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## Tourism in Ukrainian frontline communities: trends, challenges, and development prospects

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**Abstract.** In Ukraine, as a result of Russia's military aggression, tourism has suffered significant losses, and in regions close to or where hostilities are ongoing, it has ceased operations altogether. However, there are many examples in the world where countries have recovered quickly and successfully developed after armed conflicts. Given this, it is necessary to study

foreign experience in restoring tourism and to develop the author's own scientific and practical recommendations for further tourism development in wartime and post-war. The purpose of the article is to highlight new trends and peculiarities in the tourism sphere of the frontline communities of Ukraine (Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, and Donetsk regions) during the war and to develop the author's recommendations for its further development, taking into account the primary data of a sociological survey of tourism representatives. The study was based on the results of a sociological survey of tourism business owners, employees of tourist infrastructure and attractions, representatives of tourism NGOs, and executive authorities coordinating tourism activities in the frontline territories of Ukraine. The respondents were 144 people from 5 regions of Ukraine: Dnipropetrovsk, Donetsk, Zaporizhzhia, Sumy, and Kharkiv regions. The sociological survey was conducted from February 2 to 15, 2023 by Estonian (Tallinn University) and Ukrainian scientists with the support of the Estonian Research Agency. The purpose of the survey was to identify the peculiarities of the state of Ukrainian frontline communities and the tourism business in the context of the war and prospects for the future. The sociological survey was conducted using the Google form tool on various areas of tourism business activity, such as the peculiarities of the tourism business before the war, the types of tourism practiced in the community before the outbreak of hostilities, changes in tourism after the outbreak of hostilities, problems and threats to the tourism business, prospects and opportunities for tourism development after the war, the greatest benefits for the community in terms of tourism business development during the war and the post-war period, participation in tourism clusters, and the development of tourism business in the community. The computer programs Microsoft Excel 2010, Adobe Photoshop 2021, and the program SPSS Statistics V21.0 were used for calculations, computations, and graphical constructions. Based on the results of the survey, we suggest ways to restore tourism in the frontline communities of Ukraine after the war.

**Keywords:** *frontline communities, tourism business, sociological survey, post-war reconstruction.*

## Туризм українських прифронтових громад: тенденції, виклики та перспективи розвитку

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**Анотація.** Війна завдала значних збитків природним багатствам та культурно-історичним пам'яткам прифронтових регіонів України, фактично зупинивши повноцінне функціонування галузі туризму, однак привернула увагу до цих територій не лише мешканців України, а й всього світу. Виклики, що постали під час воєнних дій, в свою чергу, відкривають нові можливості

щодо відновлення та модернізації туризму, залучення міжнародних експертів, впровадження світового досвіду. Після війни дані регіони можуть стати осередками значних туристичних потоків. Для цього необхідно сформувати новий зміст повоєнного туризму, налагодити співпрацю між владою, бізнесом, громадськістю та потенційними інвесторами. У статті проаналізовано результати соціологічного опитування, яке було проведено естонськими (Талліннський університет) та українськими вченими з Запорізької, Дніпропетровської, Сумської, Харківської областей за підтримки Естонського дослідницького агентства. Метою опитування було виявлення особливостей стану українських прифронтових громад та туристичного бізнесу в умовах війни й перспектив на майбутнє. В опитуванні взяли участь представники туристичного бізнесу, освіти та науки, працівники закладів туристичної інфраструктури та атракцій, члени громадських організацій туристичного спрямування та виконавчої влади, яка координує туристичну діяльність на прифронтових територіях України (Запорізької, Дніпропетровської, Сумської, Харківської та Донецької областей). Висвітлено досвід закордонних країн, де велися бойові дії, та проаналізовано їхні напрацювання у сфері відновлення туризму. Встановлено, що до початку війни в Україні головною суттю та особливістю туристичного бізнесу прифронтових міст були екскурсійна та турагентська діяльність. З початком війни у прифронтових населених пунктах України відбулися суттєві зміни в туристичній галузі, що обумовлені зниженням рівня платоспроможності населення, відсутністю інтересу до відвідування туристичних об'єктів, високим рівнем небезпеки через замінування територій та ворожі обстріли, а також тим, що привабливі туристичні об'єкти припинили функціонувати або приймати туристів. Проаналізовано перспективні напрями розвитку туризму та виокремлено найважливіші, такі як розробка стратегій розвитку туризму у прифронтових громадах, відновлення функціонування туристичних локацій, можливості модернізації туристичних об'єктів за рахунок грантового фінансування, а також формування позитивного іміджу безпекових подорожей. На основі результатів опитування запропоновано шляхи відновлення туризму у прифронтових громадах України після завершення військових дій.

*Ключові слова:* прифронтові громади, туристичний бізнес, соціологічне опитування, післявоєнна відбудова, європейський досвід, загрози, можливості.

## Introduction

Tourism is an important source of export earnings and GDP for many countries around the world. According to UNWTO estimates, tourism direct GDP amounted to USD 3.5 trillion in 2019, or 4% of world GDP (UNWTO, 2021). In 2020-2021, the COVID-19 pandemic disrupted tourism and travel and changed the international tourism market, including in Ukraine. However, Ukrainian tourism suffered an even greater decline and losses because of Russia's military aggression, and in regions close to or where hostilities are ongoing, it has ceased operations altogether. Due to the aggression of the Russian Federation, many tourist facilities were destroyed in Ukraine, including 1327 such facilities as of December 2022: 907 cultural institutions, 168 sports facilities, 157 tourism facilities, and 95 religious facilities (Motsa et al., 2022) and a number of natural monuments (Oleshky Sands, Velykyi Luh, Svyati Hory, Biloberezhzhia Sviatoslav within the Kinburn Spit, and many others) were damaged. The war has resulted in the closure of airspace, disruption of logistics, and mass migration. It has reduced tourist safety and tax revenues in the frontline regions, and curtailment of tourism programmes.

The World Tourism Organisation emphasizes that military operations on the territory of Ukraine have significant consequences for global tourism (Impact of the Russian Offensive..., 2022):

- Changes in the flows of outbound tourists from Russia and Ukraine, which accounted for about 3% of global spending = USD 14 billion in 2020;
- Additional risk for a weak and uneven tourism recovery;

- Impact on traditional destinations that are in strong demand, as well as new ones, especially island and coastal destinations;
- Lower consumer confidence particularly in more risk-averse markets and segments;
- weaker economic growth and higher inflation. Higher oil prices + inflation + interest rates = higher travel costs for consumers and pressure on businesses, especially MSMEs;
- Threatens tourism-related jobs and businesses impacting livelihoods.

During the war, tourism in Ukraine suffered huge losses due to the large number of destroyed cultural and historical monuments, damaged or destroyed tourist infrastructure completely, and damaged recreational potential of the territories that came under occupation and suffered as a result of hostilities. However, there are many examples in the world where countries have recovered quickly and successfully developed after armed conflicts. For example, the experience of Great Britain (Northern Ireland) or Israel shows that military facilities and various military-themed events are popular and play an important role in the development of tourism. It is the experience of such countries that can be used as a basis for restoring the tourism industry in Ukraine in the post-war period. Countries that have been affected by political or military events have experienced a decline in the number of international tourists and tourism revenues. No country can protect its tourism sector from the effects of insecurity. For example, the political instability in Egypt in 2013 led to a decline in the number of tourists to 9.5 million compared to 11.5 million in 2012. The Lebanese-Israeli war in 2006 and a series of violent

episodes in 2008 led to a 17.3% and 7.2% year-on-year drop in foreign tourism receipts in Lebanon. The Russian-Georgian war in 2008 resulted in a decline in foreign tourist arrivals by about 18% compared to 2007 (Haddad, 2015).

