

## DEVELOPMENT OF THE SPHERE OF HOSPITALITY IN STRATEGY RECOVERY OF THE TOURIST INDUSTRY OF UKRAINE

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**Abstract:** By defining a strategy for the tourism industry's recovery in the Western region of Ukraine, the study aims to support a methodical approach to evaluating the sector's economic attractiveness from the perspectives of the government, investors, and consumers. This plan will ensure the growth of positive externalities and minimize negative dynamics within the ecosystem during the post-conflict phase. The method of analyzing hierarchies was used, with the help of which the index of the economic attractiveness of the hospitality sector was evaluated for the level of reproduction of the tourism industry. Regarding the relative coherence of indicators of the appeal of the hospitality sector of the Carpathian tourist destination, an interaction between the starting data and the vectors of the matrices of pairwise comparisons was correlated. Using average weight criteria, the integral index of the hospitality sector's attractiveness for the Carpathian region of Ukraine was computed.

**Key words:** the sphere of hospitality, economic attractiveness, the state, the investor, consumers of tourist services, strategies for the recovery of the tourism industry

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### INTRODUCTION

The upheavals caused by the armed conflict in Ukraine leveled the normal functioning of the tourism industry in the country and reduced the achievements of the regional socio-economic destination to low criteria for assessing the quality of components and components of the tourist product and tourist flows in the national economy along the lines of the European vector of development. However, the tourism industry in Ukraine remains the most dynamic and promising sector of the economy, which embodies increased competition in the market of tourist services and requires service standards in the field of hospitality. The study of the peculiarities of the development of the hospitality sector in the strategy of restoring the tourism industry of Ukraine during the period of the military conflict with the aggressor country is aimed at the reproduction of own capabilities and the formation of a stable position of competitive advantages to ensure the dynamic recovery of the country's economy in the post-conflict recovery, which determines the level of attractiveness of the territory with a significant natural resource potential. The war in Ukraine became a huge tragedy in the life of the Ukrainian people it affected the world economy and the international tourist market. The upheavals caused by the armed conflict stopped the normal functioning of the tourism industry and in some places nullified all the achievements.

But even during hostilities, the tourism industry did not stop its activities. Since the beginning of the war, Ukrainian hotels have been a place of accommodation for a large number of refugees they prepare hot meals for Ukrainian defenders and volunteers, and provide their premises for humanitarian aid warehouses. There are many examples in the world when, after large-scale conflicts, countries quickly recovered and welcomed guests again, and the share of foreign tourists increased. Therefore, the tourism industry in Ukraine remains the most dynamic and promising sector of the economy, which embodies increased competition in the market of tourist services and requires service standards in the sphere of hospitality.

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The objective features and phenomena loading on the “sphere of hospitality” is the maximum satisfaction of consumer needs through: accommodation facilities; commercial tourism enterprises; specialized transport enterprises; public catering establishments; institutions of culture and art; enterprises whose activities are aimed at providing individual and mass entertainment services; other enterprises whose activities are aimed at meeting the needs of service consumers. Quite often, the characteristics of the sphere of hospitality include the level of service provided to visitors from the point of view of providing them with additional services. It is the presence of this component (additional services) that complicates the process of determining the list of quality services of transportation, rest (recreation), as well as cognitive, entertainment, business, health and sports service (Buryak, 2014; Halasiuk, 2012; Horina, 2009; Pandyak et al., 2023).

That is a comprehensive systemic approach to understanding of the sphere of hospitality as one of the most important directions of socio-economic transformations in regions to be shall with an attractive production sector and established historical potential natural resources. The problems of state support for enterprises of the tourism industry are devoted to the work of such Researchers as Dyadechko (2007), Ingram (1996), Kalinina (2006), Kokkranikal et al. (2011), Liubytseva (2002), Milashovska (2008), Pereguda and Kryvoberets (2022), Shupik (2020), Shikina and Merezhko (2017), Tkachenko (2006), Trusova et al. (2020a; 2023a; 2023b). The problems of military-political aggression, the aggravation of Ukrainian-Russian interstate relations and on the post-war recovering tourism industry focused their research Causevic and Lynch (2013), Holod (2017), Khudaverdiyeva et al. (2022), Smirnov and Lyubitseva (2022), Hurin (2023), Babushko and Opanasiuk, (2023), Kvasnii et al. (2023), Yasnolob et al. (2023). Such scientists like: Dvorska (2022), Nosyriev et al. (2022), Parfinenko (2015), Rodak (2022), Romanova (2018), paid attention to the study of international tourist flows and the development of the field of hospitality before the full-scale invasion of the aggressor country on the territory of Ukraine, and emphasized the directions of international cooperation between neighboring countries within the regional blocs of tourism business.

The priority of our research is the substantiation of a methodical approach to assessing the economic attractiveness of the sphere of hospitality from the position of the state, investor and consumer, with the definition of a strategy for the recovery of the tourism industry of the Western region of Ukraine, which ensures the growth of positive externalities and minimizes the negative dynamics of the local ecosystem in the post-conflict period.

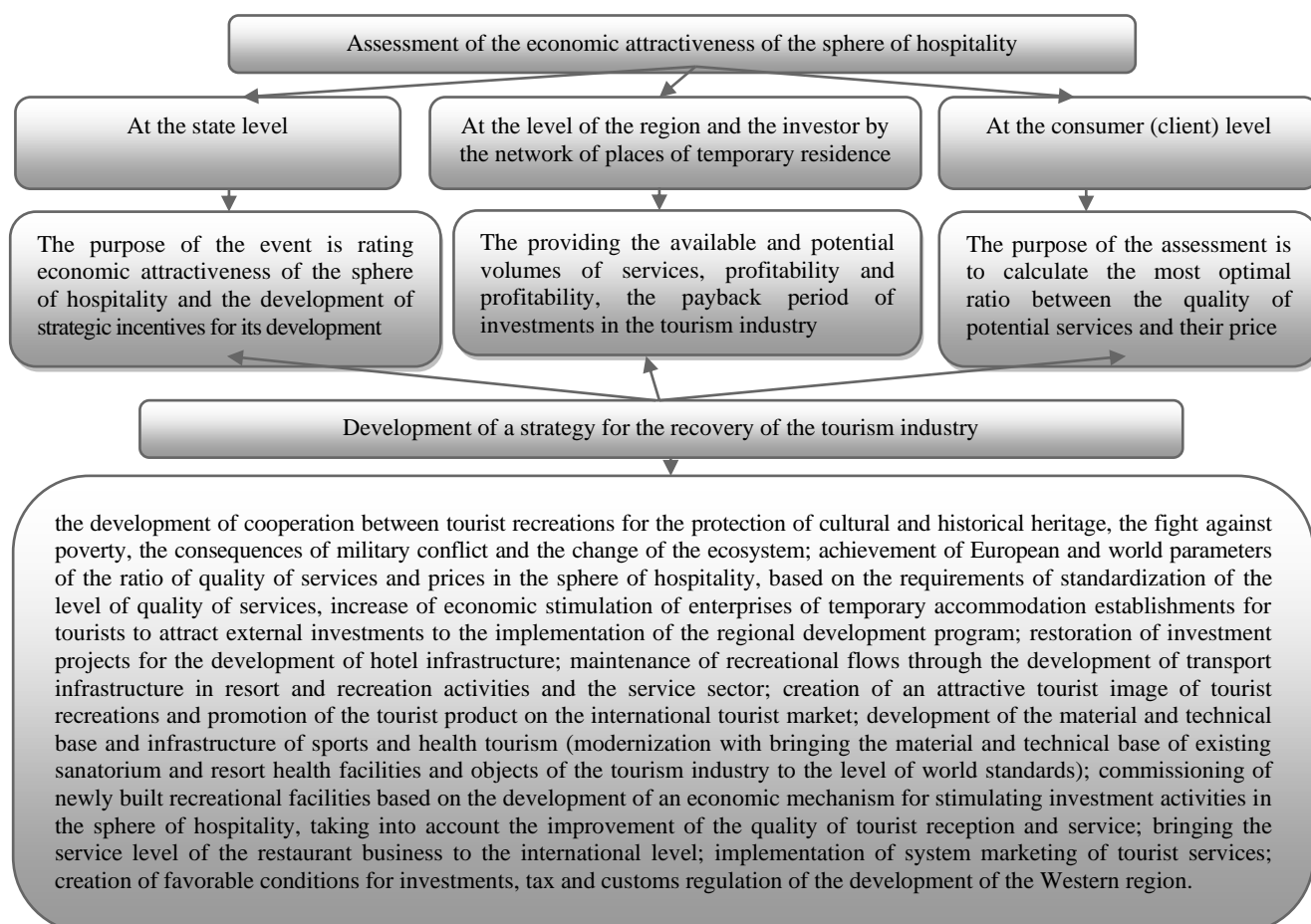


Figure 1. Three-vector measurement of the assessment of the economic attractiveness of the sphere of hospitality in the tourism industry recovery strategy Source: constructed by the authors on data (Buntova, 2016; Borushchak, 2006; Galasyuk and Shikina, 2015; Carlisle et al., 2016; Asian Development Bank, 2023; Malska and Pandyak, 2009)

## METHODS AND MATERIALS

The sphere of hospitality has become an important sphere of socio-economic development of the tourism industry in the existing global transformations of the competitive environment. The hospitality economic platform conceptualizes a

combination of traveler decision-making processes regarding the attractiveness of a vacation destination and its benefits, as well as the ability of a hospitality destination to match individual customer benefits (Buntova, 2016). Researchers M. Malska and I. Pandyak (2009) considered the hospitality tourist destinations of the country as a way to attract tourists to cluster associations with the determination of the attractiveness of places of temporary residence and their attractiveness in relation to the target tourist market of neighboring countries, which remain competitors (Malska and Pandyak, 2009).

