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**THE TOURIST INDUSTRY OF UKRAINE IN THE POST-WAR PERIOD:
KEY DIRECTIONS OF RECOVERY AND FACTORS OF INFLUENCE
IN THE EUROPEAN VECTOR OF DEVELOPMENT**

Through the process of researching and composing this article, it has been determined that the tourism industry of Ukraine before the start of the full-scale war was one of the competitive industries of the national economy, which brought the lion's share to the country's budget in the form of taxes and fees. Just as the tourism industry of Ukraine began to recover after the COVID-19-pandemic, it again suffered, without exaggeration, a big "blow" in the form of cutting off part of the territories and making it impossible for tourists to travel safely both within the country and beyond. It has been proven that the tourism industry in Ukraine has great potential for recovery, the country has a rich cultural heritage, natural beauty and historical sights that can attract the attention of not only domestic tourists but also enchant foreign visitors. It was determined that the Ukrainian tourism industry has great potential for recovery in the European context, as Ukraine is rich in cultural and natural treasures that can attract European tourists. It has been established that the restoration and development of infrastructure, improvement of service and marketing campaigns, ensuring safety and comfort for tourists form the foundations and deep interest in the Ukrainian tourism sphere. Flexible tourism approaches, such as environmentally friendly tourism and cultural exchange, can become key elements in the successful recovery of tourism in Ukraine in the European context. It has been determined that various measures can be considered to stimulate tourism, such as actions to promote tourist routes, partnerships with tour operators, infrastructure development, introduction of convenient services for tourists, and others. Several influencing factors regarding the revival of Ukrainian tourism through the prism of the European vector of development are proposed: political and economic stability; safety of tourists; reconstruction of infrastructure; active marketing and advertising; cultural heritage and natural resources; tourist policy and visa conditions; digital technologies in the field of tourism; economic condition of the country; tourist service. Among the general trends and possible directions for the restoration of the tourism industry in Ukraine in the post-war period, we identified the following: development of domestic tourism; cooperation with European partners; emphasis on the promotion of little-known tourist destinations; training of specialists in the field of tourism; accessibility of tourist trips to all travelers regardless of age, ability or interests.

Keywords: *tourism industry; tourism sphere; Ukrainian tourism; European development; safety and comfort of tourists; directions of tourism recovery; factors influencing tourism; infrastructure development; tourism promotion; tourist routes; digital technologies; economic state of the country.*

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**ТУРИСТИЧНА ІНДУСТРІЯ УКРАЇНИ У ПОВОЄННИЙ ПЕРІОД:
КЛЮЧОВІ НАПРЯМИ ВІДНОВЛЕННЯ ТА ЧИННИКИ ВПЛИВУ
В ЄВРОПЕЙСЬКОМУ ВЕКТОРІ РОЗВИТКУ**

У процесі дослідження та написання цієї статті було встановлено, що туристична галузь України до початку повномасштабної війни була однією з конкурентоспроможних галузей народного господарства, що приносила левову частку до бюджету країни у вигляді податків та зборів. Тільки но туристична галузь України почала відновлюватись після