The Russian aggression has set urgent tasks for Ukraine's tourism industry to restore and operate on a fundamentally new basis. It is becoming more obvious that after the victory, there will be a significant interest of foreign tourists in our country and, as a result, the flow of tourists to our country will intensify in the future. At the same time, we assume that a significant cohort of tourists will want to visit the affected frontline regions.

In such regions of Ukraine as Zaporizhzhia, Dni-pro, Sumy, Kharkiv, and Donetsk oblasts, there is a significant loss of tourism potential and destruction of tourism infrastructure. Nevertheless, the tourism sector has adapted to the war and has undergone structural changes. In view of this, it is necessary to study foreign experience in restoring tourism, analyze the views of tourism representatives of frontline communities on this issue, and develop the author's own scientific and practical recommendations for the further development of tourism in war and post-war times, which is a relevant and timely scientific and practical task.

**Review of previous research.** The issues of the functioning of the tourism sector during the war and its restoration in the territories that suffered significant destruction have been widely studied by scholars from different countries. Scholars in different countries have studied the experience of tourism development in the territories where hostilities were conducted. In the research work of D. Weaver (2000) author considers the theoretical concept of tourism development in the territories where military operations were conducted and believes that there is a gap between the level that tourism could have reached in the absence of war and the level that was achieved as a result of war. He identified two stages in the period of decline: the first is the stage of instability before the war, when there is a lack of tourists due to a significant level of risk, and the second stage is the period of war. This is followed by the stages of exploration and recovery when tourists return to the territory. Therefore, studying the experience of restoring tourism activity in the territories where military operations took place is useful for developing plans for tourism development in the post-war period.

During the Balkan crisis between 1990 and 2000/01, the period can be characterized as one of stagnation and deterioration in Montenegro. The war and political instability in the region, followed by

UN sanctions and NATO intervention, resulted in a prolonged absence of foreign tourists and a decline in product quality. In 2003, Montenegro's travel and tourism economy directly or indirectly accounted for 22,077 jobs (11,892 directly), revenues of €190.9 million (102.8 directly), and exports of €173.1 million. Tourism has become an important branch of the Montenegrin economy, as its specific weight in the GDP structure was 14.4% (Sisevic, 2005). Montenegro also focused on the development of beach tourism. One of the strategic directions of tourism development in this country was the activation of education reform at all levels, the development of a program, and increased investment in education and training. For Ukraine in the war and post-war times, it will be expedient to use the experience of Montenegro in the field of tourism education, both formal and informal, namely the development of new educational programs adapted to the new market requirements, increased investment in improving the qualifications of specialists in the tourism sector.

The development of tourism in the Republic of Croatia after the Balkan War has gradually increased. These processes are described in D. M. Currie (Currie et al., 2004). Presently, Croatia competes for tourists with other Mediterranean countries (Greece, Turkey, and Spain, some northern African countries). Before the Balkan War, tourism in Croatia was booming. After a significant initial decline, tourism figures rose during the war – the number of tourists grew by 5% per year from 1991 to 1995, and tourism expenditure grew by almost 33% per year during the same period. After the war, from 1996 to 2002, both the number of tourists and tourism expenditure increased by about 12% per year. Tourism began to recover within a few years after the initial decline due to the crisis. The reasons for this were the increase in refugees from other Yugoslav republics, which had traditionally been the main source of tourists to Croatia, as the war took place in parts of Croatia far from tourist centers, so European tourists did not give up their traditional holidays. This led to an increase in tourism revenues after an initial drop. For the development of tourism in Croatia, N. Skuric (1999) suggests various directions, namely the development of rural, ecological, and adventure tourism, the construction of small hotels and support for small businesses, the abolition of customer duties and VAT (value added tax), taxes on imported equipment and other means of production used for the reconstruction of existing and construction of new hotels. Thanks to the waiver and reduction of the service tax used in the creation of the tourism product, it has become cheaper and more competitive.

In 1974, Cyprus was divided into two parts. Approximately one-third of the island was incorporated into the «The Turkish Republic of Northern Cyprus», which is not recognized by other countries. The rest of the island is inhabited by Greek Cypriots and is called the Republic of Cyprus. The issue of measuring the impact of political unrest on the tourism industry in Cyprus is described in the scientific publication by John S. Kaminarides (Kaminarides et al., 1995). For a country like Cyprus, tourism is very important for its economic growth (23% of GDP; 40% of foreign exchange; 168% of merchandise exports; 54% of non-visible income; and 14% of total employment). Therefore, any political unrest has a negative impact on tourism, which will have a detrimental effect on the country's economy. The division of the island into two parts resulted in a tourism boom in the Ayia Napa / Paralimni region, in the cities of Larnaca, Limassol, and Paphos. Tourism developed in these cities due to both the improved tourist infrastructure and the sense of security, being located away from the Green Line dividing the territories controlled by Greece and Turkey. Tourism in Turkish-occupied Famagusta has ceased. D. Ioannides and Y. Apostolopoulos discuss the different fates of the tourism industry on the divided island of Cyprus and the prospects for crisis management and recovery. According to these scientists, if the Greek-Cypriot state had a rapid development of tourism, then tourism in the northern Turkish-Cypriot part is experiencing difficulties due to international boycotts. They argue that the prospects for the development of the tourism industry in Cyprus can only be seen in the context of a demilitarised single-island state with a restructured and diversified product. D. Ioannides and Y. Apostolopoulos point out that a competitive single Cypriot tourism product could bring the two communities closer together and become a catalyst for unlocking Cyprus' sustainable development potential (Ioannides and Apostolopoulos, 2016).

The article by D. Jacobson (Jacobson et al., 2015) also examines the impact of the Cyprus problem on the tourism industry in the two parts of the divided island. A sociological survey of tourism professionals in both parts of the island was conducted. The results show that Greek Cypriot tourism professionals believe that the status quo is a net loss for both the Greek Cypriot and Turkish Cypriot tourism industries, while the vast majority of Turkish Cypriots perceive it as a zero-sum game in which Greek Cypriots win at the expense of the Turkish Cypriot tourism industry. If the political conflicts are resolved, the Turkish Cypriots believe it will give a

new impetus to the development of tourism on the island. In general, Cyprus is one of the most popular destinations for tourists after the interethnic conflict between Greek and Turkish communities. The path of promotion of tourism to Cyprus was like the Croatian one: identification of the main tourist advantages – mass advertising in other countries. Ukraine will need to do mass advertising on foreign markets, but, in our opinion, primarily not for allied countries, but for countries that have chosen a neutral or contradictory position in supporting Ukraine against Russia's military aggression, primarily for China, India and Turkey. Moreover, in 2020, representatives of these countries accounted for 28% of incoming tourists to Ukraine (Tourism Activity in Ukraine 2020, 2021). Such a position is related to showing the representatives of these countries the consequences of Russia's military invasion of the territory of Ukraine and, through the educational function of tourism, to reduce the influence of Russian propaganda, which has influenced most residents of China, India, and Turkey regarding their pro-Russian position.

