



UDC 330.34:338.482.224

MODERN PRINCIPLES OF TOURISM ACTIVITY ORGANIZATION UNDER MARTIAL LAW IN UKRAINE

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Abstract. *The article aims to analyze the current principles of organizing tourism activities in Ukraine under wartime conditions, examining the main challenges and opportunities for developing the sector in the current context. The article will address issues such as the adaptation of tourism companies, the role of government bodies in ensuring safety and supporting tourism, as well as opportunities for the development of domestic tourism and the promotion of national identity through tourism initiatives. In conclusion, it can be noted that organizing tourism activities during martial law is a crucial set of measures aimed at supporting the provision of tourism services, considering new socio-economic realities and military threats. Such an organization requires adaptation to changes in tourism demand, strengthening security, and enhancing flexibility in industry management.*

Key words: *social development, domestic tourism, sector in the current context.*

Introduction.

Since martial law was enacted in Ukraine in 2022, the tourism industry has experienced significant changes. The military conflict and the state of emergency have created new challenges for the tourism sector, putting at risk not only the safety of travelers but also the stability of tourism businesses. However, despite these difficulties, the tourism sector remains an important component of the country's economy, social development, and cultural exchange.

Beidyk O.O. and Topalova O.I. note in their research that the principles of organizing tourism activities under martial law require business entities to demonstrate increasing flexibility and adaptability to new realities [1].

Zarubina A.V., Sira E.O., and Demchuk L.I. note that the recovery and support of domestic tourism, the reorientation towards safe regions, as well as the use of innovative technologies in the tourism sector, are becoming key aspects of the industry's development [4]. In addition, Tsaruk V.V. argues that it is necessary to consider changes in the behavioral trends of tourists, including the growing popularity of eco-tourism and cultural tourism, driven by a desire for national identity and patriotic sentiments in the context of war [6].

Thus, the relevance of the research lies in defining new principles for organizing tourism activities that can function under the constraints associated with war, while preserving national traditions and resources. Since tourism is an important component of regional development and contributes to enhancing the international image of the



country, the issue of adapting the tourism sector to the conditions of martial law requires a comprehensive scientific understanding.

The article aims to analyze the current principles of organizing tourism activities in Ukraine under wartime conditions, examining the main challenges and opportunities for developing the sector in the current context. The article will address issues such as the adaptation of tourism companies, the role of government bodies in ensuring safety and supporting tourism, as well as opportunities for the development of domestic tourism and the promotion of national identity through tourism initiatives.

Main text.

The organization of tourism activities under martial law is a set of measures aimed at supporting the provision of tourism services, taking into account changes in the socio-economic situation and the need to respond to the military threat. Naturally, such an organization of activities in Ukraine requires adaptation to new realities, focusing on enhancing security, adaptability, and flexibility, considering changes in tourism demand and economic challenges. In particular, given the absence of mass foreign tourism, it is important to focus on the domestic tourism market, specifically by offering new types of tourism (cultural, eco-tourism, rural tourism) for Ukrainian citizens.

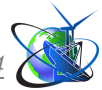
Indeed, the modern principles of organizing tourism activities under such conditions can be divided into several main areas:

1. Tourist and staff safety under martial law is a set of measures aimed at protecting individuals in tourist zones, as well as ensuring safe conditions for work and the provision of services [5-6]. Since safety becomes the primary criterion for planning and conducting tourist trips under martial law, this area includes: providing information about the current situation in the country; specialized tourist routes; evacuation plans; staff training; and the arrangement of shelters (Table 1).

Table 1 — Basic principles of tourist and staff safety during martial law

Directions	Basic principles of tourist and staff safety	Example of implementation
Providing information about the current situation in the country	Regular updates on safety information in different regions through official channels	A mobile app with real-time alerts about air raids.
Specialized tourist routes	Development of new routes to safer locations where tourists can enjoy their vacations without health risks.	Development of the "Carpathian Safe Tour" route in remote mountainous areas.
Evacuation plans	Availability of evacuation plans for tourists in case of an emergency, access to shelters, and medical services.	Evacuation buses stationed near popular tourist sites.
Staff training	Conducting training for tourism industry employees on actions in emergency situations.	Training for hotel staff on basic first aid.
Arrangement of shelters	Creation or adaptation of existing spaces for tourist shelter.	Bomb shelters at hotels, with signs indicating the nearest shelters.