The target market chosen by tourists with a formed network of places of temporary residence in the regions of the country, according to the economic attractiveness of the sphere of hospitality, is determined by several criteria: similarity in terms of the degree of international economic integration among countries, which determines the freedom of movement of people and exemption from formalities during travel; similarity in living conditions, which determine the intensity of travel; similarity in the level of tourism development (place, natural conditions and historical development) (Buntova, 2016; Galasyuk and Shikina, 2015; Malska and Pandyak, 2009; Zayed et al. 2022). Therefore, from the perspective of the three-vector dimension, the economic attractiveness of the sphere of hospitality is determined at the level of the state, regions, investor and consumer (client), which is presented in the Figure 1.

At the same time, the network of places of temporary residence in the regions interacts with related industries, forming the general economic effect of the direct and indirect influence of the sphere of hospitality on the restoration of the tourism industry in the state (Figure 2). For a comprehensive methodical approach to assessing the economic attractiveness of the sphere of hospitality and its impact on the recovery of the tourism industry in the country, groups of indicators are identified: the presence of tourist resources (natural, historical monuments, various types of events); availability of hotel and transport infrastructure (accommodation facilities, catering, road condition); the development of hospitality enterprises in the region; economic efficiency indicators of the development of enterprises in the sphere of hospitality (Dyadechko, 2007; Kozmenko et al., 2015; Lyubitseva et al., 2007).

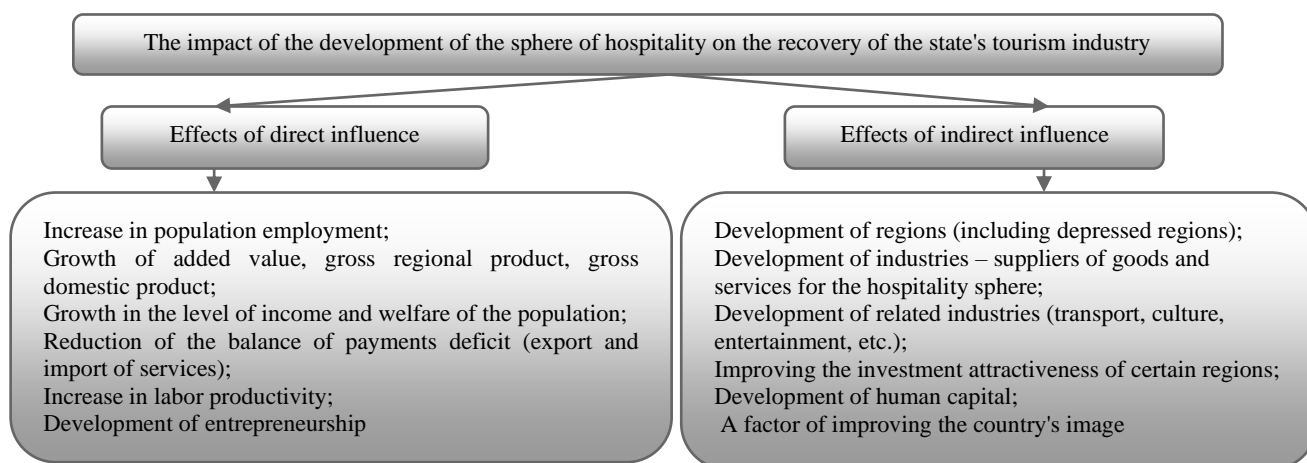


Figure 2. The impact of the development of the sphere of hospitality on the recovery of the tourism industry countries (Source: constructed by the authors)

From the standpoint of state support for the tourism industry, the variability of scenarios for the development of the economic attractiveness of the sphere of hospitality is evaluated according to a general indicator ( $C_{ov}^{ea}$ ), which is calculated as the sum of the coefficients for all important economic and social components (formula (1)) (Pereguda and Kryvobereets, 2022; Trusova et al., 2020b; Trusova et al., 2023b):

$$C_{ov}^{ea} = C_{erp} + C_{av} + C_{il} + C_{lp} + C_{ed} \tag{1}$$

where,  $C_{ov}^{ea}$  – is the general indicator of the economic attractiveness of the sphere of hospitality;  $C_{erp}$  – coefficient of employment of the population in places of temporary residence of tourists;  $C_{av}$  – coefficient of added value of the sphere of hospitality;  $C_{il}$  – coefficient of the income level of the employed population in places of temporary residence of tourists;  $C_{lp}$  – labor productivity coefficient of the employed population in places of temporary residence of tourists;  $C_{ed}$  – coefficient of development of entrepreneurship in the sphere of hospitality.

The coefficient of employment of the population in places of temporary residence of tourists ( $C_{erp}$ ) reflects the level of importance of the sphere of hospitality on the labor market in the region (country) (formula (2)) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017):

$$C_{erp} = \frac{N_{fh}^{pw}}{N_{ep}^{rca(c)}} \tag{2}$$

where,  $C_{erp}$  – coefficient of employment of the population in places of temporary residence of tourists;  $N_{fh}^{pw}$  – the number of people working in the sphere of hospitality;  $N_{ep}$  – the number of employed population in the region (country).

The coefficient of added value of the sphere of hospitality ( $C_{av}$ ) reflects the participation of the sphere of hospitality in the creation of added value in the gross regional product or gross domestic product of the country (formula (3)) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017):

$$C_{av} = \frac{A_{fh}^{av}}{TV_{rca(c)}^{av}} \quad (3)$$

where,  $C_{av}$  – coefficient of added value of the sphere of hospitality;  $A_{fh}^{av}$  – volume of added value created in the sphere of hospitality;  $TV_{rca(c)}^{av}$  – the total volume of added value in the region (country).

The coefficient of the income level of the employed population in places of temporary residence of tourists ( $C_{il}$ ) reflects the social aspects of the functioning of the sphere of hospitality – it's calculated as the ratio of the average monthly salary of employees in the sphere of hospitality to the average monthly salary in the region (country), (formula (4)) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017).

$$C_{il} = \frac{S_{fh}^{ams}}{A_{rca(c)}^{ms}} \quad (4)$$

where,  $C_{il}$  – coefficient of the income level of the employed population in places of temporary residence of tourists;  $S_{fh}^{ams}$  – the size of the average monthly salary in the sphere of hospitality;  $A_{rca(c)}^{ms}$  – the size of the average monthly salary in the region (country). The coefficient of labor productivity of the employed population in places of temporary residence of tourists ( $C_{lp}$ ) shows the ratio of the volume of services provided by one employee in the hospitality sphere to a similar indicator calculated on average for the region (country) (formula (5)) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017).

$$C_{lp} = \frac{L_{fh}^{lp}}{AL_{rca(c)}^{lp}} \quad (5)$$

where,  $C_{lp}$  – coefficient of labor productivity of the employed population in places of temporary residence of tourists;  $L_{fh}^{lp}$  – the level of labor productivity in the sphere of hospitality;  $AL_{rca(c)}^{lp}$  – the average level of labor productivity in the region (country). The coefficient of development of entrepreneurship in the sphere of hospitality ( $C_{ed}$ ) reflects the ratio of the growth rate of the number of business entities in the sphere of hospitality to the average indicator in the region (country) (formula (6)) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017).

$$C_{ed} = \frac{G_{fh}^{nbe}}{G_{rca(c)}^{nbe}} \quad (6)$$

where,  $C_{ed}$  – coefficient of development of entrepreneurship in the sphere of hospitality;  $G_{fh}^{nbe}$  – rate of growth of the number of business entities in the sphere of hospitality;  $G_{rca(c)}^{nbe}$  – the average level of labor productivity in the region (country).

If the value is equal to  $C_{ov}^{ea} \geq 1$ , then the sphere of hospitality is economically attractive for the state; if the value is equal to  $C_{ov}^{ea} \leq 1$ , then the development of other industries is more dynamic, and the sphere of hospitality needs additional

investments and the development of strategic directions for stimulating its economic attractiveness. In this case, cause-and-effect relationships are made between important elements of the general indicator of economic attractiveness, which are both stabilizers and destabilizes of the development of the sphere of hospitality for the recovery of the tourism industry in the country (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017).

