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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Tourism of Ukraine as a Type of Business before and during the War

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Abstract:

Ukrainian tourism as a type of entrepreneurship before and during the war was analyzed in the article. It has been noted that Ukraine is a hospitable country, endowed with incredible nature, ancient culture and has delicious food. But since February 24, 2022, the country has completely lost inbound tourist traffic, business tourism came to a halt, and local tourism turned into the migration of internally displaced persons.

It has been determined that the longer the war in Ukraine continues, the more Europe suffers from it as well. Accordingly, the slogan “Stand with Ukraine”, which sounds like the call for help, was proposed to be transformed into “to visit and help”.

It has been studied that great opportunities will open up for inbound tourism after the war. At first, routes related to the war and remarkable post-war locations will be relevant. At the same time, the beauty and hospitality of Ukraine will attract tourists. After the victory, Ukraine will be among the top five countries in the world attractive to visit. The sky is open, or at least nominally safe.

Keywords: tourism; hospitality; war; tourists; tourism planning; tourism products; business tourism; inbound tourism; local tourism.

JEL Classification: Q26; Q32; Q57; R11; Z32.

Introduction

Ukraine is a country famous in the world, including its attractive tourism business. But tourism in Ukraine in the classical sense has been almost stopped since February 24, 2022 even in locations where hotels are occupied. After all, tourists and temporarily displaced persons are different concepts. Refugees left forcibly, often after losing their homes, to save themselves and their families. Or these are families who took their children for a couple of weeks away from sirens and spending nights in corridors or shelters. These people live in hotels, eat in restaurants and mostly pay the tourist tax. In this way, the hotel sector is supported, which allows the owners to earn more in the spring and summer seasons than for the entire previous year (Tourism is One, 2022). But it is very important to support the tourism industry and not let it disappear from the information field.

1. Research Background

Issues related to the definition and formation of the plan for the development of the tourism industry before and during the war were reflected in the works of Ukrainian and foreign authors, in particular: L. Agafonov, O. Agafonov (State Agency, 2022), N. Alekseev (Tourism is One, 2022), M. Baranovskyi (On the Approval, 2022), I. Irtyshev, N. Korzh, V. Semenov, O. Chorny (Chorny, 2016), V. Herasimenko, H. Horban, L. Bogadiorov, O. Konovalenko, M. Datsenko, V. Aranchiy (Aranchiy, 2017; 2020), O. Gorb (Gorb, 2017; 2020), I. Yasnolob (Yasnolob, 2019; 2021) and others. But despite a number of scientific developments, the issue of tourism development planning under uncertain conditions remains insufficiently researched.

2. Methodology

It is a study of the policy of planning the development of tourism before and during the war.

The systemic and dialectical-cognitive methods were used during the study of scientific papers of Ukrainian and foreign scientists on approaches to ecologically and socially oriented development of tourism in the economy of Ukraine. The following methods were used while working on the article abstract-logical (for carrying out theoretical generalizations and formulating conclusions), monographic (for retrospective analyzing and determining the peculiarities of ecologically and socially oriented tourism in sustainable rural development), systemic-structural (for constructing a block-scheme of the system of analyzing); modeling (for developing the model of environmentally and socially oriented economy), etc.

3. Results and Discussion

The development of tourism in the economy of Ukraine is particularly topical, as it is owing to tourism that the social and economic situation in general can be improved. The field of tourism supports more than 50 related industries and creates additional work places. Tourism products in rural areas of Ukraine can be presented by the following groups in Table 1.

