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DOI: 10.32702/2306-6814.2024.15.92

WAR AND POST-WAR RECONSTRUCTION OF THE MARKET OF TOURIST SERVICES BY CREATING NEW TOURIST PRODUCTS

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ВОЄННА ТА ПІСЛЯВОЄННА РЕКОНСТРУКЦІЯ РИНКУ ТУРИСТИЧНИХ ПОСЛУГ,
ШЛЯХОМ СТВОРЕННЯ НОВИХ ТУРИСТИЧНИХ ПРОДУКТІВ

The relevance of the study lies in the need to optimize the market of tourist services of Ukraine during military operations and after the end of the war to global requirements, to increase the efficiency of the domestic economy, increase the volume of national production of goods and services, increase the level of domestic consumption of quality tourist products, increase the volume of the country's GDP and reduction of migration processes.

The possibilities of the post-war flourishing of the tourist market are significant, even immeasurable. However, funds from international tourism can guarantee the stability of the development of Ukraine's economy already now, for this it is necessary to draw up and implement a mechanism of state and global support for the tourism industry, taking into account the complex security and logistical situation.

In the work, the prospect of the development of quest tourism through learning about new territories, getting to know culture and customs in a game form is indicated. It was especially popular in Lviv, Transcarpathia and Chernivtsi. We consider it expedient to draw up programs of such tours in the liberated territories with an ethnographic and ecological purpose. In the first case, the main attributes of the game and prizes will be exclusive, authentic items that are symbols of Ukraine. In the second case, tourists will be faced with the task of neutralizing all objects polluting the beauty of the environment and, as a result, cleaning the territories. The article also states that the modern military type of tourism is a classic type of tourist activity in countries that have suffered from military aggression. The main resources of military tourism include: fortifications, trenches, trenches, military-historical museums, military units, command posts, tented soldier camps, training grounds and fields of notable battles.

The macroeconomic crisis, the absence of external and domestic financial subventions and preferential lending systems oblige the tourist services market to be rebuilt. The result is the emergence of completely new types of tourism for a certain territory, or the creation of an unprecedented tourist product. A negative factor of military aggression is the loss of territories, people and tourist resources, and, accordingly, the impossibility of restoring previously popular tourist destinations.

In Ukraine, marine recreation has suffered global restrictions, as virtually the entire coastline is under constant shelling, there is a danger of exploding underwater mines and the lack of a large number of shelters. Religious tourism also suffered significant losses after the damage to the Sviatohirsk Assumption Church in Donetsk region, the Church of St. Nicholas in Dnipro, dated 1913, the Church of St. Nicholas the Wonderworker, and the Church of the Transfiguration in Volnovas. The great loss was the damage and destruction of the Donetsk Drama Theater, the Mariupol Museum of Local History, the Gamper House, and the Azovstal Stadium.

Актуальність дослідження полягає у необхідності оптимізації ринку туристичних послуг України під час військових дій і опісля закінчення війни до загальносвітових вимог, для підвищення показників ефективності вітчизняної економіки, збільшення обсягу національного виробництва товарів та послуг, підвищення рівня внутрішнього споживання якісними туристичними продуктами, збільшення обсягу ВВП країни та зменшення міграційних процесів.

Можливості післявоєнного розквіту туристичного ринку значні, навіть неосяжні. Проте, кошти від міжнародного туризму можуть гарантувати стабільність розвитку економіки України вже зараз, для цього необхідно скласти та реалізувати механізм державної та світової підтримки туристичної індустрії, із врахуванням складної безпекової та логістичної ситуації.

Макроекономічна криза, відсутність зовнішніх і внутрішньо-державних фінансових субвенцій та пільгових систем кредитування зобов'язують перебудовувати ринок туристичних послуг. Наслідком чого стає виникнення абсолютно нових, для певної території видів туризму, або створення небувалого досі туристичного продукту. Негативним фактором військової агресії є втрачені території, людей та туристичних ресурсів, і, відповідно, неможливість відновлення попередніх популярних туристичних напрямків.

