

An Analysis of the Features of the Organisation of Tourist Activities in the Conditions of the War in Ukraine

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Halyna Zavarika

Volodymyr Dahl East Ukrainian National University, Faculty of Economics and Management, 17 Ioanna Pavla II Street, Kyiv, Ukraine; e-mail: dgalina_10@ukr.net; ORCID: 0000-0001-5601-9331

Olena Zelenko

Volodymyr Dahl East Ukrainian National University, Faculty of Economics and Management, 17 Ioanna Pavla II Street, Kyiv, Ukraine; e-mail: zelenko.olena@gmail.com; ORCID: 0000-0003-4880-246X

Abstract

The article reveals topical issues regarding the consequences, possibilities of operation, and the restoration of tourism in the post-war territories of Ukraine in the conditions of military aggression of the Russian Federation. The purpose of the study was to analyse the organisation of tourist activities under the conditions of martial law in Ukraine. The article highlights preliminary data on the losses of the tourism industry in Ukraine as well as analyses and systematises specific examples of damaged natural and cultural-historical heritage on the territory of Ukraine. The peculiarities of the functioning of the subjects of the tourism industry in the conditions of the war in Ukraine are evaluated and the essence of the post-war territories is indicated. Directions for saving tourist activity in the post-war territories of Ukraine as a result of the military actions of the aggressor country are proposed. The proposals indicated in this work will be useful to all Ukrainian communities whose tourism industry has suffered great losses as a result of the military aggression. It will also be useful for representatives of the tourism industry of other countries who want to prevent, if possible, the destructive effects of war.

Keywords

tourist activity, post-war territories, natural and historical-cultural heritage, security

Introduction

Tourism can be called one of the peaceful branches of the economy, which not only brings profit to countries, but also performs a peace-making function, because the practice of human existence has proven that it is important for people to travel to maintain peace. Only through dialogue and communication between representatives of different countries, cultures, and peoples is it possible to establish friendly relations and build a stable system of trust between people. Tourism, as one of the powerful branches of the economy, can potentially give an impetus to the rapid recovery of post-war territories, as it does not require large capital investments in its development in comparison with heavy industry. This study is about the extent of the decline of the tourism industry of Ukraine, which is still reeling from the hostile onslaught of the aggressor country, and the search for effective ways to quickly restore the industry. As a result of the military aggression of the Russian Federation, the tourism sector of Ukraine faced serious challenges. Negative feedback about the situation in the country caused a decline in the tourist flow and the general cessation of the existence of the industry in certain regions. We will be able to assess the degree of damage and the destruction of natural and historical and cultural resources only after the end of the war. However, monitoring and analysis are already taking place in the liberated territories of the country, and possible options for the restoration of tourism activities are being developed.

The relevance of the study is due to the need to restore the tourism industry of the post-war territories of Ukraine, which suffered as a result of the military actions of the aggressor country. Post-war territories of Ukraine are parts of Ukrainian regions controlled by Ukraine, the population of which suffered material and moral losses as a result of military operations (in the Luhansk

and Donetsk regions since 2014), where the consequences of this aggression are recorded in the form of destroyed settlements, communications, infrastructure, destroyed or damaged natural and cultural-historical monuments, the presence of displaced persons from temporarily occupied territories, and a special management regime for these territories.

The theoretical-methodological and practical orientation of the work is determined by the need to restore tourism in the post-war territories of the country as one of the possibilities for these regions to get out of the depressed state. The problems of restoring tourism in post-war territories are not considered enough in domestic science, which necessitates further in-depth research. Taking into account the lack of thorough studies of domestic science to date regarding the implementation of ideas for the post-war restoration of tourist activity in the affected territories, there is an objective need to investigate this process and prompt the search for innovative directions for its post-war restoration.

The purpose of the study is to analyse the organisation of tourist activities in the conditions of martial law in Ukraine. To achieve the goal, the following tasks were defined:

- the state of losses of the tourism industry in Ukraine is analysed;
- the essence of the restoration process of post-war territories from the regional tourism activation point of view in the conditions of damage or destruction of recreational potential is substantiated;
- the main methodological provisions of the study for the tourist activity organisation in the conditions of martial law in Ukraine are disclosed;
- specific examples of damaged natural and cultural-historical heritage on the territory of Ukraine are analysed and systematised;
- the peculiarities of the functioning of the subjects of the tourism industry in the conditions of the war in Ukraine are evaluated;
- the dominant elements of the recovery of tourism in the post-war territories of Ukraine are defined and substantiated.

An analysis of previous publications and methodological basis of research

The problem of researching the vitality of the tourism industry during and after military conflicts is not new in the scientific space. These questions had been investigated by foreign practical scientists and domestic scientists. The authors of this study themselves touched on this topic in 2022 (Zavarika, 2019; Zavarika & Zelenko, 2022). In particular, Zavarika studied the issue of the socio-geographical dimension of post-conflict tourism development using the example of the eastern territories of Ukraine (Zavarika, 2019) and proved that conflict-related problems are interdisciplinary in nature and cover a wide range of theoretical and applied issues, the research of which is based on such fundamental scientific categories as post-conflict environment, post-conflict recovery, post-conflict development, and post-conflict territory, which are considered from the standpoint of theoretical concepts and practical activities for the stabilisation and consolidation of peace.

The author formulated the essence of the scientific categories “post-conflict territory” – this is a part of the territory of the state that is recovering from the consequences of the conflict in economic, social-humanitarian, political, and ecological aspects, and is at the stage of post-conflict development, and “post-conflict development of tourism”, which is interpreted as a system of organisational and management measures of the state and local communities, introduced in the post-conflict territory, which are aimed at restoring and creating a new tourist infrastructure, a tourist brand, promoting travel safety, training personnel for the industry, as well as protecting, preserving, and nurturing a respectful attitude to tourist resources, popularising domestic tourism, etc.

The author's vision of the essence of the scientific category “post-conflict development” is also proposed – it is a concept that highlights measures of a political, legal, economic, and socio-humanitarian nature, which are used in the region of the conflict after the end of the active phase and are aimed at the reproduction of destroyed former (or the formation of new) forms of political and economic management, peacetime civilian authorities, and which develop a methodology for socio-geographical research on the development of tourism in conflict conditions, which includes six interrelated stages, in each of which relevant principles, approaches and methods are proposed and strategic guidelines are indicated.