Table 1. Peculiarities of tourism products of Ukraine, 2017-2021

Criteria of grouping	Groups of tourism products in rural areas	Territories associated with corresponding tourism products
By types tourist markets	Internal	All regions
	International	Zakarpattia, Lviv, Ivano-Frankivsk, Chernihiv, Kyiv regions
By types of tourist attractions	Ethnographic and folklore	Poltava, Zakarpattia, Ivano-Frankivsk, Kyiv regions
	Cultural and historical	Kyiv, Lviv, Zakarpattia, Ivano-Frankivsk regions
	Natural and recreation	All regions

Criteria of grouping	Groups of tourism products in rural areas	Territories associated with corresponding tourism products
	Agricultural	All regions
	Gastronomic	All regions
	Exotic and extreme	Kyiv region
	Attractive accommodation	Poltava, Chernihiv regions
	Opportunities for active recreation	Lviv, Zakarpattia, Ivano-Frankivsk regions

Source: the author's development (On the Approval, 2022)

According to the analysis of Table 1, Ukrainian tourists were the most promising segment of tourist services' consumers. Only in Kyiv region, exotic or extreme tourism for foreign tourists was the most widespread, in particular, visiting Chernobyl nuclear power plant. The development of tourism in Ukraine was carried out by various participants of the tourist services' market: tourist operators, travel agencies, state authorities and public organizations. The levers and methods of planning in the field of tourism are listed in Table 2.

Table 2. Levers and methods of planning in the field of tourism of Ukraine and Poltava region

Level of authorities	Name	Levers and methods of planning
International	World Tourism Organization (UNWTO)	Charter of tourism. Tourism information system
State	Verkhovna Rada of Ukraine	Constitution of Ukraine, Law of Ukraine "On Tourism", Law of Ukraine "On Amendments to the Law "On Tourism", Law of Ukraine "On Licensing Certain Types of Economic Activities", Law of Ukraine "On Amendments to the Law "On Personal Peasant Farm" Regarding the Development of Rural Green Tourism". Customs and tax legislation
	Cabinet of Ministers of Ukraine, Ministry of Culture and Information Policy of Ukraine. Ministry of Infrastructure of Ukraine	The strategy for the development of tourism and health resorts for the period till 2026.
	The State Agency for Tourism Development in Ukraine	"Travel about Ukraine" campaign, Visit Ukraine Now website. Inbound tourism development program. Marketing campaigns and forums. Assistance to Ukrainian migrants in accommodation and meals in hotels and country estates of Ukraine, Poland and other countries during the hostilities
	NGO "Union of Rural Green Tourism of Ukraine" NGO "Center for the Development of Tourism and Preservation of Ecology "Save the World". Association of Hotels and Health Resorts of Ukraine	To assist in planning the development of urban and rural green tourism in Ukraine
Regional	The Department of Culture and Tourism of Poltava Regional State Administration. Poltava Regional Council	Tourism and health resorts' development strategy in Poltava region for 2019-2029.
	The Department of Culture of the Executive Committee of Poltava City Council	The city program "Tourist Poltava" for 2020-2026.
	Poltava regional NGO "Union of Tour Guides"	The plan of ethno-excursions, thematic gastronomic master classes, creation of exclusive small museums with a number of interactive events
District	The Department of Economics and Tourism of Myrhorod City Council	The strategy for sustainable development of Myrhorod sub-region till 2028.

Source: the author's development

The State Agency for Tourism Development in Ukraine was created in 2019. It is the central body of the executive power that implements the Government policy in the field of tourism and sea health resorts. Its main task is the development of tourism infrastructure and popularization of Ukraine as a tourist destination, granting licenses to tour operators and stars in hotels. The Agency works in several main directions: infrastructure,

marketing, statistics, training and updating the legislation. It is engaged in safety, service, and hospitality, fair and clear rules for each tourist in the hospitality industry. The specialists of the State Agency for Tourism Development in Ukraine focused on two main projects:

- in 2019, to popularize Ukrainian travels within the country, the “Travel about Ukraine” campaign was launched. The events were supported by Ukrainian leaders of public opinion;
- in 2020-2021, “Visit Ukraine Now” website was created to communicate with potential tourists from all over the world and popularize Ukraine abroad as a tourist destination, with the aim of increasing the flow of foreign tourists. The program for the development of inbound tourism was developed, and marketing campaigns and forums were organized to promote our health resorts. But during 2020-2021, internal tourism became the springboard for the recovery of the industry.

