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DEVELOPMENT OF SUSTAINABLE TOURISM IN UKRAINE IN TIMES OF WAR

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Today, Ukrainians are fighting fiercely for the right to be Ukrainians, to be a free, independent European, developed state. The time of reconstruction is not far off, so it is very important to be prepared in a timely manner for effective actions to restore and qualitatively transform the Ukrainian economy into the best examples of an innovative competitive economy that the world's leading civilized countries are trying to follow. This type of economy is, of course, a green economy, circular or closed within the framework of the concept of sustainable development, as a general concept, which was declared at the UN Summit on Sustainable Development in September 2015. Since tourism is one of the most profitable sectors of the global economy and the most extensive, it can be an excellent tool for promoting the principles of sustainable development and effectively ensuring its economic, social and environmental dimensions.

Purpose. The purpose of this study is to analyze the attainability of sustainable tourism objectives in Ukraine in the context of war; to identify effective types of sustainable tourism in the current conditions.

Design/methodology/approach. In the article, the authors used hypothetical method; comparative analysis in the course of studying scientific sources on this issue; empirical analysis of the achievability of sustainable tourism tasks in our country in the conditions of war, as well as the experience of the functioning of Euroregions in Ukraine and the current state of political and economic conditions in the process of identifying opportunities provided by the development of cross-border sustainable tourism; logical method of cognition in the course of comparing the tasks of sustainable tourism with the opportunities that cross-border sustainable tourism can provide under relevant circumstances.

Finding. The hypothesis on the possibility of sustainable tourism development in Ukraine in the context of war is proven. We define cross-border sustainable tourism as a viable type of tourism in times of war for objective reasons, the main advantage of which is the acceleration of Ukraine's integration into the EU by ensuring the convergence of standards in the field of sustainable tourism, among other things.

Practical implications. The results of this research are in the field of interest of scientists, government authorities, territorial communities, and business representatives who are willing to put the idea of developing cross-border sustainable tourism into practice and improve the functioning of existing forms of cross-border cooperation in the field of sustainable tourism. The subject of further research on this issue is the forms and mechanisms for intensifying cross-border cooperation in the

field of sustainable tourism through the use of the possibility of accelerating Ukraine's integration into the European and North Atlantic Unions.

Originality/value. This study highlights cross-border sustainable tourism as a promising sector of Ukraine's economy that can develop in wartime, as it involves the use of border areas remote from the combat zone, is able to realize all the objectives of sustainable tourism, and helps accelerate Ukraine's integration into the EU.

Key words: sustainable development; sustainable tourism; cross-border sustainable tourism; cross-border cooperation.

Paper type: research paper.

The problem statement

Today, Ukraine, with the support of the entire progressive world community, is on the verge of defeating the enemy, the barbaric despotic Russia. Ukrainians are fighting fiercely for their land, freedom, and the right to be Ukrainians, to be a free, independent European, developed state. However, the time of reconstruction and economic recovery of post-war Ukraine is not far off, and therefore we must be ready to take effective, swift steps without hesitation or doubt, i.e., a plan for such recovery should already be on the table that would ensure not only the restoration of what was lost in the war, but also the qualitative transformation of the Ukrainian economy into the best examples of an innovative competitive economy that the leading civilized countries of the world are trying to follow, and Ukraine is clearly demonstrating its firm intention to be among them.

This type of economy is, of course, a green economy, circular or closed within the framework of the concept of sustainable development, as a general concept, which was declared at the UN Summit on Sustainable Development at the 70th session of the UN General Assembly in New York in September 2015, where the final document of the year "Transforming our world: the 2030 Agenda for Sustainable Development" [1] was adopted and defined 17 Sustainable Development Goals, which were adapted by our country to the Ukrainian socio-economic realities by all national strategic documents, bringing us one step closer to European standards and the entire progressive world in general.

Discussions about sustainable tourism development are conducted in parallel with the development of this concept, as tourism is one of the most profitable sectors of the world economy and is the most extensive area, and therefore can be an excellent tool for promoting the principles of sustainable development and effectively ensuring its economic, social and environmental dimensions. Thus, it is important to study tourism in the context of effective post-war economic recovery of Ukraine and its integration into the EU.

