

ASSESSMENT OF THE ATTRACTIVENESS OF THE TOURIST SPHERE OF UKRAINE IN THE CONTEXT OF ADAPTATION TO THE SYSTEM OF THE EUROPEAN TOURIST MARKET

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Purpose. The purpose of this study is to substantiate the applied foundations of the attractiveness of the tourism sphere of Ukraine in the context of adaptation to the system of the European tourist market. Under such conditions, it is necessary to formulate a hypothesis regarding the identification of directions for the optimization of possible measures to coordinate the activities of the main participants of the tourism industry in the conditions of the post-war reconstruction of the country.

Design/methodology/approach. In the article, the author used the literature review method to justify the importance of attractiveness of the tourism sphere of Ukraine in the context of adaptation to the system of the European tourist market, and thus to justify the relevance of the chosen research topic. Based on the literature review, the authors identified the goals of strategic vectors of tourism development in the context of adaptation to the system of the European tourist market. The study of the current state of the industry reveals the national characteristics and tasks of managing the development of the tourism sector in the period of post-war reconstruction. The article reveals the methodology for assessing the attractiveness of the tourism sphere of Ukraine. The research was conducted by expert assessment of factors affecting the attractiveness of tourism. The performed calculations show the possibility of analysing factors such as attractiveness factors, economic factors, security factors, environmental factors, technological factors and image factors. The research conducted by the author allowed her to form conclusions, the importance of which is based on the interpretation of implementing the European experience in tourism development. It is time to promote Ukraine and its tourism potential, develop new initiatives in the context of adaptation to the system of the European tourist market.

Findings. Despite the declaration of tourism as a leading branch of the national economy at the regulatory and legal level, the tourism business in Ukraine was ignored as an attractor of economic growth and is characterized by relatively low demand and an excess of outgoing tourist flow over incoming. Under such conditions, it is necessary to formulate a hypothesis regarding the study of the problems of assessing the attractiveness of the tourist sphere of Ukraine in the context of adaptation to the system of the European tourist market.

Practical implications. The obtained results influence to develop the recommendations for the formation and implementation of strategic vectors of tourism development in the context of adaptation to the system of the European tourist market under the conditions of post-war period.

Originality/value. The research highlights the elements of the methodological system of choosing and forming the methodology of the attractiveness of the tourism sphere of Ukraine in the context of adaptation to the system of the European tourist market for national economy's development. The research was based on macro forecasting of the country's development was carried out in accordance with strategic economic tasks.

Key words: tourism sphere; assessment of attractiveness; integral assessment; system of the European tourist market; Russian-Ukrainian war.

Paper type: research paper.

Formulation of the problem

The tourism sphere is currently one of those spheres of the national economy that was most negatively affected by the full-scale war and continues to be in a state of uncertainty. The current situation encourages the adaptation of the tourism sphere of Ukraine to the system of the European tourist market. The relevance lies in the fact that in the conditions of modern challenges, there is a need to form strategic vectors for the development of the tourism sphere of Ukraine, adapted to the system of the European tourist market, as well as taking into account the national characteristics of tourism. How we want to see domestic tourism and the ways of its effective development are [1]: the availability of the choice of type and place of rest (travel or treatment) for each person; modern methods of restorative medicine and innovative equipment; modern infrastructure of tourist destinations; clean environment, including surrounding infrastructure and transport; environmentally friendly products and surrounding objects; legislation protecting air, flora and fauna, land and forest land; financial availability. Almost all sectors of the economy should participate in its creation. It is important that the tourism sphere is in their strategic plans for sustainable development.

In modern Ukraine, as well as in other countries on the periphery of the world tourist space, there are no conditions for the systematic organization of management activities. One of the obstacles is the insufficient clarity of the relationship between situationality and systematicity in state administration, as well as neglecting the comprehensive consideration of all factors influencing the adoption of state-management decisions. In fact, the colossal economic, recreational, and cultural-educational potential of the tourism industry is not used effectively in Ukraine. Unlike European countries, where tourism is an important source of income. The modern sphere of tourism is one of the most dynamic and progressive branches of the global economy [2]. Therefore, the international experience of the tourism sector determines the need to adapt tourism in Ukraine to the system of the European tourist market, to apply new forms and methods of organization and functioning of the tourism industry not only in the countries of the periphery of the world tourist space, but also in the EU countries, which also face extremely difficult task – adaptation of the field of tourism to the requirements of the modern development of the world economy

Analysis of recent research and publications

The problem of assessing the attractiveness of the tourist sphere of Ukraine in the context of adaptation to the system of European tourist market is urgent and now requires a multifaceted scientific substantiation of ways to solve it, taking into account the existing realities of the country's development. Scientists A. Parfienko, M. Malska, N. Antonyuk, O. Bordun, O. Muzychenko-Kozlovska, N. Yakymenko-Tereshchenko, N. Mirko, A. Motsa, N. Barvinok, M. Barvinok dealt with the research issues of this topic.