The proposed ideas for the reconstruction of tourism based on the example of the eastern territories are today, unfortunately, relevant in many regions of Ukraine.

A more actively researched question in Ukraine began to be developed after a full-scale invasion in 2022. Therefore, some individual problems of the tourist industry functioning during a full-scale invasion were considered by Barviniuk (2022), Bordun (2022), Bragilevich and Malska (2022), Vlasenko (2022), Dvorska (2022), Zarubina (2022), Korchevska (2022), Magdyk (2022), Prysedska (2022), Honchar (2022), etc. Foreign experts were not left out either (How the war..., 2022).

The “red line” of all the main conclusions based on the research results is that the losses incurred by the Ukrainian tourism industry are inestimable and most of the lost objects of cultural and historical heritage will be restored with the help of modern virtual modelling tools, but for the full restoration of natural and recreational resources, more than one year will have to pass, because demining the territories will become the main problem of the de-occupied territories of Ukraine. Foreign experts were not left out in this regard either (Prysedska, 2022).

What follows from the results of the analysis of the literature on post-war topics, the theoretical foundation of these studies were the works of such well-known specialists as:

- Oxford University professor Collier (Collier, 1998; Collier & Hoeffler, 2005.), whose scientific and practical interests are related to the study of the causes and consequences of civil wars, the development of democracy, and international support for countries affected by the conflict;
- Professor Brinkerhoff, who studied political changes in post-conflict regions, paying special attention to the analysis of the process of decentralisation and democratic transformations, which was reflected in the works “Rebuilding governance in failed states and post-conflict societies: core concepts and crosscutting themes” and *Governance in Post-Conflict Societies: Rebuilding Fragile States* (Brinkerhoff, 2005);
- UN representative T. Addison, whose ideas are presented in particular in such publications as *From Conflict to Reconstruction: Reviving the Social Contract* (Addison et al., 2001) and “Lessons for Japanese foreign aid from research on aid’s impact” (Addison & Tarp, 2016);
- research on conflicts in Azerbaijan (Muzaffarli & Ismailov, 2009) and Georgia (Lukhutashvili & Valishvili, 2013).

Taking into account that the biggest part of the conducted research has a fragmentary nature, it makes sense to accumulate and systematise the available information regarding the current state of the tourism industry in Ukraine. Statistical information and references from the State Agency for Tourism Development of Ukraine (The State Agency..., 2022), as well as analytical materials of the World Tourism Organization (World Tourism Organization, 2023) became the auxiliary base for the analytical work.

The philosophical basis of the study is dialectics, which considers phenomena in the process of development and interrelationship. The theoretical and methodological basis of the research is the fundamental provisions of the theory of social geography, tourism, economics.

General scientific and special methods of scientific abstraction, induction and deduction, historical analysis, statistical analysis, analogy, and quantitative and qualitative comparison were the main tools of the presented research; graphic and visual analysis tools also came in handy.

The research used methods of observation and analysis of available information. It should be noted that, in general, the information base for such a study is insufficient, since the hostilities continue and there is no quality monitoring of the number of losses of tourist resources in the country and their current state. One of the important problems of static analysis was the unification of statistical accounting of indicators of the tourism industry between different state bodies or public organisations and the absence of static data. With the help of static methods, a set of geographical objects were subjected to grouping, typology, and classification. A visual representation of the values of statistical indicators is presented in the form of tables, texts, graphs, and diagrams.

The application of the historical research method made it possible to compare current events with past events that have taken place in Ukraine since 2014, and to determine opportunities for the development of the tourism sector based on the example of the reconstruction of the tourism sector in the eastern regions.

The comparative method is a supplement and correction of the structural-functional methodology and is based on the premises that have certain general patterns of behaviour, since there is

much in common in the social life, culture, and social system of different peoples. Therefore, the study of the experience of other countries on this issue is also very important and necessary.

The forecasting method was used to find opportunities for the revival of tourism in the affected areas. It performs the prognostic function of science: it is not enough to understand the essence of the phenomenon – it is necessary to predict its development, namely to give a forecast of how tourism will develop in the post-war period, what should be done, and how to change the situation.

The application of the specified methods contributed to obtaining more reliable scientific research results and the search for new theoretical ways and practical opportunities for the development of the tourism industry in the post-war period.

An analysis of tourism losses in Ukraine

War in our country creates new challenges for the global economic environment and risks hindering the restoration of adequate confidence in the safety of travel. Despite the fact that Ukraine accounted for less than 1% of international tourism spending in 2020, the corresponding airspace closure as well as the ban on Russian carriers significantly affects intra-European tourism as a whole. This also leads to deviations on long-haul flights between East Asia and Europe, which increases costs.

The global tourism industry is capable of losing at least 14 billion USD in revenue if this armed conflict drags on (The State Agency..., 2022).

The United Nations initiated a meeting of the UN Security Council under the Arria formula entitled: "Destruction of cultural heritage as a result of Russian aggression against Ukraine." This meeting was attended by representatives of the countries that are permanent members of the UN as well as representatives of the International Council of Monuments and Landmarks (ICOMOS) and UNESCO, who recently visited Ukraine (United Nation..., 2023).

Since the beginning of the war, the Russians have committed 423 crimes against Ukrainian cultural heritage and this number is not final, as hostilities continue. Every day, both natural and historical heritage are destroyed in the state. According to preliminary data, the damaged objects include:

1. 128 objects of immovable cultural heritage that have the status of monuments at the official level;
2. 147 cult buildings (50 of them are directly registered as monuments of architecture, history, and urban planning, or historically valuable buildings);
3. 136 belong to Christian communities (10 – Protestant, 125 – Orthodox, 2 – Catholic), 6 – Jewish, 4 – Islamic; 46 memorial monuments in honour of historical figures and events of the 19th till early 21st centuries; 33 nature reserves and museums;
4. 59 cinemas and theatres, cultural centres; 40 libraries (Bordun, 2022).

Destruction and damage to immovable cultural heritage sites as a result of bombings, rocket attacks, and artillery fire have now been recorded in 15 regions of the country. Geographically, it covers almost the entire territory of the country from the Donetsk and Luhansk regions in the east of the country to the Lviv region near the border with Poland in the west.

