



e-ISSN 3083-6018

SOCIAL DEVELOPMENT: Economic and Legal Issues

<https://www.eu-scientists.com/index.php/sdel>


Developing Domestic Tourism in the Context of the New Reality

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ARTICLE INFO

ABSTRACT

Research Article

DOI:

[10.70651/3083-6018/2025.2.10](https://doi.org/10.70651/3083-6018/2025.2.10)

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The relevance of fostering domestic tourism in the current landscape rests on its capacity to fortify economic resilience and foster the growth of indigenous enterprises. Moreover, domestic tourism serves as an avenue for citizens to explore their native land amidst the dynamic global backdrop characterized by phenomena such as pandemics and hostilities. The purpose of the scientific article is to delve into the multifaceted dimensions of domestic tourism growth amidst the evolving political, socio-cultural, and economic landscape. Its objective is to meticulously scrutinize prevailing trends within domestic tourism, delineate the factors shaping its trajectory, and formulate strategic propositions to bolster this pivotal sector. The methods used in the research process included the analysis of literary sources to define the concept and role of domestic tourism and the analysis of statistical data to assess the impact of war. Additionally, the utilization of generalization to evaluate measures and the application of systematization facilitated the identification of priority actions for restoring the tourism industry in Ukraine. The study indicates that, due to the war in Ukraine, there has been a swift surge in domestic tourism, particularly in regions not impacted by the conflict. To mitigate the negative impacts of the war on the tourism industry, measures are proposed, including promoting alternative routes and attracting investors to rebuild infrastructure. Attention should be paid to developing new tourist destinations and launching travel support programs for various population groups. During the research, it was determined that the war in Ukraine has severely impacted domestic tourism. Combat operations in the eastern and southern regions paralyzed tourism there, with safety concerns, heritage damage, and economic hardships exacerbating the situation. Despite challenges, tourism development continues, requiring measures like timely risk communication, infrastructure rebuilding, and new product development. Thus, emphasizing alternative tourism, like health and ecotourism, is crucial for recovery.

KEYWORDS

domestic tourism, tourism industry, tourism trends, tourism development, travel behavior, policy measures, market analysis.



e-ISSN 3083-6018

СОЦІАЛЬНИЙ РОЗВИТОК: економіко-правові проблеми

<https://www.eu-scientists.com/index.php/sdel>


Розвиток внутрішнього туризму в контексті нової реальності

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СТАТТЯ

АНОТАЦІЯ

Дослідниця

DOI:

[10.70651/3083-6018/2025.2.10](https://doi.org/10.70651/3083-6018/2025.2.10)

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Актуальність розвитку внутрішнього туризму в нинішньому ландшафті залежить від його здатності зміцнювати економічну стійкість і сприяти зростанню місцевих підприємств. Крім того, внутрішній туризм слугує для громадян можливістю досліджувати свою рідну землю серед динамічного глобального фону, який характеризується такими явищами, як пандемії та військові дії. призначення. Мета наукової статті полягає в тому, щоб заглибитися в багатогранні виміри зростання внутрішнього туризму в умовах еволюції політичного, соціокультурного та економічного ландшафту. Його мета — ретельно вивчити переважаючі тенденції внутрішнього туризму, окреслити фактори, що формують його траєкторію, і сформулювати стратегічні пропозиції для підтримки цього ключового сектору. Методи, використані в процесі дослідження, включали аналіз літературних джерел для визначення поняття та ролі внутрішнього туризму та аналіз статистичних даних для оцінки впливу війни. Крім того, використання узагальнення для оцінки заходів та застосування систематизації сприяло визначенню пріоритетних дій для відновлення туристичної галузі в Україні. Дослідження показує, що через війну в Україні відбулося стрімке зростання внутрішнього туризму, особливо в регіонах, які не постраждали від конфлікту. Щоб пом'якшити негативний вплив війни на індустрію туризму, пропонуються заходи, зокрема просування альтернативних маршрутів та залучення інвесторів для відновлення інфраструктури. Слід звернути увагу на розвиток нових туристичних напрямків та запровадження програм підтримки подорожей для різних груп населення. Під час дослідження було встановлено, що війна в Україні сильно вплинула на внутрішній туризм. Бойові дії в східних і південних регіонах паралізували там туризм, а проблеми з безпекою, пошкодження спадщини та економічні труднощі погіршили ситуацію. Незважаючи на виклики, розвиток туризму триває, що вимагає таких заходів, як своєчасне повідомлення про ризики, відновлення інфраструктури та розробка нових продуктів. Таким чином, наголошення на альтернативному туризмі, як оздоровчий та екотуризм, має вирішальне значення для відновлення.