A. Parfienko [3] observed the influence of armed conflicts on the tourism sphere in Ukraine, and also paid attention to the analysis of international tourist flows in Ukraine, in particular, he studied their dynamics and spatial structure during 2000–2014 years.

V. Khudaverdiyeva, V. Merchanskyi, N. Chuyko, and A. Voronkova [1] in their study analysed the theoretical and applied aspects of problems limiting the full-scale and effective entry of the tourism and recreation sphere of Ukraine into the system of international tourism. The authors note that the beginning of the institutional formation of the modern sphere of tourism coincides with the crisis both in it and in the

country. This means that the exit of tourism from the crisis will take place against the background of the development and formation of new strategic vectors for the development of tourism in the conditions of global challenges, taking into account national characteristics and management tasks.

A number of authors O. Bordun, V. Shevchuk, V. Monastyrskiy, O. Luchka [4] conducted an assessment of domestic tourism losses from Ukraine's war with Russia and provided recommendations for saving the tourist business based on the analysis. The analysis of tourism losses was carried out, taking into account such areas as the receipt of taxes to the budgets of various levels, the destruction of tourism industry facilities, the reduction of tourism revenues in the future and the need for the restoration of the tourism industry.

A. A. Motsa, S. M. Shevchuk, N. M. Sereda [5] revealed in the article the prospects for the post-war restoration of tourism in Ukraine and the development of programs (both state and international) to support tourism entities. The expediency of implementing the positive experience of foreign countries in the reconstruction of the tourism sector, which suffered because of crisis phenomena, and especially due to the war, was substantiated.

Some issues of the development of strategic guidelines for the development of the tourism sector in Ukraine in the context of adaptation to the system of the European tourist market remain unresolved, despite the presence of a significant number of scientific works on this issue. In addition, the research should take into account the national characteristics and tasks of managing the tourism sphere in the conditions of modern challenges, which determines the relevance of the research topic.

Formulation of hypothesis and goal setting

Despite the declaration of tourism as a leading branch of the national economy at the regulatory and legal level, the tourism business in Ukraine is ignored as an attractor of economic growth, and is characterized by relatively low demand and an excess of outgoing tourist flow over incoming. Compared to neighboring countries, the tourism sector lags far behind today's needs, taking into account the very low level of trust and cooperation between public and private sector institutions in tourism. Management of destinations is carried out only in large areas, namely in large cities, with some financial and personnel potential, while other destinations do not have any management. The general awareness of the natural and cultural heritage of Ukraine lacks adequate management by competent structures and requires urgent measures (legislative regulation, application of law and marketing in the domestic market) that will emphasize the importance of heritage and demonstrate advanced European practices [6].

Under such conditions, it is necessary to formulate a hypothesis regarding the study of the problems of assessing the attractiveness of the tourist sphere of Ukraine in the context of adaptation to the system of the European tourist market. The development of tourism on the territory of Ukraine was negatively affected by the events of 2014, which in 2022, due to the conduct of full-scale hostilities, had an extremely negative impact on the tourism business. COVID-2019 and the military conflict of 2022 became factors of serious reductions in tourist flows, which, in turn, led to a decrease in financial income to the country's balance sheet [7; 8]. After the end of the war, the issue of resuming economic activity, as well as the renovation of tourism in Ukraine in the context of adaptation to the system of the European tourist market, will arise.

The purpose of this work is to carry out a theoretical justification of the study of the attractiveness of the tourist sphere in the context of adaptation to the system of the European tourist market and to identify directions for the optimization of possible measures to coordinate the activities of the main participants of the tourism industry in the conditions of the post-war reconstruction of the country.

