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**INTERNATIONAL COOPERATION OF UKRAINE  
IN THE FIELD OF TOURISM AS AN EFFECTIVE DIRECTION  
OF POST-WAR DEVELOPMENT**

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**Abstract**

The article analyzes the significance and directions of international cooperation of Ukraine in the field of tourism during the military aggression of the Russian Federation. Tasks for its activation in the post-war period are proposed.

**Key words:** *tourism, international cooperation, digitalization, smart directions.*

The full-scale invasion of the Russian Federation on the territory of Ukraine became an additional trigger for its movement in the direction of the European Union. It especially clearly showed who are actually reliable international partners of Ukraine, who recognize its right to sovereignty and territorial integrity. After the start of the hot phase of the war in 2024, it was the international aid and support of democratic countries that allowed Ukraine to endure and continue the struggle. International cooperation became a very important factor in Ukraine's successful resistance to the plans of the Russian invaders. At the moment, the development of many spheres in Ukraine takes place within the framework of international cooperation and thanks to it.

In the field of tourism, international cooperation takes place in the direction of, firstly, the attraction of external financial and technical assistance, the implementation of joint projects in this field. On the other hand, international support occurs due to the condemnation of the democratic states of the actions of the aggressor country on various international platforms, which negatively affects its international and tourist image; promotes the introduction of sanctions, restrictions on the entry of Russian citizens into their territory.

International support of Ukraine and its tourism industry is also provided in the form of: exchange of information, experience, hospitality standards, opportunities to participate in educational programs for industry specialists. Ukrainian scientists are provided with grants and other support for scientific research in the tourism sector. International cooperation is manifested in the information and media support of Ukraine and the struggle of the Ukrainian people against the aggressor country, in its promotion in mass media, which makes it interesting and attractive to visit, despite the war danger. International support on the diplomatic front is also very important for Ukraine.

It should be noted that the world (especially European) market of tourist services for citizens of the Russian Federation is quite large. For many countries, restrictions on their tourist travel have become a tangible challenge. Especially given the losses the industry has suffered due to the quarantine restrictions associated with the COVID-19 pandemic. However, many states supported Ukraine and imposed sanctions against the Russian Federation and its citizens. The UNWTO also condemned the Russian invasion of Ukraine and suspended the membership of the Russian Federation in April 2022.

At the same time, when the vast majority of European states stopped air traffic with the Russian Federation and Belarus, such countries as Turkey, Armenia, Egypt, Iraq, Qatar, UAE, Tunisia, and China continue to maintain it. Like Serbia, which acts as a transit point for Russians to enter Europe. In 2023, Georgia resumed air connections with the Russian Federation.

Such a situation requires determining the priorities of Ukraine's international cooperation with these countries, combining the efforts of diplomatic missions, international organizations, and a clear position of The State Agency for Tourism Development of Ukraine regarding restrictions on tourist trips by citizens of the aggressor country.

Another way of solidarity with Ukraine was to limit the issuance of visas, including tourist visas, or to significantly increase their cost for citizens of the Russian Federation. The EU's top governing bodies recommended increasing the tourist tax for Russians from 35 to 80 euros. Most of the EU members have implemented the recommendation, and Ukraine's reliable partners Poland, Latvia, Lithuania and Estonia have banned issuing visas to citizens of the Russian Federation altogether. Germany canceled the simplified visa regime for them.

However, some states are finding ways to evade the restrictions. For example, Spain in 2022, on the contrary, issued three times more tourist visas to citizens of the Russian Federation than in the previous year [1]. In

our opinion, such cases should be publicized in the information space, both in the public environment and at the level of international organizations. The State Agency for Tourism Development of Ukraine and other state authorities should be actively involved in the sanctions policy and the introduction of new restrictions on the movement of citizens of the Russian Federation around the world.

It is difficult to overestimate the importance of international cooperation in the tourism industry for the socio-economic development of Ukraine in the post-war period. The acceleration of the European integration of Ukraine in the conditions of the war especially actualized the problem of harmonization of domestic tourism legislation with the European one. Tourist organizations and subjects of tourist activity should jointly participate in this work. It is important that, on the one hand, it simplifies business operations in this field, promotes the implementation of the best European practices, i.e. corresponds to national interests and allows the maximum effective use of the country's tourism potential.

It is very important to implement European standards for providing tourist services. In this regard, the Law of Ukraine "On Tourism" should be amended to take into account the provisions of Directive 2015/2302/EU and UNWTO recommendations. It contains requirements for the formation of package tours and related trips, compensation for losses, the possibility of early termination of the contract and the return of costs to consumers if at least one of the components of the package changes, the implementation of protection mechanisms against the insolvency of the organizer, etc. [2].

