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TOURISM IN UKRAINE DURING THE WAR

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Abstract

In Ukraine, tourism has always been one of the most promising branches of the economy. The war made adjustments to the development of the tourism industry. Factors influencing the military aggression on tourism in the affected regions are attractions, political instability, economic conditions, marketing and promotion, seasonality, quality, security issues. Investments will help support local economies and restore tourism infrastructure.

***Key words:** factors, attractions, political instability, economic conditions, marketing, quality, security issues, investment.*

1. Introduction

Tourism is one of the main branches of the economy of Ukraine. During its development in the country, the infrastructure is developing in parallel. But the tourist market is vulnerable to various crises: natural disasters, epidemics, socio-economic and political crises, wars that destabilize the situation inside the country. This fact is confirmed by the situation in the tourism industry of Ukraine, which experienced a real collapse with the beginning of a full-scale war. Many tourist companies have closed or repurposed their activities, and hotels, sanatoriums and tourist bases are accepting refugees from the occupied territories.

2. Main part

The Russian-Ukrainian war of 2014–2023 made adjustments to the development of the tourism industry in Ukraine. After all, as a result of the occupation and hostilities, a large part of our territory was excluded from the list of tourist destinations and became unsuitable for tourists. Russia's destructive military aggression against Ukraine caused significant changes in the consciousness of Ukrainians, including the destruction of infrastructure

and numerous human casualties. Nevertheless, after the victory of Ukraine in the liberation war, the potential for military tourism will tend to increase.

It should be noted that before the war, most Ukrainian tour operators and travel agents sold outbound tours: to Turkey in the summer, to Egypt in the winter, to Western Europe all year round. The outbound tourism sector was twice as large as inbound tourism. Currently, only journalists, persons from international humanitarian organizations and foreign soldiers fighting in solidarity are arriving in Ukraine.

The main factors of the impact of military aggression on tourism in the affected regions.

- attractions: the aggressor damaged or destroyed many tourist attractions, including historical sites, cultural sites and nature reserves, making regions of Ukraine less attractive to tourists. The reconstruction of infrastructure and monuments will be important for the recovery and growth of the tourism industry in all regions of the country;

- political stability: political instability in the region also deters tourists from visiting because they are concerned about their security and the stability of the regions;

- economic conditions: economic conditions in the region, including high unemployment and low incomes, have made it difficult for local businesses to invest in the tourism industry and offer high-quality service to tourists;

- marketing and promotion: the lack of marketing and promotion of regions and the entire country as a tourist destination contributes to a decrease in the number of visitors, especially foreign visitors;

- seasonality: the seasonality of the tourism industry, with many tourists preferring to visit in the summer months, also contributed to the decline in visitor numbers, as the conflict made it difficult for tourists to visit during peak seasonal demand;

- quality: the decline in the quality of tourist services is another factor contributing to the decline of tourism. Many hotels and other tourism businesses have closed or reduced their operations due to the drop in demand. This has led to a decline in the quality of services offered to tourists, further discouraging tourists from visiting the region. Improving the quality of tourist services will be important to attract more visitors to the country's regions;

- Security concerns: Tourists are concerned about their safety in the region due to the ongoing conflict, which has forced many countries to issue travel advisories warning their citizens against traveling to affected regions.

Addressing these security issues will be critical to the recovery of the tourism industry in the region.

In general, these factors contribute to the decline of tourism both in the affected regions of Ukraine and in the entire country.

3. Conclusions

Eliminating these factors will be crucial for the recovery and growth of the tourism industry both in the affected regions and in the country as a whole. In general, solving tourist safety problems, rebuilding infrastructure and attractions, improving the quality of tourist services, as well as strengthening marketing and advertising efforts will be crucial for the recovery and growth of the tourism industry in the affected regions of Ukraine. Investments in the tourism industry will not only help support the local economy, but will also contribute to the overall peace-building process in the regions by promoting cultural exchange and developing mutual understanding and communication between different communities.

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