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INTERNATIONAL TOURISM DURING THE WAR IN UKRAINE

It should be noted that the Russian-Ukrainian war has become almost destructive for the tourism industry. The closed air space, difficulties with payment and the unreliable situation with the safety of tourists suspended all prerequisites for the «survival» of this type of economic activity. However, despite all the complexity of the situation, the tourism industry in Ukraine continues to function. It adapts to new realities, finds new solutions, lays the foundation for future development and works towards a common goal. The activity of the subjects of the tourism industry today significantly supports the state budget, since this function is very important in the conditions of martial law [1].

Recently, the National Tourism Development Agency gave an encouraging message - tourism continued even during the war.

Even in cases of existing restrictions (for example, visiting forests or border areas), people continue to find their homeland. And it makes sense, because constant stress is exhausting, and the body needs healing.

Outbound tourism is also gradually improving. Many women with children travel from Chisinau (Moldova) to a popular summer resort.

The ordering of ground services remains important - citizens who have found themselves in Europe book hotels and services with Ukrainian tourists and go to the resorts themselves.

From a business perspective, this order is enough to cover part of the average number of flights. In order to fully reveal the potential, Ukrainian tourism workers are looking for new ways of development and are gradually studying the European market, as well as opportunities in other countries.

Thus, he developed business in Moldova and Kazakhstan, and during the year we started operations in Estonia, Latvia and Lithuania. But here it should be noted that opening a business in the EU is not the fastest way.

For example, the preparation for opening a business in the Baltic countries lasted more than a year. This means that Ukraine's trade route to the EU will not be very easy.

Meanwhile, the tourist market is rapidly recovering and in some regions has not yet had time to meet demand. In London, Heathrow Airport announced a few days ago that it will not handle more than 100,000 passengers a day in order to reduce passenger numbers.

For our realities, these are colossal numbers and another confirmation that Europe needs new players. However, tourism should return to Ukraine.

The current war in Ukraine is unprecedented in modern European history. It should be remembered that there are many examples around the world where countries have recovered and welcomed tourists after major conflicts. Croatia, which was able to develop into a particularly popular region after the war, or Israel, which successfully rebuilt its tourism industry after constant conflicts with Palestine, are often mentioned in this context.

References:

1. Mashika G.V., Pyatka N.S. Peculiarities of the functioning of the subjects of the tourism industry in the conditions of war. *Economy and society*. 2022. № 44. URL: <http://economyandsociety.in.ua/index.php/journal/article/view/1833>.