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Atamanchuk Zoryna,
PhD, Associate Professor of International Economic Relations Department, Vasyl' Stus Donetsk National University, Ukraine, ORCID: 0000-0002-6139-1653
z.atamanchuk@donnu.edu.ua
Rylskiy Vladyslav,
Postgraduate Student of International Economic Relations Department, Vasyl' Stus Donetsk National University, Ukraine
v.rylskiy@donnu.edu.ua

INNOVATIVE TECHNOLOGIES IN INTERNATIONAL TOURISM: OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF WAR IN UKRAINE

The modern tourism industry is undergoing significant transformations due to global challenges, including economic instability, technological advancements, and geopolitical conflicts. The war in Ukraine has had a profound impact on the tourism sector, causing extensive infrastructure damage, a decline in international tourist flows, and increased security risks. Under such circumstances, the adoption of innovative technologies becomes a key factor in ensuring sustainable recovery and long-term development of the industry. The study focuses on the role of digital and "green" technologies in transforming international tourism, particularly in the context of Ukraine's post-war recovery.

The primary objective of the research is to analyze the potential of innovative technologies to support the revitalization of the tourism industry in Ukraine. The study aims to assess how digital solutions such as artificial intelligence, blockchain, geoinformation systems, and smart applications can enhance security, improve operational efficiency, and provide new opportunities for sustainable tourism development. Additionally, the research examines the importance of green technologies, including the use of renewable energy sources and environmentally friendly infrastructure, to align Ukraine's tourism sector with global sustainability standards.The study employs a comprehensive methodology that includes a review of existing scientific literature, a statistical analysis of the tourism industry's performance during the war, and an evaluation of the best international practices in integrating innovative technologies into tourism. The research utilizes comparative analysis to assess the effectiveness of different technological solutions and their applicability to Ukraine's specific circumstances. The findings reveal that the war has significantly altered Ukraine's tourism industry, leading to a near-complete halt in international tourism and a reorientation toward domestic tourism. While security concerns and infrastructure destruction remain critical challenges, the use of geoinformation systems has proven effective in monitoring safe travel routes. Artificial intelligence-based risk assessment tools contribute to the early detection of threats, allowing for better crisis management. Virtual tourism has also emerged as an alternative to physical travel, offering digital experiences of cultural and historical landmarks. The study further highlights the importance of sustainable development in rebuilding Ukraine's tourism sector. The implementation of renewable energy solutions in hotels, resorts, and transport systems can reduce operational costs and minimize environmental impact. The adoption of smart city concepts, such as energy-efficient transportation networks and intelligent resource management, will contribute to the ecological sustainability of tourism in Ukraine. The research also demonstrates that the integration of innovative technologies into Ukraine's tourism industry presents a viable pathway for its recovery and long-term development. Digital solutions enhance security, optimize resource management, and enable new tourism experiences, while green technologies ensure environmental sustainability.

The study recommends that the Ukrainian government develop policies to encourage investment in tourism technology, establish public-private partnerships, and implement specialized training programs for tourism professionals to adapt to the digital era. Strengthening international cooperation and leveraging global expertise in tourism innovation will be crucial for Ukraine's successful integration into the international tourism market.

Key words: innovative technologies, sustainable tourism, digitalization, war impact, tourism recovery, artificial intelligence, blockchain, geoinformation systems, green technologies, smart tourism, Ukraine

Fig. – 2, **Tab.** – 2.

Атаманчук З.А.,
кандидат економічних наук, доцент, доцент кафедри міжнародних економічних відносин, Донецький національний університет імені Василя Стуса
ORCID: 0000-0002-6139-1653
z.atamanchuk@donnu.edu.ua
Рильський В.В.,
аспірант кафедри міжнародних економічних відносин, Донецький національний університет імені Василя Стуса
v.rylskiy@donnu.edu.ua

ІННОВАЦІЙНІ ТЕХНОЛОГІЇ У СФЕРІ МІЖНАРОДНОГО ТУРИЗМУ: МОЖЛИВОСТІ ДЛЯ СТАЛОГО РОЗВИТКУ

В умовах сучасних глобальних викликів розвиток міжнародного туризму значною мірою залежить від рівня впровадження інноваційних технологій. Війна в Україні суттєво трансформувала туристичний сектор, що призвело до значного зменшення міжнародного туризму, руйнування інфраструктури та необхідності пошуку нових шляхів розвитку галузі. У цьому контексті цифрові рішення, такі як штучний інтелект, блокчейн, геоінформаційні системи та технології віртуального туризму, набувають особливої значущості, оскільки сприяють підвищенню рівня безпеки туристів, оптимізації логістики та створенню персоналізованих туристичних послуг.