A source: [5-6]



These measures help reduce risks and maintain safety for all participants in tourism activities under martial law. For example, in most tourist regions of Ukraine, routes have been developed in relatively safe areas, taking into account the proximity of shelters, medical points, and limiting the number of tour participants to facilitate quick evacuation.

2. The adaptation of infrastructure and services under these conditions involves modifying and improving infrastructure and services to align with new realities, taking into account security, economic, and social challenges. This area includes: support for tourism infrastructure; digitization of services; support for domestic tourism (Table 2).

Table 2 - Basic principles of adapting infrastructure and services to operate under martial law conditions

Directions	Basic principles of infrastructure and service adaptability	Example of implementation
Support for tourism infrastructure	Repair and restoration of damaged facilities, creation of shelters, ensuring the functioning of existing tourist zones.	Restoration of damaged museums in relatively safe regions, such as Lviv region.
Digitization of services	Creation or improvement of online tools for travel planning, booking services, and obtaining information.	A mobile app for selecting safe routes with access to shelters.
Support for domestic tourism	Development of local tourist routes, creating conditions for eco-tourism and cultural tourism.	Organization of rural eco-tours in safe regions, such as Zakarpattia.

A source: [3; 5]

These measures contribute to the adaptation of tourism activities to the conditions of martial law, minimize risks for tourists, and help support the economy of the industry. For example, in the Zakarpattia region, despite remaining relatively safe, several tourist sites, including museums and castles, have been restored with a focus on security needs.

For example, at the Mukachevo Castle "Palanok," a shelter has been arranged for tourists, and tours are conducted along routes that allow for quick evacuation in case of an emergency.

Additionally, a mobile app called "Safe Tourism Ukraine" has been launched in the country, which allows users to:

- track the current security situation in different regions of Ukraine;
- book hotels and tours in safe areas;
- receive notifications about air raids and recommendations on actions in emergencies.

In the Lviv region, "Eco Tours in the Carpathians" have been organized for domestic tourists, offering: visits to cultural and natural sites located in safe areas; integration with local initiatives, such as tasting local products and participating in workshops on traditional crafts.



3. Information support and marketing under martial law is a set of measures aimed at informing tourists about safe travel opportunities, supporting the image of tourist regions, and stimulating tourism activity through adapted advertising campaigns. This direction includes: promotion of national tourist centers; active use of digital platforms (specifically social media, websites, and mobile apps) to promote tourism in Ukraine; support for local initiatives; focusing on the positive image of regions (Table 3).

Table 3 - Basic principles of information support and marketing under martial law conditions

Directions	Basic principles of information support and marketing	Example of implementation
Promotion of national tourist centers	Development and implementation of campaigns that highlight safe regions and popular tourist attractions	The "Carpathian Adventures – Safe and Bright!" campaign focusing on mountain resorts and cultural landmarks.
Active use of digital platforms	Use of social media, websites, and mobile apps to promote tourism and provide up-to-date information.	Development of the "Safe Tourism" app with interactive maps, booking options, and tips for travelers.
Support for local initiatives	Marketing of local projects, involving communities in promoting unique traditions and cultural events.	Organization of a gastronomic festival in the Lviv region supporting local producers.
Focus on the positive image of regions	Focus on the restoration of tourist sites, showcasing success stories and regional features.	Creation of a series of videos about tourist routes in Zakarpattia, showcasing safe infrastructure.

A source: [2; 5-6]

These measures not only contribute to attracting tourists but also support the economy of regions and demonstrate Ukraine's adaptability in times of crisis. An example is the digital project supporting local blogs that highlight stories about safe tourist locations in Ukraine and local initiatives.