У роботі зазначена перспектива розвитку квест-туризму через пізнання нових територій, знайомство з культурою та звичаями в ігровій формі. Особливого поширення зазнав у Львові, Закарпатті та Чернівцях. Вважаємо за доцільне скласти програми таких турів на звільнених територіях із етнографічною та екологічною метою. У першому випадку основними атрибутами гри, та призами стануть ексклюзивні, аутентичні предмети, що є символами України. У другому ж випадку перед туристами постане завдання знешкодження усіх забруднюючих красу довкілля предметів та, як результат, очищення територій.

В Україні глобальних обмежень зазнав морський відпочинок, оскільки фактично уся берегова лінія зазнає постійних обстрілів, є небезпека вибуху підводних мін та відсутність великої кількості укриттів. Значних втрат зазнав і релігійний туризм, після пошкодження Святогірської Свято-Успенської церкви на Донеччині, церкви Святого Миколая у Дніпрі, датованої 1913 роком, церкви Святого Миколая Чудотворця та Свято-Преображенської церкви у Волновасі. Великою втратою стали пошкодження та знищення Донецького драматичного театру, Маріупольського краєзнавчого музею, будинку Гампера, стадіону "Азовсталь".

Key words: post-war development of tourism, tourism in Ukraine, new types of tourism, nostalgic tourism.

Ключові слова: поствоєнний розвиток туризму, туризм в Україні, нові види туризму, ностальгічний туризм.

STATEMENT OF THE PROBLEM IN A GENERAL FORM AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

The steady development of the tourist services market of Ukraine during the active phase of the war and after it is possible only thanks to the introduction of new and globally modified types of tourism, the prevailing types should be those that can be implemented during military

operations, in order to increase the standard of living of the population.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

A large number of scientists worked on the problem of improving the variety of tourist services in the active phase of the war, among them Vecherskyi V.V. [2], Dvorska I. [1], Rykhliitskyi V. [3], Prysedska V. [4], Bordun O.,

Table 1. List of new, adapted to military operations, types of tourism in Ukraine

Type of tourism	Brief description	Place of application	Period of application
Dark	Tourism is associated with the places of mass murders, shootings, torture, and notable battles.	Pombat zone	After the war
Nostalgic	Assistance in finding lost lands, socio-economic ties, family memories, important personal belongings to people who once lived in the front-line and front-line territories of the country.	Pombat zone	After the war
Military	The opportunity to feel like a soldier, a fighter for independence, an indomitable Ukrainian serviceman.	Pombat zone	After the war, during the war
Avatar	The opportunity to see the war as it is, through the eyes of the military or ordinary Ukrainian «avatars», who will show the current situation in the country online, and will visit interesting cities for tourists.	All of Ukraine	After the war, during the war
Gamersky	Preation of computer games with Ukrainian locations and an up-to-date map of combat operations, equipment and weapons.	All of Ukraine	After the war, during the war
Virtual	Excursions to destroyed or damaged tourist objects, or those that are not yet accessible in the virtual world.	All of Ukraine	After the war, during the war
Memorial	Social type of tourism, subsidy, search for the burial place of the fallen defenders of Ukraine by their relatives and friends.	All of Ukraine	After the war
Quest	Preating close to military conditions, searching for adventures.	All of Ukraine	After the war
Playing	Opening of free game zones.	Luhansk	After the war

Source: compiled by the author.

Shevchuk V., Monastyrskyi V. [5]. However, we consider it expedient to further develop scientific research and their practical applications in private business and budget planning.

FORMULATION OF THE GOALS OF THE ARTICLE (STATEMENT OF THE TASK)

The purpose of the work is to provide a list of types of tourism adapted to military operations in Ukraine capable of optimizing the effectiveness of the functioning of the tourist services market.

PRESENTATION OF THE MAIN RESEARCH MATERIAL

A certain list of alternative types of tourism, based on a difficult military, epidemiological or climatic situation, adapted to the peculiarities of the Ukrainian mentality is given in the table. 1.

According to information provided by the Ministry of Culture of Ukraine, as of the end of 2023, 835 objects of cultural heritage of our country were damaged or completely destroyed. Namely, 256 monuments of architectural thought, 199 — historical objects, as well as 19 objects of monumental art and 17 objects of urban planning. This loss is irreversible and is of decisive importance for the modern history of the country and the development of international and domestic tourism.