Дослідження спрямоване на аналіз потенціалу інноваційних технологій для відновлення туристичної індустрії України та її інтеграції у глобальний туристичний простір. Використання "зелених" технологій, зокрема відновлюваних джерел енергії та екологічно чистих транспортних рішень, також є важливим фактором забезпечення сталого розвитку галузі. Методологія дослідження базується на аналізі наукових публікацій, статистичних даних та прикладів успішного застосування цифрових технологій у міжнародному туризмі.

Результати дослідження свідчать про те, що ефективна інтеграція інноваційних рішень дозволить Україні не лише мінімізувати наслідки війни для туристичної сфери, а й створити сучасну, конкурентоспроможну систему туризму, що відповідатиме вимогам сталого розвитку. Важливу роль у цьому процесі відіграють державні ініціативи щодо стимулювання цифровізації туризму, міжнародна співпраця для залучення інвестицій та впровадження програм професійної підготовки фахівців у сфері цифрового туризму.

Ключові слова: інноваційні технології, сталий туризм, цифровізація, вплив війни, відновлення туризму, штучний інтелект, блокчейн, геоінформаційні системи, зелені технології, розумний туризм.

Кількість рис. – 2, **табл.** – 2.

Statement of the problem. The modern tourism industry is in a state of dynamic transformation caused by global challenges, among which technological progress, economic instability and geopolitical conflicts play a significant role. The war in Ukraine became one of the most serious challenges for the tourism sector, because it led to the destruction of infrastructure, a decrease in the flow of international tourists, changes in tourist routes and the formation of new challenges for the industry development. At the same time, in the

conditions of modern crises, the innovative technologies can become a key factor in the restoration and development of tourism, ensuring its sustainable development even in unstable conditions.

Ukraine's tourism industry has suffered significant losses due to restrictions on access to many regions, security risks, and reduced investment. However, despite of these difficulties, modern digital technologies and innovative approaches are opening up new opportunities for the industry to adapt and develop. The use of technologies such as artificial intelligence, blockchain, big data, smart cities, virtual and augmented reality can help increase the attractiveness of domestic tourist destinations, create new tourism products, and restore trust among international visitors.

Research into the role of innovative technologies in international tourism in the context of sustainable development is particularly relevant in connection with the need to adapt to new realities caused by military operations. On the one hand, the implementation of digital solutions can contribute to the safe and sustainable functioning of the industry in times of crisis, and on the other hand, provide a basis for its further development after the end of military operations [1].

This issue is also important in view of Ukraine's integration into the European Union (EU). Sustainable tourism, having a unique potential for environmentally responsible economic growth of states, plays a particularly important role in achieving the goals of the European Green Deal as a tool for its implementation in the European region, contributing to comprehensive sustainable economic development, social inclusion, employment growth and poverty reduction, environmental protection, efficient use of resources, development of intercultural communications, ensuring peace and security [2].

The connection of this research with practical tasks is determined by the need to develop effective mechanisms for integrating the latest technologies into the tourism sector, which will reduce risks, increase the efficiency of resource management and stimulate economic development. Thus, the article is aimed at analyzing innovative technologies in international tourism, their potential for ensuring sustainable development of the industry, as well as considering adaptation mechanisms that can be implemented in Ukraine for its recovery and further economic growth.

Analysis of the latest research. Sustainable tourism development is a key concept that involves balancing the economic, social and environmental aspects of tourism activities. According to a study conducted by the World Tourism Organization (UNWTO), the introduction of innovative technologies contributes to increasing the efficiency of resource management and reducing the negative impact on the environment.

Innovations in international tourism include the introduction of digital technologies such as virtual and augmented reality, artificial intelligence, blockchain, etc. These technologies not only improve the tourist experience, but also optimize the operational processes of tourism enterprises [1].