КЛЮЧОВІ СЛОВА

внутрішній туризм, індустрія туризму, тенденції туризму, розвиток туризму, поведінка під час подорожей, політичні заходи, аналіз ринку.

1. Introduction

In contemporary conditions, the development of the country's domestic tourism is extremely relevant, since the global pandemic and events of a domestic political nature, such as the Russian-Ukrainian war, have a serious impact on the tourism industry. Such challenges and their consequences cause many countries to turn to domestic tourism as a means of preserving economic stability. Attracting local resources and services becomes a priority for creating new jobs and developing local infrastructure.

Furthermore, changes in consumer behavior are driving the development of domestic tourism. After experiencing stress associated with conflicts and threats, individuals seek short-term relaxation options in safe locations, leading to an increase in the popularity of domestic travel, especially in the budget segment. In turn, the need to restore the physical and emotional well-being of citizens affected by stressful situations, such as armed conflicts and the occupation of certain regions of the country is emphasized. Therefore, short leisure trips become an opportunity for the affected individuals to recuperate and recharge.

In the context of the new reality caused by the political and economic crisis, hostilities, unforeseen circumstances, etc., the importance of the active development of domestic tourism for the citizens of Ukraine becomes crucial. The above-mentioned factors make it necessary to review and support tourism development strategies, in particular those aimed at domestic travel.

2. Literature Review

In this scientific work, Lelyuk [1] explored the impact of the Russian invasion of Ukraine on the country's tourism sector. She found that this invasion caused deep economic uncertainty, extending globally, and posed a threat to the further development of the tourism business in Ukraine. In her analysis, the author addressed the concepts of brand recognition and loyalty creation, highlighting the need to draw attention to the Ukrainian tourism product as a tool for its further development. Additionally, the author discussed several measures that can be taken to support the tourism industry in Ukraine, including the development of a marketing strategy until 2032, and the creation of a safety strategy for tourist trips.

In their research, Hryniv et al. [2] identified the unique resource potential of Ukraine and significant opportunities for the development of tourism. However, it was noted by them that domestic tourism in Ukraine remains underdeveloped, and historical and cultural guides are lacking in many cities. If cities with recreational areas and large regional centers are popular among domestic tourists, then untapped potential for health, educational, ethnographic, industrial, gastronomic, and other types of tourism is found in most cities in Ukraine. It is argued by them that this lays the groundwork for the development of a competitive infrastructure across the country capable of meeting the population's needs for physical, emotional, and spiritual recovery. Additionally, the authors favor the sustainable and promising development of the regions, with an emphasis placed on the need to strengthen their economic potential. Considering the armed aggression of Russia in Ukraine, the western regions are identified by them as currently deemed the safest and most favorable for domestic tourism. Moreover, there is a focus on the pressing requirement for promptly reviving business activities and the essential support for economic endeavors to effectively cater to the demands of the domestic tourism market.

In turn, Naumenko and Rozhko [3] focused on the global and national tourism industry post-COVID-19 and during the first two years of the Russian-Ukrainian conflict. The article's relevance lies in the tourism sector's vulnerability during political and financial crises, despite its profitability during stable periods. Their study delves into maintaining stability in the hospitality sector during wartime, advancing the hotel and restaurant business, maximizing profits, and reassessing the foreign experiences of nations affected by conflicts. Additionally, they advocate for innovative strategies in domestic tourism, such as addressing military personnel's mental well-being, and embracing digital technologies.