The setting of this goal involves the disclosure of such goals as researching the importance of the tourism sector for the country's economy, as well as assessing the attractiveness of the country's tourism as a driver of economic growth in the period of post-war recovery; to analyze the European experience of development and management of the tourism sphere; to take into account the national peculiarities of the tourism sphere, which will adequately correspond to the national interests in the sphere of commercialization of the tourist and recreational potential of Ukraine.

Research methods

The main research method is a systematic analysis, which made it possible to provide a comprehensive consideration of the problem of the attractiveness of the tourist sphere in the context of adaptation to the system of the European tourist market and to highlight the directions of optimization of possible measures to coordinate the activities of the main participants of the tourism industry and in the conditions of the post-war reconstruction of the country. The following methods were also used in the research process: theoretical generalization and abstract-logical – to study approaches to the development of the tourism sphere, justify the need for management and the formation of strategic vectors taking into account the national characteristics of the tourism sphere, which will adequately correspond to national interests in the field of commercialization of the tourist and recreational potential of Ukraine ; the method of expert evaluations – for evaluating the attractiveness of the tourist sphere; economic and mathematical modelling using correlation and regression analysis; formalized methods – traditional methods of economic statistics: comparison, grouping – for studying the dynamics of indicators of the development of the tourism sector.

Presenting main material

Considering Ukraine as a potentially active subject of the general system of international tourism, we can say with confidence that it has something to offer the world in this field in the post-war period, and even more so to join the global tourist product, advanced systems of tourism business organization, communication links connections, creation of a competitive tourist product and its promotion to the consumer. The Ukrainian tourist market should be considered as a potential segment of the world tourist market, as an additional and effective direction of expansion of its capacity, on the one hand, and as an additional source of solvent demand for the world tourist product, on the other hand [9].

The joining of Ukraine to the world tourism industry involves the introduction of European and world standards of hotel, transport and information services for tourists, their food and entertainment system. In Ukraine, the legal basis of international cooperation in the field of tourism is the international treaties of Ukraine, concluded in accordance with the Law of Ukraine “On International Treaties of Ukraine”, which promotes the expansion and strengthening of international cooperation in the field of tourism based on the principles and norms developed by the World Tourism Organization (UNWTO). However, the uncontrolled transfer of European experience to the tourism sphere of Ukraine explains the disparities in its development. Currently, the legal framework for the development of tourism in the country is not only drawn up in strict accordance with international documents on tourism (the UN Conference (Rome, 1963), the Manila Conference (1980), the Acapulco Document (1982)) [1], but also many why declares them without taking into account the national peculiarities of tourism, as a result, it will inadequately meet the national interests in the field of commercialization of the tourist and recreational potential of Ukraine.

At the same time, bringing Ukraine to a new stage of tourism business development in accordance with global requirements will contribute to the introduction of civilized schemes for promoting a tourist product to the market. In general, setting the main goal of integration into the European and world tourism market means ensuring the access of domestic specialists and the system of their training to modern systems of training personnel of the tourism business [10]. The analysis of the European experience of development, organization of management of the tourist sphere and the provision of a wide range of tourist services allows us to understand its importance for the economy of the country, as well as to assess the attractiveness of tourism as a powerful source of development of cities, regions, the country and improvement of the welfare of the population. The analysis of international experience in the development, organization of tourism management and the provision of a wide range of tourist services allows us to understand its importance for the country's economy, as well as to assess the possibilities of recreation as a powerful source of development of cities, regions, the country and improvement of the population's well-being. An important trend in the development of world tourism is a significant share of trips to recreation centres within the same region.

The vast majority of the countries of the European Union have favourable natural-geographical and climatic features, the highest saturation of various historical and architectural monuments of different eras, and, accordingly, the highest recreational attractiveness (attractiveness, interest), which is supported by a highly developed industry of hospitality and recreational infrastructure. The EU policy on tourism defines it as a factor: stimulating local crafts, creating new jobs, attracting youth and the unemployed to the labour market; updating of cultural and architectural heritage and a source of financial income for protection and restoration; interethnic tolerance, a way of understanding another culture. Depressed territories of the EU countries consider various types of recreational activities (such as sanatorium-resort treatment, beach holidays, ecological and sports tourism, visits to restaurants and bars, museums, exhibitions, places of interest, excursions, pilgrimages, religious tourism, cultural heritage and cultural and educational tourism, etc.) as a source of territorial development, and the integration of individual monuments of cultural heritage into the tourist network stimulates the approval of individual restoration programs, the creation of new museums, open-air museums, restaurants of traditional dishes, equipment of guest rooms for vacationers by local residents, etc. [11]. At the same time, countries have a fairly extensive system of management and regulation of recreational and tourist activities, which is presented both at the central and local levels, which is quite indicative for Ukraine, since the latter does not have a clearly formed and legally regulated system of management of this sphere.