Tourist natural locations in the territories that are temporarily occupied are considered lost include: Askania-Nova, Oleshkivskiy sands, Kinborska spit, Dzharylgach, and the coast of the Sea of Azov (Pink Salt Lakes and Henichesk, Skadovsk, Kyrylivka, Berdyansk, partially Scythian Mound, Ochakiv). The border regions of Ukraine with the Republic of Belarus are also temporarily mined, which makes it impossible to have a proper rest on the Volyn lakes and rafting on the rivers of the Pripyat-Stokhid National Park.

The army of the terrorist state does not pay attention to religious buildings on the territory of the state, which clearly shows the complete oblivion of moral qualities and the rejection of universal human values. Since the beginning of the full-scale invasion, the Russian invaders have destroyed at least 183 religious buildings in the state, according to the press service of the Ministry of Information Policy and Culture. 5 out of 183 structures damaged as a result of the Russian attack are Muslim, 5 are Jewish, and the other 173 are Christian. The largest number of destroyed religious buildings is located in the Luhansk (40) and Donetsk (45) regions, followed by the Kyiv (34) and Kharkiv (25) regions (The State Agency..., 2023).

The most famous objects of sacred tourism that were damaged in the course of military operations are: the cathedrals of the Chernihiv Region and the Sviatohirsk Lavra, including the Saviour and Transfiguration Cathedral of the 11th century, the Chernihiv Ditynets and historical ramparts, the Catherine's Church of the 18th century, the Yeletsy Dormition Monastery of the 11th century, the Borysglib Cathedral of the 12th century, and many others. The Chernobyl zone, which attracted a significant number of domestic and foreign tourists interested in dark tourism, also became inaccessible (Vlasenko, 2022).

The infrastructure of hotels in the cities of Odessa and Chernihiv is quite badly damaged, and almost everything in Bakhmut has been completely destroyed. However, the worst situation in our time is with the transport infrastructure, which is part of the tourist industry complex, and without its proper functioning, it is simply impossible to organise any tourist activity, except for walking. The transport infrastructure facilities of Kyiv, Chernihiv, Zhytomyr, Kharkiv, Sumy, and many other regions are damaged and unable to provide the appropriate level of service to tourists (Zarubina, 2022). The largest share of damaged monuments is located in the Kharkiv region, and destroyed and obliterated – in Donetsk region (Fig. 1).

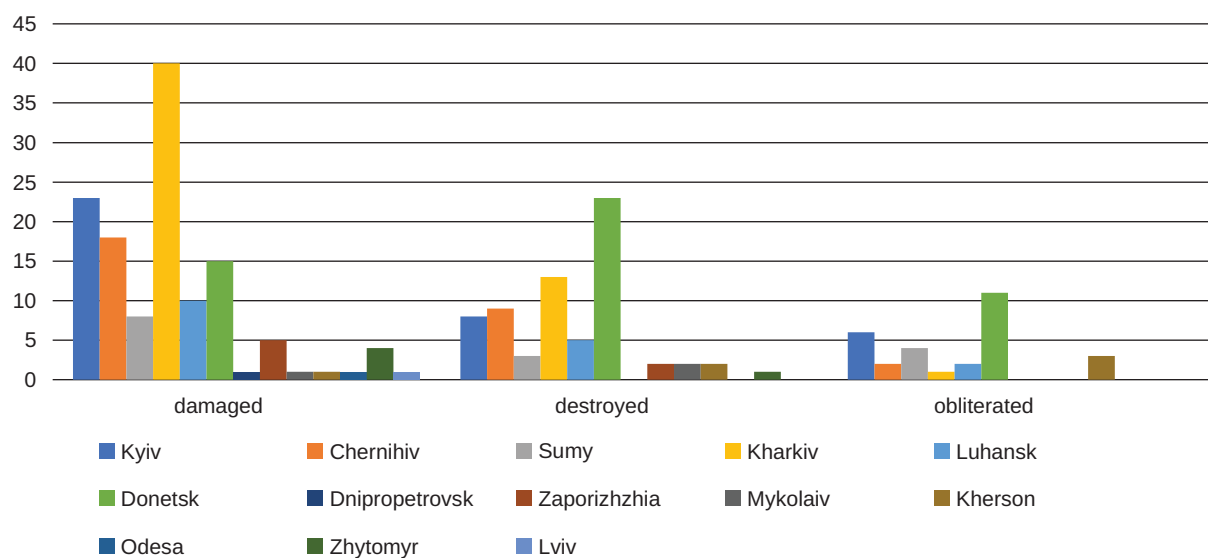


Figure 1. The number and geography of affected cultural monuments

Source: Map of cultural losses..., 2022.

In general, the objects of cultural heritage suffered the most destruction in the following regions: Donetsk, Kharkiv, Kyiv. Bombing and shelling by the Russian military damaged or completely destroyed a significant number of churches, museums, libraries, theatres, and other institutions. Among the objects are priceless sights, such as ancient sculptures, rare books, and world-class paintings. Objects of cultural value that could not be destroyed by bombing are looted on a mass basis and taken to the territory of Russia.

According to the KSE assessment data with the support of the Office of the President of Ukraine, the Ministry of Reintegration of Temporarily Occupied Territories, the Ministry of Economy, the Ministry of Development of Communities and Territories, and the Ministry of Infrastructure, infrastructure damage is: 23.8 thousand km of roads, for the repair of which it is necessary to spend 29, 8 million USD; 41 railway bridges and 6.6 thousand km of railway tracks (3.6 million USD); 11 airports (6.8 million USD); and 295 road bridges and intersections (1.6 million USD) (Requirement of time..., 2022). Other transport infrastructure, such as water, for example, have not yet been assessed. This is especially true of the water ports of Odesa and the occupied territories, which are damaged, which has a rather negative effect on export international flows, because they were mainly served by sea transport (The State Agency..., 2023).

The destruction of infrastructural and cultural property during hostilities has a rather negative effect on the work of the entire tourist industry of Ukraine and affects its economic efficiency.

One of the most important economic indicators of the tourism industry is the tourist tax paid by tourists in hotels and other accommodation facilities, so its volume depends directly on the total number of tourists in the region.

The corresponding amount of revenue from the payment of the state tourist tax decreased during the 2019–2020 coronavirus pandemic. However, already in 2021, a certain process of some revival of the tourism industry began and positive trends of increasing profits in tourism enterprises just began to emerge, as was stopped on 24th February, 2022, any tourist activity, except for the resettlement of internally displaced citizens.