Analysis of recent research and publications

The exclusive primacy in the development of the theoretical foundations of sustainable tourism can be given to the International Tourism Organization, which first used this concept in 1996 and defines it as: "tourism that takes full account of its current and future economic, social and environmental impacts, meeting the needs of tourists, the industry as a whole, the environment and host communities" [2].

Grabara K. Janusz, Paula Bajdor [3] believe that sustainable tourism does not only mean environmental protection, but also includes the living conditions of the immediate environment along with the social and economic dimension of the tourist area.

According to Krysten Mariann Boado [4], sustainable tourism is traveling with the goal of creating a positive impact on the environment, society, and economy.

In turn, Wearing S., Neil J. also believe that: "the secret of successful tourism in the long term depends on whether the tourism sector is able to manage economic, social and environmental aspects that are also the sustainable development's dimensions" [5].

In the economic literature, there are cases of certain identification of sustainable tourism with ecotourism. For example, Wearing S. and Neil J. believe that ecotourism is designed to preserve the natural environment and sustain the well-being of local people [5, p. 140] and an essential feature of ecotourism is

sustainable development [5, p. 6], it involves traveling sustainably [6]. However, in most sources on this topic, these concepts are clearly distinguished. Ecotourism is considered “a unique form of tourism that is, in most cases, one of the best examples of sustainable tourism” [7], which is more focused on ecological conservation and educating travelers on local environments and natural surroundings [8]. Instead, sustainable tourism, like sustainable development, is measured by three dimensions [9]: environmental dimension – the quality of the environment and its natural resources often makes up the tourist destination’s attractiveness, so any action that negatively affects the environment or natural resources in the long run reduces the attractiveness from a tourism perspective, resulting in fewer visitors and less tourism revenue; social dimension – the social and cultural heritage of the territory plays an important role in tourism, especially in areas of high cultural or artistic value, or in places where local traditions and values play a significant role, where tourism can serve to create new jobs, implement heritage preservation measures, etc.; economic dimension – tourism that is not managed in accordance with the sustainable development concept results in social and environmental costs that may exceed the financial benefits of tourism in the long run. If these costs are not taken into account when assessing tourism revenues, the results of future forecasts can distort the picture and lead to incorrect planning. A number of Ukrainian researchers also believe that sustainable tourism involves a balance of environmental, social, and economic effects of tourism [10–14].

Sustainable tourism is not a separate type of tourism; rather, it is a goal for all types of tourism. All forms of tourism should be environmentally friendly [15]. It aims to change the entire perception of an industry and its customers [16]. The concept of sustainable tourism is designed to make travel more sustainable in general, to balance the interests of people, planet and profit, so that all parties to the process benefit from travel, going beyond just protecting wildlife and ecosystems.

Moreover, contemporary scholarly literature is actively discussing ways to develop sustainable tourism in post-war Ukraine. In the current environment, sustainable tourism faces a number of challenges. O. Chornyi believes that the biggest problems of sustainable development that the tourism industry will face after the war will be related to the lack of highly qualified staff, legislation that is not adapted to modern conditions, complicated logistics, the need to create and promote new tourist locations, etc. [17]. In turn, O. Roik, along with such obstacles to the development of sustainable tourism in Ukraine after the war as the problem of preserving cultural heritage and restoring tourism infrastructure, also notes the need to train staff with appropriate qualifications, harmonize tourism legislation with European and global ones, and participate in international programs for the development of sustainable tourism [14]. However, no one can accurately determine the duration of the war and the extent of the destruction. And stagnation of the tourism sector can lead to the loss of the national tourism brand, as well as to the formation of a stable reputation of a country with a high level of danger to the lives of tourists. This negative experience was shared by the Balkan countries, which realized in time that it was important to change the image associated with the war [18]. Therefore, the process of transforming Ukrainian tourism into a sustainable one should begin today with the regions that were least affected by the war, which will allow forming the primary basis for receiving tourists [19]. It is also worth noting that no country has recently experienced such a large-scale war as Ukraine, so there is no comparable experience of sustainable tourism in war conditions. The closest in terms of political realities is Israel, which has been at war for a long time but demonstrates sustainable economic development, including in the field of sustainable tourism. The active restoration of the tourism sector in Israel is facilitated not only by the presence of a unique tourist potential, but also by the state’s implementation of a targeted tourism policy, the implementation of innovative projects to attract tourists at the regional, national and international levels [20]. Of course, the intensity of hostilities and the fact of the occupation of part of the Ukrainian territories exclude the expediency of considering the national level of sustainable tourism development as real, but instead it is appropriate to consider the regional and international levels as priorities in the current conditions.