Possessing significant natural resources, a good geographical location of the country, a large number of tourist attractions, having highly qualified personnel, overcoming infrastructural and investment problems, tourism in Ukraine can develop according to an optimistic development scenario, thereby improving not only its efficiency, but also and the effectiveness of the spheres adjacent to it. However, neglect of tourist heritage sites, irrationality in the use of available natural resources, lack of investment in the development of not only infrastructure, but also tourism in general, the outflow of personnel abroad can become key factors in choosing a pessimistic path of development [12]. Therefore, assessing the real situation on the market of tourist services of Ukraine, it should be noted that tourism has only begun to recover in terms of economic indicators, and most importantly, the trust of not only foreign tourists, but also Ukrainian citizens is growing, which indicates positive developments, but without tourism will not be able to develop without state support.

Since February 24, 2022, Russia has been waging a full-scale war against Ukraine, the consequences of which are measured not only by colossal human losses, but also by the decline of all spheres of the economy, including tourism. The scale of losses due to the stagnation of both foreign and domestic tourism is impossible to calculate today, because a significant territory is still under occupation, where active hostilities are taking place [13]. The economy of the country and almost all branches of industry are paralyzed. There is no tourism anymore – neither domestic nor international. Tourism will be one of the last industries to recover after the war. It will be necessary to rebuild infrastructure and resume flights, and then think about tourists. The destruction of cultural and infrastructural property during hostilities has a negative effect on the activity of the entire tourism sphere of Ukraine and affects its economic efficiency [6].

However, there are many examples in the world when, after large-scale military operations, countries quickly recovered and developed tourism in their territories with renewed vigour. This is because hostilities, armed conflicts, terrorism and the like influence the creation of new heritage and contribute to the development of “memory tourism”, which is based on honouring the memory of all those who suffered as a result of the military invasion. Optimism is given by the fact that countries such as Israel, Croatia, Montenegro, Serbia and others have taken the road to the recovery of the tourism sector after the decline caused by military conflicts. Considering the fact that the economy will remain under the influence of this new reality for some time, the key direction of the modernization of the tourism sphere at the current stage is the development of non-standard types of tourism [14].

Prospects for the development of tourism in Ukraine after the war include the following: the share of tourists can be increased thanks to the experience of European countries that survived the war, since many tourists have a great interest in places that have become memorial routes and post-war symbolic places.

Educational tourism can be relevant in order to see with your own eyes the atrocities that took place in Mariupol, Buchi, Irpen, Kharkiv and other cities and villages after the war; commemoration of certain places in Ukraine, such as Chornobayivka, Zmiyinyy Island, etc., which can be unique symbols of glory; replenishment of funds for the recovery of Ukraine and the creation of specific programs and recovery strategies [15]. In order to restore Ukraine's position in the post-war international market of tourist services, tourism enterprises must find new ways to advertise and sell their products and services. One of them is the creation of a system of rational relationships to solve certain planning tasks. Their correct integration will allow to ensure synergistic relations and strengthen each other's actions [16].

The main factor in the attractiveness of the development of the country's tourism sector is the formation of a new image and brand of Ukraine as an indomitable country that fights for life and freedom. It is necessary to manage this image, because it allows you to position the territory taking into account different target groups of consumers. The image of the territory, which is formed in the mind of the consumer, changes depending on the influence of various types of events and actions that took place in this area. As a result of using marketing tools, consumers' perception of the country's image can be adjusted, strengthened or transformed. The formation of the attractiveness of the tourist sphere is facilitated by the presence of such aspects as territory zoning and available resources (in particular, tourist and recreational, social, economic, labor, informational, financial), as well as their assessment [17, 18]. To study the attractiveness of the tourist sphere, first of all, it is necessary to typologize the area, justify the main factors of tourism formation, analyze according to territorial, spatio-temporal and organizational and economic characteristics, as well as evaluate the structure of the tourist infrastructure [19].