In 2022, the amount of the tourist tax amounted to 178 million 948 thousand UAH, which is 24% less compared to 2021 – then the total amount of the tourist tax was 235 million 461 thousand UAH (Korchevska, 2022).

Such a drop was recorded in 14 regions of the country (Fig. 1). Basically, these are precisely those areas that were or are in the war zone and are temporarily occupied. Thus, in the Kherson region, the amount of the tourist tax decreased by 95%, in the Mykolaiv region – by 90%, in the Luhansk region – by 80%, and in the Donetsk region – by 83% (Bordun, 2022).

A significant decline was also recorded in the Zaporizhzhia (78%), Odesa (80%), Sumy (58%), Kharkiv (61%), Kyiv (54%), Kyiv (43%), Chernihiv (53%), and Zhytomyr (24%) regions. A 15% decline was recorded in the Rivne and Dnipropetrovsk regions. Graphically, the dynamics of the decrease in the amount of the tourist tax by region for 2022 is shown in Figure 2.

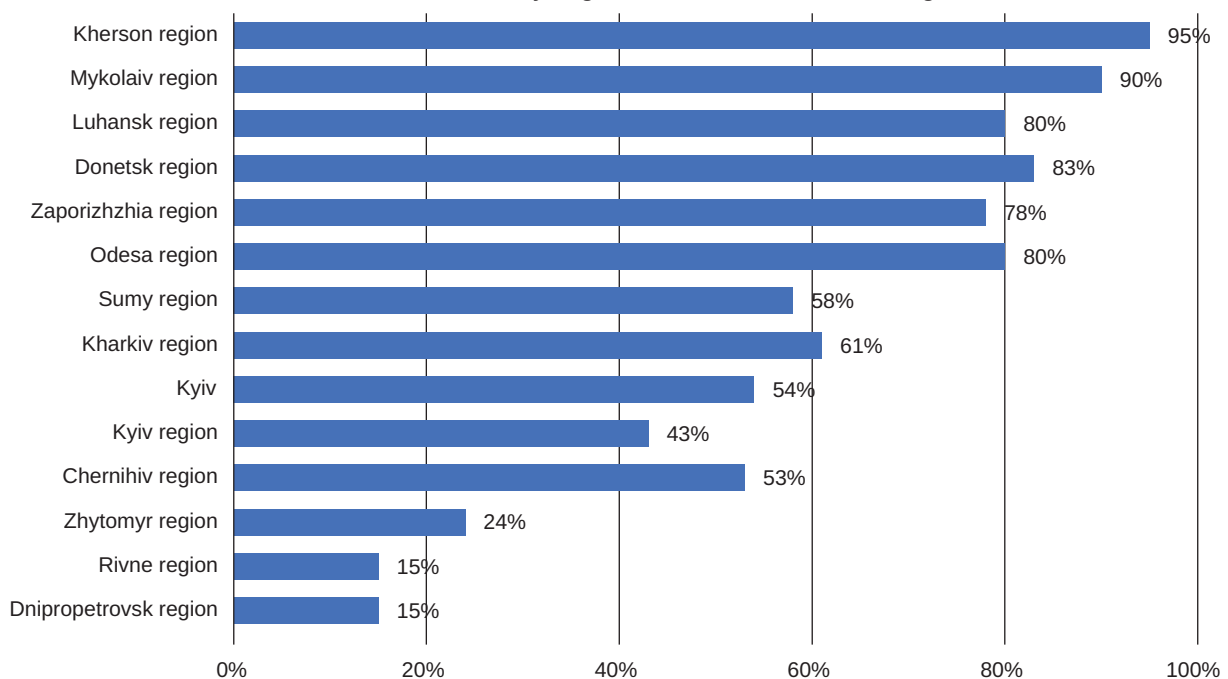


Figure 2. The dynamics of the decrease in the amount of the tourist tax by region for 2022

Source: Bordun, 2022.

Due to the internal migration of Ukrainians from the frontline and occupied territories to safer regions, an increase in the tourist tax has been recorded. Thus, the leader in terms of the amount of tourist tax in 2022 was the Lviv region – 41 million 430 thousand UAH, demonstrating an increase of 79% compared to 2021. The capital replenished its own budget by 31 million 474 thousand UAH. However, in comparison with 2021, this amount is less than two times. Also among the leaders in paying the tourist tax: Transcarpathia – 19 million 471 thousand UAH, the Ivano-Frankivsk region – 17 million 956 thousand UAH, and the Cherkasy region – 12 million 555 thousand UAH. The State Tourism Development Agency has calculated how much the state budget of the state has under-received in taxes from the tourism industry due to military actions. Thus, for the past year 2022, representatives of the state's tourism industry paid 1 billion 551 million 182 thousand UAH in taxes, which is 31% less than in 2021, when 2 billion 231 million 860 thousand UAH was allocated to the budget (Korchevska, 2022).

Also, it should be noted that the total number of taxpayers engaged in tourist activities decreased by 17% in 2022. However, it was recorded that the total number of legal entities decreased by 14%, and the number of individuals decreased by 18% (State Tourism Development..., 2023). The largest share of revenues to the state budget for 2022 was paid by hotels – UAH 898 million. However, this amount is still 30% less than in 2021, when 1 billion 288 million UAH was allocated to the budget. A 46% increase in the tax paid from the activity of hostels and boarding houses, which are used as temporary shelter for people who were forced to leave their homes due to military operations, was recorded. However, the share of tax paid from the activities of campsites, camping sites, and children's recreation camps decreased by 57% – 141 million UAH of tax was paid, as opposed to 328 million UAH in 2021 (State Tourism Development..., 2023). Tax revenues from the activities of tourist operators, which paid 167 million 858 thousand UAH to the state budget in 2022, decreased by 35%, while in 2021 this figure was 259 million 5 thousand UAH (The State Agency..., 2023). There was also a 27% decline in the activities of travel agencies that paid 204 million 795 thousand UAH in taxes to the state budget in 2022, while in 2021 they received 279 million 265 thousand UAH. An increase in the total amount of tax paid in 2022 was shown by the Lviv region (273 million UAH against 215 million UAH in 2021), the Kyiv region (164 million UAH against 125 million UAH), and the Ivano-Frankivsk region (159 million UAH against against 131 million UAH) (The State Agency..., 2023). A significant decline in tax revenues was also recorded in the Odesa region and in Kyiv. In Odesa – by 58%, and in the city of Kyiv – by 46%.