In this sense, the most significant is the hospitality destination attractiveness index  $I_{ad}$ , which increases with increasing distance between hospitality tourist destinations in a country and is used when comparing tourism markets between countries or when comparing several tourist tours with selected target markets. However, it does not take into account the

general potential of the target tourist market of a separate region with attractive natural recreation areas. Therefore, it is necessary to use the integral index of the attractiveness of the hospitality destination ( $C_{ad}$ ), which indicates the relative share of tourists of the target tourist market visiting the place of temporary destination ( $C_{ad1}$ ) or which characterizes the specific weight of tourists who annually stay overnight ( $C_{ad2}$ ) (Matsola, 1997; Melnychenko and Buryak, 2014; Melnychenko and Kudlai, 2016; Pavlotskyi, 2017). This ratio makes it possible to compare actual hospitality of the tourist destination with potential visits. The higher the value of the integral index, the more attractive the territory is for the target tourist market of the region. At the same time, this index does not take into account potential visitors of the target tourist market who did not travel during the studied period (due to economic, medical, family or other reasons), as well as those residents who stayed with friends and relatives or those who were not accommodated in the point destination in general (visiting during sight-seeing excursions in several directions). Such an index can be calculated by formula (7) (Gerasimenko, 2017):

$$C_{ad} = \frac{\sum Nv_i}{TP_{TM}_i} \tag{7}$$

where,  $C_{ad}$  – attractiveness index hospitality of the tourist destination with the target tourist market of a certain region of the country;  $Nv_i$  – the number of visitors to the tourist destination of hospitality from the target market of a certain region of the country, who arrived at the places of temporary accommodation during the  $i$ -th period;  $TP_{TM}_i$  – is the total population of the target tourist market of the country in the  $i$ -th period. Accordingly, the attractiveness index hospitality of the tourist destination with the target tourist market in the region is calculated according to formula (8) (Gerasimenko, 2017; Pavlotskyi, 2017):

$$LAC = \frac{\sum AD_{c_i}}{IAH_{dc}} \tag{8}$$

where,  $AD_{c_i}$  – the attractiveness of the place of temporary destination (calculated by multiplying the coefficients of providing the potential needs of tourists according to each criterion of the target tourist market in the region);  $IAH_{dc}$  – benchmark of the level of attractiveness of hospitality of the tourist destination of according to the target tourist market of the country (calculated by multiplying the maximum values of the coefficients for meeting the potential needs of tourists according to each criterion of the target tourist market in the country); are displayed on a rating scale.

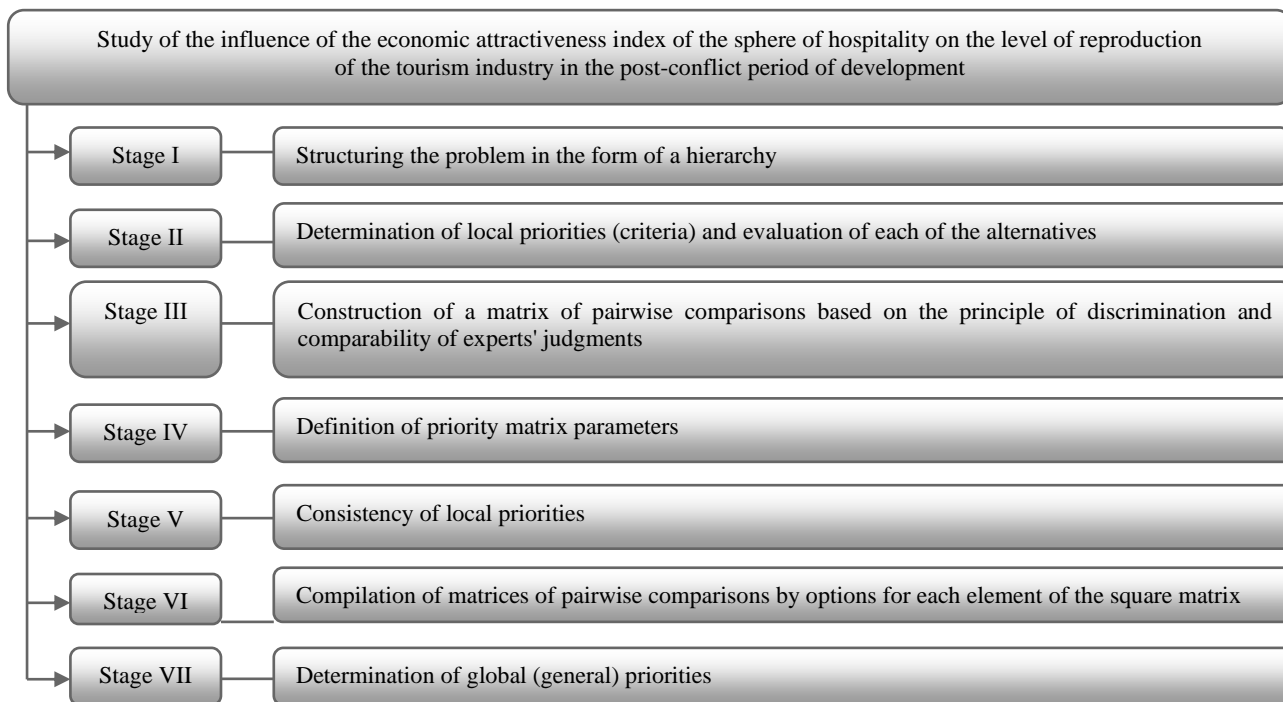


Figure 3. Assessment of the influence of the economic attractiveness index of the sphere of hospitality on the level of reproduction of the tourism industry in the post-conflict period of development (based on the Method of Analysis of Hierarchies (MAH) (Source: constructed by the authors based on data (Asian Development Bank, 2023; Gerasimenko, 2017; Holod, 2017; International Airlines Group, 2020; Pavlotskyi, 2017)

From the standpoint of a strategic approach, the development of the sphere of hospitality in the short-, medium-, and long-term post-conflict period of reproduction of the tourism industry is provided by a set of complex guidelines, methods, methods, and mechanisms for increasing the level of its competitiveness on the domestic and global markets. At the same time, the harmonization of the interaction of the subjects of the sphere of hospitality with the subjects of tourist services in the post-conflict period is strengthened under the condition of the institutionalization of the business environment, which unites the hotel and transport infrastructure in the interregional system of the tourism industry with target indicators of the

stabilization of the ecosystem of territories (International Airlines Group, 2020; Asian Development Bank, 2023; Gerasimenko, 2017; Holod, 2017; International Airlines Group, 2020; Pavlotskyi, 2017; Bulgakova, 2020). A strategy can be effective only if it is not just a defined plan of action, but also takes into account possible changes from the outside. It should also correspond to the resources of the tourism industry – financial, investment, production, labor, etc.

Therefore, the assessment of the economic attractiveness of the sphere of hospitality, from the state's point of view, is formed on the basis of a significant array of statistical data characterizing the cause-and-effect relationship between the negative factors of the deviation of the level of recovery of the tourism industry and the determined regulatory and stimulating instruments of the functioning of the sphere of hospitality in the current and strategic period of development. These requirements are met by Saati's method of analysis of hierarchies (MAH), with a clearly defined mathematical tool of analysis, which ranks expert judgments in a hierarchical sequence, which are presented in the form of a matrix of pairwise comparisons. The result is a pronounced relative degree (intensity) of the interaction of elements in the hierarchy. MAH includes several stages (Figure 3). To quantitatively assess the importance of priorities (criteria) when comparing them in pairs, use the scale of relative importance (Table 1).

Table 1. The scale of the relative importance of the criteria for the influence of the economic attractiveness index of the sphere of hospitality on the level of reproduction of the tourism industry in the post-conflict period of development (Source: grouped by authors according to data (Asian Development Bank, 2023; Gerasimenko, 2017; Holod, 2017; International Airlines Group, 2020; Pavlotskyi, 2017))

Intensity of relative weight	Definition
Unequivocal (exact) assessment	
1	Equivalent weight
3	Moderate advantage
5	Average advantage
7	Above average advantage
9	A significant advantage
Compromise cases (intermediate decisions between two adjacent estimates)	
2	Between equal weight and moderate preference
4	Between moderate and average advantage
6	Between average advantage and above average advantage
8	Between an above-average advantage and a significant advantage

Solving the economic problem (the cause-and-effect relationship between the negative factors of the deviation of the level of recovery of the tourism industry and the defined regulatory and stimulating tools for the functioning of the sphere of hospitality in the current and strategic period of development) can be defined as a step-by-step process of stabilization of the directions of development of the tourism industry in the country according to the appropriate criteria (Carlisle et al., 2016; Trusova et al., 2020a; Trusova et al., 2023a):