When studying the attractiveness of the tourism sector, it is first necessary to substantiate the main factors that affect it and to propose indicators for its evaluation. These indicators should allow determining and forecasting the level of tourism development, taking into account all aspects of increasing the competitiveness of the tourism sphere [16]. In their research, A. Yu. Parfinenko [3] and I. S. Gurska, Z. Gerasimov [10] pointed out that in addition to internal factors (demand processes, market segmentation, coordination of activities, advertising, employees, seasonality, etc.), the development of tourism and external factors (geopolitical, economic, socio-demographic, scientific and technical), among which, it is worth paying attention to geopolitical factors (political coups, terrorist attacks, military conflicts), which depend on the dynamics and distribution of tourist flows. Currently, this is extremely relevant for the tourism sector of Ukraine. Therefore, in order to evaluate the attractiveness of the tourism sphere of Ukraine in the context of adaptation to the system of the European tourist market, the following are the key factors:

- factors of attractiveness (historical and cultural heritage of the region, unique monuments of culture and history (x_1), natural resources and reserves (x_2), material base of tourism and recreation (x_3), touristic and geographical location of the region (x_4));
- economic factors (price-quality ratio of tourism and recreation services (x_5), quality of tourism and recreation services (x_6), level of prices for recreation services (x_7), development of sales channels for tourism and recreation services (x_8), use of modern marketing tools by enterprises tourism industry (x_9));
- security factors (security guarantee (x_{10}), threat of inter-ethnic and internal conflicts, degree of insecurity of tourists (x_{11}));
- environmental factors (ecological cleanliness of tourist areas (x_{12}), well-kept territory (x_{13}), environmental monitoring system (x_{14}));
- technological factors (development of transport infrastructure (x_{15}), state of communal services (x_{16}), life support system (x_{17}));
- image factors (power of influence of Ukraine as a tourist centre on the market of tourist services (x_{18})).

Among the experts were specialists from all regions of Ukraine with a total number of 131 people, which allows us to assert that the sample is representative and sufficient for approximating the results of the study on the entire general population to obtain results with an accuracy of 95.0 % at the level of significance, with an error of 10 %.

Based on the evaluation of the key factors of the attractiveness of the development of the tourism sphere of Ukraine, it is advisable to conduct a study involving expert evaluation. Qualitative characteristics of the indicators were assessed on a five-point scale. A number of authors [19–21] in their research substantiate the feasibility of using this method, taking into account the peculiarity of latent (qualitative) indicators. Integral evaluation of the attractiveness of the development of the tourism sphere of Ukraine according to the proposed methodology allows to evaluate the research characteristics in comparison with the ideally established benchmark, not with the actual (past) state. The assessment is set by the expert from 0–5 points according to the assessment of the factor given in the Table 2 (the maximum value of the indicator is given 5 points for a high rating, 3–4 points for an average rating, 2–1 points for a low rating). Standard values of indicators are determined based on the ratio of actual indicators to their reference value. Since there are no standards for individual properties, the maximum number is taken as the basis for comparing the vector of reference values, and the overall assessment characterizes the degree of deviation of the actual values from the reference values:

$$z_{ij} = x_{ij} / x_{\max}, \quad (1)$$

where z_{ij} is the normalized value of the indicator; x_{ij} is the value of the indicator characterizing the index of integral assessment; x_{\max} is the reference value of the indicator characterizing the integral evaluation.

The calculation of the index of integral evaluation of key factors by groups for each component of the normalized value of the indicator is performed according to the following formula:

$$I_{kij} = \frac{1}{n} \sum z_{ij}, \quad (2)$$

where I_{kij} are aggregate indices of individual components of the integral assessment by group for each component of the normalized value of the indicator; n is the total number of indicators of the index.

The calculation of the integral index for assessing the attractiveness of the development of the tourism sphere of Ukraine is carried out according to the formula:

$$I_i = \frac{1}{n} \sum_{j=1}^n I_{kij}, \quad (3)$$

where I_i is an integral index for assessing the attractiveness of the development of the tourism sphere of Ukraine; n is the number of components characterizing the integral index.

Characteristics of key factors, values of standardized values of indicators and integral evaluation of the attractiveness of the development of the tourism sphere of Ukraine are given in Table.