The first type of war and post-war tourism in Ukraine that can bring money to the state treasury today and decades later is dark tourism.

Indeed, visiting the same Israel, namely Golgotha, the place of the crucifixion of Jesus Christ, became one of the

first pilgrimage routes, as did repeated visits to the places of important battles and wars. Much later, T. Cook's "Grand Tour" gave wealthy people the opportunity to visit such European places as the classical ruins of the Colosseum in Rome, which in the name of entertainment witnessed execution, torture and death [6].

The first, significant object of dark tourism in Ukraine was the Chornobyl excursion tour, namely the excursion that includes a tour of the city of Pripjat, the sarcophagus of the fourth power unit of the Chornobyl Nuclear Power Plant and the Zirka Polyny Museum and Memorial Complex. Today, the nuclear disaster has ceased to be the deadliest page in the history of the state. Several domestic travel companies already offer tours of mutilated cities in the Kyiv region, but their activities have been uncompromisingly criticized by the public.

We consider it expedient to use dark tourism for tourist tours in cities and villages where social and public life has not yet been restored, or in limited territories of mutilated cities, but with the payment of double the tourist tax to the budget of the visited territorial community.

The most successful routes, in our opinion, could be:

- 1) a visit to the Donetsk airport, with the possibility of reincarnation into cyborgs;
- 2) descent into the "Azovstal" dungeon, visiting the ruins of the former drama theater;
- 3) a walk through the fortress city of Bakhmut and a tour of the Soledar salt mines;
- 4) an adventure tour of Volnovakha-Lysychansk-Izium, and other cities where nothing remains of the former infrastructure;

5) a trip to Chornobayivka or the Snake Island, with the creation of tunnels, labyrinths and quest-entertainment, to increase the profitability of the tourism industry.

The main direction of work with the public should be to correctly convey the need for the development of all sectors of the economy, including tourism, to implement an effective marketing policy and system of price formation in order to develop not only external, but also internal dark tourism.

Nostalgic tourism will become possible in the post-war period throughout Ukraine, as migration processes during the war gained global growth. Hundreds of thousands of people who were forced to leave their homes and jobs will not return home forever, but will seek to visit their native lands, look for relatives and friends, and remember the years of calm and peaceful life in their country. Travel companies will be able to organize group and individual tours of Ukraine, with car transportation, search for temporary accommodation and public catering establishments in different price categories and for different periods of stay.

In order to actively develop nostalgic tourism, it is necessary, immediately after the war:

- 1) carry out demining of the occupied territories;
- 2) rebuild the road infrastructure;
- 3) carry out planning, construction, opening of hotel and restaurant complexes;
- 4) to design memorial, museum, cultural and historical tourist objects of memory for generations;
- 5) organize holidays, festivals, Days of Remembrance of Repression Victims and War Heroes.

Military tourism is a classic type of tourist activity in countries that have suffered from military aggression. The main resources of military tourism include: fortifications, trenches, trenches, military-historical museums, military units, command posts, tented soldier camps, training grounds and fields of notable battles.

In Ukraine, the territorial and resource potential can be divided into lands:

1. Suitable — not heavily shelled, do not require demining, infrastructure restoration (Lviv, Ivano-Frankivsk, Ternopil, Volyn, Rivne, Zakarpattia, Khmelnytskyi, Chernivtsi, Vinnytsia, Zhytomyr, Cherkasy, Kirovohrad and Poltava regions).

2. Less suitable — heavy shelling, considerable time will be spent on necessary restoration of damaged infrastructure, demining. These include the city of Odesa, certain districts of the Kherson region and the cities of Kherson, Mykolaiv, Zaporizhzhya, Dnipropetrovsk, Chernihiv, Sumy, Kharkiv, and Kyiv regions.

3. Not applicable in the next 5 years. They should include territories where active hostilities are taking place, as well as territories temporarily occupied by Russian troops. Namely: Donetsk, Luhansk, part of the occupied Kherson, Mykolaiv, Zaporizhzhya, Kharkiv regions, as well as the Autonomous Republic of Crimea [7].