1). Assessment of the economic attractiveness of the sphere of hospitality from the perspective of an investor. From the point of view of the activation of the investment activity of the subjects, among the set of indicators that determine the reasons for fluctuations in the economic attractiveness index of the sphere of hospitality in the region and that have a direct impact on the level of reproduction of the tourism industry in the country, the following are highlighted: the number of additional jobs created; development of industrial and social infrastructure; the amount of investment to create jobs; the degree of risk from carrying out investment activities; net economic benefits, etc. The vast majority of the listed indicators determine the volume of positive externalities not for the investor, but for the society where the hospitality destination is located together with the field of tourist services. At the same time, on the part of the investor, the priority criterion is the justification and decision-making regarding the investment of a significant amount of investment for the development and diversification of the activities of the subjects of the sphere of hospitality, obtaining additional financial benefits; increasing the level of economic attractiveness is only an additional incentive for investment. It is quite logical that the economic activity of the subjects of the sphere of hospitality from the point of view of a potential investor is economically attractive, if the maximum level of profitability is ensured at the minimum level of risk according to the  $\beta$ -coefficient criterion, which is determined by formula (9), (Holod, 2017; Kozmenko et al., 2015; Trusova et al., 2020b):

$$\beta_i = \frac{Cov(D_i, D_m)}{\sigma^2(D_m)} \quad (9)$$

where,  $D_i, D_m$  – the investor's profitability from investing funds in the development of the sphere of hospitality of the  $i$ -th subject in the region and the average profitability of the tourist services industry from investing in the country;  $Cov(D_i, D_m)$  – the covariance of the investor's return in the  $i$ -th region and the average return of the tourist services

industry from investing in the country;  $\sigma^2(D_m)$  – dispersion of the average profitability of the tourist services industry from investments in the country. The level of activation of the investment flow for the development of the field of hospitality and the realization of the opportunities of the recreation of the consumers of tourist services with the involvement of state institutions in this process, is considered normal when the risk of losing investment investments is low ( $\beta \leq 0$ ) or moderate ( $0 \leq \beta \leq 1$ ), and therefore is attractive for investors. The coefficient ( $\beta \geq 1$ ) indicates a high level of risk for the recovery of opportunities in the sphere of hospitality, and the momentum of activation aimed at the recovery of

the tourism industry in the country is unstable and prone to fluctuations (Holod, 2017; Kozmenko et al., 2015; Trusova et al., 2020a). We presented of the scale “profitability - risk” for the realization of the economic opportunities of tourist recreations on the basis of the activation of investment flows (Table 2). Activation of the investment opportunities of the subjects of the sphere of hospitality under the conditions of a high level of risk (that is, the transition from the stage of determining the volume of the investment flow to the stage of its transaction in the crisis conditions of the country’s economic development (wartime) creates additional guarantees of the return of the investor’s investments under state guarantees (Carlisle et al., 2016; Kozmenko et al., 2015; Trusova et al., 2020a; Trusova et al., 2023b).

Table 2. A scale “profitability - risk” for the realization of the economic opportunities of tourist recreations on the basis of the activation of investment flows (Source: created by the authors based on data (Holod, 2017; Kozmenko et al., 2015; Trusova et al., 2020b)

Profitability	Risk level		
	Low ( $\beta \leq 0$ )	Medium ( $0 \leq \beta \leq 1$ )	Tall ( $\beta \geq 1$ )
Low	Not very attractive	Not very attractive	Unattractive
Medium	Very attractive	Attractive	Attractive
Tall	Very attractive	Very attractive	Very attractive

2). Assessment of the economic attractiveness of the sphere of hospitality from the point of view of the consumer of tourist services – the client. The attractiveness of a tourist destination of hospitality is determined by the feeling, conviction, opinion and solvency of a tourist who is able to consciously choose a place of temporary destination (accommodation) to meet personal needs on vacation (Holod, 2017; Malska and Pandyak, 2009).

At the same time, an important group of factors taken into account by consumers in the process of choosing a certain accommodation facility is: the first group – the cultural value of the accommodation area (availability of historical and other monuments, tourist products, means of recreation); the second group – quality of services and their range – quantitative assessment of the level of quality of hotel or restaurant services (the number of stars of the establishment), and expert assessment – determining the level of consumer satisfaction with the services provided (questionnaire); the third group – the state of infrastructure and related services (transportation, communications, other communications, financial institutions, medical facilities, etc.); the fourth group is the cost of services, which takes into account both the cost of accommodation and the cost of related (supporting) services. The construction of a general system of indicators makes it possible to assess the economic attractiveness of the sphere of hospitality of the region from the position of three main stakeholders (state, investor and consumer) to fulfill the main mission – the restoration of the tourism industry in the country, according to the level of significance of the parameters of business introduction in tourist destinations with a developed rating network of natural recreations, resort and entertainment, hotel and restaurant sites. Taking into account the available information network of tourist destinations, groups of priorities (criteria) for assessing the economic attractiveness of the sphere of hospitality for the recovery of the tourist industry are identified (Table 3).

Table 3. Priorities (criteria) for assessing the economic attractiveness of the sphere of hospitality for the recovery of the tourism industry Source: grouped by authors according to data (Carlisle et al., 2016; Holod, 2017; Kozmenko et al., 2015; Malska and Pandyak, 2009; Trusova et al., 2020a; Trusova et al., 2023b)

Index of economic attractiveness	Indicators	Priorities (criteria)
For the state	The level of hotel infrastructure development (H)	The number of hotel places per thousand population of the region, hotels/ 1 thousand population ( $h_1$ )
		The level of the criminogenic situation in the region (the number of crimes committed per thousand of the region’s population), ( $h_2$ )
		The level of emissions of harmful substances into the atmospheric air per $km^2$ ( $h_3$ )
	Level of development of transport infrastructure (T)	Specific weight of paved roads in the total length by region, % ( $t_1$ )
		Density of public railway tracks, km per 1 thousand $km^2$ of territory ( $t_2$ )
		Internet coverage, subscribers/ 1 thousand population, ( $t_3$ )
		Mobile coverage of the territory (number of subscribers to the total population of the territory), ( $t_3$ )
For the investor	Development of hospitality enterprises in the tourist location recreation (D)	Number of hotel places per thousand population of the region, units ( $d_1$ )
		Number of food establishments per thousand population, ( $d_2$ )
		The number of guests visiting tourist facilities in the region per thousand population, people ( $d_3$ )
		Volume of services per thousand population, thousand USD ( $d_4$ )
	Economic efficiency of the development of enterprises in the sphere of hospitality in tourist recreation from the position of an investor (I)	Profitability of hospitality enterprises, % ( $i_1$ )
		Specific weight of profitable enterprises of the industry, % ( $i_2$ )
		The volume of capital investments per employee in the industry, thousand USD ( $i_3$ )
For the consumer	Costs of the consumer (C)	Average service level, % ( $i_4$ )
		The average price of accommodation within the selected segment in the tourist recreation, USD ( $c_1$ )
		The average price of food, USD ( $c_2$ )

The most common approach to the assessment of the network of natural recreation, resort-entertainment, hotel-restaurant sites in the structure of the tourist destination of the country’s regions is a rating assessment. The total rating for

each of the indicators of relative deviations of the level of development of the territory allows determining an integral indicator that characterizes the rank of the tourist destination of the tourist recreation and its place among other tourist destinations in the country (Trusova et al., 2020a). The rating assessment in connection with the benchmarking approach (Khudaverdiyeva et al., 2022; Tkachenko, 2006) allows you to determine the potential development opportunities of the region's hospitality sphere compared to the national average (on a 100% scale) and to form strategic priorities for the recovery of the tourism industry as a whole. For integral evaluation, a simple additive weighting method is proposed, which takes into account the sum of the values of the normalized coefficients, taking into account their priority (weight) in the evaluation system. The representativeness of the results and the flexibility of the assessment are carried out in two stages. At each stage, groups of indicators may change, by expanding or narrowing them (extraction) in the calculation when the value of the weighting factor changes. At the first stage, taking into account the initial variables of the assessment of the economic attractiveness of the sphere of hospitality in the tourist recreation, standardized priorities (criteria) are determined within individual groups of indicators according to the formula of maximum distances: for indicators, the maximum value of which is an advantage for the evaluation subject (formula (10)) (Sedarati et al., 2018):

$$\overline{n_{ir}} = \frac{n_{ir}}{n_{\max}} \times 10 \quad (10)$$

for indicators, the minimum value of which is an advantage for the evaluation subject (formula 11) (Sedarati et al., 2018):

$$\overline{n_{ir}} = \frac{n_{\min}}{n_{ir}} \times 10 \quad (11)$$

where,  $\overline{n_{ir}}$  – standardized single criterion for assessing the economic attractiveness of the sphere of hospitality of the  $i$ -th tourist recreation;  $n_{ir}$  – value of the  $i$ -th priority (criterion) in the tourist recreation;  $n_{\max}$  ( $n_{\min}$ ) – the maximum (minimum) value of the priority (criterion) achieved in the tourist recreation of the comparative population.

The methodical approach assumes a combination of quantitative and qualitative evaluation parameters, which sets the task of reducing the evaluated indicators to a single measurement. In this regard, it is proposed to translate the uniform indicators into a 10-point scale, which simplifies the multidimensional assessment of the attractiveness of certain services and allows them to be clustered in accordance with the needs of consumers and to display the specified objects or groups of objects on the relevant geo-information platforms. A qualitative assessment for their introduction into the system can also be determined on a 10-point scale based on the opinions of experts or surveys of a target group of consumers. This will make it possible to use the appropriate mathematical tools according to the given formulas (10) - (11) and to determine the state of individual indicators of the economic attractiveness of the region's sphere of hospitality compared to the optimal values within the compared population for the period of the study. At the second stage, a normalized index of the economic attractiveness of the sphere of hospitality is determined, taking into account the importance of each priority (criterion) in accordance with individual preferences or the purpose of evaluation according to formula (12) (Sedarati et al., 2018):

$$\overline{N_{ir}} = \sum_{i=1}^n \overline{n_{ir}} \times k_{ni} \quad (12)$$

where,  $\overline{N_{ir}}$  – normalized weighted index of the economic attractiveness of the sphere of hospitality of the  $i$ -th tourist recreation;  $k_{ni}$  – coefficient of significance (individual preference) of priority (criterion) ( $\sum k_{ni} = 1$ ).