As can be seen from the Table 1, the integral index for assessing the attractiveness of the development of the tourism sphere of Ukraine is 0.684 in 2021 and 0.537 in 2022, respectively, which indicates that it remains at a low level and does not define tourism as one of the promising industries and a priority direction of the socio-economic and cultural development of the country. However, the development of tourism is promising and has a significant impact on the formation of the country's image in general. At the same time, the development of tourism in the next two years will depend more on the factors of the external environment, which, although it affects indirectly, but its influence is extremely large.

Regarding the assessment of factors, it is worth noting that in 2021, attractiveness factors (0.85) and environmental factors (0.8) had the highest assessment of the attractiveness of the tourism sector, the average impact was technological (0.73), image (0.6), safety (0.6) and economic factors (0.5). However, this distribution showed that the tourism sphere of Ukraine was beginning to revive after the crisis caused by the COVID-19 pandemic, in particular thanks to domestic tourism. Inbound tourism was hampered by the unstable situation related to the COVID-19 pandemic, the war in the East of Ukraine, political tensions, as well as insufficient development of transport infrastructure, the state of public utilities and the influence of Ukraine as a tourist center on the market of tourist services. As a result, this caused low values of economic factors in 2021. In 2022, due to the full-scale Russian invasion, the situation worsened, and the tourism industry suffered greatly.

**Integral assessment of the attractiveness of the development of the tourism sphere of Ukraine
in the context of adaptation to the system of European tourist market**

Characteristics of the factor	Name of the factor	Evaluation of the factor		Standardized factor assessment values	
		2021	2022	2021	2022
Factors of attractiveness	historical and cultural heritage of the region, unique monuments of culture and history (x_1)	5	5	1	1
	natural resources and reserves (x_2)	5	5	1	1
	material base of tourism and recreation (x_3)	2	1	0.4	0.2
	touristic and geographical location of the region (x_4)	5	5	1	1
<i>Summary integral index of components $I_{attract}$</i>				<i>0,85</i>	<i>0,8</i>
Economic factors	price-quality ratio of tourism and recreation services (x_5)	2	1	0.4	0.2
	quality of tourism and recreation services (x_6)	2	1	0.4	0.2
	level of prices for recreation services (x_7)	4	2	0.8	0.4
	development of sales channels for tourism and recreation services (x_8)	2	2	0.4	0.4
	use of modern marketing tools by enterprises tourism industry (x_9)	3	2	0.6	0.4
<i>Summary integral index of components I_{econ}</i>				<i>0,52</i>	<i>0,32</i>
Security factors	security guarantee (x_{10})	3	2	0.6	0.4
	threat of inter-ethnic and internal conflicts, degree of insecurity of tourists (x_{11})	3	1	0.6	0.2
<i>Summary integral index of components I_{secur}</i>				<i>0,6</i>	<i>0,3</i>
Environmental factors	ecological cleanliness of tourist areas (x_{12})	5	4	1	0.8
	well-kept territory (x_{13})	4	1	0.8	0.2
	environmental monitoring system (x_{14})	3	2	0.6	0.4
<i>Summary integral index of components I_{ecol}</i>				<i>0,80</i>	<i>0,47</i>
Technological factors	development of transport infrastructure (x_{15})	4	1	0.8	0.2
	state of communal services (x_{16})	3	1	0.6	0.2
	life support system (x_{17})	4	3	0.8	0.6
<i>Summary integral index of components I_{teh}</i>				<i>0,73</i>	<i>0,33</i>
Image factors	power of influence of Ukraine as a tourist centre on the market of tourist services (x_{18})	3	5	0.6	1
<i>Summary integral index of components I_{im}</i>				<i>0,6</i>	<i>1</i>
<i>Integral index for assessing the attractiveness of the development of tourism in Ukraine</i>				<i>0.684</i>	<i>0.537</i>

Note: compiled by the author based on own research.

However, it is already clear today that the losses in tourism will be significant, and that recovery will be possible only after the war ends. Let's note the key limitations in which the tourism industry is currently. This is, first of all, the state of war in the country, the absence of official documents and mechanisms related to guarantees of the safety of potential tourists and compensation in the event of an emergency, the closure of Ukrainian airspace after the introduction of martial law. On the positive side, there is an increase in interest in the country, in the future there is every chance to become the most popular tourist location in Europe and enter the TOP-5 most popular countries in the world for travel after the war (Fig. 1).

