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TOURISM RESILIENSE AND DEVELOPMENT IN UKRAINE: LESSONS FROM INTERNATIONAL TOURISM STRATEGIES IN CONFLICT ZONES

Formulation of the problem. The Ukrainian tourism sector, like the rest of the world, has suffered greatly and barely managed to survive. Although positive trends emerged towards the end of 2021, such as an influx of three million foreign tourists to Ukraine and bookings made for the 2022 season, the industry's revival was short-lived [1]. With rising tensions between Ukraine and Russia at the start of the year, an increasing number of bookings were canceled, leaving the tourism industry in its worst-ever situation. This article focuses on analyzing the current state and predicting future losses, with the aim of finding ways to preserve Ukraine's tourism industry for future generations.

Current state of tourism in Ukraine. The tourism industry in Ukraine has been growing steadily over the past few years. According to the State Statistics Service of Ukraine, the number of foreign tourists visiting Ukraine in 2021 increased by 16.2% compared to the previous year. However, the number of tourists is still relatively low compared to other countries in the region.

Despite the losses suffered by the tourism industry of Ukraine due to the war, in the first six months of 2022, the amount of the tourist tax amounted to 89 million 420 thousand UAH, which is almost 28.8% more compared to the same period in 2021 -

when the budget received 69 million 453 thousand UAH [2].

Analysis of recent research and publications. Many Ukrainian researchers have observed the critical state of the tourism industry, which was one of the hardest-hit sectors during the Russian invasion, and are now proposing ways to save tourism in Ukraine. Through analysis of the tourism industry's development in countries that have experienced armed conflicts, including Croatia, Israel, Cyprus, Egypt, and others, Boyko V.O., Dalevska N.M. [3], and O. Fastovets [4] have identified Ukraine's resource potential for developing various types of tourism after the war ends. These researchers have proposed several promising forms of tourism for Ukraine, including medical, ecological, ski, gastronomic, and dark tourism in territories that were previously occupied by Russian troops.

Presentation of the main research material. By learning from other developed countries that have faced national disasters, Ukraine has the potential to update its emergency action plans for the future.

The success of enhancing Ukraine's tourism industry is linked to the earlier phases of the restoration of tourism, yet it will continue the ongoing movements to make tourism more eco-friendly and humane. Ecological tourism will be centered around mountain health trips, river rafting, rock climbing, and cave exploration. Humanizing tourism will focus on creating leisure activities that boost general health and cultural development.

As an example, Croatia has proposed its own approach to tourism development, having a strong recreational, health and cultural potential on its territory. In the early 2000s, the government supported airlines and cruise services, created preferential conditions for homeowners, opened beaches, built infrastructure and promoted national tourism resources. This led to an inflow of foreign investment and, as a result, an annual increase in the number of visitors to the country to 10 million people, which accounts for about 15% of Croatia's GDP.

In the near future, transport logistics will be impacted by ecological conditions and require the renovation of transportation routes, airports, bridges, as well as water and electricity infrastructure. To establish a foundation for reconstruction, the primary

transportation, water, and electricity connections will need to be repaired. The infrastructure renovation can also provide an opportunity to modernize Ukraine's communication network.

Additionally, a new type of tourism, known as dark tourism, is expected to become popular, with variations such as military zone tourism and necropolis tourism paying homage to heroes.

The article by Zeid A. Kassouha describes how countries successfully restore the tourism industry after the war, using the example of the cities of Sarajevo and Mostar in Bosnia and Herzegovina [5]. Souvenir shops in both historical centres offered war-related items, such as shell casings turned into pens.

In Sarajevo, commemorative events are held for tourists. The city has memorials to the dead, a monument to children who died during the siege of the city, and the «Sarajevo Roses» (shell craters where people died were filled with red resin).

The city has long been considered a «mecca of dark tourism» - the facades of many residential buildings have been damaged by bullets or shells. However, such locations are «diluted» by the huge number of restored Christian churches, mosques, and synagogues, which creates an image of a spiritual centre for tourists - the «Jerusalem of the Balkans».

Despite the fact that the tourism sector reacts very sharply and painfully to social challenges caused by armed military conflicts, this state of affairs also creates preconditions and opportunities for a post-conflict tourism landscape [5], which can be actualised in the new realities in Ukraine.

Conclusion. The analysis of losses in Ukraine's tourism industry caused by the war with Russia revealed significant direct and indirect impacts. The reduction in the number of tourism businesses, destruction of tourism assets, and the decrease in future tourism revenues all contributed to the overall losses. The estimated cost of restoring the tourism industry is substantial, but essential for the recovery of the Ukrainian economy. A phased approach to restoration is proposed, which includes measures for repairing damaged tourism assets, restoring transportation infrastructure, and marketing efforts to develop existing and creating new types of tourism in Ukraine.

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