed the border.

– *Georgia*. Ukrainians are offered free travel on trains throughout the country. To do this, simply present a Ukrainian passport at the box office. Ukrainians are also offered a free transfer from Tbilisi Airport.

– *Lithuania*. Ukrainians can travel for free inside Lithuania on LTG trains. All you have to do is present your documents at the box office and get a one-time ticket.

– *Finland*. Ukrainians are offered free travel on VR trains. Ukrainians can also ride OnniBus intercity buses all over Finland for free.

– *Great Britain*. Eurostar high-speed trains offer Ukrainians completely free tickets for all their express trains from Paris, Rotterdam, Brussels, and Amsterdam to the UK. To get a ticket, just contact the carrier’s staff at the station during boarding. Just keep in mind that you still need a visa to travel to the UK, albeit under a simplified procedure.

In addition, Ukrainians can travel for free on FlixBus buses from Przemysl (Poland), Rzeszow (Poland), Suceava (Romania), and Tulcea (Romania) across Europe. To do this, leave an application on the company’s official website and receive a voucher for transportation.

Ukrainians can also use public transport for free in Stockholm (Sweden) by simply presenting a document proving their identity as a citizen of Ukraine. The rule applies to subways, buses, ferries, and trains with the SL logo.

At the beginning of the war in Ukraine, Airbnb, the world’s largest online short-term rental accommodation and search association, and its associated non-profit, [airbnb.org](https://airbnb.org), announced a decision to house up to 100,000 refugees from Ukraine free of charge in Europe.

The other day they were joined by one of the largest guest networks Couchsurfing, where users from all over the world exchange offers for free accommodation. At the moment, the platform has canceled any contributions for participants from Ukraine. In addition, there is a group Ukraine Couchsurfing Resources, where couchsurfers can communicate, share resources and offer any possible assistance, including accommodation for refugees from Ukraine.

In addition, you can try to find housing abroad for migrants from Ukraine on such platforms as Host4Ukraine, EU4UA, [euroguide.live](https://euroguide.live), [stipruskartu.lt](https://stipruskartu.lt) (in Lithuania), as well as on the Shelter website.

Ukrainian hotels, which since the beginning of the war in many cities have been hubs for refugees, prepare hot lunches for Ukrainian defenders and volunteers, provide their premises for humanitarian aid, and have launched a campaign “Visit Ukraine In future” to support the Ukrainian hotel community. Participates in securing the rear during hostilities and suffers great financial losses since the beginning of the war.

The State Agency for Tourism Development officially supported the action, initiated by the hotel community in the person of the Association of Hotels and Resorts of Ukraine (UHRA). Not indifferent people from all over the world who want to support Ukraine, its economy, and the sphere of accommodation of people can make “charitable bookings” of rooms in Ukrainian hotels for any day during 2022. Representatives of the hospitality industry say they will be happy to welcome guests immediately after Ukraine’s victory in the war.

The tourism industry, like any other industry, suffers greatly from war. At the same time, for example, in Kyiv, some hotels support territorial defence, the military, prepare, deliver food, and feed defenders. In the temporarily occupied cities, activities are almost suspended, where possible – also help the population<sup>10</sup>.

The idea to book future trips to Ukraine so that people can support the industry came from the leadership of the Association of Hotels and Resorts of Ukraine due to the readiness of the international community to support the Ukrainian tourism industry. The list of hotels, which is constantly updated, can be found on the website of the Association of Hotels and Resorts of Ukraine. You can make a “charity reservation” through the sites of these hotels. Just use the “Visit Ukraine in future” filter in the city you want

<sup>10</sup> Sherwood Harriet. Cultural catastrophe: Ukrainians fear for art and monuments amid onslaught. *The Guardian*. 2022, 01 March. URL: <https://www.theguardian.com/world/2022/mar/01/cultural-catastrophe-ukrainians-fear-for-art-and-monuments-amid-onslaught> (accessed 01.04.2022).

to support. The amount of the fee is regulated by the number of nights you want to pay by card; the amount starts from 40-50 euro per day, regardless of the booking season. The Association also receives numerous inquiries from friendly foreign hotel associations, members of HOTREC, who want to support the hotel industry, and Ukrainians who suffer from the actions of the neighbouring aggressor country.

On March 5, Bloomberg reported that the rental service Airbnb accepted an order for almost \$ 2 million in Ukraine from people who are not going to stay in housing but simply want to support money-stricken Ukrainians with money. According to Airbnb CEO Brian Chesky, about 61,000 nights were booked in Ukraine on March 2-3. Users in the United States, the United Kingdom, and Canada account for almost three-quarters of total bookings<sup>11</sup>.

For a month now, the Russian army has been shelling Ukrainian cities and towns daily. During this time, Kharkiv lost almost 1,000 buildings; in the suburbs of Chernihiv, 70% of buildings were destroyed, and in the city itself the situation is not much better; in Mariupol, 90% of buildings were damaged. Buildings of Kherston, Sumy, Zhytomyr, Mykolayiv, Zaporizhia, Dnipro, and Kyiv suffered less but significantly. During the fighting, many Ukrainian cultural heritage sites were destroyed, damaged, or threatened by mass destruction across the country.