Rich cultural and national heritage, our talented and hospitable people, authenticity and diversity of nature are the strategic tourist advantages of Ukraine that attract foreign guests. The country has also an accessible and convenient location on the world map (in the center of Europe), cheap and tasty national cuisine, a variety of tourism destinations and remote tourism places (it was especially important after the Covid-19 pandemic), a visa-free mode with many countries, which greatly simplifies the procedure of border crossing. By 2022, Ukraine had made significant progress in road construction and various infrastructural projects.

Accordingly, the main goal of all tourism development planning documents is the desire for Ukraine to become one of the best tourism destinations in the world. However, the developed strategies had often to be regulated in “manual mode”, in particular, during the Covid-19 pandemic and Russia’s military invasion on the territory of Ukraine.

The peculiarities of the tourism market of Ukraine in 2017-2022 are presented in Table 3.

Table 3. Tourism market of Ukraine, 2017-2022

Indicators	Years			
	2017-2019	2020	2021	from February 24, 2022
The number of foreign tourists, million people	13.0	3.1	4.2	volunteering
The designation of Facebook and Instagram advertising activities	Invitation of tourists to Ukraine	Informing about quarantine restrictions caused by the Covid-19 pandemic and inviting tourists complying with sanitary requirements. Visit Ukraine Now website was created. The “Travel about Ukraine” campaign was launched		Calls to the whole world: Stop the war
The development of architectural structures, amazing places and beautiful cities	Financing the development of buildings	Financing the development of infrastructural projects. Construction of roads		Many buildings are in ruins. Free excursion tours in the Western Ukraine for refugees
New countries that were successfully attracted	The USA, Italy, India	Saudi Arabia		x
The importance of tourism for the development of the state	It was underestimated and developed independently	At the state level, including at the initiative of the President of Ukraine, considerable attention was paid to tourism		A pause in the industry. In some regions (the North, East and South) the industry has stopped
The predestination of hotels and estates	Accommodation for tourists	Accommodation for tourists		Accommodation for tourists and internally displaced persons
Marketing pricing strategy	The strategy is demand-oriented	“Whipping the cream” strategy		Discount pricing strategy

Source: the author’s development

The global tourism crisis of 2019 caused the rise in the internal tourism. Despite the closed borders and the absence of foreign tourists, the State Agency for Tourism Development in Ukraine managed to increase the internal tourism in Ukraine in 2020. According to the amount of the tourist tax, tourist flows grew rapidly: during 2021, there was an increase of 24% in comparison with 2019. In 2021 4.2 million foreigners crossed the

Ukrainian border, which was 26.3% more than in 2020. But in the pre-pandemic period, Ukraine received 12-14 million foreigners. During the Covid-19 crisis, the Agency began to look for new markets and established cooperation with the countries of the Persian Gulf, in particular with the Kingdom of Saudi Arabia. In 2021, more than 56,000 Saudis came to Ukraine. Ukraine has become the No 1 tourist market for the citizens of Saudi Arabia. Their expenses made about \$2,000 per tourist. But not the last role in achieving this success was played by the global tourism market situation, quarantine restrictions in popular countries and closed borders.

In 2019-2021, taking the advantage of the pandemic situation in the world, some participants of the Ukrainian market used the marketing strategy of "collecting the cream". But, according to the results of 2021, the demand for recreation in Ukraine began to fall, as soon as other countries allowed the entry of tourists and alleviated quarantine measures. Tourists quickly find better options abroad.

In the recent 30 years, tourism has not been given much attention, and only in 2021, for the first time, significant funding was allocated to tourism at the state level, including at the initiative of the President of Ukraine. The capacity of the Ukrainian tourism market makes billions of dollars.

The Ukrainian hotel sector has begun actively participating in the accommodation of migrants in 2022. Most hotels have not changed their prices. Within the limits of their profitability, they provided a certain number of free rooms, accommodated people in conference halls and SPA areas. The owners of private estates charged half of the standard payments from people. Some hotels hosted migrants free of charge.