The weighting factor is determined depending on individual preferences or the purpose of the evaluation. To simplify the process of approbation of the proposed methodology, the weighting factor is determined based on the average value according to formula (13) (Sedarati et al., 2018):

$$k_{ni} = 1/n \quad (13)$$

where,  $n$  – number of priority evaluation criteria.

Note that the clusters provide a conceptual description of the model from the standpoint of stronger or weaker connections between tourist recreations, with a developed hotel business network by Euclidean distance and correspond to the scaling of the sphere of hospitality by the level of connectivity between pairs of clusters. The methodical approach presented on the basis of the conceptual description of the cluster model provides: the use of grouping methods to increase the probability of introducing innovations in the network of the sphere of hospitality in the original aggregated result; the creation of complex operating systems that arise without the initial connection of the hotel business association between regions; the involvement of experts in the process of researching the sphere of hospitality for the most effective use of it with any potential synergistic effect; the introduction of mathematical tools that allow diffuse, multidimensional constructions to be transformed into models of actions or operational programs, acting as a bridge between qualitative information (experts) and strictly numerical calculations, by placing them in the form of points on the map of ideas that have been developed.

## RESULTS

The impact of the tourism industry on the economy of the state, carried out in many countries of the world, revealed stunning results, because due to the low level of imports and the intensive use of local raw resources, this industry exceeds the volume of industrial production. From the perspective of development of the sphere of hospitality the Western region of Ukraine is one of the most promising in the country. A unique territorial location, a developed transport infrastructure, unique natural and recreational resources an existing tourist base – all this forms a powerful potential for the development of the



sphere of hospitality, makes it attractive for investors and consumers of services. The growth of domestic and foreign tourism, the attractiveness of a tourist destination positively affects the development of other systemic elements of the sphere of hospitality, such as the hotel industry and the development of accommodation facilities, entertainment business, etc. An important parameter for assessing the dynamics of the development of the sphere of hospitality in the Western region of Ukraine is the study of its structure in terms of the number of subjects of accommodation, catering, transport infrastructure and the sphere of recreation (recreation), which are divided into two groups: temporary accommodation and organization of catering (providing places for short-term accommodation, as well as providing ready meals and drinks for on-site consumption); arts, sports, entertainment and recreation (a wide range of activities in the sphere of culture, entertainment and recreation, including stage performances, museum operations, gambling, sports and leisure activities). The number of subjects in the sphere of hospitality from according to the above-mentioned groups in the Western region of Ukraine is shown in Figure 4-5.

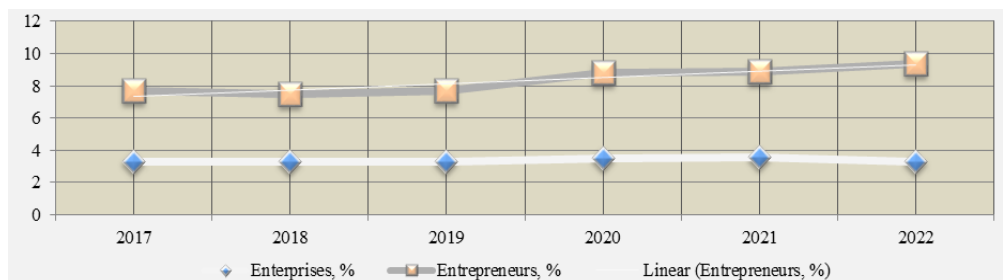


Figure 4. The number of enterprises of the sphere of hospitality from temporary accommodation and catering in the Western region of Ukraine for 2017-2022, % (Source: constructed by the authors based on data (DART, 2016; NSTS, 2021; Interfax Ukraine, 2022; Stejka, 2016; State Statistics Service of Ukraine, 2020)

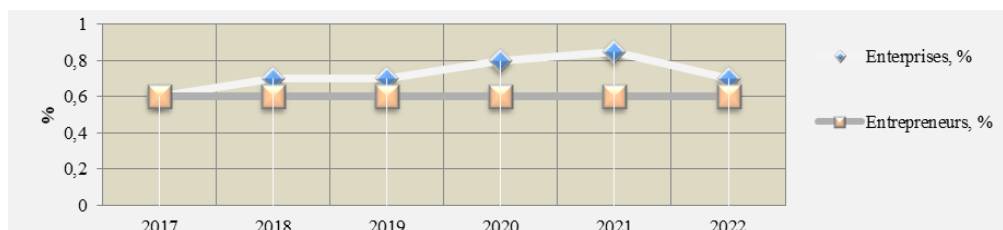


Figure 5. The number of entrepreneurs of the sphere of the art, sports, entertainment and recreation in the Western region of Ukraine for 2017-2022, % (Source: constructed by the authors based on data (DART, 2016; NSTS, 2021; Interfax Ukraine, 2022; Stejka, 2016; State Statistics Service of Ukraine, 2020)

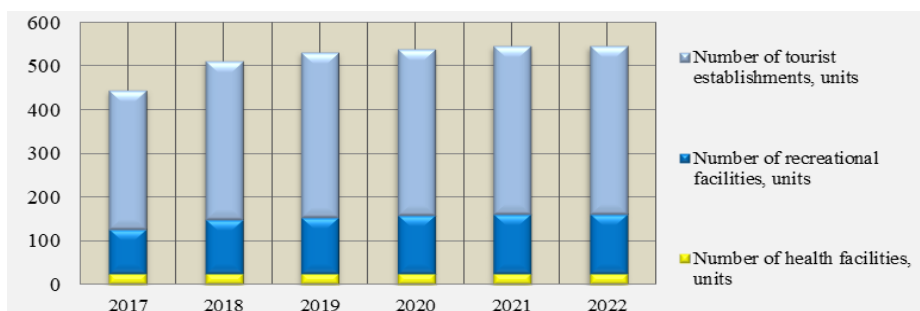


Figure 6. Dynamics of the number of tourist establishments in the Western region of Ukraine for 2017-2022, units. Source: constructed by the authors based on data (DART, 2016; NSTS, 2021; Interfax Ukraine, 2022; Stejka, 2016; State Statistics Service of Ukraine, 2020)

It should be noted that the main share (93-94% of the total population) of subjects of the sphere hospitality are entrepreneurs. This testifies to the significant role of the sphere of hospitality in the organization of self-employment of the region's population. The network of health, recreational and tourist facilities in the Western region of Ukraine in 2022 included 546 facilities, of which 23 were health facilities, 138 were recreational, and 385 were tourist facilities (Figure 6).

The first place in terms of the number of hotels and accommodation facilities in the Western region is occupied by the Lviv tourist recreation – 277 units; the second – Ivano-Frankivsk tourist recreation (244 units); the third – Zakarpattia (209 units), the fourth – Chernivtsi (75 units). Comparing the structure of the hotel fund and accommodation facilities in the Western region of Ukraine, it can be stated that from 2020 to 2021, the number of rooms of the highest, second and third categories increased (the highest category – from 18.4% to 18.9%, the second – from 15.1% to 16.3%), the third – from 12.1% to 12.4%), while the number of rooms of the first category decreased from 54.2% to 52.4%. However, they made up the main part of the number structure. The Carpathian tourist destination is the most dynamic indicator of the volume of services provided by hospitality entities in the Western region of Ukraine (Figure 7 and 8). In 2022, hotels provided 74.0% of services from the total number of accommodated tourists in the Carpathian tourist destination. The level of services in tourist bases, mountain shelters and student summer camps is equal to 22.0%, in hostels – 2.3%, motels – 1.6% and dormitories for visiting – 0.1%. In 2021 the services of hotels and accommodation facilities of the Carpathian tourist

destination 237.9 thousand travelers used, which is 16.4% more than in 2020. Of them, 208.1 thousand travelers are citizens of Ukraine and 29.8 thousand travelers are foreigners. In 2022, the number of vacationers (only citizens of Ukraine) decreased to 102.41 thousand people; foreign tourists did not visit this destination due to the war situation in the country. In the Carpathian destination, approximately 80-90% of the income is provided by passenger transportation services for tourists. The geographical location of this region of Ukraine and its proximity to the borders with European countries in terms of the number of transit tourists ensures the development of the transport network and contributes to the acceleration of integration into the international tourist space. This improves the country's attractiveness for foreign motoring tourists and generates interest in the peripheral areas and remote natural recreations of the region. However, assessing the state of passenger transport in the Carpathian tourist destination, it can be noted that the number of passengers transported by rail, road (buses) and air transport decreases every year. Thus, in 2017, the number of transportation by all the above-mentioned modes of transport was 62.6 million passengers, in 2018 – 58.1 million passengers, in 2019 – 50.7 million passengers, in 2020 – 48.9 million passengers, in 2021 – 48.3 million passengers, in 2022 – 39.4 million passengers (Figure 9).