Ukraine has seven United Nations World Heritage Sites (UNESCO), including St. Sophia Cathedral in Kyiv, Kyiv-Pechersk Lavra, and the entire Lviv district. Additional sites in Kharkiv and Chernihiv were considered for World Heritage nomination but were not added to the invasion. Shortly after the invasion, UNESCO announced that it was working to mark all key historical monuments and sites across the country with the emblem of the 1954 Hague Convention, an internationally recognized symbol of cultural heritage protection during the armed conflict. The organization will also work with museum directors of countries to coordinate conservation efforts to protect collections and monitor any damage to cultural sites through satellite imagery<sup>12</sup>.

In Lviv, they tried to preserve several stone statues and fountains, which could not be dismantled by wrapping them in polyethylene, foam, and metal structures. Additional efforts were photographed and posted by the Lviv Foundation for the Preservation of Architectural and Historical Monuments made of wooden frames and

boards, lined with metal sheets used to protect monuments and church stained glass<sup>13</sup>.

On February 28, the Ministry of Foreign Affairs of Ukraine announced that the Ivankiv Historical and Local History Museum had been burned to the ground by Russian troops fifty miles from the capital. The museum kept works of folk art, including paintings by Maria Primachenko and textile works by Anna Veres. The number of destroyed or damaged works by Primachenko, Veres, and other artists is currently unknown<sup>14</sup>.

On March 1, 2022, during the shelling of the Kyiv TV Tower, the Babyn Yar Holocaust Memorial Center, which was under construction at the time, was damaged. The museum building and the adjacent cemetery were damaged; other internal elements of the building, including the synagogue of the memorial and the sculpture of the menorah, were not damaged<sup>15</sup>.

Russian military destroyed three 19th-century wooden churches: the Church of the Nativity of the Virgin (Vyazivka Village, Zhytomyr Oblast, March 7), St. George's Church (Zavorychi Village, Kyiv Oblast, March 7), and the Church of the Ascension (Lukyanivka Village, Kyivska) the region, March 25. All these churches belonged to the UOC of the Moscow Patriarchate<sup>16</sup>.

The Assumption Cathedral in Kharkiv was damaged during the Battle of Kharkiv, and some works of art and stained glass in the cathedral were damaged by a cruise missile, which also damaged the center of Kharkiv. The "Slovo" building in Kharkiv was also damaged<sup>17</sup>.

On March 3, UNESCO issued a statement of concern about the situation in Ukraine, which calls for an immediate end to attacks on civilian targets. The statement noted the destruction in Kharkiv, the historic center of Chernihiv, the loss of paintings by Maria Primachenko, the attack on the Holocaust Memorial, and other destruction<sup>18</sup>.

<sup>11</sup> Russian invasion of Ukraine (2022) // Wikipedia: free encyclopedia. URL: [https://uk.wikipedia.org/wiki/Російське\\_вторгнення\\_в\\_Україну\\_\(2022\)](https://uk.wikipedia.org/wiki/Російське_вторгнення_в_Україну_(2022)). (accessed 01.04.2022).

<sup>12</sup> World heritage at risk amid Ukraine war the cultural agency says. Reuters. April 1, 2022. URL: <https://www.reuters.com/world/europe/world-heritage-risk-amid-ukraine-war-un-cultural-agency-says-2022-04-01> (accessed 04.04.2022).

<sup>13</sup> Russian invasion of Ukraine (2022) // Wikipedia: free encyclopedia. URL: [https://uk.wikipedia.org/wiki/Російське\\_вторгнення\\_в\\_Україну\\_\(2022\)](https://uk.wikipedia.org/wiki/Російське_вторгнення_в_Україну_(2022)). (accessed 01.04.2022)

<sup>14</sup> Klein Zvika. Russia should be barred from hosting the World Heritage Conference – SWC. The Jerusalem Post. 2022, March 7. URL: <https://web.archive.org/web/20220312023210/https://www.jpost.com/international/article-700610> (accessed 04.04.2022).

<sup>15</sup> Kharkiv, Lahav. Russia strikes Babyn Yar Holocaust memorial site in Ukraine. The Jerusalem Post. March 1, 2022. URL: <https://web.archive.org/web/20220301173043/https://www.jpost.com/international/article-699034> (accessed 04.04.2022).

<sup>16</sup> Wertheimer, Tiffany. Babyn Yar: Anger as Kyiv's Holocaust memorial is damaged. BBC News. March 2, 2022. URL: <https://web.archive.org/web/20220302214136/https://www.bbc.com/news/world-europe-60588885> (accessed 04.04.2022).

<sup>17</sup> O'Sullivan, Feargus. The Ukrainian Cultural Sites at Risk of Destruction. Bloomberg CityLab. March 8, 2022. URL: <https://web.archive.org/web/20220311002055/https://www.bloomberg.com/news/features/2022-03-08/the-destruction-of-ukraine-heritage-and-cultural-sites> (accessed 04.04.2022).

