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QUEST-TRAVEL AS A MODERN DIRECTION OF THE TOURISM BUSINESS IN UKRAINE

Summary

Modern trends in innovative development of the tourism sector have been studied in accordance with changes in consumer preferences caused by the full-scale invasion of the Russian Federation into Ukraine. New trends in tourism due to active digitalization are considered. The development of new formats of tourist travel is determined. Quest-tourism is becoming a promising direction of leisure organization, which can significantly increase interest in tourist destinations due to the introduction of gaming technologies. It is proven that the organization of quest-trips will contribute to the popularization of tourism in Ukraine, demonstrating the tourist and recreational potential of the country. The features and innovative component of the development and implementation of quest-trips are determined. The modern variety of types and typologies of quest-trips in the country and abroad is studied. Directions for the development of quest-trips in Ukraine based on foreign experience are proposed.

Introduction

In the 21st century, the tourism industry is at a stage of dynamic development, accompanied by significant transformations in the means of organizing travel. Modern technologies, in particular mobile applications, online booking platforms and virtual tours, are significantly changing the interaction of tourists with the service market. In addition, interest in individual, ecological and exclusive tourism is growing, which reflects changes in consumer preferences.

The COVID-19 pandemic has only accelerated the reorientation of tourism demand, highlighting the need for flexibility, security and personalization of services. At the same time, the beginning of a full-scale war led to the almost decline of the tourism business in Ukraine, but over time, travel agencies, accommodation establishments, and catering establishments began to adapt to new conditions. The decline in tourism demand is forcing tourism companies to adapt to new market conditions and improve tourism products, set appropriate price levels, and use modern technologies to keep the business afloat.

The study of modern trends in the organization of tourist trips, which form a new paradigm for the development of the industry and affect the competitiveness of travel companies, is becoming relevant. In modern conditions of globalization and digital

transformation, the tourism industry is undergoing significant changes, which necessitate a rethinking of traditional approaches to the organization of tourist trips.

Today, tourists want to see more than a traditional sightseeing tour. The use of new innovative types and forms of excursions, the introduction of modern information technologies into tourism activities – these are the requirements that the 21st century tourist puts forward.

If earlier, an excursion program in the form of lectures and historical information was enough to attract the attention of a tourist, today other approaches are needed in organizing tourist support: quests, costumed excursions, excursions with elements of animation, the use of information technologies, virtual excursions, etc. Innovations are necessary to revitalize the process of providing tourist services, because in conditions of constant market development, depletion of resources due to military operations and growing competition, it is important to have erudition, ingenuity, creative thinking and scientific knowledge, to take into account the role of technical, technological and managerial innovations in order to maintain stable demand for tourist products and have competitive advantages.

The popularity of quests has led to the creation of a new type of tourism - quest travel, which allows you to visit different corners of our planet, see architectural monuments, national landmarks, mystical and mysterious places.

The concept of “quest” is translated from English as “search, subject of search, search for adventure, fulfillment of a knight's vow”. Currently, there is no single approach in the literature to defining the concept of “quest travel”, since this is an innovative type of tourism activity.

Quest-travel is a service for organizing visits to specially selected tourist and excursion display objects by tourists (excursors) or groups of tourists, which consists in familiarizing themselves with and exploring these objects through observation, communication with other subjects and solving logical problems under the supervision of a qualified tour-guide.

Quest-trips are gaining popularity and are becoming widespread all over the world. It is a very interesting and easy way not only to get information about the city, but also to spend time with pleasure.

Chapter 1. Development of new tourism travel formats

The last decade of the 21st century was marked by new challenges for the entire world community. The pandemic caused by the Covid-19 virus, Russia's full-scale war against a sovereign independent state in the center of Europe - all this led to a complete halt in tourist flows of inbound tourism in Ukraine. Today, all the forces and resource potential of friendly countries are directed to achieving economic stability and the long-awaited Victory of Ukraine.

2024 became a turning point for the tourism industry of Ukraine, which suffered serious losses due to hostilities, energy problems and destruction of infrastructure. Despite public discussions about the appropriateness of rest during the war, hotels and resorts became not only a place to restore strength for exhausted Ukrainians, but also an important source of taxes that go to support the army.

