

- впровадження цифрових інструментів для швидкого обміну інформацією з іноземними партнерами;
- д) диверсифікацію експортних ринків:
 - фокусування на освоєнні нових ринків для уникнення залежності від окремих країн;
 - підтримка експорту до країн ЄС, де діють спрощені митні режими та квоти для українських товарів;
- е) впровадження інноваційних технологій:
 - інвестування в інновації та підвищення продуктивності підприємств;
 - модернізація виробництва для відповідності міжнародним стандартам якості.

Висновки. В умовах воєнного стану підтримка експортного потенціалу українських підприємств є важливим складником стратегії збереження економічної стабільності. Розвиток експорту допомагає не лише зберегти доходи підприємств, але й сприяти відновленню економіки в майбутньому.

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THE IMPACT OF THE WAR ON THE TOURISM INDUSTRY IN THE REGIONS OF UKRAINE: ANALYSIS AND DEVELOPMENT FACTORS

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In the context of the current global situation, Ukraine occupies a central position in global attention, given its active participation in global political, economic, and military processes, as well as its integration into the European market. The military conflict in Ukraine has had a considerable impact on the tourism sector, resulting in a notable decline in tourist arrivals, job losses, and a reduction in economic activity. Additionally,

the tourism infrastructure in numerous regions of Ukraine has been adversely affected, further intensifying the detrimental consequences of the conflict. Despite the challenges, the tourism industry has demonstrated resilience by maintaining operations and exploring new areas of interest, including those related to dark and military tourism. In certain regions of the country, the prospect of engaging in tourism activities during wartime may be perceived as intimidating and risky. It is of the utmost importance to implement the requisite measures to guarantee the security of tourists. The negative impact of war on tourism notwithstanding, this industry can play an important role in economic recovery in the affected region. The following section will present a number of socio-economic factors that are of particular importance with regard to the development of tourism and the economy in the context of military events in Ukraine. In general, tourism can be an opportunity to facilitate the restoration and renewal of the economy of a region that has been devastated by war. The tourism industry plays an instrumental role in job creation, the enhancement of local quality of life, and the revitalization of economic activity. It is impossible to overstate the importance of tourism for the economy of a region affected by war. Furthermore, it can contribute to the expansion of economic activity, the development of infrastructure, the promotion of peace and stability, and the preservation of cultural heritage. By allocating resources to the tourism industry, an affected region can initiate the process of recovery and lay the foundation for a more stable and prosperous future.

Following the onset of the pandemic, revenues from the tourism sector exhibited a resurgence, demonstrating growth and gaining momentum. With the outbreak of a full-scale war, the tourism industry found itself in the most adverse circumstances in the history of the Ukrainian tourism industry [1]. It is imperative that travel companies consider these factors when designing and organizing excursions and trips. It would be beneficial for travel organizers to consider the proximity of nearby bomb shelters and to contemplate the provision of shelters for tourists in the event of an air raid alert. When designing and planning itineraries and travel in Ukraine, it is essential to consider the impact of the imposed curfew, which is in effect in all regions under martial law. This period typically extends from 10 p.m. to 5 a.m. It is imperative that travelers take this restriction into account and consider the schedule of visits to certain places when planning their itineraries. These features are primarily attributable to the existence of specific restrictions across different regions, as well as the positioning of critical infrastructure facilities.

To gain a general understanding of the evolution of tourism infrastructure, it is essential to examine the statistical data from the pre-war period. The data from 2021 serves as a valuable reference point in this regard. One of the principal indicators of the status of tourism development in the various regions of Ukraine is the number of entities engaged in the tourism industry. This indicator enables the assessment of the degree of

saturation of each region with operational tour operators, travel agents, and other industry participants. Following an analysis of the tourist flows of foreign and domestic tourists in 2021, it can be determined that the most popular regions among tourists are Kyiv (327,053 people), Lviv (69,927 people), and Odesa (20,648 people). Conversely, the regions with the lowest tourist flow are Poltava (328 people), Chernihiv (313 people), and Luhansk (16 people), a situation that was typical of the pre-war period [2]. The primary consequences of military aggression on the tourism sector in regions affected by the conflict in Ukraine can be summarized as follows:

- the heightened security risks and instability resulting from the hostilities have constrained the influx of tourists, as travelers seek destinations where their safety and stability are assured;
- the armed conflict has resulted in significant damage and destruction of infrastructure, including hotels, roads, and airports, which has a detrimental impact on the convenience and accessibility of tourist attractions;
- the economic downturn resulting from the war has led to a reduction in the purchasing power of tourists, which has in turn led to a decline in tourist demand;
- the restricted access to conflict zones has made it challenging for tourists to navigate these areas and maintain the necessary tourist infrastructure;
- the hostilities have resulted in social issues that impact security, including internal displacement and mass evacuations;
- the military conflict has resulted in psychological distress among the population and tourists, which has contributed to an overall decline in the region's climate and hospitality.

In general, these factors contribute to the lack of demand for tourism in both the conflict-affected regions of Ukraine and the country as a whole. It is widely acknowledged that the resolution of these issues represents a pivotal step towards the recovery and growth of the tourism industry in the affected regions and at the national level. The implementation of measures designed to ensure the safety of tourists, restore infrastructure and attractions, improve the quality of tourist services, and intensify marketing and advertising initiatives will be pivotal for the recovery and growth of the tourism industry in the affected regions of Ukraine. Investments in the tourism industry will have a positive impact on the local economy, but they will also contribute to the overall peacebuilding process in the regions.

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