<sup>18</sup> World heritage at risk amid Ukraine war the cultural agency says. Reuters. April 1, 2022. URL: <https://www.reuters.com/world/europe/world-heritage-risk-amid-ukraine-war-un-cultural-agency-says-2022-04-01> (accessed 04.04.2022).

Following the adoption by the United Nations General Assembly of the Resolution on Aggression against Ukraine and in the light of the devastating escalation of violence, UNESCO is deeply concerned about developments in Ukraine and working to assess damage in its areas of competence (education, culture, heritage and information) and implementation of measures to provide immediate support.

The UN resolution reaffirms the paramount importance of the UN Charter and its commitment to Ukraine's sovereignty, independence, unity, and territorial integrity within its internationally recognized borders, and calls for the Russian Federation to immediately end its use of force against Ukraine.

In line with its mandate, UNESCO calls for an immediate end to attacks on civilian sites such as schools, universities, memorials, cultural and communication infrastructures, and deplores civilian casualties, including students, teachers, artists, scientists, and journalists. In particular, Resolution 2601, adopted by the UN Security Council in 2021, states that UN member states must "prevent attacks and threats of attacks on schools and ensure the protection of schools and civilians". The General Assembly resolution expresses serious concern at reports of attacks on civilian objects, including schools. In this regard, UNESCO strongly condemns the attacks on educational institutions, which damaged at least seven institutions last week, including the attack on the Karazin Kharkiv National University<sup>19</sup>.

In the field of culture, UNESCO emphasizes the obligations of international humanitarian law, in particular the Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict of 1954 and its two protocols (1954 and 1999), which refrains from harming cultural property and condemns all attacks and damage cultural heritage in all its forms in Ukraine. UNESCO also calls for the full implementation of UN Security Council Resolution 2347<sup>20</sup>.

In this regard, UNESCO is seriously concerned about the damage to the city of Kharkiv, the UNESCO Creative City for Music, and the historic center of Chernihiv, which is included in the World Heritage List of Ukraine. UNESCO deeply regrets the report of damage to the works of prominent Ukrainian artist Maria Primachenko. To prevent attacks, UNESCO, in close coordination with the Ukrainian authorities, is working to designate as soon as possible key historical monuments and sites throughout Ukraine as the emblem of the 1954 Hague Convention, which is an internationally recognized signal for the protection of cultural monuments under armed conflict. In addition, UNESCO appealed to the Ukrainian authorities to organize a meeting with

<sup>19</sup> Brigit Katz Unesco Sounds the Alarm Over Threats to Ukrainian Cultural Heritage. *Smithsonian Magazine*. 2022, March 8. URL: <https://www.smithsonianmag.com/smart-news/unesco-sounds-the-alarm-over-threats-to-ukrainian-cultural-heritage-180979686> (accessed 04.04.2022).

<sup>20</sup> Ibid.

museum directors across the country to help them respond to the urgent need to preserve museum collections and cultural values. In cooperation with UNITAR / UNOSAT, UNESCO will monitor the damage caused to cultural sites by analyzing satellite images<sup>21</sup>.

The destruction of cultural monuments in Ukraine by racist extremists is an element of "cultural cleansing". In addition to the destruction of cultural sites, this concept also includes human rights violations, such as ethnic or religious persecution, attacks on journalists, and the destruction of schools. The destruction of the world's cultural heritage has become a new form of warfare and requires new tools of struggle. The main goal of extremists is to destroy cultural heritage and, as a result, to erase identity and cultural markers, not just to rob or destroy museums and monuments. Extremists destroy cultural heritage, but not as a concomitant loss, they systematically strike at monuments and historical sites, specifically trying to hit the very core of society, and they loot to finance terrorist activities<sup>22</sup>. Therefore, it is necessary to give a clear signal: the destruction of cultural values is a war crime.

The enemy in the war against Ukraine is ruthlessly destroying our cultural heritage every day. Enemy artillery shelling and bombing almost destroyed many Ukrainian cities: Mariupol, Volnovakha, Okhtyrka, Izyum. Kharkiv, Sumy, and Chernihiv suffered catastrophic damage. Kyiv, Mykolayiv, Zaporizhia, and other cities are suffering from shelling.

At present, it is not possible to estimate how many architectural and cultural monuments Ukraine lost during the month of the war. The shelling continues, there are not enough human resources for calculations, and it is difficult to verify the accuracy of existing information. Especially to record the war crimes of the occupiers against Ukrainian culture, the Ministry of Culture and the Public organization (PO) Regional Centre for Human Rights have created a platform where you can report damage and destruction of cultural monuments as a result of the Russian invasion. To report such a crime, you need to take a photo or video of the damaged object and fill out the form at the link: <https://culturecrimes.mkip.gov.ua>. However, it is still quite sluggish – so far users have stated less than 100 cases, which is not even close to the total<sup>23</sup>.

<sup>21</sup> Ukraine: UNESCO statement following the adoption of the UN General Assembly resolution. March 25, 2022. URL: <https://www.unesco.org/en/articles/ukraine-unesco-statement-following-adoption-un-general-assembly-resolution?hub=701> (accessed 04.04.2022).