The European Union has previously been a permanent partner of cooperation with Ukraine in the tourism industry in various directions, in various projects and programs. For example, in the element of the national program "Basics of recovery: Digital state" there is a project "Tourist services (e-Tourism)". Since the beginning of the implementation of this project, its main donor in Ukraine has been the European Union.

In 2021, the Ministry of Culture and Information Policy in cooperation with the Ministry of Digital Transformation of Ukraine developed e-Tourism, e-Heritage, e-Art and e-Book projects. And although the full-scale war delayed the start of their implementation, they are included in the Recovery Plan of Ukraine "e-Tourism". Digitization of services in Ukraine by 2024 was a rapidly growing trend. Thus, the "DT4UA" program includes measures to digitize registers, develop digital services, exchange information, automate the provision of services, etc., which contributes to the fight against corruption in Ukrainian authorities. The "e-Tourism" project will allow for the formation of a register of tourist activity subjects

and will play a major role in the development of services to popularize the tourist potential of Ukraine.

The military attack of the Russian Federation on the territory of Ukraine led to catastrophic consequences for the tourism industry and its tourist infrastructure. Thus, only in the first year of the war (2022), the number of tour operators decreased by 37.2%, travel agents – by 23.3%, collective means of accommodation – by 22.8%. Thousands of other subjects of the hospitality industry were destroyed or remained in the occupied territories. This led to a significant layoff of staff – its number was reduced by 30% in the small hotel business alone. Sales volume: in the sector "Temporary accommodation and organization of meals" decreased by 64%, and in the sector "Activities of travel agencies, travel operators, provision of other reservation services and related activities" – by 80% [3].

The profitability of the tourist business decreased sharply. The drop in profitability was especially significant for temporary means of accommodation (–44.3%), passenger and air transport (–37.1%), attractions and theme parks (–34.3%) [4]. Air traffic (including international) has stopped. The transport industry of the country suffered significant destruction. According to estimates of The State Agency for Tourism Development of Ukraine, at least 1 billion dollars is needed just to restore the destroyed hotel infrastructure. USA.

Considering the devastating consequences of the war for the tourism infrastructure and the need for its restoration, international cooperation can take place through the movement of joint projects and the involvement of the public sector. Grants are a developed practice in the EU. That is why it is important for public organizations in the field of tourism to initiate grant activities, to involve scientific, educational and business institutions in the implementation of various joint projects in the field of the tourism industry.

A more powerful role in their implementation and coordination should be played by such leading public organizations as the National Tourism Organization, the Association of Hotels and Resorts of Ukraine (UHRA), which together with The State Agency for Tourism Development of Ukraine, for example, is already engaged in the development of a new categorization of hotels according to the European classification, etc.

The development of organizations that unite the subjects of the tourism industry and enable them to implement important projects in a consolidated manner at the expense of grant funding from the European Union is relevant. In particular, projects on the restoration of the country's tourism infrastructure, its modernization to the needs of inclusiveness, rehabilitation, provision of services to forced migrants and other social goals have approval

among EU member states and high chances of funding. However, it is necessary to establish a mechanism for Ukrainian tourism organizations and hospitality establishments to acquire a grant history and positive experience in the implementation of promising projects.

During the war and in the post-war period, international cooperation in the direction of strengthening mutual understanding and trust between countries, which is a very important function of tourism and a factor in its development, acquires special importance. In turn, tourism contributes to the development of mutually beneficial economic, trade and cultural relations between countries. This also determines the need for international cooperation in the tourism sphere [5].

International cooperation should also develop in the direction of digitalization of the tourism industry and hospitality in Ukraine, the development of smart tourist destinations and the implementation of the concept of smart cities. In this regard, the experience of European countries in this direction, the use of existing developments in this field and digital solutions is very important. In the post-war period, this will become a powerful driving force for the development of the Ukrainian tourism industry.

Therefore, international cooperation during the war is not only a powerful factor in the development of Ukraine's economy, but also a manifestation of the general support of our country in the fight against the aggressor. It will become one of the driving forces of its post-war development. International cooperation in the tourism industry of Ukraine in the post-war period should combine the improvement of tourism legislation in accordance with EU requirements, the implementation of joint projects for the reconstruction and development of tourist infrastructure and grant funding, the introduction of progressive practices in the field of digitalization and the creation of smart cities, media and information support.

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