3. Problem Statement

This research endeavors to delve into the multifaceted landscape of domestic tourism development within the context of evolving political, socio-cultural, and economic dynamics. The topic requires careful study of modern trends shaping domestic tourism and the main factors shaping its trajectory. It is also necessary to formulate actionable recommendations for fostering its growth through strategic interventions and support measures.

4. Methods and Materials

The following methods were used in the research process:

The analysis of literary sources was used to define the concept of domestic tourism, its characteristics, and forms, which allows understanding and systematizing the role of this type of tourism in the development of the tourism industry in Ukraine.

The analysis of statistical data was used to assess the impact of the war on domestic tourism development in Ukraine during the war, including the dynamics of tax revenues. This allowed us to understand the trends in domestic tourism and the need for a comprehensive approach to the recovery and development of the tourism industry.

The utilization of the generalization technique was employed to evaluate the effectiveness of various measures aimed at mitigating the adverse impact of the conflict on the growth of domestic tourism in Ukraine.

The method of systematization was applied to identify priority measures in the process of restoring the tourism industry in Ukraine, including the development of a national tourism strategy, establishment of effective management systems at both state and regional levels, enhancement of financing mechanisms, and the conception and implementation of a resort zone development strategy in southern Ukraine.

5. Results and Discussion

Tourism is regarded as an important sector of the economy in many countries around the world, including Ukraine, contributing to economic growth, improving the investment climate, and influencing the social sphere and human development. The economic role of tourism is manifested in the filling of state and local budgets, the development of various sectors of the economy, job creation, the inflow of foreign currency, etc. The impact of tourism is also felt in the development of local infrastructure, the expansion of the service sector, and meeting the needs of tourists, vacationers, and the local population according to tourism opportunities. Consequently, the advancement of internal tourism enhances the local residents' quality of life and boosts their ability to afford tourist services. However, the impact of external factors, such as pandemics and full-scale wars, creates additional obstacles for the development of this industry [4].

In 2022, the global market volume of domestic tourism reached \$1,670.32 billion. It is projected to grow at an average annual rate of 17% from 2023 to 2030. Domestic travel is defined as travel within one's own country, including tourists traveling to neighboring states. The significant importance of domestic travel to the country's economy lies in its contribution to local spending, which enhances the quality of life for citizens and increases the financial resources of local governments for infrastructure development and communal property [5]. However, predicting the dynamics of countries' external and internal environments is challenging as it is influenced by various factors, including political challenges, economic changes, and unpredictable circumstances. Specifically, in Ukraine, due to the full-scale invasion of Russian troops, there is a rapid redirection of the tourism industry's development from international tourism to domestic tourism. This trend reflects not only changes in consumer demand but also adaptation to new realities and changes in the global political and economic spheres [6].

In the Law of Ukraine "On Tourism", the concept of domestic tourism is defined as journeys undertaken within the territory of the country by citizens of Ukraine or individuals permanently residing within its territory. This means that domestic tourist journeys do not involve crossing the borders of Ukraine but occur within its confines. This detailed characterization of domestic tourism in legislation is of great importance for the regulation and development of the tourism industry in Ukraine.

It establishes clear frameworks for understanding and organizing domestic tourism, contributing to the formation of a unified system of rules and standards for the country's tourism industry [7]. Additionally, depending on the purpose of the journey, different forms of domestic tourism should be distinguished (Table 1).

Table 1. Classification of forms of domestic tourism depending on the purpose of the trip

Forms	Characteristic
Excursion tourism	It involves visiting museums, historical monuments, architectural wonders, and other cultural objects to gain new knowledge and impressions.
Agro-tourism	Includes educational trips to rural areas to learn about rural traditions, the lifestyle of local residents, and rest in a cozy atmosphere of nature.
Resort tourism	It is a vacation at resorts, including mountain, beach, and spa resorts, for the purpose of restoring strength and health.
Ecotourism	Includes travel to protected areas and nature parks to explore and protect the environment.
Cultural tourism	Includes visits to museums, galleries, theaters, and other cultural institutions to immerse yourself in the country's cultural heritage and learn about its history and art.
Gastronomic tourism	These are trips with the aim of discovering new delicacies and the traditional cuisine of the region and visiting local restaurants and markets.
Dark tourism	Includes excursions to places associated with death, visits to the sites of mass tragedies, cemeteries, and other places where the presence of death or suffering is felt.