Thus, we come to the conclusion that the development of sustainable tourism in Ukraine during the war is a matter of our present, and it is worth developing and implementing recommendations for this today, guided by European standards with a focus on the regional and international levels.

Formulating hypotheses and setting goals

The article verifies the hypothesis about the possibility of developing sustainable tourism in Ukraine in times of war. Since our country is on the verge of a great victory and total recovery from the hostilities taking place on our territory, it is extremely important to identify the sectors of the economy that will be profitable and affordable to develop in warring and post-war Ukraine, to study the forms and mechanisms of rapid development of such sectors. The purpose of the study: to analyze the achievability of sustainable tourism in Ukraine in the context of war; to identify effective types of sustainable tourism in the current conditions.

Methods of research

The following methods of scientific cognition were used in the study: hypothetical method; comparative analysis in the course of studying scientific sources on this issue; analysis of the current state of political and economic conditions in the study of the achievability of sustainable tourism in our country in the context of war; analysis of the experience of the functioning of Euroregions in Ukraine in the process of identifying opportunities provided by the development of cross-border sustainable tourism; a logical method of cognition in comparing the challenges of sustainable tourism with the opportunities that cross-border sustainable tourism can provide under relevant circumstances.

Presentation of the main material

In the context of our study, it is important to find out whether it is realistic and effective to develop sustainable tourism in Ukraine today under the conditions that are emerging under the influence of the Russian-Ukrainian war. Let us analyze the achievability of fulfilling the tasks of sustainable tourism in our country according to the World Tourism Organization [2] in the conditions of war based on an analysis of the current situation [21–23]:

Task 1. To make optimal use of natural resources, which are a key element of tourism development, supporting basic ecological processes and contributing to the preservation of natural heritage and biodiversity.

The fulfillment of this task is undoubtedly difficult at present and for many years after the victory, as the war has a destructive, often irreversible, impact on nature: fires, explosions, mining, pollution, flooding, etc. have led to the damage and loss of some Ukrainian recreational resources that will take decades to restore.

Task 2. Respect the socio-cultural authenticity of host communities, preserve their cultural heritage and traditional values, and promote intercultural understanding and tolerance.

In the regions of active hostilities, racists are cynically destroying the heels of Ukrainian culture, trying to erase our national characteristics forever, and the local population is leaving their places of residence, going deep into Ukraine or even beyond its borders to save their lives, which does not help preserve traditions and cultural heritage.

Task 3. Ensure viable, long-term economic activity, providing social and economic benefits to all stakeholders that are equitably distributed, including stable employment and income-generating opportunities, as well as social services for host communities, and contribute to poverty alleviation.

The war has made it impossible to conduct economic activity in the occupied territories and the war zone, suspended the operations of a number of Ukrainian enterprises, and shifted the center of economic development west of Kyiv. Many people have lost their jobs, the number of people living below the poverty line has increased, and a significant number of Ukrainians have lost their homes. A situation has arisen where in a large part of our country's regions the need for survival far outweighs the need for development.

As we can see, Ukraine is objectively unable to develop sustainable tourism due to the current political situation, but this does not mean that this area should be underestimated on the way to effective recovery and integration into the EU. We suggest simply narrowing it down geographically, shifting priorities from the national to the regional level, and developing such a type of tourism as cross-border sustain-

able tourism along Ukraine's western border, where a number of cross-border regions have long been formed: Ukrainian-Polish, Ukrainian-Slovak, Ukrainian-Hungarian, Ukrainian-Romanian and Ukrainian-Moldovan, on the basis of which such Euroregions as: "Carpathian", "Lower Danube", "Upper Prut", and "Bug" have been partially suspended due to Belarus' hostile position in the Russian-Ukrainian war.