Russia's full-scale invasion of Ukraine on February 24, 2022 threatened not only tourism in Ukraine, but also the international travel sector, which has just begun to recover from the losses caused by the COVID-19 pandemic. The tourism sector, which began confidently to recover in January 2022, significantly narrowed the opportunities for growth already in March 2022. Both inbound and outbound tourism

in Ukraine are under threat. The reasons, that have become an obstacle to the development of inbound tourism at the current stage of development include: military actions on the territory of Ukraine, which pose a danger not only to tourists, but also to the entire population of Ukraine, especially in places of occupation and active hostilities; the loss of a significant part of tourist and recreational resources (historical monuments, cultural monuments, architecture, religious-tourist objects, nature reserves and health care fund) due to their complete or partial destruction due to hostilities or placement in zones of occupation or hostilities; destruction of infrastructure in the areas of active hostilities (accommodation facilities, catering facilities, entertainment facilities, etc.); closure of airspace for civil aviation; violation of logistics on the territory of Ukraine, which is connected either with the destruction of communication routes or with the placement of occupying troops on communication routes; placement of occupying troops on the territory of regions that are important tourist centres in Ukraine; significant loss of labour resources, which is associated with the departure of personnel abroad, the transfer of personnel to other regions of Ukraine or the involvement of personnel in military operations [15].

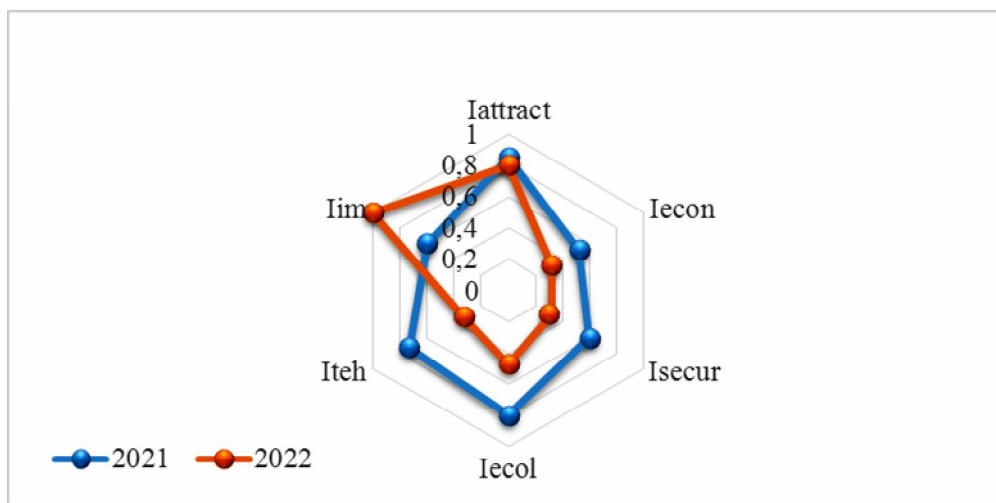


Fig. 1. Distribution with evaluations of the factors of the Integral index for assessing the attractiveness of the development of the tourism sphere of Ukraine in the context of adaptation to the system of European tourist market

Note: compiled by the author based on own research.

Therefore, the Russian-Ukrainian war caused a noticeable decrease in international tourist flows, which led to a number of factors related to the war, where the safety of tourists, which Ukraine cannot guarantee today, is in the first place.

In addition, on the way to the post-war recovery of tourism in Ukraine, it is advisable to take into account the experience of other countries that were also in crises, whose economy, and the tourism sector in particular, was destroyed by the war, and are now successfully developing.

Conclusions

The question of the formation of strategic vectors for the development of tourism in Ukraine in the conditions of modern challenges, taking into account national characteristics and management tasks, is urgent and now requires a multifaceted scientific substantiation of ways to solve it, taking into account the existing realities of the country's socio-economic development. The impact of war on tourism covers a wide range. Location, political strategy, historical circumstances, transport links and economic feasibility would all play an important role in the development of the tourism industry in the post-war period. The examples of other countries and the accumulated experience of successful post-war reconstruction of the

tourism industry should become the basis for the development of Ukraine's own plans for the existence and development of tourism in the country. Prospective ways of development of the industry are designed to determine and stimulate the effective entry of the tourism sphere of Ukraine into the system of international tourism, taking into account the normative-legal, conceptual-strategic, economic-infrastructure, ecological-economic and territorial-structural vectors of adaptation of the tourism sphere of Ukraine to the European tourism market.