The problems of tourism development in Northern Ireland are disclosed in the article by R. Lennon and A. Titterton (Lennon and Titterton, 1996). Northern Ireland has had 25 years of bad publicity and a generally low level of tourism mainly due to problems related to the activities of the Irish Republican Army. Northern Ireland has a limited number of tourist attractions, and this makes it difficult to promote the country as an interesting destination. These problems were resolved by a cessation of violence and joint promotion of the entire island of Ireland between Bord Failte and the NITB. However, Northern Ireland tourism has problems with tourist infrastructure and service, as well as negative images of the country in many people. And the development of tourism in Northern Ireland is aimed at improving its image.

From a scientific point of view, the development experience of Georgia after the Russian-Georgian War in 2008 is interesting. It is worth noting that in the conditions of the information age, the review of tragic events, natural phenomena, and wars draws the attention of the world community to any country. Georgia received a wide request on the Internet in 2008, was on all the columns of world newspapers and, accordingly, became more recognizable in the world. However, as noted in the work of N. Rinkiasvili (Rinkiasvili, 2012), the tourism industry suffered greatly from this war. Therefore, after the war, Georgia focused on creating a positive tourist image. Various regions (Adjara, Kakheti, Svaneti, etc.) were involved in this process. In 2010, the Regional Development

Strategy of Georgia until 2017 was developed, which included tourism development and environmental protection among the priorities. The development of such a strategy to restore tourism and protect the environment is also appropriate for the frontline regions of Ukraine, whose flora and fauna suffered 257 cases of ecocide, which resulted in environmental damages of over UAH 962 billion (Mindovkillia calculated...; 2023). The state strategy in Georgia has gradually made the tourism industry the basis of Georgia's economic development. The Law on Supporting the Development of Free Tourism Zones in Kobuleti and Anaklia also played a significant role, allowing investors to purchase land plots for hotel construction for a symbolic fee of GEL 1, provided they maintain their profile for 15 years. For this period, the investor was exempt from income and property taxes, and the state took over the maintenance of the infrastructure. In 2009, to promote the tourism industry, the Georgian government paid special attention to advertising and infrastructure development. Instead of advertising on CNN, the government used social networking sites such as Flickr, YouTube, or Facebook, which were extremely popular in countries of the post-Soviet period, to communicate travel opportunities in Georgia. The Georgian Department of Tourism also installed webcams in Batumi so that visitors to the Georgian tourism portal could see for themselves that the Russian invasion had not destroyed the city.

As noted by B. Saleh (2003), the Gulf War had a positive impact on certain industries. As airline manufacturers (Boeing, McDonnell Douglas) lost contracts and air carriers tried to change their entertainment and advertising campaigns, the demand for videoconferencing increased dramatically, and the demand for tourist memorabilia and patriotic war souvenirs began to flourish. In addition, after the terrorist attacks in 2009-2011, tourism in the Bahamas and Jamaica completely stopped, but the quick reaction of the tourism industry in both countries in the form of revisiting marketing campaigns to expand the target market helped to rejuvenate the tourism industry.

Israel has a significant tourism potential for the development of various types of tourism, however, due to constant military conflicts, the country's tourism suffers (Levit, 2008). Since 1948, Israel has experienced 7 official wars, an 18-year conflict in southern Lebanon, and two intifadas, or armed uprisings by Palestinians, as well as countless terrorist attacks. The tourism industry in Israel experienced growth in the 1960s. Before the Six-Day War in 1967, the number of tourists was below 400,000. Together with the increase in jet travel, the Six Day War gave a boost to

tourism in Israel due to the territories gained, which provided access to tourist destinations such as East Jerusalem, where many holy sites are located, the Dead Sea, the Sinai coast on the Red Sea and the West Bank. Further, the history of Israeli tourism has seen both ups and downs in tourism development. To overcome the economic downturn and revive tourism, the Israeli government turned to US evangelicals and especially to Zionist Christians, whose religious beliefs make them staunch supporters of Israel. In 2002, the Israeli Ministry of Tourism launched an extensive marketing campaign targeting Christian groups in the hope of increasing tourism and advertising for Israel. The government also funded paid trips to Israel for members of these groups. In 2004, El Al, Israel's main airline, worked with the Ministry of Tourism to put together and sell discounted tour packages to Israel. These efforts stimulated tourism development, and by 2005 the number of tourists had risen to 1,916,000. An unconventional reason for visiting Israel is politics. Israeli-Palestinian relations are the main motivation for this category of tourism. Some of these visitors travel to Israel to show solidarity with one side or the other, some travel as activists to promote peace and negotiations between the two sides, and others simply come to learn about the conflicts firsthand by observing and talking to people.

As noted by R. Alluri (2009), tourism in Rwanda was in complete decline after the civil war and genocide in 1994. However, in 2007, the tourism industry became the most profitable in foreign currency due to the focus on niche markets such as eco-, pro-poor, and community-based tourism development (Government of Rwanda, 2008).

The problems of tourism development after the war in Vietnam are described in the article by M. Jansen-Verbeke (Jansen-Verbeke and Go, 1995). The war had a negative impact on the country's economy, but when the US canceled the 20-year trade embargo, economic growth began in Vietnam, including in the tourism sector. However, the emergence of mass tourism in the 1960s did not affect Vietnam and its neighbors Laos and Cambodia due to the war, and political and economic restrictions. Therefore, for a long time, Vietnam was not ready for a large influx of tourists. In particular, there was a lack of appropriate infrastructure, accommodation facilities, effective tourism organization, and qualified personnel. Nevertheless, according to L.T. Tung (2020), Vietnam has been recognized as an emerging tourism market in recent years. According to the results of the statistical analysis conducted by L.T. Tung, Vietnam saw a significant increase in the number of domestic

(10.6%) and foreign tourists (11.3%) between 2000 and 2019. The scientist has developed ways for the further development of Vietnamese tourism, which include the following: strengthening marketing and presenting the image of the country, people, culture and landscapes of Vietnam to traditional and potential tourist markets; use of Internet and media resources for advertising and promotion of tourism in Vietnam; creation of representative tourist offices in potential markets; development of tourist infrastructure; attract foreign investment for tourism development and focus on well-known tourism investors who have successfully conducted business around the world, thus forming a series of tourism destinations closely linked between Vietnam and other markets; development of the tourism product value chain model development; the use of foreign capital, foreign management skills and prestigious brands to increase the number of world-class tourist hotels and resorts in Vietnam; replication of successful private cases in the field of tourism in recent years; training of tourism business specialists; creating comprehensive links between the provinces of Vietnam for the development of various types of tourism. In our opinion, the replication of successful private cases in the field of tourism is especially relevant for locations located in the front-line communities of Ukraine, but they did not stop their activity, but diversified it as much as possible, adapting to the challenges of war and modifying their business models in the direction of tourism social entrepreneurship (Ecofarm 'Zelenii Gai': a place full of love for nature, 2023).