The war destroyed 90% of sea recreation. A considerable part of the sea coast is temporarily occupied by the enemy. And where there is access to the sea, there is a risk of firing and mines. And although some owners of hotels on the sea coast promise to open or have already opened their doors to guests, the number of vacationers is small in comparison with the peacetime. It is necessary to envisage significant modernization, including health resort hotels from the point of view of security, because the new reality will dictate the demand from guests for the presence of bomb shelters in hotels, and only after that – other services and options. Even long time after the war, the availability of a reliable shelter will prevail over unlimited Wi Fi and the first line by the sea (Tourism is One, 2022).

City hotels are loaded by 10-15%. Hotels with a number of 100 or more rooms have the most problems. Some of them, in particular in Kyiv, were closed until better times. Some owners are trying to survive and keep at least the main professional staff. It is good if the hotel business is not the main business of the owner, and there is something to cover expenses. There are many offers on the market for renting or selling hotel business – from urban to health resort establishments. Bargaining takes place, so one can invest quite profitably. But it is also quite risky (Yasnolob 2019; 2021).

Because of the war in Ukraine, tourist connections between Europe and Japan have significantly deteriorated, which has become the main reason for the reluctance of the Japanese to go to the region. This was the reason that was given by 41% of the surveyed respondents. Americans and Canadians are also in no hurry to book flights to Europe. According to the results of the survey, this trend is mostly related to the concern connected with the increase in travel costs and the impact of inflation on personal finance. The Brazilian market has turned out to be the most promising for Europe in 2022. One of two Brazilians is preparing to visit the continent in the next four months. 45% of them have already booked their flights. According to the results of the study, as a result of the war unleashed by Russia against Ukraine, Europe is potentially losing three of its six main tourism markets. Europe will have to reorient itself to the markets of other countries (How the Country's Tourism, 2022)

From the experience of countries that endured the war, it can be concluded that after the war, the number of tourists increases. But specialists in the field of culture need to determine what exactly they want to convey to tourists who will come to Ukraine after the end of hostilities. The concept needs to be developed together with the state authorities, communities that are related to tourism and culture, and local residents. It is necessary to decide whether to leave certain memories of what happened, or to make new cities and villages with tourist routes without any mentioning.

Tourism is one of the easiest and fastest ways to attract foreign finance to the economy of Ukraine. The whole world admires the Ukrainian people. Speaking about the courage and heroism of Ukrainians, it is expedient to involve foreigners in the process of reconstruction and renovation. The slogan "Stand with Ukraine", for most foreigners, sounds like a call for help in meeting refugees, treating the sick people. It is advisable to transform it into "to visit and help" slogan in order for Ukraine to recover.

It is expedient for the State Agency for Tourism Development to launch a series of projects for donor organizations. It is necessary to communicate with tour operators to decide how their work has to be resumed correctly. Beach tourism will not function in 2022. Strategic projects (Konovalenko, Datsenko, 2016) of the State Agency for Tourism Development in Ukraine (State Agency 2022) are given in Table 4.

Table 4. Strategic projects of the State Agency for Tourism Development in Ukraine, 2023-2024.

Project name	Constituents
Cognitive tourism	Collection of information on destroyed and damaged objects of tourism and recreational infrastructure
	Work with international partners on the restoration of infrastructural objects
	Creation of memory routes connected with the war and remarkable post-war locations
Renovation of the tourism market	To show Ukraine as a hospitable country, with incredible nature, ancient culture and delicious food
Communication strategy	Use of the slogans: "Travel about Ukraine", "Why are we traveling about Ukraine?"

Source: the author's development

It is necessary to conduct daily monitoring of information on destroyed and damaged objects of tourism and recreational infrastructure in real time in order to systematically assess losses. It will be important to cooperate with international partners who request this information in order to further help Ukraine with renewal (How the War, 2022). Tourist operators, owners of tourist companies are ready to open business in Ukraine, create new jobs to help develop the industry after the end of hostilities.

On the initiative of the President of Ukraine, memorialization of certain places in Ukraine is planned in the future to create a kind of memory routes. All state authorities involved in the process – the Ministry of Culture and Information Policy of Ukraine, the Ministry of Infrastructure of Ukraine and the State Agency for Tourism Development have to work on this. It expedient, that specialists from Ukraine during expeditions collect stories and create a guidebook. Mayors and heads of communities must plan and develop their cities and villages in such a way that certain destroyed objects remain intact for memory.