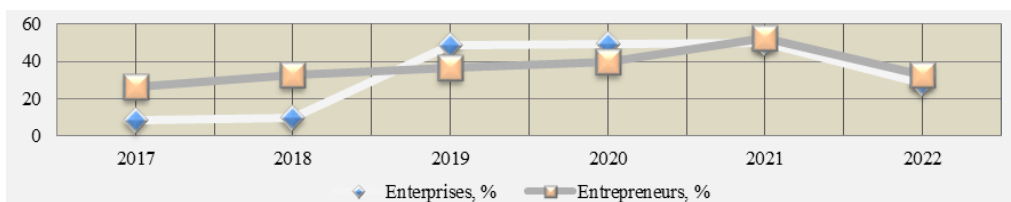


Figure 7. The volume of services provided by hospitality enterprises for temporary accommodation and organization food in the Carpathian tourist destination of Ukraine for 2017-2022, %. Source: constructed by the authors based on data (DART, 2016; NSTS, 2021; Interfax Ukraine, 2022; Stejka, 2016; State Statistics Service of Ukraine, 2020)

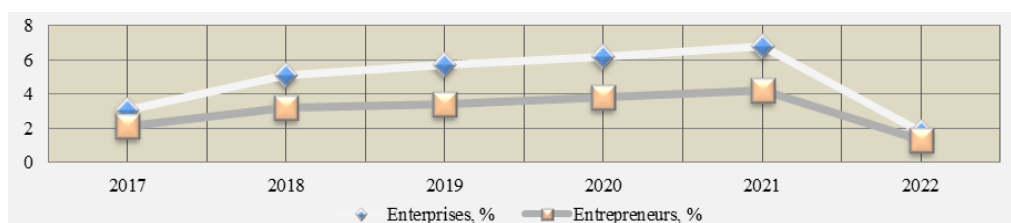


Figure 8. The volume of services provided by hospitality entrepreneurs of the sphere of art, sports, entertainment and recreation in the Carpathian tourist destination of Ukraine for 2017-2022, %. Source: constructed by the authors based on data (DART, 2016; NSTS, 2021; Interfax Ukraine, 2022; Stejka, 2016; State Statistics Service of Ukraine, 2020)

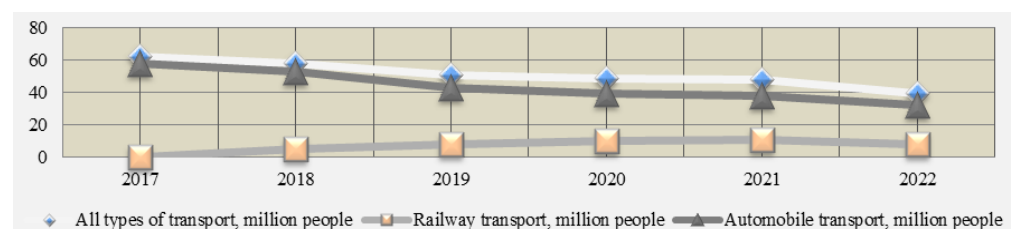


Figure 9. The volume of passenger transport by mode of transport in the Carpathian tourist destination of Ukraine for 2017-2022, million people. Source: constructed by the authors based on data (Asian Development Bank, 2023; CAPA, 2022; International Air Transport Association, 2022; International Airlines Group, 2020)

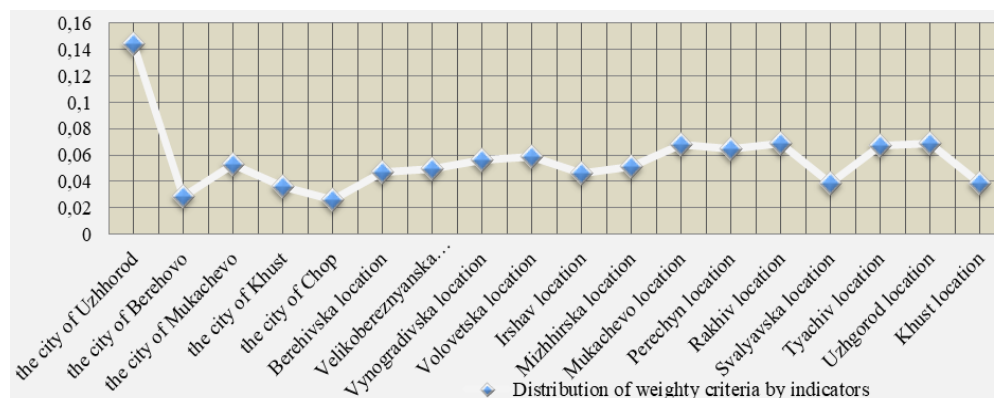


Figure 10. Integral index of the attractiveness of the sphere of hospitality of the Carpathian tourist destination of Ukraine according to average weight criteria in 2022 (Source: constructed and calculated by the authors)

An integral assessment of the economic attractiveness of the sphere of hospitality using the method of hierarchical analysis allows ranking the business activity of subjects in the Carpathian tourist destination and building hierarchical

criteria for comparing alternative options that cluster connections with a limited comparison of objects (Trusova et al., 2020b). Correlation of the relationship between the original data was carried out (museums, theaters, club facilities, activities of restaurants and other enterprises providing mobile food services, number of collective accommodation facilities, total number of places in collective accommodation facilities, number of collective accommodation facilities with rooms for the disabled, emissions in local ecosystem by sources of pollution, passenger turnover of buses in cities and tourist locations, the length of public highways with a hard surface) and the eigenvectors of the matrices of pairwise comparisons regarding the relative consistency of the indicators. The results of the weight criteria calculation are presented in Figure 10. Since the alternatives in the Carpathian tourist destination are cities and tourist locations, and the sum of the alternatives is equal to 1, then the average weight criteria of the attractiveness of the hospitality sphere (Figure 10) should be interpreted as follows:

- in the city of Uzhhorod, the state of hospitality for tourists is the best due to the maximum number of museums, theaters, collective accommodation facilities, seats in collective accommodation facilities, passenger turnover – the weight criterion is 0.144;
- the weight criterion of the city of Chop is 0.026, which is 5.5 times lower than in the city of Uzhhorod, due to the minimal number of club and hospitality establishments. However, in this tourist location, pollution of the ecosystem is minimal;
- the Uzhhorod tourist location is inferior to the city of Uzhhorod due to the high level of emissions of pollutants into the ecosystem. The average weight criterion for Uzhhorod, Svalyav, Vynogradiv, Tyachiv tourist locations is 0.07;
- for Mukachivska, Velikoberezhnyanska, Mizhhirska tourist locations – an average of 0.06. the city of Mukachevo, as well as Rakhivska, Irshavska, Berehivska, Perechynska tourist locations have an average weight criterion in the hierarchy of alternatives (0.05);
- the city of Khust, as well as the Khust and Volovetska tourist locations, respectively, at the level of 0.04, the city of Berehovo – 0.03.

Table 5. Weighted indicators of the economic attractiveness of the sphere of hospitality in terms of tourist recreations of the Carpathian destination in 2023 (Source: calculated by the authors)

Indicators, criteria		Weight criterion	Tourist location recreation in the Carpathian destination			
$N_i$	$n_i$	$k$	Zakarpattia	Lviv	Ivano-Frankivsk	Chernivtsi
The level of hotel infrastructure development (H)	$h_1$	0.25	2.5	2.5	2.5	2.5
	$h_2$	0.25	2.0	2.5	1.6	2.2
	$h_3$	0.25	2.2	2.5	1.8	1.8
	$h_4$	0.25	2.3	2.5	2.3	2.5
Integrated indicator (H)		$l$	8.7	10	8.2	9.6
Level of development of transport infrastructure (T)	$t_1$	0.25	2.5	2.5	2.5	2.5
	$t_2$	0.25	2.5	1.9	1.7	1.9
	$t_3$	0.25	2.2	2.6	2.2	2.5
	$t_4$	0.25	2.8	3.0	2.3	1.9
Integrated indicator (T)		$l$	9.7	10	8.7	8.8
Development of hospitality enterprises in the tourist location recreation (D)	$d_1$	0.25	2.4	2.1	2.5	1.6
	$d_2$	0.25	0.5	2.8	0.5	0.4
	$d_3$	0.25	0.5	2.7	1.7	1.1
	$d_4$	0.25	0.5	2.4	0.7	0.4
Integrated indicator (D)		$l$	3.9	10	5.3	3.5
Economic efficiency of the development of enterprises in the sphere hospitality in tourist recreation from the position of an investor (I)	$i_1$	0.25	2.4	2.5	1.7	1.0
	$i_2$	0.25	2.3	2.6	1.8	1.7
	$i_3$	0.25	1.7	1.9	2.2	1.2
	$i_4$	0.25	2.0	3.0	2.2	1.7
Integrated indicator (I)		$l$	8.1	10	7.9	5.6
Costs of the consumer (C)	$c_1$	0.5	5.8	6.2	5.4	4.2
	$c_2$	0.5	3.8	3.8	4.3	3.8
Integrated indicator (C)		$l$	9.6	10	9.7	8.0

The proposed methodological approach, which takes into account the qualitative criteria of the objects of comparison of the economic attractiveness of the subjects of the sphere of hospitality in the Carpathian tourist destination, was considered from the point of view of investors as alternative areas for investment, and from the point of view of consumers of services – as alternative tourist location for recreation. On the basis of the selected indicators for assessing the economic attractiveness of hospitality entities of the Carpathian destination in 2022, their weighted and normalized criteria in tourist recreation for 2023 were determined (Table 5, Table 6). Forecast calculations show that in terms of the level of development of hotel and transport infrastructure, the Carpathian destination in 2023 will not have disproportions between tourist recreations, since the maximum deviation for a group of indicators is equal to 3.8 points. The leading positions in almost all groups of indicators (10 points) will be occupied by Lviv tourist recreation, in terms of the level of development of the network of tourist facilities and enterprises in the sphere of hospitality. At the same time, its weak point is the high level of prices for accommodation and food, which will persist in the future in comparison with other local tourist recreations.