The peculiarities of the functioning of the subjects of the tourism industry in the conditions of war

Tourism is a rather highly profitable sphere of economic activity. The total contribution of the tourism industry to world GDP in 2020 was 4.7 trillion USD. In many countries and regions of the world, it acts as a certain catalyst of socioeconomic development by stimulating the development of other sectors of the economy: public catering, transportation, etc.

In 2019–2020, the tourism industry around the world faced a rather serious challenge in its own development – a severe crisis that was associated with the rather rapid spread of COVID-19 (Zarubina, 2022).

The borders of a significant number of states were closed, rail and air traffic stopped, and a general self-isolation regime was introduced in a significant number of cities. Experts almost unanimously note that there has not been such a crisis in tourism since the Second World War. According to research by the World Travel and Tourism Council (WTTC) conducted in the spring of 2020, the pandemic has started to reduce up to a million jobs in international tourism every day. However, at the end of 2021 and at the beginning of 2022, a certain tendency towards the recovery of this industry emerged. Already in January 2022, a fairly rapid increase in the flow of tourists compared to 2021 was established (Fig. 3).

In Europe, according to Figure 2.3, the tourism sector increased by almost 200%, in South and North America – by 97%, and in the Middle East – by 89%, in the Asia-Pacific region – by 44%, in Africa – by 51%. Domestic tourism also began to recover itself (Zarubina, 2022).

However, in February 2022, the tourism industry faced a new challenge – the Russian-Ukrainian war, which, despite its own limited geography, directly had a significant impact on the state of tourism on a global scale.

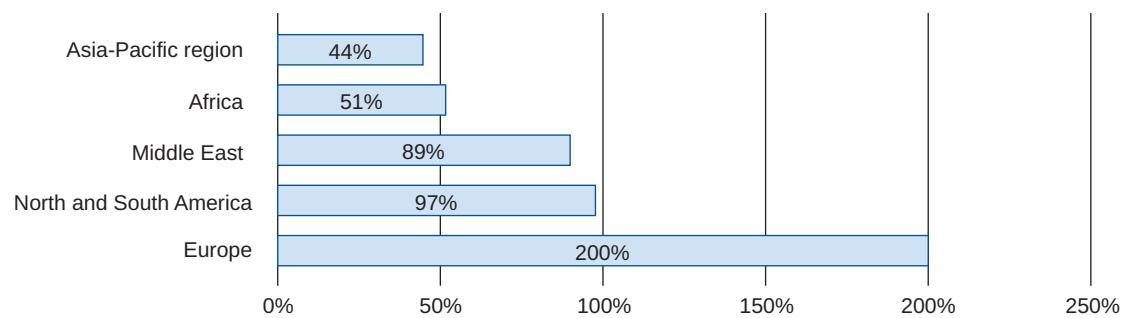


Figure 3. The growth of tourist flow in January 2022

Source: Dvorka, 2022.

European countries were the most affected. The main problems they have faced so far are the following: the loss of Ukrainian and Russian tourists; restrictions on airlines and use of airspace; significantly higher fuel and food costs; decrease in the income of tourist companies.

The war in our country has weakened the hopes of European states for the appropriate recovery of the tourism industry after COVID-19 in Europe in the summer of 2022 due to the virtually complete loss of the flow of Russian tourists due to the restrictions of European states in relation to Russia and its citizens. Actually, before the pandemic interrupted global tourist flows, Russia had been the 11th largest source of tourist arrivals in the world, and our state was 13th. Based on the data received from the World Tourism Organisation, these two countries accounted for about 75 million tourists, or 5% of the total number of tourists worldwide. With regard to tourism expenditures, the respective contributions of Ukrainians and Russians were even more important, totalling to more than 50 billion USD (approximately 8% of the world total) (Globtrender Intelligence..., 2022).

Therefore, it is necessary to note the importance of both tourism markets for neighbouring European states. Today, Russian tourists are unwanted in many areas of tourism; it is also difficult for them to get there, given the ban on Russian airlines and the existing restrictions on the use of airspace. At the same time, millions of Ukrainians were forced to flee the war abroad due to the Russian invasion. For the tourism industry, this situation does not allow for development, because refugees do not bring income to the tourism industry, unlike tourists, but, on the contrary, burden them with certain additional costs (Zarubina, 2022).

Of course, the tourism industry, not only in Europe, but also in Ukraine, was significantly affected. Because of the war, foreign and Ukrainian tourists are not able to access sea resorts. A significant number of them are under occupation or in direct proximity to the war zone. In this case, we are talking about the Kherson, Zaporizhzhya, and Mykolaiv regions. The resort season cannot be held in the Odesa region either because of mined coasts and drifting mines in the sea.

Despite the fact that western Ukraine is relatively safe for tourist flows, today there are very few of them in this area. A significant influx of tourists is not observed at any of the well-known popular resorts – Truskavets, Bukovel, Skhidnytsia, or Shatsky lakes. Promising medical tourism – namely reproductive medicine, health, and dentistry – was also affected by the war. Foreign tourists are simply afraid to go to our country, and Ukrainians themselves do not have the money to do so. The vast majority of sanatoriums were repurposed into rehabilitation centres that receive victims of military operations (Magdyk, 2022).

The full-scale invasion of the Russian Federation into our country had a significant impact on the further organisation of tourism in Ukraine.

As a result of the criminal actions of the Russian Federation, there was a big slowdown in the economic and touristic development of the state, because, according to the results of 2021, our state was among the top tourist countries in Europe and took one of the first places in the rating of tourist and transport international accessibility.

The military aggression of the Russian Federation had a negative impact on the tourism capacity of the EU Member States, among which the following should be highlighted:

- the cancellation of flights from or to Ukraine (the loss of relevant opportunities for “direct travel” for well-off Ukrainian citizens and, accordingly, opportunities for more comfortable rest for EU citizens in Ukraine in recreational areas and premium hotels);

- changes in the negative direction in airline pricing (due to relevant sanctions against the Russian Federation, there was an increase in the cost of aviation fuel by 20–30%, which, according to the IATA (International Air Transport Association), was the main reason for the increase in ticket prices to 80%);
- the loss of Ukrainian travellers to tourist destinations in Europe (the reason is the state of war in the country and the decline of outbound tourism due to the still unfavourable socioeconomic situation) (Vechersky, 2022).