According to the State Agency for Tourism Development [1], in 2024 the tourism sector brought 273.1 billion hryvnias to the budget of Ukraine. Separately, the amount of the tourist tax has increased. Last year it was almost 23% higher than in 2023. Then 222.6 million hryvnias were received by the budgets of local communities. For comparison, in 2022 this amount was almost half less (only 178.9 million hryvnias). We see that the demand for domestic tourism is gradually recovering.

In terms of the amount of tourist tax paid, Kyiv is the leader, as well as Lviv, Ivano-Frankivsk, Cherkasy, Zakarpattia, and Dnipropetrovsk regions. The central regions: Vinnytsia, Poltava, and Kirovohrad regions have also become noticeably more active. Trips to the Carpathians and Black Sea resorts have become popular again in Ukraine.

On the other hand, the tourist tax has decreased in Zaporizhia region. The situation is the same in the eastern and southern regions, where hostilities are still ongoing or there is a threat of shelling: Kharkiv, Donetsk, and Luhansk regions, as well as the Kherson region.

American analysts have calculated that if it were not for the war, tourism could bring Ukraine \$1.75 billion in 2024. And if the war drags on, the losses will reach \$1.5 billion every year until 2034 [1].

The tourism industry still faces a number of serious problems. Instability of demand and shortage of personnel negatively affect the speed of recovery. Infrastructure has suffered serious damage. Some unique tourist sites have been completely destroyed, others are under occupation. However, even in such conditions, Ukraine remains interesting for many. People come to get to know our culture better, see how the country lives during the war, and support Ukrainians.

The challenges of the full-scale invasion of the Russian Federation into Ukraine have changed the main trends in the innovative development of the tourism sector:

- tourists prefer personalized offers and individual tours;
- growing interest in local and national culture and traditions due to the rise of the spirit of patriotism and the restriction of the possibility of traveling abroad for men over 25 years of age;
- remote management of the choice and booking of a tour using Internet technologies;
- automation and digitalization of tourist services;
- increasing the presence of tourism entities in social networks.

Changes in user requests affect the emergence of startups in the field of tourism, the introduction of innovations in tourism activities, satisfying the requirements of travelers regarding the security component. Digitalization has led to the emergence of “electronic tourism” (ETravel) and “virtual tourism”.

Virtual tourism contributes to the introduction of innovations in the development of tourism products, in particular:

- 1) augmented and virtual reality – virtualization of tourist objects – development of 3D tours of museums, castles, galleries, streets of historical places;
- 2) QR codes, reading which allows you to receive information on a mobile device about a tourist object, a catering establishment menu, a tour program, the availability of free places in places of temporary residence;

3) online booking, ordering tickets, rooms, tables in a restaurant. This saves time and money for tourists, guarantees the flawlessness of the planned tourist route, independently develops a tourist route and objects to visit;

4) touch displays – the ability to instantly receive information about historical monuments, events that will take place in the city or institution, a map of the location of tourist objects, weather information, transport schedules, telephone numbers of information services, etc. [2];

5) geoportals help extend the life cycle of a tourist destination by providing free information access to attractions and elements of tourist infrastructure. Geoportals are being improved, their functionality and capabilities are expanding. For the tourism sector, there may be a geoportal with a virtual globe, which allows you to expand the expressiveness of data presentation, is a more realistic and intuitive environment for the user;

6) quest-excursions – services for organizing visits to specially selected objects of excursion display, which assumes the presence of a storyline and obstacles in the form of various tasks, puzzles and games [3].

Due to the regular devastating destruction of historical and cultural monuments, the destruction of natural landscapes – the preservation of the cultural heritage of original Ukrainian cities in the country can be attributed to one of the most pressing problems of modernity and the period of post-war reconstruction. Therefore, the question arises of the revival of traditional culture in a more localized form and its popularization in a new modern way.

Currently, one of the innovative domestic directions in tourism is a promising type of travel called “quest-tourism” or “quest-travel”. The quest-element allows you to conduct trips in a game format, with riddles and puzzles related to the theme of the tour. At the same time, tourists can get acquainted with the tourist object independently, without the help of a traditional guide. This non-standard type of tourism can be interesting for people of different age groups and professional training. The original form of quest-tours can stimulate tourist excitement, distract from disturbing thoughts and send the player anywhere – to the past, to the future, to the fictional world of books, films or computer games.