Source: compiled by the author based on [8; 9; 10].

Therefore, in the conditions of modern reality, the development of domestic tourism becomes an important component of economic progress. Tourism encompasses various sectors of the economy, such as transportation, cultural institutions, guided tours, and the hotel business, and has a significant impact on economic development. The abundance of historical and cultural sites makes Ukraine an attractive destination for tourists. Primarily, the country has significant potential in the field of cultural heritage, with over 150,000 immovable monuments under state protection, including 57,206 archaeological, 51,364 historical, and 16,800 architectural and urban planning objects [11].

In February 2022, the onset of war led to the paralysis of the tourism industry from March to May. The eastern and southern regions of Ukraine became inaccessible to tourists due to active combat, threats to human life, destruction of historical and cultural heritage, constant shelling, and mining of resort areas in the Mykolaiv, Kherson, and Odesa regions. The recovery of Ukraine's tourism sector is happening extremely slowly. For example, Join UP reported that international tour sales plummeted threefold during the summer of 2022 compared to pre-war times. Consequently, the surge in domestic tourism is a natural response to the declining number of Ukrainians venturing abroad [12].

Moreover, the growing need for medical care, relaxation, and recovery among military personnel and their families further fuels a notable increase in the domestic travel demand. During the first quarter of 2023, the bookings for tours almost doubled compared to the corresponding period in 2022. By the end of 2023, the share of domestic tours accounted for 43%, and the summer of the same year showed a certain growth in sales within the country's tourism sector by 10-15% [13].

The State Tourism Development Agency (DART) analyzed current trends in the Ukrainian tourism market, resulting in several key changes being identified. Firstly, there is a narrowing of the time frame for trip planning. Tourists increasingly prefer spontaneous trips or short-term vacations, planning them at the last minute. Another noteworthy trend is the heightened interest in the western regions of the country, especially the Transcarpathia, which is experiencing the most demand. Additionally, an increase in the popularity of traveling in small groups to sparsely populated areas and rural territories was identified during the analysis, indicating a growing interest in solo travel, family trips, or multi-generational trips. Moreover, there is a growing popularity of health and wellness tours as tourists pay more attention to their health and emotional well-being [14]. Such trends in the development of domestic tourism indicate that the Ukrainian tourism market is developing dynamically, and the corresponding tourist services are adapting to changes in the needs and preferences of consumers (Figure 1).