Today, Ukraine has a list of publications devoted to the tourism industry in wartime and the restoration prospects of tourism after Ukraine's victory in the Russian-Ukrainian war. Thus, the scientific publication by A. Zarubina (Zarubina et al., 2022) describes the peculiarities of tourism development in the context of military operations related to the safety of Ukrainian and foreign citizens, namely the formation of tourist routes taking into account the availability of bomb shelters, planning tourist trips in accordance with the curfew, and compliance with prohibitions in different regions of Ukraine. The authors recommend including tourism development in the post-war reconstruction programs, negotiating with global hotel chains on their entry into Ukraine, preparing a large-scale marketing campaign for foreign markets, developing tourist programs to places of military glory of the Armed Forces of Ukraine, restoring the destroyed and damaged tourist infrastructure, promoting non-standard tourism formats, and opening tourist national offices in developed countries.

The article by N. Anipko (Anipko and Andrusiak, 2022) is devoted to the study of the peculiarities of tourist priorities, demand, and supply in the conditions of martial law in Ukraine. The authors examine the activities of tour operators during the war and identify and characterize the main tourist destinations chosen by tourists in the 2022 season. Having analyzed the activities of travel agencies during martial law, it was found that most enterprises switched to online work or stopped travel agency activities. However, despite this, Ukraine's tourism market is creating new tourism products and continues to operate.

O. Roik (Roik and Nedzvetska, 2022) analyzed the consequences of the Russian-Ukrainian war on the development of tourism in Ukraine and worked out their own vision of its development during the war period. The authors believe that the main tasks in the field of tourism are to document the crimes of Russians to damage tourist attractions and develop a new tourism development strategy.

Prospects for the post-war recovery of tourism in Ukraine are considered in the article by A. Motsa (Motsa et al., 2022). The authors propose to focus on the development of business, educational, medical, green, and military tourism; development and implementation of state and international programs to support tourism activities; ensuring close cooperation between countries in the direction of mutual support of tourism activities; increasing the interest of foreign tourists in memorial routes and post-war symbolic places; searching for new methods and ways to sell tourism services, etc.

Measures to restore tourism in Ukraine in the post-war period are described in the scientific work of E. Sira (Sira et al., 2022). The authors propose to reconstruct the tourism infrastructure, focus on the development of domestic and inbound tourism, and provide institutional support to tourism business entities as key prospects for tourism recovery.

The improvement of the vectors of strategic development of the tourism and hospitality industry in the context of armed conflicts and post-conflict recovery and optimization of possible measures to coordinate the activities of the main participants in the tourism and hospitality industry with the justification of trends in the development of the industry in the context of further post-war recovery are described in the scientific publication by O. Nosyriev (2022). The article specifies the negative consequences of the impact of hostilities on the tourism business, describes the main problems of inbound tourism, and describes the peculiarities of tourism in Ukraine in the war and post-war realities.

However, the analysis of scientific publications on the further development of tourism in the context of the war in Ukraine shows insufficient disclosure of this issue from a practical point of view, as scholars mainly used secondary sources. In the regions that are close to hostilities or where hostilities are taking place (Zaporizhzhia, Dnipro, Sumy, Kharkiv, and Donetsk regions), tourism has ceased its activities altogether. Therefore, **the purpose of the article** is to highlight new trends and peculiarities in the tourism sphere of the frontline communities of Ukraine (Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, and Donetsk regions) during the war and to develop the author's recommendations for its further development, taking into account the primary data of a sociological survey of tourism representatives.

### Material and research methods

The authors of the article conducted a sociological survey of tourism business owners, employees of tourist infrastructure and attractions, representatives of tourist NGOs, and executive authorities coordinating tourism activities in the frontline territories of Ukraine (Zaporizhzhia, Dnipro, Sumy, Kharkiv, and Donetsk regions). The sociological survey was conducted from February 2 to 15, 2023 with the support of the Estonian Research Agency. The purpose of the survey was to identify the peculiarities of the state of Ukrainian frontline communities and the tourism business in the context of the war and prospects for the future. The respondents were 144 people from 5 regions of Ukraine: Dnipro – 45 (31.3%), Donetsk – 18 (12.5%), Zaporizhzhia – 15 (10.4%), Sumy – 29 (20.1%), Kharkiv – 37 (25.7%). The sociological survey included 25 closed- and open-ended questions using the Google Form tool on various areas of tourism business activity Microsoft Excel 2010 and SPSS Statistics V21.0 software were used for calculations, computations, and graphical representations (Reimann et al., 2023).

The survey results were presented using the cartographic method, describing methods, and comparative analysis.

In regions that are close to hostilities or where hostilities are taking place, tourism has ceased its activities altogether. Therefore, it is necessary to study new trends, analyze the points of view on this issue of tourism representatives from the front-line communities, and learn how they made decisions amid war. It's also necessary to work out the author's scientific and practical recommendations to further tourism development amid wartime and post-war times.

### Results and discussion

Before the war, the tourist locations of the front-line communities of Dnipropetrovsk, Donetsk, Zaporizhzhia, and Kharkiv regions were in great demand among tourists and guests, the only exception was the Sumy region. This can be evidenced by the amount of tourist tax paid by tourists in temporary accommodation facilities in the frontline regions in 2020. Thus, among the 24 oblasts of Ukraine and the city of Kyiv under investigation, three front-line oblasts entered the top ten, namely Kharkiv took 5th place, Zaporizhzhia – 7th, Dnipropetrovsk – 9<sup>th</sup>. Donetsk Oblast took 12th place and only Sumy was at the bottom of the ranking in terms of tax tourist revenue Ukraine – 21st place (Statistics will be..., 2021). As a result of Russia's military aggression in Ukraine, tourism in the front-line communities of these regions has suffered significant losses. But, despite this, the tourism sector continues its activities, albeit with changes. And precisely for the purpose of understanding the vision of tourism representatives regarding the current state and development of this sphere of the economy in the future, a sociological survey of them was initiated in the front-line territories of Ukraine (Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, Donetsk regions).

Among the respondents, 76.4% were urban residents and 23.6% were rural residents. In terms of regions, most respondents to the survey named urban areas as their tourist destination or place of residence (Table 1).

**Table 1.** Structure of respondents by tourist location/place of residence by region.

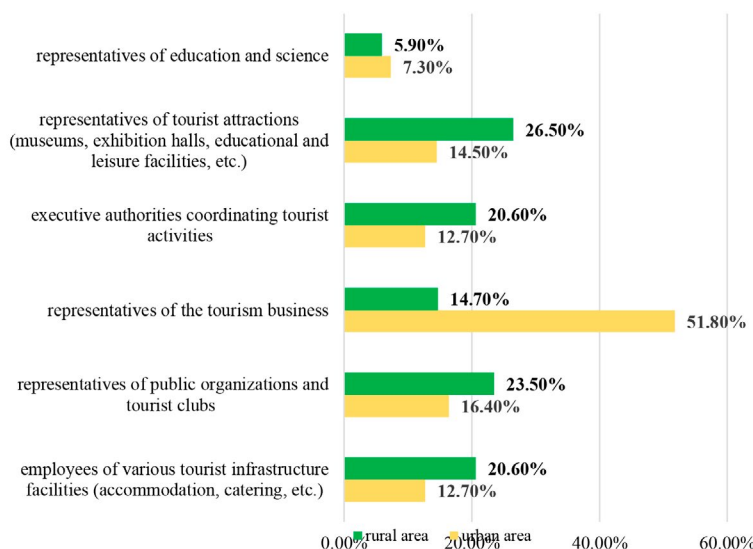
Region	Share of city (urban areas) residents, %	Share of residents of rural areas, %
Dnipro region (N=45)	75.6	24.4
Donetsk region (N=18)	55.6	44.4
Zaporizhzhia region (N=15)	66.7	33.3
Sumy region (N=29)	86.2	13.8
Kharkiv region (N=37)	83.8	16.2
In total (N=144)	76.4	23.6

According to the sphere of employment of the respondents, representatives of the tourism business significantly prevailed – 62 people (37.6%), followed by representatives of public organizations and tourist clubs – 26 (15.8%), representatives of tourist attractions (museums, exhibition halls, educational and leisure facilities, etc.) – 25 (15.2%), employees of various tourist infrastructure facilities (accommodation, catering, etc.) and executive authorities coordi-



nating tourist activities in the frontline territories of Ukraine – 21 people (12.7%) each, the smallest percentage of respondents were representatives of educa-

tion and science – 10 people (6.1%). The distribution of respondents by field of activity and place of residence is shown in Fig. 1.