пандемії COVID-19, як знов зазнала, без перебільшення, великого «удару» у вигляді відсікання частини територій та унеможливлення безпечних подорожей туристами як по території країни, так і за її межами. Доведено, що туристична індустрія в Україні має великий потенціал до свого відновлення, країна має багатий культурний спадок, природні краси та історичні пам'ятки, які можуть привернути увагу не лише внутрішніх туристів але й зачарувати закордонних відвідувачів. Визначено, що українська галузь туризму має великий потенціал для відновлення і в європейському контексті, оскільки Україна багата культурними та природними скарбами, які можуть привабити європейських туристів. Встановлено, що відновлення та розвиток інфраструктури, покращення сервісу та маркетингові кампанії, забезпечення безпеки та комфорту для туристів формують не аби які підвалини та глибинний інтерес до української туристичної сфери. Гнучкі туристичні підходи, такі як екологічно чистий туризм та культурний обмін, можуть стати ключовими елементами успішного відновлення туризму в Україні в європейському контексті. Визначено, що для стимулювання туризму можна розглядати різні заходи, такі як акції з просування туристичних маршрутів, партнерства з туроператорами, розвиток інфраструктури, впровадження зручних сервісів для туристів та інше. Запропоновано декілька чинників впливу щодо відродження українського туризму крізь призму європейського вектору розвитку: політична та економічна стабільність; безпека туристів; відбудова інфраструктури; активний маркетинг та реклама; культурна спадщина та природні ресурси; туристична політика та візові умови; цифрові технології у сфері туризму; економічний стан країни; туристичний сервіс. Серед загальних тенденцій та можливих напрямів відновлення туристичної галузі в Україні у повоєнний період нами було визначено наступні: розвиток внутрішнього туризму; співпраця з європейськими партнерами; акцент на просуванні маловідомих туристичних напрямів; навчання фахівців у сфері туристичної галузі; доступність туристичних подорожей всім мандрівникам незалежно від віку, здібностей або інтересів.

Ключові слова: туристична індустрія; туристична сфера; український туризм; європейський розвиток; безпека та комфорт туристів; напрями відновлення туризму; чинники впливу на туризм; розвиток інфраструктури; стимулювання туризму; туристичні маршрути; цифрові технології; економічний стан держави.

Statement of the problem. Statement of the problem. Before the start of the full-scale war, the tourism industry of Ukraine was one of the competitive industries of the national economy, bringing the lion's share to the country's budget in the form of taxes and fees. The tourism industry of Ukraine has just begun to recover after the COVID-19 pandemic, when it again suffered, without exaggeration, a big "blow" in the form of cutting off part of the territories and making it impossible for tourists to travel safely both within the country and beyond. However, the tourism industry in Ukraine has great potential for recovery, the country has a rich cultural heritage, natural beauty and historical monuments that can attract the attention of not only domestic tourists but also enchant foreign visitors.

In addition, the Ukrainian tourism industry has great potential for recovery in the European context, as Ukraine is rich in cultural and natural treasures that can attract European tourists. Restoration and development of infrastructure, improvement of service and marketing campaigns, provision of safety and comfort for tourists form many foundations and deep interest in the Ukrainian tourism sphere. Flexible tourism approaches, such as environmentally friendly tourism and cultural exchange, can become key elements in the successful recovery of tourism in Ukraine in the European context.

Analysis of recent publications on the problem. Various scientists and academics have paid a lot of attention to the tourism sphere and the main issues of its development. Special attention needs to be paid to the scientific output of scientists in this field in terms of the restoration of the entire tourist industry in wartime conditions and after the end of the war. Among the main researchers, key positions were considered by the following authors: K.O. Babikova, O.P. Berkova, O.I. Drebot, K.O. Babikova, A.V. Lisovyi, H.V. Dolha, H.V. Mashika, K.A. Horiunova, H.I. Mykhailichenko, I.V. Dvorska, V.V. Papp, L.O. Potravka, I.O. Pichura, O.H. Rodina, V.A. Khudaverdiieva, O.M. Cherneha and others.

The purpose of the article is to investigate the current state of the tourism industry of Ukraine, to analyze the main steps of Ukrainian tourism in the post-war period, to determine the key directions of the recovery of Ukrainian tourism and to establish the main factors influencing the further development of tourism in Ukraine in view of the European vector of development and cooperation.

The main results and their justification. According to many scientists and economists of our country, Ukraine has a huge potential to restore the tourism industry after the war period. This is explained by the following circumstances [1; 4; 8]:

First, the country has a rich cultural heritage, historical monuments and natural beauty that can attract tourists. In particular, we are talking about Kyiv, Lviv, Odessa and other cities that can become popular tourist destinations. In addition, from now on, Ukraine can still impress tourists with the consequences of post-war actions in some regions of the country, such as Bucha and Bakhmut;

Secondly, the development of infrastructure and convenient transport links can make traveling around the country much easier. Attracting investments in hotels, restaurants, vehicles and other areas of the economy will also contribute to the recovery of the tourism sector in the post-war period.