4. Flexibility and innovation in offerings under martial law is a set of measures that shape the ability of tourism businesses to adapt their services to changes in the security, economic, and social situation. This direction includes: flexible booking policies; a new paradigm of travel; adaptation to changes in demand (table 4).

These measures help ensure the relevance, safety, and attractiveness of tourism even in crisis conditions. For example, hotel chains in the Carpathians now allow guests to cancel or modify bookings up to one day before check-in, considering possible changes in the security situation. Additionally, since 2023, individual guided tours of historical sites have been organized in Zakarpattia, with guides taking into account the realities of martial law (availability of shelters and the shortest possible routes) [6].



Table 4 - Basic principles of flexibility and innovation under martial law conditions

Directions	Basic principles of flexibility and innovation in offerings	Example of implementation
Flexible booking policies	Due to constant changes in the situation, tourism companies must offer flexible cancellation and booking modification policies.	Travel agencies have implemented a policy of free cancellation or rescheduling of bookings to alternative dates without penalties
New paradigm of travel	Instead of mass tourism, there is a growing popularity of individual trips organized with safety requirements in mind.	Organization of private tours in the Carpathians focusing on safe routes and a limited number of participants.
Adaptation to changes in demand	A decline in demand for certain types of tourism (e.g., international or resort tourism) and an increase in demand for others (e.g., eco-tourism, cultural, and historical tourism).	Promotion of eco-tourism through organized hiking tours in the Carpathians or excursions to historical sites in the Lviv region.

A source: [2; 5]

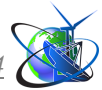
5. Support for domestic tourism and economic stability under martial law is a set of measures aimed at supporting the tourism industry within the country, fostering economic growth, and reducing the impact of the military conflict on local economies.

Table 5 - Basic principles of support for domestic tourism and economic stability under martial law

Directions	Basic principles of domestic tourism and economic stability	Example of implementation
Stimulating domestic demand	Creating conditions to increase demand for domestic tourism services, offering discounts and special offers for Ukrainians.	Organizing promotions and discounts on hotel services for Ukrainians (e.g., 50% discount on bookings in the Carpathians or Odesa).
Supporting small and medium-sized businesses	Providing financial assistance to local tourism companies, hotels, and restaurants through grants, loans, and subsidies.	Travel agencies receive subsidies for modernizing their services, including the development of online booking platforms and virtual tours.
Infrastructure investments	Updating and developing tourism infrastructure that ensures the safety of tourists and comfortable conditions for recreation.	Repairing and equipping shelters along tourist routes (e.g., creating shelters on mountain trails in the Carpathians).
Integration with other sectors	Collaboration with other sectors of the economy to create new tourism products and services.	Joint projects with agricultural enterprises, such as organizing gastronomic tours to farms or wineries.

A source: [1]

These measures are focused on strengthening domestic demand for tourism services, creating new opportunities for tourism development, and stimulating local



consumption, which in turn helps maintain economic stability. So, this direction includes: stimulating domestic demand; supporting small and medium-sized businesses; infrastructure investments; integration with other sectors (Table 5).

The measures outlined contribute to economic growth under martial law conditions and help strengthen the domestic tourism market, creating new opportunities for local communities and supporting the stability of the industry.

Collaboration with government and international organizations under martial law is a set of measures aimed at ensuring effective support for the tourism industry, maintaining its functionality in crises, and fostering international solidarity. This direction includes coordination with government structures, international agencies, NGOs, and other stakeholders to support tourist safety, restore tourism flows, and enhance the resilience of tourist regions (Table 6).