**Fig. 1.** Field of employment by place of residence

Before the outbreak of war in Ukraine, the main essence and feature of the tourism business in frontline cities was excursion (27.1%) and travel agency activities (17.6%). Organizational and coordinating activities in the tourism sector accounted for 16.8%. 13% of respondents said that the main essence of their activities was holding tourist events, organizing hiking trips – 9.9%; accommodation of visitors – 8.4%. 3.4% identified tour operator activities. The remaining 3.8% indicated another answer: ticket sales, insurance services; master classes in cheese making and confectionery; expeditions, excursion programs, scientific and educational programs for children, pet therapy for vulnerable groups of people; development of active tourism routes, new festivals, promotion of Krolevets towels, promotion of eco-consumption (creation of a centre for Ukrainian industrial hemp growing); scientific and methodological cooperation with other representatives of the local tourism sector; teaching tourism disciplines and acquiring professional skills. For urban residents, the main types of tourism business were excursion (47.3%) and travel agency activities (40.9%), as well as organizational and coordinating activities in the tourism sector (32.7%). For rural residents, excursion activities were of key importance (55.9%).

One of the questions of the sociological survey was to identify the types of tourism, which were practiced in the communities before the war in their place of residence. The undisputed leader according to the survey was cultural and educational tourism (19.1%

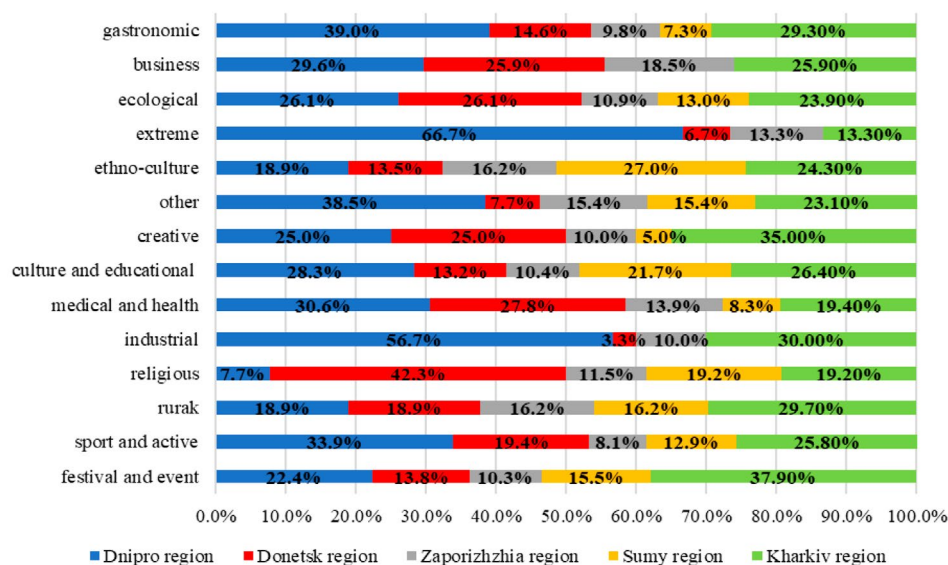
of respondents), which can be explained both by the presence of cultural and historical heritage in the communities whose representatives took part in the survey and, possibly, by the fact that some people consider any tourist destination as an educational component, without thinking much about the intricacies of a particular type of tourism. The second and third positions were given to sports and active tourism (11.2%), as well as festival and event tourism (10.5%). In urban areas, the most popular types of tourism were cultural and educational (77.3%), sports and activities (47.3%), and festivals and events (43.6%). In rural areas, they were the most prioritized cultural and educational (61.8%) and rural tourism (52.9%).

The specific weight of each type of tourism in the regional section is presented in Fig. 2.

With the beginning of the war, the following changes in the tourism industry took place in the front-line settlements of Ukraine: first, the level of the population's solvency decreased (22.6%); secondly, attractive tourist facilities stopped functioning or receiving tourists (22.3%); thirdly, the level of interest in visiting tourist facilities decreased (18.3%). Tourist entities of the front-line communities noted that after the start of the military aggression, they provided such types of tourist services as excursions, tours, information and consulting services, volunteer assistance to displaced persons, etc.

According to the survey, there have been changes in the tourism industry in urban and rural areas. Thus, in urban communities, the largest number of respon-





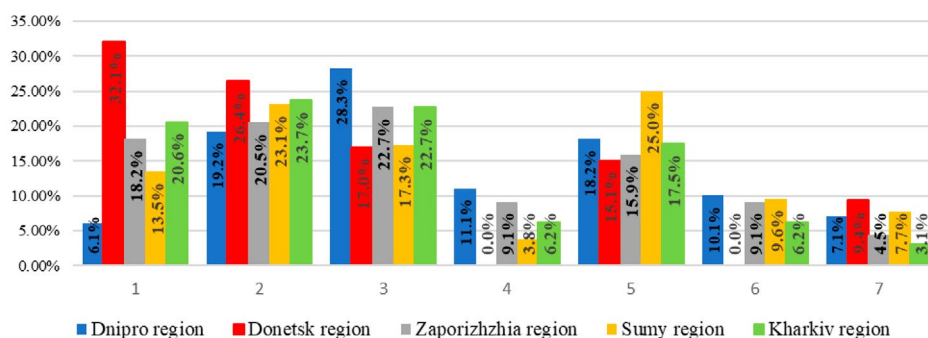
**Fig. 2.** Types of tourism in frontline communities of Ukraine according to the respondents' answers to the question 'What were the main types of tourism practiced in your community before the outbreak of hostilities?')

dents paid attention to the decrease in the level of the population's solvency (61.8%) and the fact that attractive tourist facilities have stopped functioning or receiving tourists (58.2%). There were also changes in rural communities, but none of the options exceeded 40% of respondents' responses.

Respondents' answers to the question 'How has tourism in your community changed since the beginning of the war in Ukraine?' are presented in Fig. 3.