It is also necessary to focus attention on marketing campaigns and support of tourism business in order to attract the attention of foreign tourists. Ukraine should position itself as an attractive, safe and interesting tourist destination. In addition, the development of tourism can contribute to the social and economic recovery of the country, creating new jobs and promoting the flourishing of small businesses. It is also important to take into account environmental and cultural aspects in the development of tourism in order to preserve the unique character of the country. Thus, a balanced approach and cooperation between the authorities, business and the public can contribute to the successful recovery of the tourism sector in Ukraine after the war period [2; 5; 10].

The tourism industry of Ukraine is an important branch of the economy, which includes a variety of activities related to travel and recreation. The main classic components of the tourism industry include hotels, restaurants, transport services, travel agencies, attractions and other services designed to meet the needs of tourists (Fig. 1).

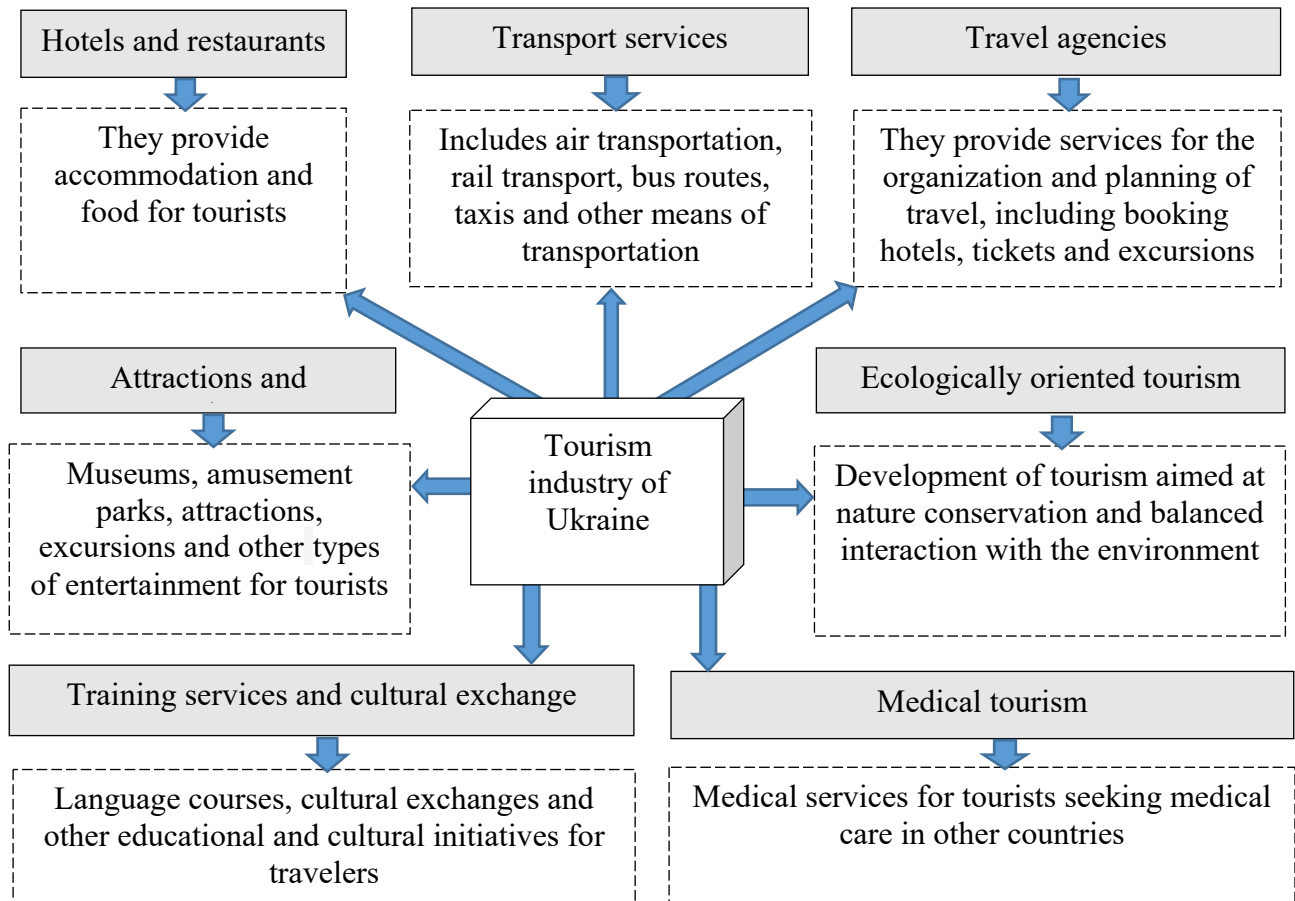
The tourism industry plays an important role in the development of countries' economies and promotes cultural exchange between nations. However, it also faces challenges such as conservation of natural resources, management of tourist flow and preservation of cultural heritage. The tourism industry of Ukraine is diverse and attractive for travelers, where the dominant components are [7; 9; 12]:

1. Cultural and historical sights – Ukraine has a rich cultural heritage that includes ancient castles, churches, museums and historical sites such as Kyiv Pechersk Lavra, Lviv Old Town and many others.

2. Natural landscapes – Ukraine has beautiful natural landscapes, such as the Carpathians, Kryvyi Rih Mound and numerous national parks.

3. Traditional cuisine – Ukrainian cuisine is famous for its delicious and hearty food (borscht, dumplings, cabbage rolls).

4. Folklore and folk traditions – tourists can enjoy folk festivals, folk crafts and other aspects of Ukrainian culture.



Source: [3; 6; 11].

Fig. 1. The main aspects of the tourist industry in a classic form

Tourism in Ukraine is beginning its revival, the country is starting to restore its infrastructure for the safety and convenience of visitors. However, as in any other country, there are important issues regarding sustainable development, conservation of natural resources and ensuring the quality of tourism services.

Thus, various measures can be considered to stimulate tourism, such as promotions for the promotion of tourist routes, partnerships with tour operators, infrastructure development, introduction of convenient services for tourists, and others. It is also important to work on improving the image of the country in the eyes of the international community. Investments in tourism development, advertising campaigns and promotion of creative initiatives can contribute to the recovery and development of the industry. This will not only bring economic benefits, but also promote the exchange of cultural values and the expansion of international cooperation [13; 14; 16].

The current state of the tourism industry in Ukraine can be improved through a number of measures and initiatives aimed at the development and attractiveness of the country for tourists. Given that some vacation requests are still coming in, there is an opportunity to preserve and restore

the tourism industry in certain safe regions. Thus, several following aspects should be taken into account to restore the tourism industry in conflict conditions (Table 1).

Table 1

**Possible prospects for the restoration of the tourism industry in Ukraine
 in the post-war period**

№	Recovery directions	Characteristic
1.	Marketing and advertising	Creation of effective marketing campaigns for the promotion of tourist attractions and events in Ukraine.
		Emphasis on the country's unique cultural and natural resources.
		Conduct marketing campaigns to attract tourists to safe zones.
		To emphasize the beauty and cultural wealth of the regions that remain outside the conflict.
2.	Infrastructure entertainment	Development and improvement of transport infrastructure to ensure convenient access to different regions of Ukraine.
		Development of hotel and restaurant infrastructure.
3.	Tourist routes	Development and promotion of interesting tourist routes, including cultural and natural attractions.
		Support of ecologically clean and stable tourist routes.
4.	Technological innovation	Using technology to improve the tourist experience, such as mobile navigation applications, virtual tours, etc.
5.	Cultural Exchange	Encouragement of cultural exchange and interaction with foreign tourists.
		Organization of festivals, exhibitions, concerts and other cultural events.
6.	Safety and service	Ensuring safety and comfort for tourists.
		Increasing the level of service in hotels, restaurants and other tourist establishments.
7.	Public initiatives	Involvement of the public in the development of tourism, support of local initiatives and entrepreneurship.
8.	Flexible tourist rules	Creation of flexible and convenient rules for the entry and stay of foreign tourists.
9.	Security and information support	Provide the maximum level of security for tourists in safe regions.
		Regularly provide information on the state of security, rules of conduct and recommendations for tourists.
10.	Economic support	Provide support to tourism companies through aid or financial measures.
		Recruit volunteers to support and promote safe regions.
11.	Cooperation with other industries	Involve restaurants, hotels, transport companies and other industries in joint initiatives to attract tourists.
		Develop package offers and discounts for tourists.
12.	Development of alternative routes	Enrich the tourist offer with new routes and destinations located in safe regions.