Zakarpattia tourist recreation occupies a leading position in terms of road infrastructure. In 2023, the operational profitability of hospitality enterprises will increase by 11% compared to 2022, which has a positive effect on the indicators of the economic development of the tourism industry in this area. The level of implementation of hotel and restaurant services per capita, as well as the number of tourists visiting tourist locations will have an average value of 2.2 points.

When developing strategic programs for the development of tourism in Zakarpattia tourist recreation, the existing potential of the sphere of hospitality in the structure of tourist recreation (the number of hotel places per capita) will be 8.7 points.

Table 6. Standardized criteria for the economic attractiveness of the sphere of hospitality in terms of tourist recreations of the Carpathian destination in 2023 (Source: calculated by the authors)

Indicators, criteria $N_i$	$n_i$	Tourist location recreation in the Carpathian destination			
		Zakarpattia	Zakarpattia	Zakarpattia	Чернівецька
The level of hotel infrastructure development (H)	$h_1$	10.0	9.8	8.0	8.0
	$h_2$	8.1	10.0	6.2	8.8
	$h_3$	7.3	10.0	7.3	7.1
	$h_4$	9.2	8.7	9.1	10.0
Level of development of transport infrastructure (T)	$t_1$	10.0	9.7	8.0	8.0
	$t_2$	8.9	10.0	7.2	9.6
	$t_3$	8.8	10.0	8.4	8.7
	$t_4$	9.8	10.0	8.0	9.7
Development of hospitality enterprises in the tourist location recreation (D)	$d_1$	9.6	8.6	10.0	6.4
	$d_2$	2.0	10.0	1.8	1.6
	$d_3$	2.0	10.0	2.7	1.4
	$d_4$	1.9	10.0	2.7	1.4
Economic efficiency of the development of enterprises in the sphere hospitality in tourist recreation from the position of an investor (I)	$i_1$	9.6	10.0	4.7	4.0
	$i_2$	9.3	8.3	10.0	6.9
	$i_3$	3.5	4.6	10.0	0.2
	$i_4$	8.1	10.0	9.0	6.7
Costs of the consumer (C)	$c_1$	5.8	6.2	5.4	4.2
	$c_2$	3.8	3.8	4.3	3.8

Identification of opportunities for the development of the sphere of hospitality with strategic changes in the ecosystem of the tourism industry, provided by investment cycles for the restoration of the Carpathian tourist destination, in conditions of stability of local components (hotel infrastructure (H), transport infrastructure (T), development (D), economic efficiency (I), consumer spending (C)) allows you to allocate resources in a forecast profile, in order to use the “corridor” of possibilities of the investigated tourist services in temporary tourist accommodation facilities. The meaning of the “corridor” of opportunities in relation to the unique, marginal and average level of opportunities for the development of the sphere of hospitality in the Carpathian tourist destination is summarized in Figure 11. The assessment of the unique level of opportunities for the development of the sphere of hospitality with strategic changes in the tourist industry ecosystem for 2023-2026, which is transformed in the investment cycles of the recovery of the Carpathian tourist destination, demonstrates its growth by almost 2.76 times. This is the result of the growth of all local tourist components. The greatest increase in the unique opportunities of the researched tourist services in temporary tourist accommodation facilities will occur due to strategic changes in the ecosystem of the tourism industry, in the process of which labor resources (1.78 times), fixed assets (1.55 times increase), investment resources (1.48 times increase) are involved, financial resources (1.14 times increase).

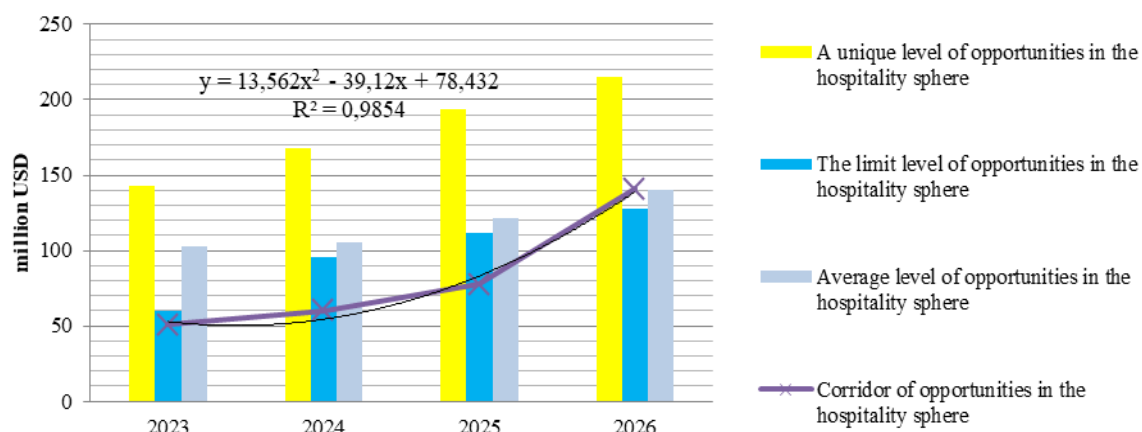


Figure 11. Corridor of opportunities in the sphere of hospitality with strategic changes of the ecosystem of the tourism industry of the Carpathian tourist destination for 2023-2026, million USD (Source: calculated by the authors)

So, in 2023-2026, the maximum level of opportunities for researched tourist services in temporary tourist accommodation facilities will increase 2.12 times. The space of local components indicates progressive strategic changes in the ecosystem of the tourism industry, in the process of which more labor resources will be involved – by 2.26 times and material circulating resources – by 1.95 times. During this period, the increase in the average level of opportunities in temporary accommodation facilities for tourists will increase by 1.5 times. The change in its local components will increase 1.68 times due to labor resources and 1.31 times due to fixed assets. The efforts of the subjects of the sphere of hospitality and the state during the period of the military conflict with the aggressor country are directed to the reproduction of their own potential and the formation of sustainable competitive advantages to ensure the dynamic development of the tourism

industry in the strategy of post-conflict economic recovery, which determines the level of attractiveness of the territory in the long-term period of the withdrawal of Ukraine from crisis. The investment type of strategic changes in the tourism industry of the Western region of Ukraine in the long-term development of the sphere of hospitality will go beyond theoretical concepts and will become the main driving force for achieving competitive advantages both in the domestic and international tourism markets. The multi functionality of investment cycles in the tourism recreation ecosystem of the Western region of Ukraine will provide the optimal resource distribution vector for improving consumer service in temporary tourist accommodation facilities. This will require the state and investors to clearly coordinate actions to accelerate the economic attractiveness of the sphere of hospitality in the modern realities of the post-conflict period of Ukraine, whose economic prosperity will contribute to the development of the level of economic security of tourist recreation in the border areas. The priority measures the strategy of the sphere of hospitality development in the border tourist recreations of the Western region, in the conditions of the post-conflict period of recovery of the tourist industry of Ukraine, should ensure:

- increasing the competitiveness of tourist locations and strengthening their resource potential;
- implementation, at the level of tourist recreation, of stimulating levers that accelerate the productivity of economically active human resources;
- the development of cooperation between tourist recreations for the protection of cultural and historical heritage, the fight against poverty, the consequences of military conflict and the change of the ecosystem;
- achievement of European and world parameters of the ratio of quality of services and prices in the sphere of hospitality, based on the requirements of standardization of the level of service quality, increase of economic stimulation of enterprises of temporary accommodation facilities for tourists to attract foreign investments to the implementation of the regional development program;
- restoration of investment projects for the development of hotel infrastructure;
- maintenance of recreational flows through the development of transport infrastructure in resort and recreation activities and the service sector;
- creation of an attractive tourist image of tourist recreations and promotion of the tourist product on the international tourist market;
- development of the material and technical base and infrastructure of sports and health tourism (modernization with bringing the material and technical base of existing sanatorium and resort health facilities and objects of the tourism industry to the level of world standards);
- commissioning of newly built recreational facilities based on the development of an economic mechanism for stimulating investment activities in the sphere of hospitality, taking into account the improvement of the quality of tourist reception and service;
- bringing the restaurant service to the international level;
- implementation of system marketing of tourist services;
- creation of favorable conditions for investments, tax and customs regulation of the development of the Western region.