Cross-border cooperation in tourism is: "... understood as a means of increasing regional competitiveness and sustainability, of strengthening regional identity and promoting the emergence of functional and imaginary regions" [24].

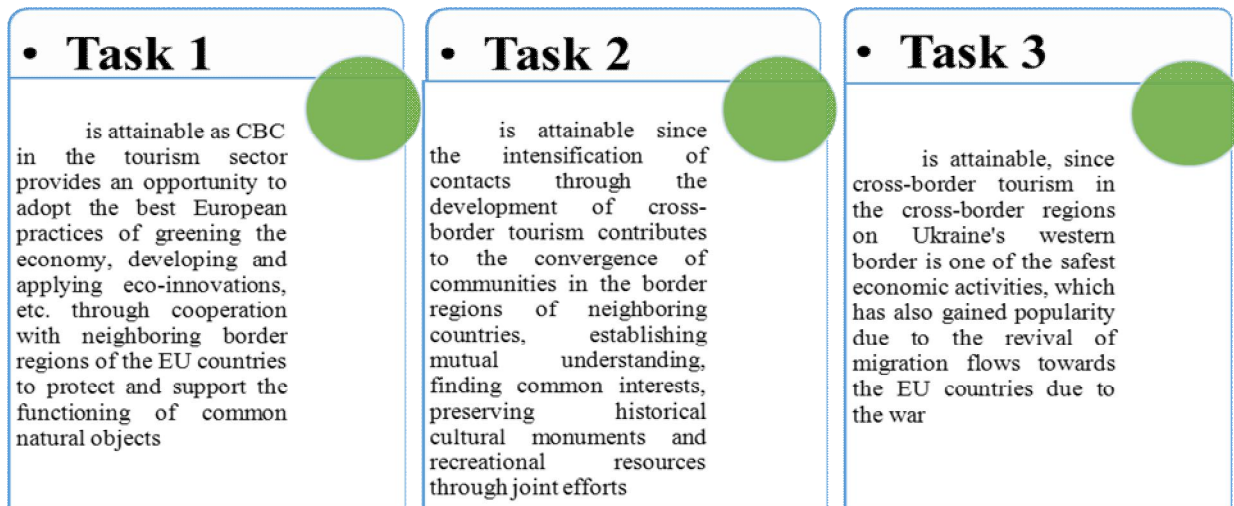
R. Livandovschi considers that: "cross-border tourism development strategies must be based on the concept of sustainable development and awareness of potential weaknesses associated with the negative effects of tourism (on the environment, agriculture, local communities, etc.). Environmental aspects must be integrated into the decision-making and management of tourism projects" [25].

Based on an analysis of the experience of Euroregions in Ukraine [26–28], the current state of political and economic conditions, as well as the conceptual framework for sustainable development and cross-border cooperation, it can be concluded that the development of cross-border sustainable tourism provides such opportunities in light of recent events:

- as far as the rear regions of Ukraine as participants in cross-border cooperation are concerned, they bear the main burden of creating GNP, and therefore cross-border tourism along the western border of Ukraine can become a source of income for the Ukrainian economy and foreign exchange inflows into the country in times of war, which has a positive macroeconomic impact;

- since we are talking about cooperation mainly with the EU countries, it is obvious that cross-border tourism offers ample opportunities for benchmarking the most progressive practices of sustainable tourism development in the context of implementing the concept of sustainable development;

- cross-border cooperation in the field of sustainable tourism, as in any other area, contributes to the economic convergence of the Ukrainian economy with EU standards on Ukraine's path to the Union while preserving national authenticity on both sides of the border. The results of the study are presented in Fig.



The results of the analysis of the achievability of sustainable tourism in Ukraine through cross-border cooperation in the context of war

Compiled by the author.

As can be seen from Fig. 1, all the objectives of sustainable tourism are quite achievable within the framework of cross-border cooperation. In addition, we believe that cross-border sustainable tourism has more chances for effective development, as cross-border cooperation is a favorable environment for the development of community-based tourism, which is defined as: "a form of tourism where the local community has substantial control over, and involvement in its development and a major proportion of the

benefits remain within the community” [15]. The main feature of this type of tourism is the active participation of local communities in tourism development and the maximum involvement of local people and stakeholders in this process [16; 17]. It is believed that: “management of local people accompanied by devolved decision-making is preferable since it can be accountable and sustainable in the long term and the commercialization, monopolization, and accumulation of benefits from tourism among the local community” [18]. The development of community-based tourism will maximize profits through joint planning and management of cross-border sustainable tourism projects, and thus the opportunity to combine services that can be provided by members of the local community, thereby maximizing the profitability of different households in the region [19].