Table 6 - Basic principles of flexibility and innovation under martial law conditions

Directions	Basic principles of cooperation with government and international organizations	Example of implementation
Intergovernmental coordination and legal support	Collaboration between government agencies to develop and implement legislative initiatives that support tourism during crises. Defining safety zones and implementing legislative norms that enable the restoration of tourist infrastructure.	Joint work of the Ministry of Culture of Ukraine with other government bodies to implement legislation that allows tourism operators to provide services even during martial law, as well as to establish safety zones for tourists.
Cooperation with international organizations	Coordination with international organizations to provide assistance and technical support. Collaboration to promote safe tourist locations and develop international safety standards.	Joint campaigns with the UNWTO to promote safe tourist destinations in Ukraine through international platforms, supporting Ukraine in stabilizing tourist flows, and exchanging experiences with other countries.
International assistance in infrastructure restoration	Collaboration with international financial institutions to attract investments for the restoration of tourist infrastructure, and improvement of transportation and hotel services.	Joint projects with the EBRD and the World Bank for the restoration of damaged tourist sites, promoting the development of new tourist destinations and services.
Information support and promotion of safe tourism	Joint efforts by governments and international organizations to provide up-to-date information on safe tourist locations, ensuring transparency regarding the situation in the country.	Campaigns on international platforms like TripAdvisor or Booking.com that inform tourists about safe routes in Ukraine, creating content about new travel destinations.
Involvement of international experts and consultations	Cooperation with international experts to train staff and tourism companies, as well as to enhance safety strategies and the development of the tourism sector.	Conducting training sessions and seminars with international experts who provide consultations on infrastructure recovery strategies and improving safety standards at tourist sites.

A source: [3; 5-6]



These measures contribute to supporting the tourism industry during crises, ensuring safety, and effectively restoring infrastructure with the help of international partners. A specific example of cooperation with governmental and international organizations during martial law could be the initiative of the World Tourism Organization (UNWTO), which, in 2022, supported Ukraine by creating a special fund for the restoration of tourism infrastructure. After the onset of military aggression, the UNWTO actively collaborated with the Ukrainian government and international partners to ensure the safety of tourists and support local businesses in the tourism sector.

One of the key measures was providing funding for the restoration of damaged tourist sites and infrastructure, such as hotels, museums, and cultural landmarks affected by the war. Additionally, the UNWTO assisted in developing programs to support domestic tourism, helping displaced people rebuild their activities in regions that were not directly destroyed.

The use of tourism to boost morale during martial law is a set of measures aimed at supporting the psychological well-being of the population, strengthening national unity, and preserving cultural identity. This approach involves utilizing tourism resources and infrastructure as a means to restore morale, attract domestic and international tourists to promote economic stability, and create spaces for relaxation and recovery from stressful situations. Specific measures may include: organizing domestic tourism; utilizing tourism as a tool for cultural support; fostering international solidarity through tourism (Table 7).

Table 7 - Basic principles of utilizing tourism to support morale during martial law conditions

Directions	Basic principles of collaboration with national and international organizations	Example of implementation
Organization of Domestic Tourism	Support for national tour operators and the hotel industry.	Support for tourism companies offering tours to safe regions of Ukraine, where local residents can restore morale by visiting historical landmarks and natural attractions
Tourism as a Tool for Cultural Support	Promotion of cultural centers, museums, and landmarks that remain accessible for visits during wartime.	Restoration of cultural and historical sites, organization of tours to national landmarks for local residents and tourists.
International Solidarity Through Tourism	Attracting international tourists to safe tourist destinations in Ukraine.	Promotion of tourist routes for international visitors through diplomatic channels and international tourism organizations.

A source: [5]

This set of measures helps maintain the morale of the population, stimulates economic recovery during the war, and promotes international recognition of Ukraine's efforts in restoration and development.



Summary and conclusions.

Noted that organizing tourism activities during martial law is a crucial set of measures aimed at supporting the provision of tourism services, considering new socio-economic realities and military threats. Such an organization requires adaptation to changes in tourism demand, strengthening security, and enhancing flexibility in industry management.

In light of limited foreign tourist arrivals, it is crucial to focus on domestic tourism growth. This can be achieved by offering new types of tourism, including cultural, ecological, and rural tourism. It will help maintain the functioning of the tourism infrastructure and contribute to economic stability and the psychological rehabilitation of Ukraine's citizens.

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