<sup>22</sup> Drama Theater in Mariupol and more. What monuments of Ukrainian culture have been affected by the Russian invasion and where to report them. *Weekly magazine NV*. March 18, 2022. URL: <https://nv.ua/ukr/art/kulturni-pam-yatki-yaki-zruynuvali-rosiyski-okupanti-pid-chas-viyini-v-ukrajini-spisok-z-foto-50226298.html> (accessed 04.04.2022).

<sup>23</sup> Bilash K. The Great Destruction: Cultural Losses of Ukraine during the War. "Ukrainian News" LB.ua. 2022. 25 March. URL: [https://lb.ua/culture/2022/03/25/510869\\_velike\\_ruynivnistvo\\_kulturni.html](https://lb.ua/culture/2022/03/25/510869_velike_ruynivnistvo_kulturni.html) (accessed 04.04.2022).

Table 1

**Destroyed and damaged historical and architectural monuments of Ukraine as a result of the Russian invasion of Ukraine, 2022**

Name of historical and architectural monuments	Description of historical and architectural monuments and their damage
Mariupol Art Museum named after Kuinji	The museum was located in the former “Hyacinth estate”, built-in 1902 in the Art Nouveau style. His collection numbered about 2,000 exhibits, many of which related to the life and work of the artist Arkhip Kuindzhi. In addition to his works, the museum also included works by Ivan Aivazovsky, Tatiana Yablonskaya, Mykola Glushchenko, Mykhailo Derehus, and others. In the fourth week of the bombing of the city by Russian military, the museum was destroyed by a direct hit by a Russian air bomb. At the time of the shelling, the original Kuinji robot was not in the museum. However, the fate of other exhibits is still unknown.
Vasyl Tarnovsky Museum of Ukrainian Antiquities in Chernihiv	The museum building was built in the late nineteenth century. In the then-popular pseudo-Gothic style. In 1902, a collection of Cossack-Hetman antiquities of the patron Vasyl Tarnovsky was opened there for visitors. The museum survived the shelling of the Bolsheviks in 1918-1919, and survived World War II under Nazi bombs, but not the fact that it will be restored after the “rescue operation” of Russia. Fortunately, Tarnowski’s collection has recently been preserved in the Chernihiv Historical Museum, and the museum itself functioned as a youth library. There were no people in the building at the time of the shelling.
Okhtyrka City Museum of Local Lore	The museum was located in a two-story estate of the late nineteenth – early twentieth century. His collection included about 10,000 items related to local history. In particular, there were artifacts of Sloboda Cossack regiments of the Sumy region, personal belongings of the writer Ivan Bagryany, and amateur theatrical costumes. During the shelling, the windows of the museum were broken, the walls were damaged and the roof was destroyed. The fate of the museum fund is still unknown.
Ivankiv Historical and Local History Museum	This building was not an architectural monument, but it has a long history. Built-in the XIX century. and significantly rebuilt in Soviet times, it contained a collection of works by artist Maria Pryimachenko and embroiderer Anna Veres, as well as local artefacts from different times (mammoth bones, Bronze Age coins, Chernyakhiv culture utensils, Cossack weapons, ancient icons). Due to the fighting of Russian military, the museum building completely burned down. There is no exact information about the museum fund, but there is information that some of Pryimachenko’s works were on display at the Odessa Art Museum, and the other part was saved by local residents.
Historical and Architectural Museum-Reserve “Popov Manor”	The estate in Vasylivka was built in 1894. To this day, the original structure has preserved jagged walls with a gate, several outbuildings, a brick observation tower, and a stable. The Popov family lived on the estate until the October Revolution. The estate had an observatory and meteorological station enrolled in the meteorological services of the Russian Empire. After 1917, the Bolsheviks looted the estate, destroyed the ethnographic collection, removed some of the sculptures and furniture, and in particular – a marble toilet. He was later returned to the castle, along with some other items. In Soviet times, there was a pigsty here, then a dormitory, and in the 1990s the building was turned into a museum. In 2022, after shelling that damaged the walls of the building, Russian military looted the museum – took away everything they could.
Babyn Yar and the Holocaust Museum	During its shelling, Russian military damaged the building where the Holocaust Museum in Eastern Europe was planned. “Since the shootings in Babyn Yar lasted from 1941 to 1943, and 70 to 100,000 people were killed there in various places, we can consider the entire area of the tract as a Holocaust territory that cannot be touched,” said Maxim Rokhmaniyko, director of the Center for Spatial Technology.
Holy Dormition Svyatogorsk Lavra	The monastery has a long and complex history. In this area in the VIII-IX centuries. Fans of icons hid from iconoclasts in the XII-XIII centuries. The locals escaped from the horde. In the XVI-XVII centuries. The monastery was a Christian outpost, but after the conquest of Crimea by the Russian Empire, it lost its military significance and was secularized. The territory went to Catherine It’s favourite, Prince Potemkin, and the monastery itself was looted by Russian officials. In the middle of the XIX century. The monastery was reopened, but not for long – its hermitages were looted by the Bolsheviks, the buildings were turned into a rest home, and the main cathedral was turned into a cinema. The monastery, revived for the second time in the 1990s, was badly damaged by airstrikes by Russian troops: its facades and windows, roofs, and sculptures were damaged.