Community-based tourism is a form of tourism that involves a high level of community involvement under the umbrella of sustainable development, as community members can participate in the formation of a complete tourist package in their region or locality: accommodation, meals, guides, transfers, sale of souvenirs, handicrafts, etc., which will add exclusivity and unique local flavor to such a tourist product, which large tourism corporations are not able to provide [35]. An equally important benefit of community-based tourism in the field of sustainable development is respect for local culture, heritage and traditions, and community-based tourism can also strengthen or preserve local culture and heritage, especially when the environment is part of the attraction [36].

Conclusions

Based on the results of the analysis of the achievability of sustainable tourism objectives in Ukraine through cross-border cooperation in the context of war, as shown in Fig. 1, we conclude that there are broad prospects for the development of cross-border sustainable tourism even in the context of war. Such opportunities, which at first glance may seem insufficiently large-scale, should be used according to the strategy: to the big goal by small steps, without missing any opportunity to accelerate the victory over the enemy and build a powerful democratic state of Ukraine.

We believe that the most significant advantage of the development of cross-border sustainable tourism is the acceleration of Ukraine’s integration into the EU by ensuring the convergence of standards in the field of sustainable tourism, among other things. Ukraine’s Euro-Atlantic integration is the very motivating factor for the activation of cross-border cooperation of regions for sustainable development, which is the high goal that Ukrainian border regions participating in cross-border cooperation are striving for within the framework of the Euro-Atlantic geopolitical course of our country and its struggle against the barbarian neighbor, as well as the border regions of neighboring European countries, which are our loyal allies are trying to help us in every way possible in our defense of European democratic values, and whose governments have already openly expressed their approval of Ukraine’s initiative to join the EU and NATO.

The long-term experience of the functioning of Euroregions along the western border of Ukraine, the well-established activities of cross-border bodies for coordinating international interregional cooperation, the experience of successful implementation of cross-border projects and the use of funds under the instruments of the European Neighborhood Policy increase the chances of intensive development of cross-border sustainable tourism, provided that there is an appropriate action strategy, development programs, projects, etc. Coordination of joint efforts at all levels of government, wide involvement of the private sector and local tourism authorities, as well as comprehensive promotion of sustainable tourism as a means of rapprochement with European countries, and thus a way to confront barbaric Russia, will allow for effective integration of the recreational systems of border regions into the European recreational space and, after the end of the hostilities, extend this practice to other regions of Ukraine.

Prospects for further research

Means, forms, mechanisms of activation of cross-border cooperation in the field of sustainable tourism based on the use of the possibility of accelerating Ukraine’s integration into the European and North Atlantic Unions are the subject of further research on this issue in order to effectively and timely transfer

the idea of developing cross-border sustainable tourism into practice and improve the functioning of existing forms of cross-border cooperation in the field of sustainable tourism.

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РОЗВИТОК СТАЛОГО ТУРИЗМУ В УКРАЇНІ В УМОВАХ ВІЙНИ

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Перевірено гіпотезу щодо можливості розвитку сталого туризму в Україні в умовах війни: проаналізовано досяжність завдань сталого туризму в Україні в умовах війни; визначено транс-кордонний сталий туризм як ефективний вид сталого туризму в поточних умовах; досліджено переваги розвитку транскордонного сталого туризму в Україні на основі теоретико-методологічних засад транскордонної співпраці, концепції сталого розвитку, зіставлення завдань сталого туризму із можливостями, які здатний надати транскордонний сталий туризм за релевантних обставин; визначено можливість прискорення інтеграції України до ЄС та НАТО як мотивувальний фактор розвитку транскордонного сталого туризму в транскордонних регіонах уздовж західного кордону нашої держави.

Ключові слова: сталий розвиток; сталий туризм; транскордонний сталий туризм; транс-кордонне співробітництво.