It should also be noted that the functioning of the tourism sector of our country in the conditions of martial law takes place only at the domestic level with the appropriate involvement of relatively safe tourist areas with the help of organising the work of specialised tourist destinations, in particular in the Lviv region, Transcarpathia, the Ivano-Frankivsk region, etc.

In 2022, the organisation of international tourism in our country mostly did not exist due to the closed air space, and the planning of trips to our country for international tourists, although not prohibited, remains solely at the discretion of the travellers themselves (Brygilevich & Malska, 2022).

A large part of the population moved from their places of permanent residence, which are located in dangerous zones to safer zones, and to ensure the location of internally displaced persons, various types of hotels, tourist complexes, hostels, etc. were used, and for food – catering establishments that directly related to tourism business.

Under modern conditions, domestic tourism still functions, because in relatively safe regions of the state, one can visit tourist facilities, recreation facilities, museums, etc. At the same time, in these regions, the infrastructure is developed at a fairly high level, and logistics has undergone much smaller deviations from usual activities (Honchar, 2022).

In relatively safe areas of the country, sightseeing tours are organised, which are free for those people who left their homes due to military operations. In the west of our country, the excursion includes a historical component in order to better explain to people exactly those periods that Ukraine once experienced, e.g. tour guides talk about the same criminal atrocities in 1939–1941, which can now be seen in Irpen, Bucha, Kharkiv, Mariupol, and other villages and cities of Ukraine.

In these conditions, domestic tourism has features related to the restrictions and permits operating during the war in relatively safe central and western regions of the country. They should be taken into account not only by tourists, but also by travel companies when planning a tour. Routes should be formed taking into account the placement of bomb shelters. Tour guides and tour operators who make up excursion routes should take into account that in case of air danger, appropriate bomb shelters should be available to all tourists.

It is also important when organising tours to plan tourist trips in accordance with the curfew. In order to maintain law and order under martial law, a curfew has been established in all regions of Ukraine. As a rule, it works starting from 23.00 to 05.00 or 00.00 to 5.00. This is precisely why planning vacations or visits to one or other locations should be carried out with appropriate consideration of this requirement (Prysedska, 2022).

It is important to observe the prohibitions, which include excursions and walks near military or critical infrastructure facilities, holding mass events, visiting reservoirs, forests, and mountain routes in various tourist destinations of Ukraine, resting in front-line zones, and travelling in territories that are or were in occupation.

It should be noted that each region has its own peculiarities of organising tourist activities and recreation on its own territory. Mostly, they are related to some restrictions that apply in certain regions (Table 1.).

Table 1. The features of the recreation and operation of tourist facilities in different regions of Ukraine

Region	Features
1	2
Lviv region	You can visit the forests, but it is forbidden to drive through them. Exceptions are cases when a transit route runs through the forest or a person travels on a bicycle. You can relax near water bodies, the corresponding list of which is determined by the military administration.

Table 1. – cont.

Region	Features
1	2
Kyiv; Kyiv, Poltava, Volyn, Cherkasy regions	It is forbidden to visit forests and green areas located outside the boundaries of residential areas, it is allowed to rest near water bodies, the list of which is established by the military administration.
Ivano-Frankivsk region	You can visit the mountains and forests, but it is forbidden to move on them on quad bikes, jeeps, motorcycles and buggies. This ban also applies to the Bukovel resort.
Ternopil region	It is allowed to visit the forests, but it is forbidden to build fires. All tourism facilities are operating as usual.
Zakarpatskyy region	It is allowed to go to the forests, except for the Uzhan National Park and part of the Carpathian Biosphere Reserve, single-engine airplane flights are prohibited.
Rivne region	It is allowed to visit forests, collect berries and mushrooms, except for the territories located in the northern part of the region.
Vynnytsia region	Activities in the field of tourism near water bodies are allowed, except for those places that are not far from infrastructure facilities. It is forbidden to visit the forests.
Zhytomyr region	It is allowed to visit forests, collect berries and mushrooms, except for territories located 20 km from the border with Belarus. Only those cultural institutions equipped with shelters are allowed to work
Chernivtsi region	Visiting forests is allowed. Tourist facilities are operating as usual.
Khmelnyskyi region	It is allowed to visit forests with some restrictions. All tourist facilities are open as usual
Mykolaiv region	It is allowed to visit the forest tracts established by the military administration with certain restrictions

Source: Magduk, 2022.

In order to find out what changes have taken place with the entities of the tourism industry, it is advisable to analyse the dynamics of the total number of registered entities engaged in tourism activities in our country in the conditions of war (Bragilevich & Malska, 2022). Thus, as of 1st October, 2022, compared to 1st April, 2022, there was a decrease in the total number of registered natural persons engaged in business activities – travel agencies by 269 units, while the number of entities providing other tourist services increased slightly from reservations and related related activities (Table 2).

Table 2. The number of registered natural persons-entrepreneurs and legal entities by types of tourist activity

Subject of the tourist industry	01.10.2022		01.07.2022		01.04.2022	
	P	E	P	E	P	E
Travel agencies	5768	4567	5847	4575	6037	4574
Tourist operators	103	2109	104	2112	106	2108
Entities providing other reservation services and related activities	737	639	704	637	714	637

Note: P – persons-entrepreneurs, E – enterprises.

Source: Zarubina, 2022.

In turn, the total number of registered legal entities – travel agencies – decreased by 7 units, and the total number of legal entities – travel operators and entities providing second booking services and related activities – increased by 1 and 2 units, respectively (The State Agency..., 2023).

It should be noted that the war was actually devastating for domestic tourism. Closed airspace, significant difficulties with payment and a rather unreliable security situation nullified all the conditions necessary for the “survival” of tourism.

However, despite the complexity of the situation, tourism in our country continues to function. This industry adapts to modern realities, finds certain solutions, lays the foundation for further development, and works towards one main common goal.