Avataring is a modern, integrated type of tourism, common among young people and progressive

population groups. The goal is to feel, see, and taste a new destination with the senses of another person, where the avatar is a person who, for a certain monetary reward, travels around countries, cities, villages and fulfills all the tourist whims of the customer. The use of this tourist product is especially widespread among people with limited physical and material capabilities.

The use of this type of tourism could improve the material condition of people living in the front-line and front-line territories. Also contribute to the understanding of the aggressiveness of the war in Ukraine, the perception of its scale.

Gamer tourism is one of the biggest trends of our time. Computer games often help to learn foreign languages, martial arts or learn educational programs. Excursion tours in new, unprecedented interpretations allow you to get to know the country and feel its flavor. The experience of reviving the market of tourist services through the release of a computer room in Ukraine already exists, for example, the game "STALKER 2: Heart of Chernobyl" announced for September 5, 2024, already at the development stage in 2012, raised public resonance and indirectly increased the number of visitors to the Exclusion Zone twice.

Virtual tourism must be developed in Ukraine to preserve our identity and cultural memory, because not all lost tourist sites can be restored. We consider it necessary to create the following tourist tours in augmented reality:

- 1) tour-view of the museum of Maria Pryimachenko;
- 2) safari in New Askania;
- 3) excursion to Bakhchisaray;
- 4) industrial tourist tour of Donbas mines;
- 5) performances at the Mariupol Drama Theater, and others.

Memorial tourism will be able to fulfill its volunteer and educational purpose immediately after the victory. During the active phase of the war, hundreds of families received letters notifying them of the death of Heroes of Ukraine, their relatives, who were forced to be buried in the occupied territories or areas of active hostilities. The market of tourist services, as a socially oriented type of activity, should take on this important mission. Funds for searching for soldiers' graves and bringing relatives to them, or to places of significant battles, should be allocated by the state, in conjunction with volunteer and veteran organizations.

Quest tourism is learning about new territories, getting to know culture and customs in a playful way. It was especially popular in Lviv, Zakarpattia and Chernivtsi. We consider it expedient to draw up programs of such tours in the liberated territories with an ethnographic and ecological purpose. In the first case, the main attributes of the game and the prizes will be exclusive, authentic items that are symbols of Ukraine. In the second case, tourists will be faced with the task of neutralizing all objects polluting the beauty of the environment and, as a result, cleaning the territories.

Gaming tourism in the territory of Luhansk region will allow to develop the region, reduce the criminal influence

of the pro-Russian population, and improve the tourist and road infrastructure of the city.

Conclusions: The main legislative decisions that will contribute to the development of the tourist market of Ukraine during the war and the expansion of the field of tourist services include:

— promotion of quality competition as opposed to price competition;

- strengthening control over the quality of the provision of tourist services, as well as the number of rooms and standards of activity of public catering establishments in the country;

— provision of concessional lending and creation of subsidized programs for tourism recovery for socially vulnerable population groups, military personnel and their families:

- creation of laws that will protect the rights of domestic tourist companies, as opposed to foreign ones;

- provision of opportunities for training and exchange of experience with leading international companies within the framework of international cooperation;

- implementation of virtual and gamer tourism programs with legally defined requirements to counter the occurrence of ludomania among potential tourists.

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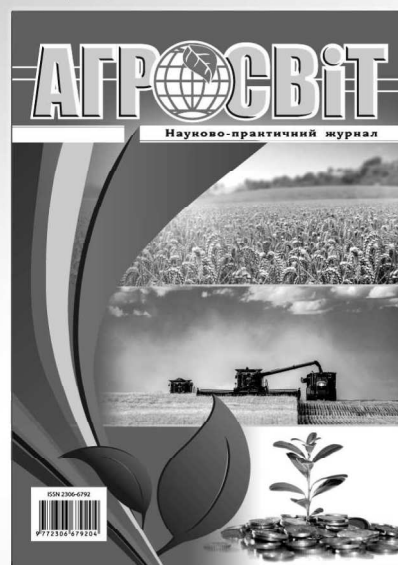
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Спеціальності – 051, 071, 072, 073, 075, 076, 292