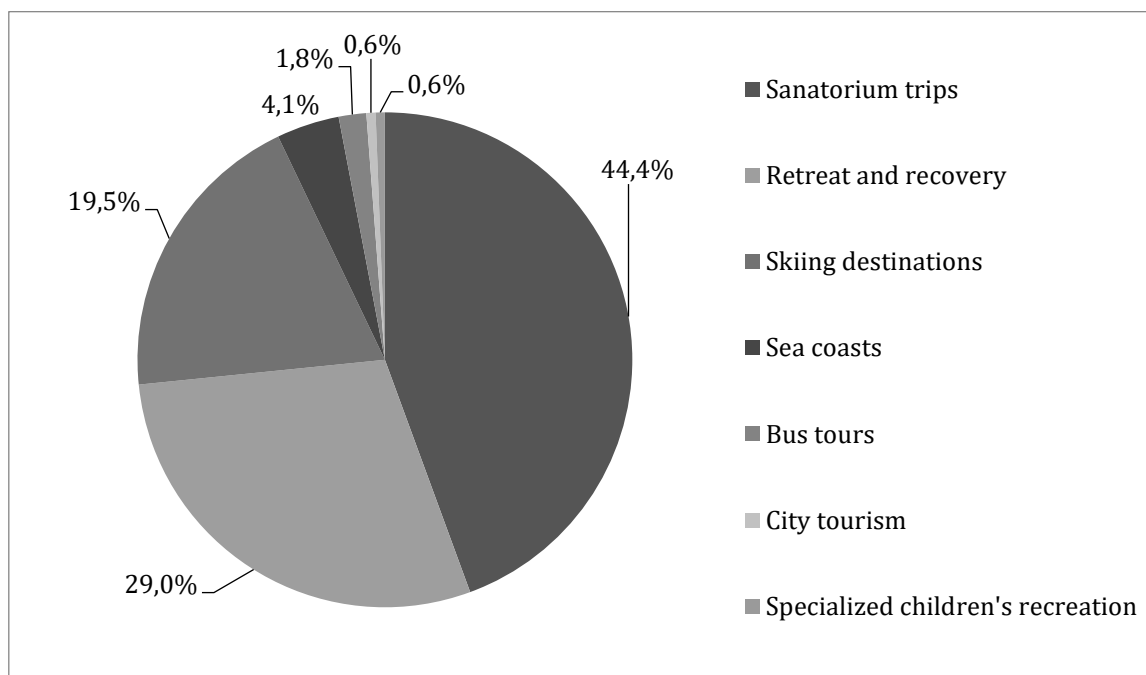


Figure 1. Trends in domestic tourism in Ukraine during the war

Source: compiled by the author based on [15].

Thus, the country has significant potential for tourism development, which is grounded in extensive natural and cultural resources. However, the progress of the tourism industry hinges directly on both internal and external variables, which presently exhibit considerable volatility amidst the backdrop of conflict. Nonetheless, some regions of Ukraine, particularly the central and western provinces, are showing signs of tourism recovery. This is partly facilitated by a decrease in the number of citizens traveling abroad, leading to an increased popularity of domestic tourism [16].

It should be noted that the analysis of indicators for 2023 compared to 2021 reflects an increase in tax revenues from accommodation facilities in the regions of Ukraine (Table 2). The largest growth is observed in Chernivtsi region at 100%, Rivne region at 37%, Lviv region at 59%, Zakarpattia region at 46%, Volyn region at 39%, Vinnytsia region at 7%, Zhytomyr region at 4%, and Khmelnytskyi region at 30%. However, it is worth noting that a decrease in tax revenues is observed in some regions, particularly in the Kirovohrad region by 24% and in the Dnipro region by 5%. The most significant decline in tax revenues is noted in regions affected by active combat, such as Luhansk region by 100%, Kherson region by 97%, Donetsk region by 87%, Zaporizhzhia region by 79%, Mykolaiv region by 67%, and Kharkiv region by 54%. Additionally, a decrease in revenues is recorded in Kyiv city (by 46% in 2023 compared to 2022) and in several other regions [17]. Thus, the tourism sector of the country requires a comprehensive approach at the state level for the recovery and development of the tourism industry in Ukraine after the war. In turn, the development of strategic measures should encompass not only domestic consumers of tourism services but also international tourists, considering their needs and expectations [18].

Table 2. Study of changes in the dynamics of tax revenues from accommodation facilities

Region	Period		
	2021	2022	2023
Kyiv	125,1	107,6	57,0
Transcarpathian Oblast	11,5	14,6	16,8
Ivano-Frankivsk Oblast	33,7	33,4	30,2
Lviv Oblast	37,9	52,1	60,4
Mykolaiv Oblast	6,0	6,0	2,0
Odesa Oblast	191,5	24,2	15,2
Kherson Oblast	6,8	7,0	0,2
Chernivtsi Oblast	2,6	2,6	5,2

Source: compiled by the author based on [17].

Thus, the conditions of war create serious obstacles for the development of domestic tourism in Ukraine. Areas of occupation and active military operations become unsafe for tourists, leading to a reduction in potential tourist volume. Moreover, the conflict results in significant losses of natural wealth and historical and cultural heritage in the affected territories. The destruction of tourism infrastructure, such as hotels, restaurants, and other establishments, further complicates access to various tourist sites. Additionally, the decreased economic opportunities for citizens caused by the war led to reduced spending on leisure activities. Disruptions in logistics within the country, including movement restrictions and deteriorating road conditions in certain regions, also affect the prospects for the development of domestic tourism. The primary concern of the tourism sector revolves around the departure of the working population to foreign countries seeking safety and stability, leading to a depletion of the labor force and, consequently, a decrease in demand for tourist services domestically [19].