Quests in Ukraine are a relatively new game format that is developing and gaining popularity by leaps and bounds. This is an interactive type of entertainment based on finding and solving puzzles in thematically decorated rooms or territories. People visit them for team recreation, entertainment and development of logic. Quests with actors and VR rooms are especially popular. Dozens of establishments with new scenarios operate in large cities. Quest-rooms as a type of entertainment are becoming increasingly popular due to the realism of the game and the emphasis on vivid emotions that people rarely encounter in everyday life. The tourist quest-business continues to develop due to demand and a variety of topics [4].

Quest is not just a game. During the quest, players get an incredible charge of emotions: here everyone has the opportunity to feel like the main character of a fairy tale, detective story, and even horror. It is worth noting that among young people, it is scary quest rooms that are the most successful [5]. The action of the quest takes place in a room stylized as the storyline of the game. Each room is decorated with

decorations and equipped with all kinds of devices to create explosive special effects and complete immersion in an alternative reality.

Usually, from 2 to 6 people participate in the quest. However, many studios have created interactive ones for large companies. Detective or horror quest rooms are very popular in the capital for holding corporate parties, team building events, and holidays.

In order for all players to be satisfied with the quest, you need to focus on the age, tastes, and temperament of the game participants when choosing a direction. In Kyiv, the most popular are currently horror quest rooms and adventure quests with an emphasis on logic.

Action games are another direction with countless fans. This is not an ordinary quest, but a real adventure, where, in addition to tasks, puzzles and quick decisions, the use of physical strength is provided.

Separately, it is worth considering the "Morpheus" genre. This type of interactive activity is fundamentally different from all others: participants are blindfolded and given the opportunity to use their imagination to transport players to different worlds and planets. During the passage of such a quest, you will have to focus only on hearing, touch and smell.

Children's escape rooms in Kiev are no less popular than escape rooms for adults. Adventures based on favorite cartoons, movies or computer games captivate participants from 7 to 14 years old. Action-packed escape rooms, designed for the age category over 14, come with elements of horror or action. And quests for children from 6 years old are based on the plots of good fairy tales and are equipped with stunning scenery.

So, the success of the escape business is ensured by high-quality scenarios, effective marketing and a format adapted to different audiences. Demand remains today, franchises are actively developing. And also, most escape rooms are located in basements, which helps this business to exist during a full-scale invasion.

The main conditions and barriers for the development of the quest-business in Ukraine:

1. Initial investment: you need to have sufficient capital to equip the territory and ensure a level of security.
2. Premises: it is difficult to find a location with the necessary area, layout and security, especially when most basements are used as shelters.
3. Competition: in large cities the market is already saturated, it is difficult to offer something unique, with a new theme or using more modern technologies.
4. Qualified personnel: actors, technical specialists are needed.
5. Marketing: without active promotion, there will be no clients, and advertising requires a budget.
6. Licensing and security: the premises must comply with the standards of the State Emergency Service, especially with actors and special effects.

Quests in reality, which were truly exotic 8 years ago, have now appeared in many countries of the world. It is not surprising that some countries have become leaders in the number of escape rooms and geographical coverage [6].

The escape business has become popular due to its uniqueness, interesting scenario and teamwork. Visiting the rooms not only gives emotions, but also teaches skills of cooperation and interaction in a group. Over the years, people have wanted more innovations in recreation and entertainment facilities. With new demand, a new offer has appeared. Venues have moved to abandoned ships, quests have actors, virtual reality and moving elements of the rooms themselves. At the moment, the market is saturated and competition is growing every day. In the capital alone, more than 300 escape rooms are currently operating.

In general, the development of alternative formats for organizing leisure is evidence of the gradual transition of tourism from mass consumption to an “intellectual” approach, where the quality of experience, ethical values, cultural sensitivity, environmental responsibility and technological support become priorities. This evolution reflects a broader civilizational trend of humanization of the service sector, the growing role of emotional capital, and the aesthetic perception of space.

Chapter 2. Features and innovative component of the development and implementation of quest trips

Quest in tourism is a team game that is combined with a tourist journey and is aimed at endurance, erudition, ingenuity and creativity, unconventional thinking, in which the impressions of visiting new places are enhanced by the excitement of the game and a pleasant feeling of victory.

The idea of the game is to move the team through the points indicated in the itinerary and to perform various interesting tasks united by a common scenario. It is assumed to find various clues and use them to achieve the goal of the quest trip.

Quests were involved in the field of tourism from the virtual world - a genre that embodies browser quests that were popular in the early 2000s. The first “in reality” was the quest – “Original Piece”, invented in Silicon Valley in 2006; In 2007-2008, Takao Kato invented the quest “Real Escape Game”, which translates as “real escape”. This game became very popular in Japan, China and Singapore [7, p. 37].