A rather unstable environment has created new risks and threats to the effective operation of the relevant entities of the tourism industry and has put forward stricter requirements for the

organisation of tourist health and safety management. At the same time, managing the impact of these threats goes beyond the tourism market. The security and further development of the domestic tourism sector is largely dependent on the coordinated efforts of the public, government bodies, and the business community. Overcoming existing negative trends will require certain development of systemic and complex measures as well as action algorithms for their implementation with the use of financial, legal, and innovative methods of influence on the relevant sphere of tourism (Vechersky, 2022).

The activities of tourism industry entities largely support the state budget, as this function is quite important during military operations. Even after the establishment of peace in the domestic market, new trends in the development of tourism will be observed. The need for rest and recovery will increase (rest in the mountains, at the sea, in the forest). All types of relaxation tourism, which contribute to the restoration of physical and mental strength, will be actively developed. Excursions to local and familiar places will be organised, and interest in traditions and history will increase. The tourist image of the state should not lose its own complexity.

The directions for saving tourism activity in Ukraine

On the basis of the analysis of losses of the state's tourism business from the war, it is possible to propose a set of measures for the gradual restoration of tourism activities. The proposed complex can be divided into 5 parts that are interconnected and complement each other's effectiveness:

- 1) financing;
- 2) territorial improvement of tourist flows (transport logistics);
- 3) sectoral optimisation (combination of relevant enterprises into cluster formations);
- 4) the improvement of marketing through the creation of a national tourism marketing organisation and its respective subsidiary branches;
- 5) sectoral (species) improvement of state tourism (Bordun, 2020).

In practice, these theoretical parts quite often penetrate each other and are quite difficult to separate, but the analysis of each of them will give us the opportunity to use interdisciplinary research and impose a synergistic effect on each of them in particular.

The first main role should be given to financial support, since during the two years of the existence of tourism enterprises during the period of COVID-19, they exhausted their own savings and many of them already existed on credit loans.

The fiscal capacity of the country and the ability of the population to pay the corresponding user fees in the future will simply be limited. This will be a rather serious deterrent to any options for private or public financing, and it means that international aid must be focused on grants, which can be obtained from various sources:

- 1) "Mechanism for the recovery of Ukraine" of the EU, within the framework of which loans and grants are provided for reconstruction. It is funded by the EU and the respective Member States;
- 2) "Account for Ukraine" of the IMF, which is a channel of grants or loans from IMF members, their official institutions, as well as intergovernmental organisations and institutions to provide assistance to the state in meeting its respective balance of payments and budgetary needs;
- 3) The EBRD's 2 billion EUR Resilience and Livelihoods Framework, which in particular focuses on certain payment deferrals, debt restructuring, and arrears, as well as emergency liquidity financing for our country;
- 4) A multi-donor mechanism under the management of the World Bank to cover the main public expenditures, such as the public wage fund, which has already received a mixed loan on commercial and concessional terms in the amount of 1.5 billion USD (Bordun & Shevchuk, 2020).

Ukraine could also use the experience of other developed countries that suffered from national disasters and update its own emergency action plans for the future. Thus, the earthquake in New Zealand in 2010/11 is one such example, while other examples include Italy, Japan, Mexico, USA, etc.

Transport logistics in the near future will depend on the reconstruction of airports, transport routes, and bridges, and will also directly depend on the environmental situation. As a result of the massive shelling, the soil and water in many parts of Ukraine are contaminated with toxic

substances, which poses a serious threat to the health of the entire population. Many of these problems can be considered cross-border, because their impact is felt not only within the state, but also beyond its borders. The costs incurred by the economy due to the inoperability of the infrastructure are also reflected in the work of the entire tourism sector, so it is necessary to launch an infrastructure reconstruction programme as soon as possible. According to the proposal of the Centre for Political and Economic Research (CEPR) (The War..., 2022), the European Commission (EC) proposed to create a joint new institution – the Platform for the Reconstruction of Ukraine – which will be jointly managed by the EC and the Ukrainian authorities. However, this platform may not be the only one given the different interests of the existing investors. It is planned that the State Reconstruction Platform will coordinate the Strategic Reconstruction Plan “Rebuild Ukraine”, taking into account financial assistance from abroad. The recently created National Council of Reforms in Ukraine should become the owner and developer of the plan. It is assumed that the EU and all other partners will provide assistance, which will increase the effectiveness of the plan. This platform plans to promote partnership between some locations of the European Union and regions or cities of the country with the aim of accelerating reconstruction (Bordun & Shevchuk, 2020).

Regarding emergency measures, the first steps in response to the disaster are already underway. As hostilities continue, there will be a need to maintain or establish key services, as well as to identify key priorities and recovery activities. In order to create the basic conditions for the reconstruction, it will be necessary to restore the main transport, electricity, and water connections. Our state could use infrastructure reconstruction to modernise its own communication network (e.g. laying optical fibre under reconstructed roads). As roads are rebuilt in the state, it is also necessary to consider the possibility of laying fibre optic cables and connecting a significantly larger number of people, even if the operators themselves will not be able to provide services for several years, especially in rural areas. The optimisation of tourism activity had already been working before the war and should continue (Bordun & Shevchuk, 2020).

It is also important to facilitate the development of business clusters using knowledge infrastructure and an effective network. A fairly well-thought-out cluster development policy is able to encourage enterprises to some joint cooperation for the development of complex projects, promote connections between science and industry, and strengthen inter-industry interaction. Before the war, Ukrainian tourist clusters had showed the advantages of this association in Lviv and other cities. When foreign direct investors are located in these clusters, they are likely to be more willing to cooperate with other local organisations and companies.

It is important to improve marketing through the creation of a national tourism marketing organisation and its affiliates. In order to restore the activity of the tourism industry, it is necessary to approach tourism as a complex product and develop an appropriate system of marketing means to stimulate sales. These measures can be provided only by a tourism marketing agency, the so-called destination marketing organisation (DMO) (Gaponenko et al. 2021).

Even before the start of the war, SATD had begun the process of the formation of the Commission on preparation for the creation of the National Tourism Organisation (NTO), which should develop regulations on the organisational and legal form of the NTO and OMD, as well as improve the regulatory and legislative framework of tourism in the state (The State Agency..., 2023).

Preparatory work on the election of representatives to the Commission from 9 oblasts has already been carried out, the remaining delegates from other oblasts are in the process of being elected. Only one representative may be elected to the Commission from one region. Within the limits of his/her own duties, he/she will communicate with the bodies of business representatives and state authorities of his/her own region.