Many refugees from the East of Ukraine, forced to move to the Western regions, are exploring them and perhaps getting rid of some past prejudices. After the end of the war and the renovation of the country, it is expedient to organize the reverse process so that the residents of the Western regions travel through the Eastern Ukraine. It should be determined what will attract them in the Eastern regions. If Donetsk region is attractive owing to Sviatohirsk Lavra, around which local tourism developed, Luhansk region is in general terra incognita, so it is necessary to find interesting places to attract tourists there, but on the condition that it will be safe in the region. The components of tourism diversification strategy in 2023-2027 are presented in Table 5.

Table 5. Component of tourism diversification strategy of Ukraine, 2023-2027.

Strategy criteria	Years	
	2021	2023-2027
The name of the strategy	"Whipping the cream"	Diversifications
Focus of tourism strategy	on price increase	on quality
Goal 1	Profitability of service provision	To make tourism brand of Ukraine profitable at the level of 120%
Goal 2	Implementation of local projects	To implement large-scale image projects
Goal 3	Coordination of the tax burden, formation of feedbacks	Reduction of certain taxes, the possibility of special loans to ensure infrastructural opportunities
Goal 4	Marketing support	Marketing and investment support at the beginning of developing the project as a health resort area or tourist route

In 2023, the tourism strategy has to be aimed at improving the quality of providing tourist services and to making tourism brand of Ukraine profitable. The slogan should be the following: comfort is above all. In order for travelers to return year after year, and the tourist flow to increase, comfortable conditions are necessary: available high-quality transport infrastructure, convenient accommodation, entertainment, and high-quality service in any place for a tourist.

On the one hand, deferred demand works, but Ukraine is not yet ready to compete with proven popular destinations. It is expedient to implement large-scale image projects for focus groups. In order to reach new levels, the strategic work of the state is necessary to attract market participants. Only then global changes will start in the Ukrainian tourism market.

The standards for providing tourist and excursion services in the post-war period are presented in Table 6.

Table 6. Standards for providing tourist and excursion services in Ukraine in the post-war period

Criteria for excursion services	Projects
Security	Availability of bomb shelters and protection at air raid warning along the route
	Museums have to make complete plans for the evacuation of valuables
Quality	Efficiency of work at selecting and organizing tours at the request of clients; the speed of service in the complex determines the degree of each client's satisfaction; terms of obtaining inquiry information; politeness of service, which is expressed in friendliness of a travel company employees, their attention to the requests of each client, patience at discussing the route; compliance of the proposed tour with the actual content; availability of coordination of all complex service components

Source: the author's development

Safety issues for tourists from any country are "number one" during the entire trip. They are even more important than the availability of air traffic (Gorb 2017; 2020). Most travel agencies work online and mothers with children are their main clients. But in the long run, deferred demand will stimulate the industry.

At the same time, approximately 10% of Ukrainian businesses have already completely moved their offices and production facilities abroad. The revival of business tourism, most likely, will begin not with classical business events, but precisely with large events initiated by Ukraine's partner countries for its reconstruction after the war. Such events are likely to be drivers for the restart of the business tourism industry. And then they have to restart investments, attract investors to us again and in even greater numbers in all spheres of the economy (Aranchiy 2017; 2020).

Tourism has always to be in the information field. Every day, it is necessary for the specialists from Ukraine to monitor information on destroyed and damaged objects of tourism and recreational infrastructure in real time to systematically assess losses. Tourist operators, owners of tourist companies are planning to help and they are ready to open business in Ukraine, create new jobs and develop the industry after the end of the war.

Conclusions

Ukraine is a hospitable country with incredible nature, ancient culture and delicious food. But in fact, since February 24, 2022, Ukraine has lost 100% of entry tourist traffic, business tourism stopped, and local tourism turned into the migration of internally displaced persons.

The longer the war in Ukraine lasts, the more Europe suffers from it. Therefore, the slogan "Stand with Ukraine", which for most foreigners sounds like a call for help in receiving refugees, treating the sick people, should be transformed into "to visit and help" slogan.