## DISCUSSION

Any military and political aggravation is a serious problem for the development of the sphere of hospitality in the structure of the tourism industry, as an international industry that has recently suffered more and more from terrorist acts and armed conflicts (attacks on airports, hotels, public transport, etc.) (Khudaverdiyeva et al., 2022). The military conflict of 2022 became factors of a serious decrease in tourist flows in Ukraine, which, in turn, led to a decrease in financial income to the country's balance sheet (Nosyriev et al., 2022). After the end of the military conflict, the issue of restoring economic activity in the destroyed territories, as well as the renewal of tourism, will arise. According to A. Romanova, "the political situation in the country itself determines all other dynamic factors. Crises, political instability, militarization of the economy, increased tourist formalities, changes in the exchange rate are the consequences of politics that negatively affect tourism and the image of the state. Tourists will not want to go to a country where active hostilities are taking place, even if they are localized in a certain region. The state's inability to end or control hostilities on its territory negatively changes the country's image, and the lack of a state strategy in the field of creating a positive tourist image of the country does not contribute to the development of inbound tourism" (Romanova, 2018). All this makes it difficult to assess of the economic attractiveness of the sphere of hospitality in the structure of the tourism industry. The existence of a military conflict forces us to believe that inbound foreign tourism to Ukraine will be absent for a long time. However, no matter how pessimistic the current situation with the Ukrainian tourism industry looks, there are many examples in the world when countries quickly recovered after large-scale conflicts and welcomed guests again. Upheavals caused by armed conflicts bring profound changes to the tourist "landscape" of countries. A new heritage is being created, and post-conflict "memory tourism" is eventually mixed with other directions – cultural or maritime tourism (Romanova, 2018).

The study of the experience of the revival of tourism in post-war (and in the period after war) countries is important from the point of view of understanding and analyzing the strategies applied in the context of the recovery of the tourism industry after conflicts or crisis events. This is essential for many reasons. Tourism is an important sector of the economy for many countries, and the recovery of the tourism industry can significantly contribute to economic recovery. After the Second World War, tourism became the steadiest and fastest growing economic sector and a regular part of life for broad population strata, proving individual and collective success in the post-war society. In particular, tourism in France and Germany was crowned with success. Tour operators, selling package tours as a standardized, assembled and serialized product, as well as tourist leaflets offering air travel would greatly contribute to this. As the railways were destroyed in post-war Europe, air travel became the only fast way to get to the place. Given the fact that the airspace in Ukraine is

currently closed to aircraft, the opening of airports after the war would significantly improve the tourism situation in the country. In addition, the lack of Ukrainian tourism branch offices overseas causes a number of issues for Ukrainian tour operators, and as a result, little is known about the state of tourism in Ukraine.

In Switzerland, there is an Advisory Commission on Tourism, which brings together representatives of 5 federal ministries that are in any way related to the tourism sector, as well as the Swiss Central Office for Tourism, the Hospitality Credit Society and 12 of the country's largest tourism associations and enterprises. Development by the Federal Government of the general concept of conducting policy in the tourism industry is the prerogative of the State Service for Economic Affairs under the Federal Department of Economics, Education and Research. Its tasks include cooperation and support in the opening of a tourist enterprise, advertising tourism, participation in the activities of international tourist organizations. One indicator of the nation's success in the tourism industry is the sheer number of hotel brands it boasts – more than any other country in Europe. In 2020 almost 4,000 hotels with 117.5 rooms worked (Hurin, 2023). It is worth noting that the development of domestic tourism with a high level of service is the main prerequisite for promoting the image of countries on international tourist markets. That is, not only the government but also local people should be interested in the development of tourism and the attraction of tourists. Thus, there is no region in Switzerland that does not seek to develop tourism in itself any form. Moreover, many mobile applications have been created with the help of which tourists will be able to navigate in transport, local landmarks, hotels and restaurants, museums, popular tourist routes and places of rest, etc.

Tourism in Croatia practically stopped during the war. After its end, a massive advertising campaign of the country and its tourist “highlights” was launched. Croatian beaches began to receive “blue flags” for their environmental friendliness and cleanliness. Large cruise companies, international tour operators and chain hotels have become interested in the country. The growth of tourism has had a significant impact on the Croatian the sphere of hospitality and the economy as a whole. In Croatia is about 10 million tourists annually bring significant income at the country and generate about 15% of GDP (Ivaniš, 2011). Some historical revival of tourism in post-war Germany is also interesting. The task for the tourist business of Germany has become the organization of high-quality trips both within the country and abroad, at reasonable prices for the population with low incomes. Such steps have significantly boosted the domestic tourism market.

In the post-war years in Germany, tourism companies that focused on the mass segment of the market and on package offers achieved the greatest success (Ivaniš, 2011). Due to the full-scale Russian invasion of the territory of Ukraine, tour operators were forced to announce a temporary suspension of operational activities on the territory of the country. Since the closure of the airspace, it has become impossible to carry out passenger transportation. The result of negotiations with foreign partners was the export of tourists to countries bordering Ukraine. Before departure, for all those who needed it, the consulates in these countries took care of free extension of accommodation in more budget hotels, or provided an opportunity to stay in hotels at special prices. Friendly European operators provided Ukrainian tourists with free flights to Germany and Austria from resorts in Egypt. Most of the tourists were sent to Poland. Some tourists traveled independently through other countries; others decided to stay in the country of temporary stay until the situation normalizes (CAPA, 2022; International Air Transport Association, 2022). From this point of view, we have to agree with the position of scientists Yu.

Pereguda and Yu. Kryvoberets, who note that it's necessary to take into account the significant multiplicative effect from of the hospitality sphere in the structure of the tourism industry of tourism, namely the development of related types of economic activity and employment growth provided that the tourist business is settled in the country. At the same time, the regulation and duration of the use of advertising in travel companies begins to bring benefits only at a certain minimum threshold of economic effect the development of the sphere of hospitality. Unfortunately, with the current situations, measures to promote the national tourist product cannot significantly change the parameters of the existing tourist flow for a temporary stay in recreation facilities in the Ukraine. Therefore, country should be widening represented at major international tourist exhibitions and fairs (Pereguda and Kryvoberets, 2022). After the end of the war Ukraine will have the opportunity to develop tourism, in addition, a new direction of tourism may appear – military tourism. The purpose of such tourism is to visit the area associated with military actions: visiting historical places and museums, visiting various objects and training grounds, and visiting the sites of combat operations” (Dvorska, 2022).

Scientists et al. (2022), note that “we should expect an increase in motivation to visit Ukraine among citizens of European partner countries: Poland, Great Britain, Latvia, Lithuania, Estonia, etc. This will provide an opportunity to turn Ukraine into a popular tourist country not only of Eastern Europe, but also of the entire European continent. It is worth thinking today about the tour programs that can be offered to foreign tourists after the end of the war. Along with the traditional tours already developed earlier, there will also be a demand for those that will include settlements that have experienced significant military aggression (Irpin, Bucha, Mariupol, Chernihiv, Chornobayivka, Kyiv, Kharkiv, Mykolaiv, Kherson, Severodonetsk). Excursion locations of new military tourism routes will appear in these territories. But the interest of foreign tourists in Ukraine will not be limited to visiting places where military actions took place or thematic museums. Tourists from other countries will be interested in the history and culture of the Ukrainian people. Therefore, the program of tours in Ukraine should include visits to both the traditional most popular tourist places and tourist centers, as well as military tourism facilities in Ukraine” (Nosyriev et al., 2022).

## CONCLUSIONS

Thus, the economic attractiveness of the sphere of hospitality in the structure of the tourism industry should develop in parallel and in conjunction with other sectors of the economy. The recreational and touristic potential, in the presence of all the components of an independent branch of the Ukrainian economy, must be developed under a clear state policy in the of the sphere of hospitality and a coordinated mechanism for its implementation. After the war, it will change in any case, because it is the sphere of hospitality that should become the locomotive of the post-conflict recovery of the tourist industry of Ukraine.

The restoration of tourism in connection with other sectors of the economy will require large capital investments for the reconstruction of infrastructure and the restoration of air flights. The best scenario for the development of the sphere of hospitality at the stage of the country's revival will be domestic tourism, where the accelerated location of partnership will take place. Changing the financial determinant of investment flows in tourist recreation to a balanced value of their target use will ensure the activation of the opportunities of temporary accommodation facilities for clients, where the feature of the investment process itself will be the distribution of own and borrowed resources. Despite the difficulties in implementing the strategy due to the lack of full-fledged financial support from state institutions in Ukraine for the development of the sphere of hospitality in the post-conflict period, it is necessary to gradually strengthen budgetary investment and subsidize tourist locations within one destination according to the parameters of the forecasted investment flows of tourism service entities. For this purpose, it is necessary to create special funds of investment capital in tourist destinations to expand the opportunities for reproduction of tourist products. A careful risk assessment of the investment opportunities of the hospitality industry entities eliminates the irrational use of resources based on the geographical location of tourist locations in the regions of the country.

Diversification of investments and support of each individual subject of the hospitality sphere will be more productive, from the standpoint of timeliness and control over the targeted use of funds by state institutions and investment partners, with the provision of benefits to individual enterprises that will implement "soft response" measures, provided compliance with the relevant operating parameters of temporary accommodation facilities for tourists. At present, there is evident planning and initiative from both State Agency for Tourism Development of Ukraine (SATD), Ukrainians itself and the international community, including the United Nations, in efforts to rejuvenate tourism within Ukraine. Simultaneously, amidst the ongoing conflict, domestic tourism in Ukraine has played a crucial role in sustaining the tourism sector. Ukrainians have started venturing to unfamiliar destinations, uncovering the undiscovered charms of their country, and acknowledging that tourism within Ukraine remains viable even amid military activities. Consequently, the conflict has acted as a catalyst for the growth of domestic tourism, marking a potential fresh start for the industry.

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