The most influential international organisation engaged in tourism marketing is the European Tourist Commission (ETC), which invited the State Agency for Tourism Development of Ukraine to join this organisation with a three-year free membership; thus, the organisation expressed its solidarity with our country. This decision was agreed upon during the 103rd general meeting held on 18th–20th May, 2022, in Ljubljana, organised by the Slovenian Tourism Board. This meeting brought together heads of National Tourism Organisations (NTOs) from all over Europe and members of associated ETCs from the private sector (The State Agency..., 2023).

The main founding principle of the ETC is to promote travel as a certain catalyst of peace, respect, and understanding, which is why supporting tourism in Ukraine is consistent with the current mission of the ETC to promote and strengthen Europe as a destination for international tourists through cooperation.

The sectoral (species) improvement of tourism in Ukraine will directly depend on the previous stages of reconstruction of tourism activities, but, in general, it will be a continuation of already existing trends towards the humanisation and greening of tourism. The main directions of ecological tourism are river rafting, health hikes in the mountains, visiting caves, and rock climbing. The humanisation of tourist activities involves the development of recreational tourism types that improve the cultural level and general state of health.

Health tourism is a priority in our country, since humanity at this stage gives priority to the prevention of diseases (Demkiv & Stukach, 2020). In the state, this type of tourism is provided with natural resources, especially in Transcarpathia, but the infrastructure is outdated and does not meet international standards. If, owing to international grants, the sanatorium-resort complex passes the stage of reconstruction, it will be able to serve tourists at the highest level. Nowadays, the first consumers should be the participants in hostilities and victims of the war in Ukraine, and in the future, with the establishment of all the second stages of the revival of tourism, tourist flows from abroad will also resume, as in 2021 from large Arab countries (Saudi Arabia and UAE) (Bordun, 2022).

Also, the development of such an innovative type of tourism as dark tourism, and especially such subspecies as tourism for the purpose of worshiping fallen heroes and tourism to the places of combat and necropolis, is quite promising. All these types of tourism will be strengthened by gastronomic tourism, since each of the regions of the country has its own recipes for the same dish and the products of each region differ in their own taste properties. Tourism activity in its own revival should be based on the existing significant resource potential of the territories, whose national marketing agencies will provide powerful promotion from among countries abroad (Barvinok, 2022).

Almost 800 million users in Latin America and Spain have already seen the Meet Ukraine promotional campaign. This became possible owing to the signed Memorandum on long-term partnership between the Spanish Analytical Centre for Tourism and Society (TSTT) and the Agency for Tourism Development of Ukraine (The State Agency..., 2023).

The main direction of the joint work of the TSTT and the DART is the launch of the international campaign Meet Ukraine. The main goal is to tell the international community about the damage suffered by the tourism industry of Ukraine as a result of the aggression of the Russian Federation in order to attract appropriate investments that will be directed specifically to the reconstruction of damaged or destroyed objects.

An important direction of saving tourism activity in Ukraine is also the reconstruction of destroyed or damaged cultural monuments, which will be carried out by several such tools: using domestic resources, with the support of other states, with money from special funds. Currently, such a general scheme is at the stage of its own creation. Nowadays, Ukraine makes significant efforts to preserve as many monuments as possible. The Ministry of Culture and Information Policy of the country actively conducts consultations with UNESCO regarding the methods of storing cultural objects during military operations (State Tourism Development..., 2023).

The most valuable monuments of cultural heritage are marked with a special international sign "Blue Shield", which directly indicates a rather strengthened protective status. Damage or destruction of objects with this marking is a direct war crime against cultural heritage. Artefacts of churches, museums, and cultural values from archives are placed in plywood boxes, sculptures are packed directly with a special film and placed in bags filled with sand, and stained glass windows of temples and facades with ancient carvings are sheathed with sheet metal for preservation. In this way, valuables are protected from damage that can be caused by fire, blast wave, or debris. Public organisations as much as possible involve patrons in the appropriate provision of all necessary materials for the protection of monuments, as well as volunteers who provide assistance on their own (Monuments under the fire..., 2022). The Ministry of Culture of Ukraine is also negotiating with foreign partners and ambassadors regarding advisory and financial support in the restoration of cultural monuments.

Thus, it is necessary to adopt the experience of other countries in the protection and preservation of monuments in order to minimise the loss of cultural heritage. Already now it is necessary to start work on monitoring the lost cultural resources and attempts to return or restore the looted. The memorialisation of cultural heritage will undoubtedly contribute to the process of its fairly quick restoration, if possible.

Conclusions

It has been identified that since the beginning of the war, the Russians have committed 423 crimes against Ukrainian cultural heritage, and this number is not final, as hostilities continue. Tourist natural locations in the territories that are temporarily occupied and are considered lost include: Askania-Nova, Oleshkivskiy sands, Kinborska spit, Dzharylgach, and the coast of the Sea of Azov (Pink Salt Lakes and Henichesk, Skadovsk, Kyrylivka, Berdyansk, partially Scythian Mound, Ochakiv). The border regions of Ukraine with the Republic of Belarus are also temporarily mined, which makes it impossible to have a proper rest on the Volyn lakes and rafting on the rivers of the Pripyat-Stokhid National Park. In general, the objects of cultural heritage in the Kharkiv, Donetsk, and Kyiv regions suffered the most destruction. Shelling and bombing by the Russian military completely destroyed or damaged many museums, churches, theatres, libraries, and other institutions. The objects include priceless exhibits such as ancient monuments, sculptures, world-class paintings, and rare books. Objects of cultural value which could not be destroyed by bombing are massively looted and taken to the territory of Russia; some of the stolen art objects have not yet been found.

The conducted analysis proved that in 2022, the organisation of international tourism in our country mostly did not exist due to the closed air space, and the planning of trips to our country for international tourists, although not prohibited, remains solely at the discretion of the travellers themselves. In relatively safe areas of the country, sightseeing tours are organised, which are free for those people who left their homes due to military operations.

A set of measures was proposed to gradually restore the activity of the tourism sector, namely: financial support; territorial improvement of tourist flows (transport logistics); sectoral optimisation (the combination of relevant enterprises into cluster formations); improving marketing through the establishment of a tourism national marketing organisation and its respective affiliates; sectoral (species) improvement of state tourism.

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