Among the problems faced by tourism enterprises, respondents noted: that tourist facilities in zones of occupation or active hostilities became inaccessible (16.1%); due to low demand, they decided to tempo-

rarily suspend their activities (13.6%); tourism activity partners have stopped functioning or do not accept tourists (13.2%); employees went abroad (11.9%); had to completely reorient their activities from tourism to another direction (10.3%); had to completely stop functioning within the absence of economic profitability (10.0%); emotional exhaustion of employees and their moral unpreparedness to work in the service sector (9.4%); employees were called up to serve in the Armed Forces (6.5%). Respondents also noted that for a certain period of time, travel was complicated by a lack of fuel, regular power outages, and Internet outages; had to completely stop organizing and conduct-



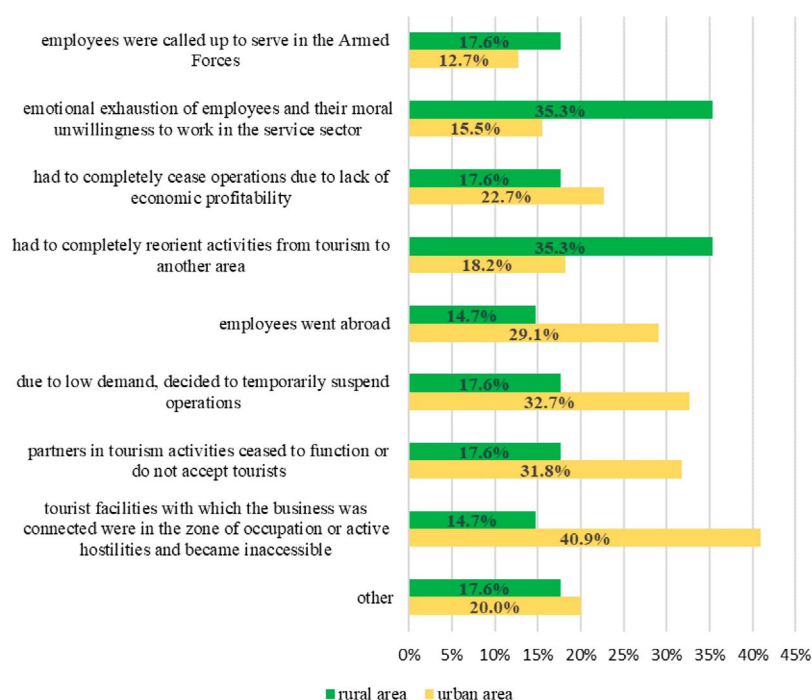
- 1 – Some tourist locations have been damaged
- 2 – Tourist attractions have ceased to function or receive tourists
- 3 – The level of solvency of the population has decreased
- 4 – The flow of IDPs and their interest in local tourist attractions has increased
- 5 – The level of interest in visiting tourist attractions has decreased
- 6 – Cooperation between volunteers, communities, and tourism representatives has intensified
- 7- other

**Fig. 3.** Changes in tourism after the outbreak of hostilities according to the respondents' answers to the question «How has tourism in your community changed since the beginning of the war in Ukraine?»

ing active tourist trips; and switch to online work; a significant decrease in the volume of realized tourist services; hard work with emotionally exhausted categories; reorientation of tours and excursions to western Ukraine; reduction of the number of excursions to single and small rural geography; evacuation from museums of cultural values; most of the events have

been transferred to the online format; conducting active hostilities on the territory of the community; restriction of excursion and recreational activities in connection with the ban on visiting forests; partial reorientation of activities in the project and volunteer direction.

The significance of the problems of respondents' place of residence is shown in Fig. 4.



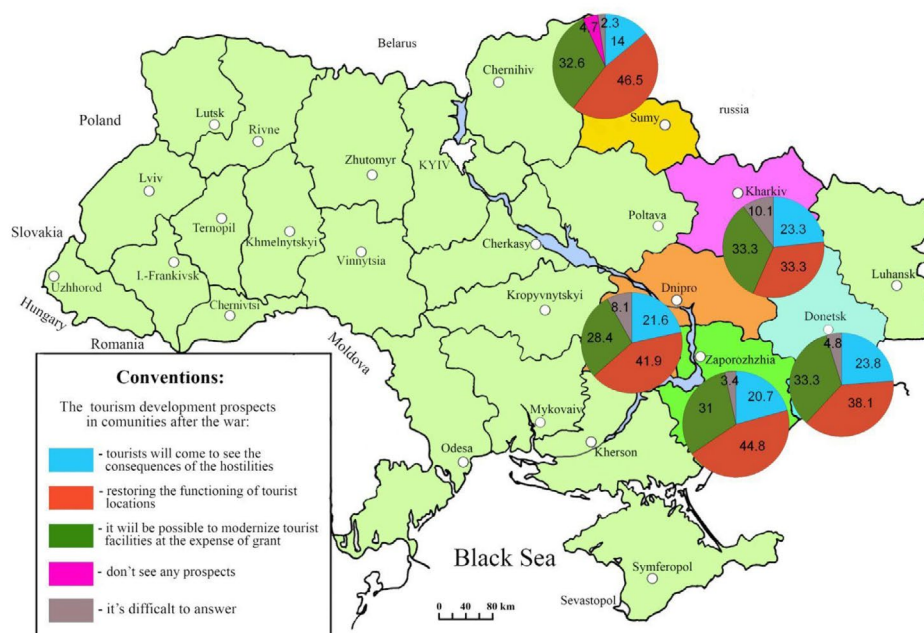
**Fig. 4.** Problems faced in organizing tourism activities after the outbreak of hostilities according to the respondents' answers to the question 'What challenges did your company face?'

The main prospects for tourism development were the reopening of tourist locations (40.1%) and the possibility of upgrading tourist facilities with grant funds (31.5%). 21% of respondents believe that tourists will come to see the consequences of the hostilities. 6.6% found it difficult to answer, and 0.8% indicated that they did not see any prospects. At the same time, residents of both urban and rural areas chose the same priority options: restoring the functioning of tourist locations (74.5% and 61.8% respectively), and modernizing tourist facilities with grants (56.4% and 55.9% respectively). The regional peculiarities of the distribution of answers to this question are presented in the map in Fig. 5.

More than half of the respondents consider such types of tourism as cultural and educational (59.8%); festival and event (52.8%); sports and active (48.0%) to be promising. The respondents considered dark tourism (77%); religious (66%); health and wellness (54.1%); industrial (53.5%) and rural (52.1%) to be unpromising types of tourism (Table 2). It can be as-

sumed that these types are not promising in the first place, because of the hostilities and the consequences they entail. Such a significant percentage of respondents who do not see prospects for the development of dark tourism can be explained by the fact that most of them would not want their regions to have such an associative image among tourists.

In our opinion, such results about promising types of tourism indicate that the respondents want the studied regions to leave the acquired image of destinations with culturally informative, festival-event, and sports-active tourism products, and not with the 'legacy of war and tragedy'. At the same time, it can be assumed that types of tourism, according to the respondents, are not promising, because their development will be problematic in the future due to military actions and consequences (loss of access to health resorts and marine resources, mining of rural areas, forests, river reservoirs), or the unrealized business potential of these types of tourism in the pre-war territories.



**Fig. 5.** The tourism development prospects in communities after the war according to the respondents' answers to the question 'How do you see the prospects for tourism development in your community after the end of the war?'  
Note: Compiled by the authors using Adobe Photoshop 2021

**Table 2.** Tourism development prospects after the end of hostilities according to the respondents' answers to the question «What types of tourism do you think will be in demand in your community after the end of hostilities?»)