The theoretical foundations of the development and conduct of quests in general are studied within the framework of innovative types of tourism by such scientists as I. Skrypchenko, O. Fedorov, S. Rostovtsev and others. The economic foundations of the organization of quest-trips are considered in the work of L. Nozdrina and I. Ostapchuk.

The main goals of quest-tourism are:

- 1) solving interesting, non-standard tasks, puzzles and rebuses related to the history, culture, art and architecture of the destination;
- 2) obtaining new knowledge in a game form, which contributes to better assimilation of the material;
- 3) development of erudition, attention, ingenuity and many other human abilities;
- 4) different types of tasks to unite the team, one of the team building options;
- 5) getting new impressions and emotions.

A quest-tour is a journey in which everyone plays their role according to a plot based on individually written scripts. An experienced screenwriter creates the plot, and a team of professionals brings it to life. The essence of a quest-tour is an element

of exploration, a real adventure (unraveling the secrets of treasures and detective stories), traveling to different corners of the earth with the opportunity to test themselves, look at their lives in a new way and gain valuable experience.

A plot-based role-playing quest-game is also a real opportunity for participants to try themselves in new roles that are very different from the social roles they usually play. The quest-game's requirement to achieve their own goals and ignorance of the goals and motivations of other participants encourages the protagonist to ask questions and analyze behavior in order to find answers, reveal motivations and predict the actions of other participants. Thus, story quest-games can be more than just interesting entertainment, because they encourage participants to take on unfamiliar role responsibilities, learn to understand and predict the behavior of others, and accept people as they are [8].

Mass tourism is changing, new forms of tourist packages, quests, theatrical programs are emerging, so it is necessary to create and develop new tourist products.

When creating a quest-trip, organizers are often guided by the same principles as when creating a game-quest. The object being explored can be architectural monuments, historical districts, cities or countries. The essence of the tour is to complete as many tasks as possible, getting acquainted with the maximum possible number of sights. To do this, excursionists and tourists need to contact each other and receive additional information.

The main difference of the quest is interactivity and adventurous nature. In the process of completing the tour, participants solve a lot of non-standard, interesting tasks and puzzles, related rebuses, show ingenuity and observation. The key is visiting unique places and non-standard local attractions during the quest.

A quest-trip is carried out on the basis of the sequential execution of previously prepared tasks by teams or individual players who solve logical tasks, search the terrain, build optimal travel routes, look for original solutions and clues. Modern tourist-quests are impossible without the use of technology – a smartphone, preferably with support for augmented reality functions and the ability to install and update applications (e.g. WalQlike, Free Gen).

Today, domestic tour operators need to create a modern product – interactive, adventurous, individual tours, which will help to stimulate interest, primarily in domestic tourism.

Preparing for a quest-trip requires attention, concentration and thoughtful independent work, because its content will be entertaining. The scenario of this tour should be not only a set of reference information, but also have an interesting legend that will maintain the excitement and interest of the participants throughout the route. It is important to think through all the details, from logical operations to the psychological component, because the quest-tour can be built in such a way that the accompanying guide or trainer will not be present at all according to the program, and it is extremely necessary to maintain the excitement and emotions of the tourists.

The modern variety of types and typologies of quest-trips allows you to choose a quest for every taste. The most common classifications of quests:

By the form of conduct:

1) computer game-quests – an interactive storyline with the main character. An important part of the gameplay is carried out by solving puzzles and tasks;

2) web-quests – aimed at searching and analyzing web resources and creating web products (websites, blogs, etc.);

3) QR-quests using QR codes;

4) media-quests – aimed at searching and analyzing media resources, for example, photo and video-quests;

5) street-quests (on the street, in parks, etc.);

6) combined-quests - respectively, involves combining several types at once.

By the method of conduct:

1) real;

2) virtual;

3) combined.

By duration of implementation:

1) short-term – aimed at deepening and consolidating knowledge, from one to three lessons;

2) long-term – aimed at deepening and transforming knowledge, designed for a longer period of time.

By form of work:

1) group-quest;

2) individual-quest.

Quests can also be classified by time of day:

1) daytime;

2) nighttime.

By level of difficulty:

1) elementary (for beginners);

2) advanced;

3) extremely difficult.