Under such conditions, the study of the attractiveness of the development of the tourism sphere of Ukraine in the context of adaptation to the system of the European tourist market is an important factor in the socio-economic development of the country, since it will contribute to the increase of foreign exchange earnings, the increase in the level of employment, the activation of other branches of the economy, the attraction of investments, the growth income and the general level of well-being of the population. The proposed approach to assessing the attractiveness of the development of the tourism sphere of Ukraine makes it possible to assess both the general level of attractiveness of the tourist and recreational complex of the research territory, and the level of provision of individual components. Each of the calculated components determines the level of attractiveness of the tourist and recreational complex in a certain area, which makes it possible to determine the direction of the territory's development strategy and to increase the attractiveness of the potential of this area. The obtained results of the assessment of the attractiveness of the development of the tourism sphere of Ukraine will allow the business entities of the tourism and recreation sphere to make tactical and strategic decisions in the sphere of investment and development of tourism, taking into account their effectiveness, to draw a conclusion about the state of development of the tourism and recreation potential of the territory and to identify reserves for improving optimality criteria expenses, risk minimization. The determination of the functional and structural characteristics and quantitative parameters for assessing the attractiveness of the development of the tourism sphere of Ukraine, as well as the study of methodological approaches to it, in general gave the opportunity to substantiate and propose an author's approach to their determination.

In addition, the development of tourism in the post-war period should be based on national and patriotic education, because when there is a direct threat of denationalization, loss of state independence and falling into the sphere of influence of another state, there is an urgent need to rethink what has been done and implement systemic measures aimed at strengthening patriotic education only children and youth, but the adult population. For the development of the tourism sphere of Ukraine, this will be an opportunity to show the national consciousness of Ukrainians, which acts on the basis of Ukrainian and European values.

Prospects for future research

In the future, it is necessary to pay sufficient attention to the development and implementation of measures aimed at increasing the attractiveness of the tourist sphere of Ukraine, the creation of a competitive tourist product on the national and international markets, which is able to satisfy tourist needs as much as possible. Measures should also be taken to create and develop the material and technical base and modern infrastructure of tourism, favourable conditions for attracting investments, and effective use of natural, historical-cultural and tourist-recreational potential, ensuring conditions for the full functioning of tourism entities. This is impossible without improving the quality and range of tourist services, expanding the network of tourist and excursion routes, carrying out systematic advertising and information activities, supporting inbound and domestic tourism, in particular rural, and improving the personnel support of the industry.

It is advisable to carry out further research in the direction of systematization of factors that affect the volume and level of effectiveness of the use of the tourist and recreational potential and the attractiveness of the tourist sphere of Ukraine. Possessing significant natural resources, a good geographical location of the country, a large number of tourist attractions, having highly qualified personnel, overcoming infrastructure and investment problems, tourism can develop according to an optimistic development scenario, thereby improving not only its effectiveness, but also the result activity of adjacent spheres. However, the

neglect of tourist heritage sites, the irrational use of available natural resources, the lack of investment in the development of not only infrastructure, but also tourism in general, and the outflow of personnel abroad can become key factors in choosing a pessimistic path of development.

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ОЦІНКА ПРИВАБЛИВОСТІ ТУРИСТИЧНОЇ СФЕРИ УКРАЇНИ В КОНТЕКСТІ АДАПТАЦІЇ ДО СИСТЕМИ ЄВРОПЕЙСЬКОГО ТУРИСТИЧНОГО РИНКУ

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Досліджено стратегічні вектори розвитку туристичної сфери України в контексті адаптації до системи європейського туристичного ринку. Розкрито національні особливості та завдання управління розвитком туристичної сфери в період післявоєнної відбудови. Висвітлено проблематику конкурентоспроможності України на європейському ринку туризму в умовах глобальних викликів. Запропоновано методологію розрахунку рівня привабливості туристичної сфери України в контексті адаптації до системи європейського туристичного ринку, що дає змогу визначити та спрогнозувати рівень розвитку туризму, урахувавши всі аспекти щодо підвищення його конкурентоспроможності в період післявоєнної відбудови.

Ключові слова: туристична сфера; оцінка привабливості; інтегральне оцінювання; система європейського туристичного ринку; російсько-українська війна.