Types of tourism	Promising, (%)	Hard to say, (%)	Not promising, (%)
culture and educational	59.8	25.7	14.5
rural	29.1	18.8	52.1
ecological	31.9	26.4	41.7
religious	18.7	15.3	66.0
medical and health	28.5	17.4	54.1
industrial	26.4	20.1	53.5
sports and active	48.0	26.4	25.6
extreme	27.1	23.6	49.3
ethno-culture	41.6	21.5	36.9
gastronomic	38.1	29.9	32.0
festival and event	52.8	22.2	25.0
military	36.8	22.2	41.0
dark	10.5	12.5	77.0
creative	29.9	29.2	40.9
business	33.3	22.9	43.8

However, we will try to express our own assumptions about obtaining such a picture of respondents' answers. It is worth noting that a significant percentage of respondents (77%) who do not see prospects in the development of dark tourism may indicate that most of them do not have the exact terminology and understanding of the components of 'dark tourism' or that the respondents would like their regions to did not have a 'dark' associative image among tourists. In the section of respondents' answers by field of activity, we found that the following representatives consider dark tourism unpromising:

85.7% – executive authorities coordinating tourist activities; 80% – museums and recreational facilities; 77.4% – tourist business; 76.2% – accommodation and catering establishments; 73.1% – public organizations and clubs; 50% – education and/or science. Such a position may indicate an incomplete understanding of the essence of this type of tourism or its identification with 'black' archaeologists, etc. It is considered promising by 19.2% of representatives of public organizations and clubs and 40% of respondents from the field of education and science. Respondents from the field of tourism business (tour

operators, travel agents, and private entrepreneurs) have the largest percentage in the answer «difficult to answer», i.e., this is the segment that considers the possibility of earning profits from conducting such tours. Let us emphasize that the respondents, choosing answers about dark and military tourism (see Table 2), showed significant differences in the assessment of their perspectives, which suggests an inaccurate understanding of the content by the respondents. Since military tourism is a component of the dark accordingly tourists who visit the sites of military action may be motivated to visit places of torture and mass graves that are components of tourist routes of memory. In order to properly honour the memory of the dead and victims, it is necessary to demonstrate to the whole world the consequences and cruelty of the Russian-Ukrainian war but taking into account synergy with other types of tourism and cultural heritage, so as not to establish a long-term associative image of «a country with a military heritage» for Ukraine in the world tourism community.

Another important aspect in post-war times may be a combination of ecological, educational, military, and dark tourism on the territory of the Kakhovsky Reservoir, which, after being blown up by the Russian invaders in June 2023, became the site of an ecological disaster. In our opinion, it becomes more obvious that after the victory, the interest of foreign tourists in our country will grow and, as a result, the flow of tourists to our country will intensify in the future. At the same time, we assume that the cohort of tourists, whose motivation is to visit places and monuments historically associated with death, catastrophe, and tragedy, will have the desire to visit the affected frontline regions of Ukraine.

Travels to places of «dark tourism» are of particular importance in reproducing the bravery and courage of the defenders of Ukraine. It is through the historical memory of war events that the foundation of patriotic education of youth should be laid in order to form a personality that would be endowed with civic responsibility, national self-awareness, high spiritual values, family, and patriotic feelings. It becomes more obvious what needs to be worked on, and which aspects require increased attention.

There is also a question about the respondents' answers about the unpromising development of health and wellness (54.1%), rural (52.1%), and creative tourism (40.9%). In our opinion, precisely these types of tourism, both during the war and after its end, are essential for restoring the physical and psycho-emotional state of people, expanding their creative potential, and communicating with the local community. Such

answers may indicate that the interviewees consider the development of these types of tourism in a narrowed segment, rather than a diversified one, limiting their own business opportunities. It is the exchange of experience in such directions that can be useful. In particular, according to survey data, such a case was the carbon farm 'Green Forest' in the Dnipropetrovsk region, and the historical and cultural park 'Ethnoselo Dyvosvit' in the Zaporizhzhia region, which became not only shelters for people and animals during the evacuation and resettlement of people from the occupied territories, as well as a place of combination of rural, creative, ecological and health-healing tourism (art and pet therapy for children and military). The diversification of tourism in these locations after the war will have a significant impact on the labor market in rural areas, especially for such population groups as women, unskilled workers, and internally displaced persons, since unemployment is one of the important economic and social problems. The development of tourism will improve the standard of living of the local population, ensure the long-term development of the countryside, and create an additional market for the sale of domestic products. One of the measures that will improve the development of tourism in the territories where hostilities took place is the creation of tourism recovery funds.

Representatives of the tourism sector believe that in order to create a new community heritage, it is necessary to: restore infrastructure, establish peaceful life; create a new tourism cluster, create new jobs; create a new heritage – the heritage of war; create museums, memorials, expositions, memorials; new attractions; develop industry and post-industrial tourist facilities; create a community brand; conduct excursion activities that will make people feel the war in the centre of Europe.

It is worth noting that 81.8% of respondents are positive about the possibility of developing and improving their business in line with European practices. In the future, respondents would like to explore new and interesting tourist offers (15.8%); demand for tourism services from domestic and foreign tourists (15.6%); project and grant activities (13.5%); effective social media advertising and work with digital platforms (13.3%). 39.4% of the surveyed tourist facilities in the frontline communities indicated that their organization is a member of a tourist cluster, and another 23.9% want to join a cluster in the future. Cooperation in clusters is between travel agencies, operators, volunteers, and companies. For tourism facilities, the most important benefits of cluster cooperation are better access to resources (28.8%); and

advantages in marketing and product development (27.7% each).

It is important to pay attention to the fact that, in order to improve their business, most respondents singled out the item «studying new interesting tourist offers» (15.8%). In our opinion, if we take into account the results of the survey from Table 2 about the unpromising types of tourism for the front-line communities, then there is a need to diversify tourist offers, which is possible due to the combination of promising and unpromising types of tourism, which the respondents singled out. It is appropriate to study the world, European, and national experience of tourist offers in the field of dark tourism, and the synergy of rural, medical, and creative tourism.

The results of the survey showed the needs of the tourism business in improving qualifications and learning foreign languages, digital tools, social and fund-raising marketing, European experience in tourism development; establishing relations with stakeholders; improvement of activities existing and creation of new clusters; development of grant applications and business plans for obtaining financing from international donors and investors; development of memory routes. These directions can be provided by the interaction of public organizations, educational institutions, and representatives of state authorities. Educational institutions and public organizations can create training courses at the expense of grant funds for entrepreneurs in the field of tourism and help create project proposals for the restoration of community tourist locations.

According to the interviewees, the greatest threats to the tourism development of the community are 72.7% threat of loss of material cultural values in the

occupied and front-line territories; 59.7% dangerousness of the territory due to its excessive mining; 57.5% – significant deterioration of the financial capacity of clients. Among the opportunities for tourism business development, most respondents said that attracting funding and stimulating investment from domestic and international partners is very promising (53.8%); introducing innovations in tourism development (50.7%); and developing new tourism products in your community (50.4%). Receiving advisory services is also considered promising (55.4%) (Table 3).