By type of transport and method of movement:

1) pedestrian;

2) bicycle;

3) automobile.

By age audience:

1) teenage;

2) youth;

3) universal.

Quest-tours can also be differentiated by content:

1) sightseeing;

2) thematic (detective, adventure, historical, sports), etc.;

3) detective – this is a study of exhibits with elements of detective stories in which fictional crimes and investigations take place;

4) adventure – involves a storyline with fictional characters and events and involves the study of show objects by participants;

5) historical – consist of historical objects with a fictional plot or based on real events;

6) sports – may have an element of sports orientation.

Choosing the right and appropriate type of quest-trip can be the key to developing a profitable tourism product.

When choosing places, scenarios, tasks and stages of a quest-trip, developers are guided by the following principles and stages:

1. The location area must correspond to the focus of the quest-tour, its features, specificity, number of routes and duration of their passage in time. Therefore, the small area of the selected location can be justified by the presence of a single route, the number of objects involved in this route, and the quality (complexity) of the developed tasks. It should be understood that the larger the area of the location, the more options for creating a quest-trip, and the number of teams involved. The distance between the route points of the quest-tour route allows you to implement the sports, animation, game and search part, while regulating the time frame of the quest-trip, increasing or reducing the time spent on solving tasks and moving between route points.

2. Objects, attractions, waypoints form the route of the quest-trip. Their difference primarily depends on the information richness of such objects, that is, unlike a regular quest, a quest-trip is aimed at forming knowledge about the objects of the city located in a certain place and collected in a single route, while it is necessary to divide the objects into main and accompanying ones. Thus, after determining the main points that are the main ones in the trip, you can add accompanying points that do not have a great wealth of information, are able to diversify the task and make a pause between informationally complex objects. It is worth remembering that the amount of information that an ordinary person can analyze within a limited time without intellectual and emotional fatigue is not large. It is necessary to classify quest-trips by orientation (intellectual, cognitive, sports, etc.) so that the tourist knows exactly what to expect, without forgetting about the excursion part of the quest-tour, that is, the process of learning through search and play.

The quest-travel route should be developed in accordance with the selected location and the combination of the main and accompanying objects in different variations, i.e. the presence of several route options or several different routes located in one place. When developing travel routes for several teams, the following should be taken into account:

- the time spent on the route options should be the same, i.e. when planning the “ideal minimum” of time spent on the route with knowledge of all the solutions to the tasks, it should be the same for all route options;

- the complexity and number of tasks should be balanced and the same or equivalent for different travel routes, i.e. there are several options when possible: the same number and level of complexity of tasks or a different number of tasks and the same overall complexity;

- the start and finish. In most cases, there is one start and one finish point on different routes, this is quite convenient, but there is also an option of a single start and different finish points, which may be related to the specifics of the travel routes themselves;

– progress along the route is possible in a linear direction, that is, solving one task allows you to move on to the next object and solve the next task, etc.

4. Tasks for a quest-trip should be developed in accordance with the orientation (intellectual, cognitive, fantasy, sports, etc.), taking into account high cognitive activity. These can be tasks about the objects and sights themselves, revealing their architectural features, local history aspect, etc., which, undoubtedly, is a priority in the development of tasks for the main objects of the route, such tasks allow to implement the excursion orientation of quests. Tasks should be developed in a logical sequence, they should be mutually dependent and interconnected with one theme and focus. Also, special attention should be paid to the requirements: categories of complexity, informativeness, interactivity, usefulness and practical orientation, tasks should be balanced, that is, include various elements, also have a narrow orientation of the quest-trip itself. Thus, it can be argued that the development of tasks for a quest-trip is a creative process that synthesizes information data and an entertainment and interactive component.

5. The main and auxiliary staff are one of the main features for organizing and conducting quest-trips. The presence of qualified specialists at all stages of preparation, development, implementation and conduct of a quest-trip determines the quality of the final product. As in traditional tours, the presence of a guide may be necessary at different stages in quest trips. For example, when choosing a location, a specialist must assess the quality and number of objects (points) of the route in order to form the quest-trip path, developing a control and individual text (if necessary), that is, the guide creates the product, but in the implementation process it is necessary to take into account the scale of the work, namely, the presence of a coordinator, auxiliary staff and observers can qualitatively affect the result, and therefore increase the positive effect of the quest trip.