Table 1 (continuance)

Assumption Yelets Monastery in Chernihiv	This monastery is one of the oldest in Ukraine: it was founded in 1060 by Prince Svyatoslav Yaroslavych, destroyed during the Mongol invasion, restored during the reign of the Commonwealth, and later rebuilt in the Cossack Baroque style. In the 1920s it was closed and looted by the Soviet authorities: silver and gilded utensils, church utensils of the XVII-XIX centuries. They broke it, turned it into scrap, and took it out of inboxes. During the last invasion of the Russian Federation, the shelling damaged the facades of the monastery walls and gates with a bell tower of the XVII century, the drums of the baths of the Assumption Cathedral of the XVII-XVII centuries.
Holy Dormition Cathedral in Kharkiv	The building of the cathedral was built at the end of the XVIII century, and its Alexander Bell Tower – was at the beginning of the XIX century, in honour of the victory in the war with Napoleon. Almost 90 meters high, at that time it was one of the tallest buildings in the Russian Empire. In the 1920s, the Soviet government removed all valuables from the cathedral. The wooden iconostasis, collected according to Rastrelli's drawings, was taken to the Kharkiv Art Museum. The antenna of the first radio station of the Ukrainian SSR was installed on the belfry; later it was moved inside the cathedral, damaging its frescoes. During the Second World War, the cathedral miraculously survived, although many buildings around it were destroyed, the iconostasis in the museum warehouse burned down. 80 years later, shelling by Russian military damaged the cathedral, smashed windows, and destroyed stained glass.
Church of the Nativity of the Blessed Virgin in Vyazivka	Built-in 1862, the Orthodox church in the village of Vyazivka, Zhytomyr region, was considered an architectural monument of national importance. The church was wooden, built on a stone foundation. During the Russian invasion of Ukraine, the occupiers destroyed the unique temple – only the bell tower, which also suffered serious damage, survived.
St. George's Church in Zavorychy	A single-domed wooden church was built in 1873 in the village of Zavorychi, Kyiv region. In 1935, the Soviet authorities closed it down and turned it into a granary. However, until recently, the ceiling and naves of the building kept the original paintings depicting the Virgin and the salvation of Peter. As a result of shelling by Russian military, the church burned down – eyewitnesses say that one of the shells was deliberately sent by the occupiers to the dome of the temple.
Donetsk Academic Regional Drama Theater in Mariupol	The Mariupol Theatre, one of the oldest theatres in the Left Bank of Ukraine, has become a symbol of the humanitarian catastrophe caused by Russia. Her troops deliberately bombed the building, which became a refuge for thousands of people in the ruined city. The theatre building was built-in 1956-1960. Designed by architects O. Krylov and O. Malysenko, is a monument of Soviet monumental classicism. About 300 people died as a result of the airstrike and the building it did not survive the Russian invasion. The Italian government promised to restore it after the war.
Cinema named after Shchorsa in Chernihiv	The building of the Chernihiv Youth Center, and until 2017 – the Shchors Cinema, was an architectural monument of local significance. The cinema was built in 1939, it became the best-equipped cinema hall in the city. The building was destroyed by German troops during World War II. It was rebuilt in 1947, where there was an open trial of German and Hungarian prisoners of war who committed war crimes. Now the cinema building was destroyed by Russian military with a missile strike. In the future, they should be tried there.
Dnieper House of Organ and Chamber Music	The organ hall functioned in the building of the Bryansk Church, founded in 1913 in honour of the 300th anniversary of the Romanov family. Built-in the style of neoclassicism with Baroque elements, the building was considered one of the most beautiful in the then Ekaterinoslav, and later it acquired the status of an architectural monument of national importance. Beginning in the 1930s, the church was used as a house of pioneers, a sports school, and a coal warehouse. In 1980, it was reconstructed and a body commissioned by the German company Sauer in Frankfurt an der Oder was installed. The building of the organ hall was damaged by shelling by Russian military: shell fragments hit its walls and windows. There is no information about the state of the body yet.
Sumy cadet corps	The architectural complex of the cadet corps was built in 1903 according to the project of the Kyiv architect Karol Ivanytsky. Its buildings combine three versions of historicism – neoclassicism, neo-Gothic, and “brick style”. Tens of thousands of Ukrainian officers studied here, many of whom are now at war with the Russian occupiers. A rocket attack by Russian troops caused considerable damage to this architectural monument.
Sumy Theological Seminary	The bishop's corps in Sumy, which later housed the seminary, was built in the 1910s in a pseudo-Russian style. In Soviet times, a military commissariat was located here. During the Russian invasion, airstrikes significantly damaged the facades and windows of this ancient building.