Having analyzed the responses of the respondents about the threats, opportunities, and vision of the respondents regarding the regional development of the tourism business, we believe that if the biggest threat is the loss of material and cultural values in the occupied and front-line territories, and the biggest opportunities are the attraction of financing and investment stimulation from domestic and international partners, the implementation innovations in tourism, then by combining them we can say that it is appropriate to activate the partnership of scientists and educators, representatives of public organizations, business and government bodies regarding the reconstruction of lost material and cultural values at a new level. Such a partnership in the form of a ‘state-business-society-education’ chain can be ensured through a public-private partnership to ensure scientific, effective, consistent, and systematic work on finding financial funds, developing and implementing projects for the reconstruction of tourist locations, and implementing innovations. In the territories where the infrastructure is almost destroyed and which have already been liberated from the oc-

**Table 3.** Opportunities for tourism development in Ukraine after the war according to the respondents’ answers to the question ‘What opportunities for tourism business development do you see in the context of the war and post-war recovery?’

Opportunities	Quite promising, (%)	Promising, (%)	Not promising, (%)
developing new tourism products in your community (N=137)	50.4	40.1	9.5
receiving advisory services (N=121)	28.9	55.4	15.7
development of tourism infrastructure (N=136)	48.5	46.3	5.2
monitoring, promotion, and marketing of locations (N=131)	39.7	48.1	12.2
attracting funding and stimulating investment from domestic and international partners (N=129)	53.8	33.3	12.9
training and capacity building in the tourism sector (N=129)	47.3	39.5	13.2
implementation of digital tools (N=133)	48.1	36.8	15.1
introduction of innovations in the field of tourism development (N=136)	50.7	39.7	9.6

\*N – number of respondents who answered this question



cupation, the question of new construction will arise in the future. For example, an innovative direction is the digitization of archival materials and the creation of digital exhibitions, installations, and interactive museums based on it. The foreign experience of countries such as Sweden (Viking Museum) and Estonia (Vabamu Museum of Occupation and Freedom, Exhibition «My Free Country») shows that popular museum destinations have been created using interactive installations, specially made puppets and scenery, film and music (The Viking Museum, 2023; Vabamu Museums, 2023). In the front-line territories during the reconstruction of cities, it will be appropriate to create new modern museums that will demonstrate lost material and cultural values or become elements of memory routes, the achievements of the Ukrainian army, and the stories of the population that suffered from the Russian invasion.

## Conclusions

Considering the results of the sociological survey and foreign experience, we can interpret the main conclusions and offer scientific and practical recommendations for the development of tourism in the frontline communities in Ukraine.

The war affected the change in the tourist 'landscape' of the frontline regions of Ukraine. The results of the conducted sociological survey make it possible to highlight the general changes that took place in the tourism sphere of Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, and Donetsk regions during the war: a decrease in the level of solvency of the population and their level of interest in visiting tourist facilities; cessation of operation of attractive tourist locations. However, during the war, the responses of the representatives of the tourism sphere of the front-line communities also testified to the reorientation and diversification of their activities, particularly in addition to the traditional types of activities, the range of providing excursions, tours, information and consulting services, and volunteer assistance to displaced persons and military personnel was expanded. The main problems of the tourism sector during the war are related to the changes most noted by respondents, in particular, the inaccessibility of tourist facilities in zones of occupation or active hostilities, suspension of activities due to low demand, and loss of partnerships in tourism activities. Respondents associate the prospects of the tourism industry of front-line communities primarily with the restoration of the functioning of tourist locations, the possibility of their modernization at the expense of grant funds, and the

demonstration of the consequences of military actions to future tourists.

When analyzing the types of tourism, promising (cultural and educational, festival, event, sports and active) and non-promising types of tourism of the front-line communities (dark tourism, religious, medical, and recreational, industrial (industrial), rural) were identified. In our opinion, the results of the survey on promising types of tourism indicate that the respondents want the studied regions to leave the acquired image of destinations with cultural-cognitive, festival-event, and sports-active tourism products in the future, and not with the «legacy of war and tragedies».

Also, the results showed that dark tourism is a rather new and debatable concept for the respondents, as they repeatedly mention the construction of memory routes and the legacy of war as new directions of tourism development, but at the same time associate them only with military and not dark tourism, which in turn is a broader concept and includes the military. The largest percentage of those who consider this type of tourism unpromising are representatives of the executive power coordinating tourist activities. This may indicate an incomplete understanding of the essence and potential of this tourism, its identification with 'black' archaeologists, fear of the 'obscuration' of regional tourism brands, etc.

The creation of new elements of 'historical heritage' (memorial complexes, monuments, museums, memory routes) and diversification of existing tourist locations in cities and towns that suffered from the Russian army, in our opinion, requires:

- conducting broad discussions with representatives of the authorities, tourism business, the public, scientists, and educators regarding the possibilities and potential of dark tourism in Ukraine; the influence of the dark, incl. military tourism on the associative image of Ukraine in the world tourist community as a 'country with military heritage'; synergies of dark, ecological, scientific and educational, military tourism;
- the creation of a database of potential objects of 'dark' tourism in Ukraine, considering the consequences of the war; – carrying out thorough research of the foreign experience of organizing dark tourism, highlighting the main areas that can be used in the organization of tours by travel companies.

The results of the sociological survey of the respondents also testified to the futility of medical and recreational, rural, and creative tourism in the front-line communities. Such results may be related to the loss of access to sanatorium-resort and marine

resources, the mining of rural areas, forests, and river reservoirs, the low level of diversification of the field of tourism in the frontline communities, and the unused potential of these types of tourism even before the war. In our opinion, in the conditions of the war and the post-war period, these types of tourism acquire special significance for two reasons: first, it restores the physical and psycho-emotional state of the victims, restores and expands their creative potential; secondly, the war became a factor in the development of successful new business models in the front-line rural areas in the form of a combination of rural, creative, ecological and health-healing tourism (art and pet therapy for children and soldiers), which contributed to the development of rural communities, increasing employment and increased income from the provision of tourist services.

We believe that the restoration and further development of tourism requires a strengthened close interaction of 'state-business-society-education', which can take the form of a public-private partnership for ensuring scientific, effective, consistent, and systematic work. Representatives of tourism business, education, and science, employees of tourist infrastructure and attractions, members of tourism-oriented public organizations, and executive authorities should develop a clear plan (strategy) for the restoration and promotion of tourism in the frontline communities of Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, and Donetsk regions after the war, which will use the experience of Montenegro (improvement of educational programs on the tourist profile), Cyprus (massive advertising in foreign markets, especially in China, India, and Turkey), Georgia

(strategic vision of tourism recovery combined with environmental protection), Vietnam (replication of successful private cases in the field of tourism), Estonia and Sweden (construction of interactive museums), etc. Particularly important in such a strategy is the prioritization of the development of certain types of tourism, taking into account the impact of the war. For the implementation of strategic plans, it will be appropriate to develop programs for the development of tourism in communities with clearly defined tasks, terms, and sources of funding. The set of measures of the program should be aimed at the restoration and development of tourist infrastructure, the expansion of tourist services, the creation of attractive complex tourist products, and the introduction of digital technologies. To ensure sustainable financial support for the industry and create favorable conditions for the development of the tourism business, it is time to form a tourism recovery fund. When attracting tourists from other countries, it will be necessary to pay key attention to the safety component and strengthen promotional work to create a positive image of safe travel in frontline communities.

Prospects for further research will consist of a comparative analysis of the problems and challenges of the development of the tourism sector in Zaporizhzhia, Dnipropetrovsk, Sumy, Kharkiv, and Donetsk regions based on sociological surveys of representatives of the tourism sector.

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