6. All elements necessary for the quest-trip, namely maps and routes (in the full version for organizers and special for participants), tasks (cards, sheets, crosswords, puzzles, etc.), search elements, prizes, etc. – all this must be taken into account in the final calculation.

7. Hints are an integral part of the quest-trip, this is the opportunity to get help in solving and completing tasks during the quest-tour route. Hints may be needed due to the characteristics of the group, the complexity of the tasks, etc., when it is necessary to return tourists to the route, direct or help them. It is important to discuss these points in advance, for example, in what situations you can give hints, their number, the impact of hints on the final result (increase in time, additional tasks, etc.).

Developed and tested quest routes contribute to improving the quality of the organization of quest-trips, which is a priority for the development of domestic and inbound tourism in Ukraine. The variety of high-quality quest-travel offers in Ukraine will help expand knowledge about the country or a particular city, its history, culture, and modern development, which is necessary to create a favorable image of the country, its development, and promotion on the global tourism scene.

Chapter 3. Foreign experience and directions for the development of quest travel in Ukraine

The first quest-rooms appeared in 2006 in the USA and quickly became popular all over the world due to the fact that they develop logic and allow you to spend your leisure time. The European community and other countries of the world successfully use this type of tourism and receive millions of dollars in profit, attracting more and more new participants to the modern type of tourism.

In Europe today, tours with elements of a costumed performance and a set of tasks and relay races are in demand. Costumed quest-trips in Prague can be called truly creative and innovative. For example, in a quest tour called “Beer”, the host transforms into a “Funny Athlete”, who gives the group a task and a route to the best pubs in the city.

Georgia has recently launched quest-tourism as one of the promising modern directions of educational tourism and is successfully implementing quest-tourist packages. Georgian quest-tours are gaining popularity among Ukrainian tourists due to the fact that the majority of the local population speaks English, which facilitates the method of communication, as well as due to some geographical similarity with the Ukrainian Crimea (mountainous terrain combined with the sea). The organizer offers not only to see beautiful landscapes and taste delicious food, but also to get original impressions, wonderful company, heartfelt meetings with local residents and a fresh perspective on travel [9]. The program includes: getting to know the local population, solving quests, participating in master classes, and visiting ancient cities in the mountains, Rabat Castle, Tbilisi and Batumi, Borjomi, Mtskheta. In general, such tours are a fairly good option to get acquainted with the history and culture of the country.

The USA is a country that most actively and productively develops the most modern types and forms of tourism. The country has long introduced this innovative method of getting to know the regions and terrain. Quest-trips are extremely popular among American youth.

Brazil is known for its exotic traditions and carnival, with vivid emotions and exciting forebodings associated with it. One of the vivid quest-trips is considered to be a tour of the Brazilian cemetery – “Epitaph” - Santa Casa Cemetery [9]. This tour provides an interesting program for brave tourists, with elements of extreme. The action takes place at the cemetery at Santa Casa de Misericordia, Praça Saudade, Vila Cabo Rocha, Azenha, Porto Alegre. To make the tour more mystical, it takes place in the dark. Participants are accompanied by an audio guide. The absence of a real host creates even more tension during the quest. Currently, this cemetery is more of a museum monument due to its ancient age. The quest tasks allow you to get to know the history of the city and the region in more detail.

An important component of international practice is the widespread introduction of digital technologies in the management of the organization of quest-trips and interaction with clients. In particular, in Japan and South Korea, mobile applications with augmented reality are actively used, which allows visitors to interact with historical objects through digital reconstruction, immersing themselves in the

atmosphere of different historical periods. This not only increases the level of tourist attraction, but also stimulates interest in cultural heritage.

In Germany and Austria, gastronomic and wine quest routes with a high degree of individualization are successfully implemented, where tourists have the opportunity to choose not only locations, but also individual elements of the cultural and gastronomic experience. This allows satisfying the needs for uniqueness, authenticity and personal inclusion in the local culture.

At the same time, within the European Union, systematic support is provided for the digital transformation of the tourism sector through financing of relevant projects within the framework of sustainable development programs, in particular, the Green Deal and Digital Europe. Particular attention is paid to the development of small and medium-sized businesses in tourist regions, which contributes to the decentralization of tourist flows, the preservation of cultural heritage and the economic growth of peripheral territories. International experience proves the effectiveness of the synergy of digital tools, sustainable practices and a creative approach in organizing tourism. These models can be adapted to Ukrainian realities, taking into account the specifics of regions, socio-economic conditions and the demand for innovative tourism formats.