Table 1 (continuance)

Library named after Korolenko in Kharkiv	Erected in the early twentieth century. Designed by architect Alexei Beketov, this scientific library has collected a unique collection of documents. In 1903, it became the first public book collection of the Russian Empire, which, following the example of Parisian libraries, opened a music department. Later, powerful departments of manuscripts, autographs, and Judaism were formed there. In Ukraine, it was the second-largest film fund after the Vernadsky Library. The shelling of Russian military damaged the facade of the architectural monument, knocked out windows, and damaged two bookstores, the main building, and the grand piano, which was once played by Russian composer Sergei Rachmaninoff.
House №8 on Svobody Street in Kharkiv	Built-in 1911 as a profitable house for the merchant Maslowski, the house was a shining example of Kharkiv Art Nouveau and an architectural monument of local significance. Its architect, Moses Meletinsky, moved to Moscow in the 1920s, where he built the Moscow Metro. Russian soldiers, who were probably travelling on the subway, destroyed the house with a targeted missile strike. At least two people were killed.
“Slovo” House in Kharkiv	The legendary C-shaped house “Slovo” was built in the late 1920s by architect Mykhailo Dashkevych in forms that combined modernism with constructivism. It housed a cooperative of writers, where representatives of the “Shot Renaissance” lived and worked. By 1938, Soviet authorities were repressing residents of forty-six out of sixty-six apartments. Recently, a literary residence has been operating in the Slovo building – during the Russian invasion, its residents had to leave the city immediately. The house, which is a cultural heritage site in Ukraine, was damaged by the shells of the Russian army.
House №3 on Constitution Square in Kharkiv	Another architectural monument in Kharkiv is a house designed in 1894 as a house with a shop for the Ponomarev and Ryzhov Society. According to one version, the author of the project was a famous Scottish architect Alexander “Greek” Thomson. In 1954, additional floors were added to the building. In the 1980s there was a department store “Luxury” (goods for women). During the bombing of the center of Kharkiv, Russian military destroyed the house.
Okhtyrka railway station	The Okhtyrka railway station was opened in 1895. It is located on the mainline Kharkiv – Sumy. Construction of the railway in Okhtyrka began in 1893, and in 1895 the first freight train passed here. During the Russian invasion, the occupying forces destroyed the old building of the Okhtyrka railway station.

Source: formed by the authors based on materials<sup>24,25</sup>

Recently, the Ukrainian Cultural Foundation (UKF) created an interactive “Map of Cultural Losses”. It demonstrates the scale of the destruction of monuments as a result of Russia’s invasion of Ukraine. Anyone can join in filling out the map. To do this, you need to send photos or video evidence to the Ministry of Culture and Information Policy through the resource Culture Crimes. After confirming the information, the data will be displayed on an interactive map (it is available at this link: <https://culturecrimes.mkip.gov.ua>).

It is estimated that more than 150 different monuments and cultural sites have been damaged or destroyed since the start of a full-scale war with the Russian Federation.

In connection with the ruthless destruction of our cultural heritage, the Minister of Culture and Information Policy of Ukraine Oleksandr Tkachenko appealed to UNESCO to deprive Russia of UNESCO status and

deprive the host country of the 45th session of the World Heritage Committee<sup>26</sup>.

It is very important, after our victory, to carry out a detailed inventory and assessment of resource potential and their further use for the promotion and development of tourism in Ukraine.

Russia’s war against Ukraine makes many people think that foreigners will not come to us for a long time. However, there are many examples in the world when, after large-scale conflicts, countries quickly recovered and welcomed guests again.

So, let’s look at how tourism is developing after the armed conflicts in different countries. The shocks caused by armed conflicts are making profound changes in the tourist “landscape” of countries. New heritage is being created, and post-conflict “memory tourism” is eventually mixed with other areas – cultural or maritime tourism. According to travel companies, many countries have become successful tourist destinations after the war<sup>27</sup>:

<sup>24</sup> Bilash K. The Great Destruction: Cultural Losses of Ukraine during the War. “Ukrainian News” LB.ua. 2022. 25 March. URL: [https://lb.ua/culture/2022/03/25/510869\\_velike\\_ruynivnitstvo\\_kulturni.html](https://lb.ua/culture/2022/03/25/510869_velike_ruynivnitstvo_kulturni.html) (accessed 04.04.2022).

<sup>25</sup> Diana Krechetova. Apparently, this is just the beginning: the Ministry of Culture told about the scale of the destruction of cultural monuments. *Ukrainian Pravda*. 17 March 2022. URL: <https://life.pravda.com.ua/culture/2022/03/17/247854> (accessed 04.04.2022).

<sup>26</sup> Ukraine: UNESCO statement following the adoption of the UN General Assembly resolution. March 25, 2022 URL: <https://www.unesco.org/en/articles/ukraine-unesco-statement-following-adoption-un-general-assembly-resolution?hub=701> (accessed 04.04.2022).

<sup>27</sup> Rise from the ruins. What countries after the war became popular with tourists TRAVEL RBC-Ukraine. March 20, 2020. URL: <https://www.rbc.ua/ukr/travel/-1647724135.html> (access date 04.04.2022).

