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**TOURISM INDUSTRY OF UKRAINE POST-WAR REVIVAL ON THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT**

Before the coronavirus pandemic and the full-scale invasion, the tourism industry accounted for 2.3% of Ukraine's GDP and provided about 375 thousand work places. However, the real contribution of tourism to the life quality and well-being of Ukrainians was greater, because its multiplicative effect stimulates spending in related industries: transport, trade, public catering, etc. Also, these figures do not reflect the tourism contribution to the mental and physical health of Ukrainians.

The scale of the military operations impact on Ukrainian tourism is still difficult to fully assess, because a full-scale war continues. However, it is already known that in 2023 there were 36% fewer tourist enterprises compared to 2021. Russian occupation, military operations and constant shelling of various regions lead to the destruction of infrastructure: hotels, recreation centers, airports, railway connections. As well as museums, historical monuments, and nature – what people travel for. It is even more difficult to assess the long-term impact of the war on the country's tourism potential, because as long as Ukraine is associated with destruction and grief in the world, it will be a challenge to convince the international community of its safety and reliability for tourism and investment.

No matter what, tourism in Ukraine continues to work, adapting to new realities. Regional budgets receive a tourist fee, which is paid by residents of hotels and other temporary accommodation establishments. The State Agency for Tourism Development of Ukraine records that the amount of such a tax for the first six months of 2023 was higher than in the same half of 2021. Currently, there is no reliable data on how many people and who exactly is traveling [1].

Wartime has created new public demands, to which tourism responds flexibly, acquiring new public functions. Representatives of the tourism industry support the military, temporarily displaced persons and all war victims: both financially and with their services. Thanks to professional skills — knowledge of the area, people, culture, understanding of optimal logistics of movement — as well as a network of acquaintances in Ukraine and around the world, many guides and travel managers were able to immediately join the support of the rear. Tourist information centers often became logistics hubs for information and humanitarian support (for example, in Zaporizhzhia, Kropyvnytskyi, Ternopil), and rooms where tourists recently lived — temporary homes for people evacuated from the war, and their pets.

Tourism has significant potential in the post-war reconstruction of Ukraine. Its development can have a positive impact on related industries and attract foreign investment. Tourism does not resume by itself after the end of any armed aggression. Thus, after the war in Bosnia and Herzegovina (1992-1995), despite significant international assistance, there was neither an economic miracle nor a frenzied influx of travellers. Among the countries in the Western Balkans region, Bosnia and Herzegovina receives only 4.6% of its revenue from international tourism. Among the reasons, experts cite the lack of a common development strategy, the lack of a Coordination Center for reconstruction, duplication of efforts by various organizations, corruption and "redecoration" of the country [2].

In Colombia, the government and international organizations also saw tourism as a key potential in maintaining the Peace concluded in 2016 with representatives of the FARC rebel movement (from Spanish Fuerzas Armadas Revolucionarias de Colombia – Ejército del Pueblo), and in the development of the regions most affected by the long civil war. However, the development of tourism in communities with a long bloody history of conflict remains difficult. And foreign tourists still associate the country with danger. Therefore, the examples of these two countries show that the development of tourism requires an effective development strategy and systematic support, significant efforts of the state and business.

Previous experience warns against precise decisions, such as the construction of stadiums for Euro 2012, which are expensive to maintain and underutilized after the championship. Restoration of the infrastructure of cities and villages, construction of roads, convenient public transport should be designed primarily for local residents, and not just for tourists. It is important to create prerequisites for the tourism of the future. Eventually, the actual issue is proper understanding and memorialization of the consequences of war crimes of the Russian Federation, which can also have communicative value for tourists.

There is a growing understanding in the world that the goal of tourism development is primarily to improve the local population life quality. Climate change and the loss of biodiversity oblige tourism industry leaders to invest in the well-being of the environment and society, rather than exploit them.

In this context, industry experts warn against questionable initiatives in Ukraine, which are often presented as tourist restoration projects. For example, the construction of mega-ski resorts in the Carpathians contradicts the principles of Sustainable Tourism Development and does not meet the needs of the future in the face of climate change. Such projects threaten the ecosystem due to deforestation and artificial snowmaking of slopes. In addition, they carry significant risks of abuse, in particular the monopolization of profits and managerial power. The contribution of such resorts to the development of local communities is often exaggerated: qualified employees are usually attracted from outside, and only a small fraction of income goes to the local budget.

The main force of recovery in tourism is small and medium-sized businesses, because they are flexible: in unstable circumstances, they can quickly adjust their activities and make the most of their own resources. The contribution of small and medium-sized businesses to the restoration, in particular the tourism industry, will depend on international and state support. Such support should be part of a clear public policy that is guided by the principles of sustainable development: applies modern traditions of urban planning, adapts infrastructure to climate change, takes into account the interests of local communities and makes travel accessible to all [3].

Traveling within the country during the war is important, because it is an aspect of normal life. This has a two-way effect: personal emotional and/or physical recovery, support for the local economy, motivation of local residents to rebuild their settlements and unite in order to quickly cope with the consequences of the war. It is equally important to participate in public discussions and project monitoring, because this is what determines the transparency of investments and what the result will be. Entrepreneurs can develop existing or create new tourist opportunities for their community, attract investment, and use free or subsidized training opportunities.

There is a growing interest in Ukrainian Cultural Heritage in the world, so we should not miss this opportunity to find, preserve, rethink and properly present it not only to foreign audiences, but also to Ukrainians.

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