Source: [9–16].

Understanding and active support in the field of security will be decisive for the restoration of interest in tourism in the conditions of a military conflict. These measures should contribute to the recovery and development of tourism in Ukraine, increase the flow of tourists and improve the economic contribution of the industry to the development of the country.

It is also necessary to pay attention to several influencing factors regarding the revival of Ukrainian tourism through the prism of the European vector of development [15; 16]:

1. Political and economic stability (stability in politics and economy contributes to the confidence of tourists; instability can affect the safety and decision of tourists to visit the country).

2. Security (ensuring security for tourists is one of the most important factors; reducing the level of crime and increasing general security create favorable conditions for the development of tourism).

3. Infrastructure (development and improvement of transport, hotel and communication infrastructure provide convenience for tourists and increase their satisfaction with the trip).

4. Marketing and advertising (an active marketing strategy that promotes tourist attractions and cultural features can attract attention and increase the flow of tourists).

5. Cultural heritage and natural resources (identified and unique cultural and natural attractions become tourist magnets; preservation and promotion of these values is important to attract travelers).

6. Tourist policy and visa conditions (flexible tourist policy and simplification of visa conditions can make the country more attractive for foreign tourists).

7. Digital technologies (the use of modern technologies, such as online platforms and mobile applications, facilitates the ease of planning and booking travel).

8. Economic condition (economic stability and the presence of economic growth can positively affect people's ability to spend money on travel).

9. Tourist service (quality of service, friendliness of local residents and availability of information for tourists play an important role in determining the satisfaction of travelers).

Taking into account these factors and with an appropriate approach to their management, Ukraine can achieve a successful recovery and development of the tourism industry [1–10].

Conclusions. Therefore, within the general trends and potential directions for the restoration of the tourism industry in Ukraine in the post-war period, we identified the following:

– development of domestic tourism (in conditions of recovery after conflicts or other difficulties, domestic tourism can become a key factor in recovery; promoting the beauty and uniqueness of one's own country can attract local and foreign tourists);

– advertising and marketing (a successful advertising campaign can greatly affect the recovery of tourism; a positive perception of the country, its culture, natural beauty and history can stimulate the interest of travelers);

– infrastructure (the development of tourism infrastructure such as hotels, restaurants, transportation and other facilities can improve the comfort and convenience of tourists visiting the country);

– safety (ensuring safety for tourists is critical, where the Government and the tourism industry must work to create a conducive and safe environment for visitors);

– cultural tourism (in Ukraine there are many cultural and historical monuments that can attract tourists; the development of cultural tourism can contribute to the restoration and increase of the flow of travelers);

– cooperation with foreign partners (Ukraine can develop cooperation with foreign tour operators and partners to attract foreign tourists; cooperation at the international level can increase the country's reputation among potential visitors);

– focus on the promotion of little-known tourist destinations and intensify work on attracting tourists to them; – increase emphasis on education and training of specialists in the field of tourism, thereby increasing the quality of services;

– strengthen cooperation with governments and the private sector for cultural exchange, which in turn will promote mutual understanding between nations;

– make tourism accessible to all travelers regardless of age, ability or interests.

Therefore, these factors collectively can contribute to the recovery of the tourism industry in Ukraine during the post-war period. However, the success of such recovery efforts will depend on various key factors, including political stability, economic development, and the overall image of the country.

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