– *Bosnia and Herzegovina*. The conflict in Bosnia and Herzegovina lasted from 1992 to 1995, but so far peace has often been characterized by a simple absence of armed conflict rather than genuine reconciliation between different communities. The Dayton Accords of 14 December 1995 provided for the preservation of a single federal state consisting of two parts: the Muslim-Croat Federation of Bosnia and Herzegovina and the Republika Srpska. According to official data, since 1995 the growth of tourist flows to the country has been 24% annually, and the World Tourism Organization has predicted that by 2020 Bosnia and Herzegovina will rank third in the world in terms of tourism development. In 2010, Sarajevo was in the top 10 cities to visit from the Lonely Planet guide. In 2019, the total contribution of tourism to the economy of Bosnia and Herzegovina was 10.5%. An example of how countries are successfully rebuilding the tourism industry after the war is described in the article by Zeid A. Kassuha on the example of the cities of Sarajevo and Mostar in Bosnia and Herzegovina. At the time of writing, the urban landscape of the two cities had many similarities: in both cities, the historic center and the central tourist area were restored, although traces of the conflict remain. Tourists were given private exhibitions showing photos of the conflict (the siege of Sarajevo by Serbs, the “massacre” in Srebrenica, and the destruction of the Old Bridge in Mostar). The souvenir shops of both historic centres offered war-related items, such as shell casings. Commemorative events are being held in Sarajevo. The city has memorials to the victims, a monument to children killed during the siege of the city, and the “Sarajevo Rose” (shell craters that killed people were filled with red tar).

However, in terms of “ordinary” tourism, the city still attracts a historic centre in the Ottoman style and numerous museums. There is a festive atmosphere in the centre. There are many cafes, bars, and restaurants chosen by young tourists. There are many hotels in the centre of Sarajevo that are popular with foreign tourists.

At the same time, the city has long been considered a “mecca of dark tourism” – the facades of many houses damaged by bullets or shells. But such locations are diluted by a huge number of restored Christian churches, mosques, and synagogues, which creates in tourists the image of a spiritual centre – “Jerusalem Balkans”. In Mostar, on the other hand, which is divided between Bosnian and Croat communities, there are far fewer traces of war on tourists. The historic centre with Ottoman monuments is located in the Bosnian part of the city. Given the boom in tourism in Mostar, the Bosnian side is benefiting more.

– *Croatia*. The rapid growth of tourism after the war Tourism in Croatia virtually stopped in the 1990s during the war. However, the development of low-cost airlines, cheap housing, the discovery of beaches, and the launch of cruise routes helped to develop tourism later, in the

2000s. The country gradually began to receive foreign investment, and the state began to promote tourist destinations abroad. There are more than a thousand islands in Croatia, 66 of which are inhabited. Due to such geographical features, tourists who previously knew only about the Greek islands came to the country. Foreign publications began to write about Croatia’s beach locations, and later bloggers joined.

The tourist season in the country lasts from early June to late September, when hotel occupancy reaches 100%. The sudden growth of tourism has significantly affected the Croatian economy. About ten million visitors generate significant income each year and generate about 15% of Croatia’s GDP. For example, in 2017, from January to August alone, the country was visited by 15 million tourists. The country is also interested in large cruise companies, whose services are used by demanding solvent tourists. This has helped increase investment in the development of coastal hotels and infrastructure, restaurants, and marinas. According to the Croatian Bureau of Statistics, before the coronavirus pandemic, the country’s tourism revenue grew by 11% annually.

– *Cyprus*. In 2018, the resort island received a record number of tourists – 3.8 million with a population of 1.22 million inhabitants. The share of tourism in the country’s economy is about 18%. In 2021, the increase in tourist flow in the peak months was up to 300% compared to 2020. Cyprus is known for its excellent tourist infrastructure and a large number of Blue Flag beaches.

In 1960, Cyprus became an independent state from Great Britain. In the following years, there was an inter-ethnic conflict between the Greek and Turkish communities on the island. In 1964, a UN peacekeeping contingent was stationed there and a demarcation line was drawn. In 1975, Cyprus has finally divided into a southern Greek part and a northern part of Turkey. Mutual resettlement of Greek Cypriots and Turkish Cypriots took place under the control of UN peacekeepers. In 2004, the southern part of the island was admitted to the EU. The self-proclaimed Turkish Republic of Northern Cyprus in 1983 is supported by Turkey.

– *Egypt*. Egypt is developing tourism at a rapid pace due to the historical monuments and natural features of the sea coast of the Sinai Peninsula and the province of Hurghada. In 2019, the country was visited by almost 15 million tourists. The share of tourism in the country’s economy is about 12%. In 1967-1970, the country was at war, which was started by Egypt in order to regain the Sinai Peninsula, which had previously been captured by Israel during the Six-Day War. This war was fought largely with the help of Egyptian artillery with the support of the Soviet armed forces and Israeli aircraft. The conflict ended in a ceasefire agreement without territorial changes. The truce lasted 3 years. It was not until 1979 that a peace treaty was signed, and Israel withdrew its troops from the Sinai Peninsula in

1982. Now few tourists remember that the country was fighting. They go to Egypt to relax at sea, look at the unique underwater world with corals and see for them the world-famous pyramids and ancient Luxor.