In conclusion, it is worth saying that such a direction of tourist activity as quest-trips has great prospects in Ukraine, during the post-war reconstruction. It would be appropriate to borrow the experience of other countries. From the analysis of the geography of quest tours, it can be noted that each country tries to attract attention and emphasize its unique historical and cultural features. Ukraine is a country rich in picturesque views and a unique history, and this is what can become the basis of a future quest trip.

Based on the analysis of the Ukrainian tourism market, we can safely say that the country already has examples of successful innovations in such tourist services as quest-trips. In particular, many well-known projects in different cities of Ukraine, such as:

- 1) Kyiv: "In the footsteps of Kyiv witches and ghosts", "Criminal Kyiv from a non-criminal perspective", "Kyiv treasures", "White Guard", "Northern Semiramis or Catherine II in Kyiv"; "Kyiv subway", etc.;
- 2) Lviv: "Diversity of life on Earth", "Enchanted knights";
- 3) Odessa: "Quest excursion along Privoz", "Criminal Odessa";
- 4) Kamianets-Podilskyi: "Mysterious flower on a stone. City-legend";
- 5) Poltava "Treasures of the Korolenkiv Estate", etc.

The list can be continued, because the resource base of Ukraine really contributes to the development of domestic tourism, including such an innovative type of tourism as quest-travel.

We consider it appropriate to also mention a cheaper and no less promising type of quest-travel – combined tours in real terrain via a mobile application or platform. So far, this subspecies has not become widespread in Ukraine, but it has prospects.

The Street Adventures platform [11] is a type of tourist quest trip organized through a mobile platform, where participants receive tasks on their mobile phones while walking around the city. It first appeared in 2008 for foreign tourists, that is,

guests of Ukraine, but now it has become increasingly widespread. Tourist routes run through city streets, parks and museums. It is worth adding that this type currently requires less investment, which is why it is gaining popularity.

The project “Discover Ukraine – WalQlike tourist mobile application” [12] is implemented with the financial support of the Ukrainian Cultural Foundation. In difficult times for the tourism sector, the project’s mission is to breathe new life into Ukrainian travel and give both experienced tourists and those who want to spend their weekends in a special way the opportunity to discover Ukraine from new and interesting perspectives.

Based on foreign experience, the tourism business is now following a new path, harmonizing new forms and methods. Analysis of modern tourism products on the Ukrainian market allows us to conclude that such a type of tourism as tourist quests has great prospects. In combination with other types of tourism, such as extreme tours, photo tours, there is an opportunity to increasingly interest the discerning tourist. Most of the products we analyzed are sold during martial law, which is a good example for travel agencies. Supporting the tourism business in wartime is more important and necessary than ever, so quests can become a successful alternative for the non-traveling part of the population.

Conclusions

In the current conditions of increasing global competition in the tourism services market, there is a tendency to search for non-standard, innovative travel formats that can provide tourists with a unique experience, personalized service and deeper immersion in the local context of the destination.

Traditional approaches to tourism are giving way to alternative formats that appeal to new consumer value orientations – such as authenticity, emotionality, involvement and health improvement. Among the most popular alternative travel formats, gastronomic tours are distinguished, which allow tourists not only to get acquainted with the cuisine of the region, but also to experience it as part of the cultural heritage, try local products, take part in master classes or traditional cooking rituals.

Today, there is a special need for patriotic education of young people, their involvement in active tourism activities to study the history of Ukraine, ethnographic, historical sites, traditions, customs of the culture of the Ukrainian people, meaningful leisure, which can be organized during a quest-trip.

Quest-tours and adventure routes are suitable for tourists who seek to actively interact with space, independently solve and explore new things through game and interactive forms. They combine cognitive and entertainment components, often based on local legends, historical events or cultural symbols. This approach allows you to make the tourist experience emotionally rich and individualized.

Quest-tours are a promising type of leisure organization in Ukraine, which allows you to increase interest in tourist attractions through the introduction of game technologies. Tourist quest-tours play an important role in the promotion of domestic tourism, demonstrating the significant tourist and recreational potential of the territory of our country. The main objectives of quest-tours should be to gain new knowledge about historical and cultural heritage sites in the form of a game, solve

non-standard tasks, puzzles related to the history, culture, art and architecture of places visited by tourists, develop the erudition, attention, and ingenuity of quest participants, and gain new impressions.

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