To mitigate the negative impact of the war on the development of domestic tourism in Ukraine, a comprehensive set of measures needs to be implemented. Firstly, ensuring timely information dissemination to citizens about potential risks in different regions of the country, which can be achieved through the implementation of a warning and danger notification system via mobile applications, electronic resources, and other communication channels. Secondly, the development and promotion of alternative tourist routes that pass through safer and conflict-free zones are essential to maintaining tourists' interest in visiting Ukraine and supporting the tourism industry. In addition, it is necessary to attract foreign investors to restore tourism infrastructure and provide state support to service workers to preserve jobs and ensure decent wages. This concerns programs of social protection and stimulation of workers in the tourism sector, as well as promotion of their professional development [20].

It should be noted that transformations will occur during the post-war recovery of the tourism industry, which will lead to new trends, namely: there will be an increase in demand for recreation and leisure in natural environments such as the sea, mountains, and forests; there will be increased activity in the realm of relaxation tourism, promoting the rejuvenation of mind and body; excursions to local landmarks will be organized; and interest in exploring the history and traditions of Ukraine will be heightened. However, it is important that the process of restoring the tourism sector in Ukraine has already begun. Currently, it is necessary to actively promote the country and develop its tourism potential, devise new initiatives, and engage international partners in this process [21].

In the process of reviving the tourism industry in Ukraine, emphasis is placed on several priority measures. Foremost, it is necessary to develop a national strategy for the development of tourism. To achieve this, it's imperative to leverage international insights and integrate with Europe, alongside establishing a robust management framework for the tourism sector. These efforts should span across both national and regional domains, encompassing the formulation of funding mechanisms and the execution of strategies for advancing the resort sector in southern Ukraine. Additionally, priority directions for the country currently include establishing a national program to support the sale and promotion of the national tourism product, launching travel support programs for various population groups, and expanding the network of tourist information centers [22].

Thus, the war on the territory of Ukraine has a serious negative impact on the development of domestic tourism. Conflict zones become dangerous for tourists, leading to a reduction in tourism potential and damage to tourism infrastructure [23]. To overcome the identified problems, it is important to ensure prompt notification of potential dangers, develop alternative routes, attract investors to restore infrastructure, and support service industry workers. At the same time, there is a trend towards increasing popularity of health-oriented leisure destinations and interest in exploring the country's history and traditions [24]. However, restoring the tourism sector demands a diverse array of actions. These encompass crafting a comprehensive strategy for tourism development, establishing an efficient managerial framework, innovating with fresh tourist offerings, and providing robust investment backing [25].

6. Conclusions

The war that began on the territory of Ukraine in February 2022 has significantly impacted the development of the country's domestic tourism. Due to active combat operations in the eastern and southern regions of the country, the tourism industry in these areas has been almost completely

paralyzed. Increased threats to people's safety, damage to historical and cultural heritage sites, constant shelling, and landmines in major tourist zones of the country have contributed to this situation. In contrast to the decrease in tourist activity in conflict zones, other regions of Ukraine have also felt the effects of the war due to overall instability in the country and worsening economic conditions. Loss of natural resources, damage to tourism infrastructure, and decreased economic opportunities for citizens have led to reduced spending on leisure activities and changes in tourism priorities.

However, despite the challenging situation, the development of the tourism industry in Ukraine continues. To overcome the negative consequences of the war and restore domestic tourism, it is necessary to implement a comprehensive set of measures. First and foremost, it is important to provide timely information to citizens about potential risks in various regions of the country and develop alternative routes that pass through safer areas. Additionally, actively engaging investors to rebuild tourism infrastructure, developing new tourism products, and involving international partners in joint projects are essential steps. In the process of rebuilding the tourism industry, the Ukrainian government should focus on developing alternative tourism destinations, such as health and ecotourism, which can be safe and attractive for tourists in modern conditions.

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