– *Israel*. Tourism in Israel accounts for 6.2% of the economy. The most popular types of tourism in this country – are pilgrimage, medical, and cultural. In 2019, the country was visited by 4.5 million tourists. Meanwhile, the country continues to live in a state of war with Palestine. The Israeli-Palestinian conflict has been going on for decades – over disputed territories. In 1947, the United Nations voted to divide Palestine into separate Jewish and Arab states, and Jerusalem was recognized as an international city. In 1948, the state of Israel was created, which was not recognized by the Arab side. There are still high tensions between Israel and the Palestinians living in East Jerusalem, Gaza, and the West Bank. The Palestinians are claiming East Jerusalem as the capital of their future state, and Israel, which has US support, is claiming the entire city as its capital. Even knowing that the country is at war, foreign tourists are eager to travel to Israel: to walk the streets of ancient biblical Jerusalem, to taste traditional dishes in Tel Aviv, or to recover at the Dead Sea resorts.

### Conclusions

During the full-scale invasion of Ukraine by the military of the Russian Federation, our people have become a symbol of courage and freedom in the modern world. People from all over the world will discover Ukraine. Therefore, it is important to fix our positioning not as a country where the war is going on and which is scary to go to, but as a country of freedom that we want to explore<sup>28</sup>:

1. The country of freedom. During the month of the war, our cities became cities of freedom. After the victory, I would like to transform our inner steadfastness into a new idea, which will sound very loud. This is the tourism of freedom. We travel to feel the spirit of the place. Freedom is something that has reigned in Ukraine for a long time, and people who want to experience it will travel through our country. What locations can enhance and inspire people to do so? There are many cities in Ukraine today that can be called the cities of Freedom. You can feel these vibrations only after experiencing this experience. Before the war, Kyiv was a large music venue, where hundreds of concerts took place. Should Kyiv become the site of the world's largest Freedom Festival, as GogolFest has become the largest art festival in Mariupol. Maybe we should create the Freedom Film Festival in Odessa or the Freedom Architecture Festival in Kharkiv.

2. The country of brave people. Art always picks up or is a harbinger of what is happening. Looking to the future, we need to speak correctly about our past so that it can be remembered by people around the world and by us as well. Imagine that in 30 years we will be associated in the world with bold architecture. The energy, strength, and courage of the people who are now stopping the tank naked must be transformed into an architecture that will capture these traits and moments for future generations. So that they do not have questions about who they are and doubts about the struggle for the truth. In the next thirty years, the courage of our people may become the courage of architecture. We have a large number of abandoned castles and can give ourselves and the world a new approach to their restoration. The classic restoration to perfect walls and replicas of furniture will destroy the magic of freedom-loving people who defended their land in past centuries, as we do now. And we are now a completely different country. When we experiment with the contrast of ruins and modern architecture, we show our freedom. We can surprise you by creating an underwater peacekeeping base on the Danube, a botanical garden on the island of Dzharylach, a hot pool under a viaduct in Vorokhta, cyber hotels on Bakota or the Freedom Museum on the Black Sea.

3. The country of nature. Nature is a common denominator for all of us. We love nature and feel its energy. It fills us, renews, and inspires us. And, probably, the love for our land has never been so strong. Kyiv Trypillia, Dniester canyons, Carpathian peaks, Bessarabian steppes, Oleshkiv sands, and Crimean mountains. All this is our Ukraine. And every corner of it deserves to be preserved and shown to the world. We can restore authentic Hutsul estates in the Carpathians, create new modern projects next to nature, and make one project that unites all of Ukraine. We have all the conditions to become a country where people will go for recovery. National parks are one of the vectors for development in Ukraine, as well as retreat centres far from the accumulation of recreation centres and densely populated resorts.

4. A country of people with a sense of humour. In the most difficult moments, we can find something to laugh about. “Russian ship” moved everyone, from tears in the beginning to laughter now. Odessa makes posters about whether you have already arrived, “Russian ship” because they are tired of waiting. In the future, we will make a place where this ship has reached, but I wonder who wants to visit there. We can build our tourism on a sense of humor.

5. Phoenix Country. It is predicted that Ukraine will soon be reborn from the ashes like a phoenix. Let our villages be the villages of the future. Maybe we will create new settlement projects for Ukrainians. They will not talk about the pain of losing their home, but about a new good start. We are united now, and community is a keyword in the city and the countryside that can change

<sup>28</sup> The country of freedom. What will attract tourists to Ukraine after the war. Weekly magazine NV. March 30, 2022. URL: <https://life.nv.ua/ukr/blogs/yak-rozvivatimetsya-ukrajina-pislyaviyini-maybutnye-turizm-50229752.html> (accessed 04.04.2022).

a lot. We need to maintain the unity that we have now because then we will have to do a lot together. Together to revive culture, develop folk crafts, launch craft production and look for opportunities. Build the villages of the future, gather in communities, think about how environmentally friendly we should be and whether it

will be interesting for tourists to go to such villages of the future. Further develop local tourism in Opishnya, Tustan, Kaniv, Parkhomivka, and Trypillia.

Ukraine has now become a symbol of courage and freedom in the modern world. People from all over the world will discover Ukraine.

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