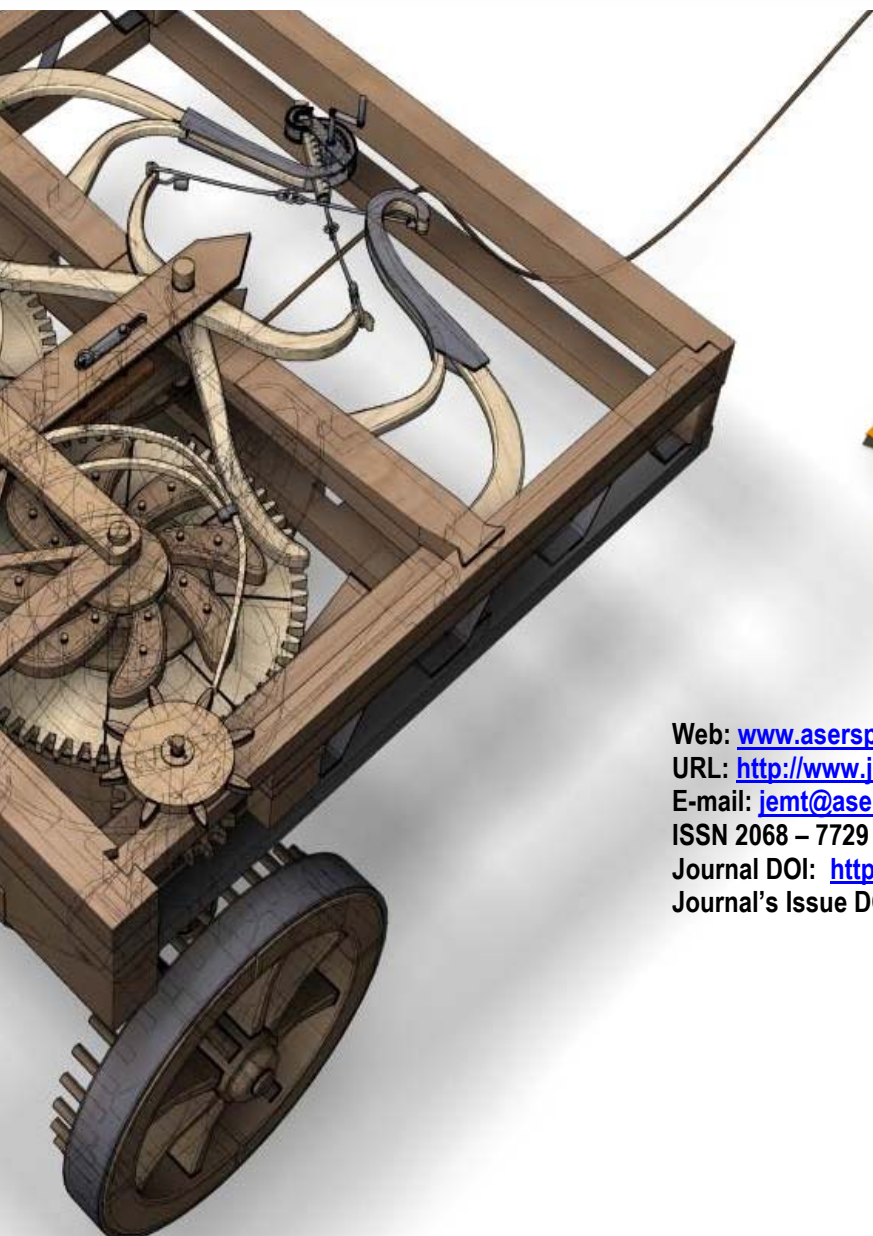
Great opportunities will open up for inbound tourism after the war. At the beginning, routes related to the war and remarkable post-war locations will be topical. At the same time, the beauty and hospitality of the country will attract tourists. Ukraine will be among the top five countries in the world that are attractive to visit. It will happen a year after the war, when the sky will be open, or at least nominally safe.

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