Military conflicts, wars, in particular the war in Ukraine, have a significant impact on the tourism industry, leading to a decrease in tourist flows, destruction of infrastructure and changes in consumer preferences. Georgievskaya's study [3] shows that the war in Ukraine has affected the tourism industry in Europe, in particular due to the increase in oil and fuel prices, the complication of logistics and the destruction of traditional tourist routes.

Analysis of current research indicates the need to adapt tourism models to the conditions of military risks. The innovative technologies using can be a key factor in ensuring the sustainability and recovery of the tourism industry in the post-conflict period. In particular, the implementation of digital solutions, such as online booking, virtual tours and digital marketing, can contribute to a faster recovery of the industry and increase its competitiveness [3].

Therefore, current research confirms the importance of integrating innovative technologies into the tourism sector to ensure its sustainable development, especially in conditions of military conflicts and post-conflict recovery.

The purpose of the publication. The purpose of this study is to analyze the impact of innovative technologies on the development of international tourism, especially in the context of modern challenges, in particular the war in Ukraine, and assess their potential for ensuring the sustainable development of the industry.

This study is aimed at identifying effective mechanisms for applying innovative technologies in the tourism sector, which will ensure its sustainable development and integration into the global tourism system in the context of war and post-conflict recovery.

Presentation of the main material. The modern tourism industry is undergoing significant changes under the influence of technological innovations that contribute to its transformation in accordance with the requirements of the digital age. Innovative solutions play a key role in improving tourist service processes, ensuring their safety, increasing the efficiency of tourist flow management and creating personalized offers.

The active implementation of digital technologies contributes to the modernization of mechanisms for providing tourist services and their optimization. Thanks to digital platforms, mobile applications and interactive web services, tourists are able to make online reservations, view virtual tours, analyze reviews and ratings of other users, and receive personalized recommendations. One of the most popular technologies in this context is artificial intelligence-based platforms that analyze consumer behavioral factors and offer optimized routes according to their individual requests.

Artificial intelligence plays a central role in increasing the efficiency of travel companies, reducing costs and improving the quality of customer service. In particular, machine learning and natural language processing technologies allow automating the operation of booking systems, ensuring a high level of personalization of travel products, as well as increasing the accuracy of forecasting demand for services. The use of chatbots in the field of tourist services helps to reduce the workload on staff, respond promptly to customer requests and increase their satisfaction level.

The security of personal data and financial transactions is one of the most important aspects of modern tourism. The use of blockchain technology can significantly reduce the risk of fraud, ensure transparency and immutability of transaction records, and simplify the process of user identification. Due to the decentralized nature of blockchain, travel companies can eliminate intermediaries in financial transactions, which helps reduce costs and increase the speed of payment processing. In addition, blockchain can be used to create decentralized loyalty programs that allow tourists to accumulate and spend bonuses in different companies without the need for third parties.

The use of big data analysis technologies allows travel companies to obtain valuable information about customer preferences, predict market trends and increase the level of personalization of offers. By analyzing data from social networks, online bookings, search queries and reviews, travel agencies can create unique offers for each client, as well as develop effective marketing strategies [4].

Table 1 summarizes the impact of innovative technologies on the development of tourism.

Table 1 – The impact of innovative technologies on the development of international tourism

Technology	Main advantages	Impact on the tourism industry
Digitalization of services	Online booking, virtual tours, personalized recommendations	Increasing comfort and accessibility of tourist services
Artificial intelligence	Booking automation, demand forecasting, chatbots	Reducing costs, improving service quality
Blockchain	Payment transparency, secure financial transactions, digital identification	Minimizing fraud, eliminating intermediaries
Big Data analysis	Trend forecasting, service personalization	Optimization of marketing strategies, increasing customer loyalty

Source: completed by the author according to [4]

In view of the above, innovative technologies not only change the mechanisms of international tourism, but also form new standards of service quality. Their widespread implementation allows to increase the efficiency of travel companies, improve the travel experience and ensure sustainable development of the industry in the face of global challenges.

The modern development of digital technologies creates new opportunities for ensuring security and increasing the resilience of the tourism industry in conflict situations. The war in Ukraine caused a significant reduction in tourist flows, destruction of infrastructure and increased risks for tourists, which necessitated the adaptation of tourism services to new realities. The implementation of innovative digital solutions allows to minimize security threats, form effective risk monitoring systems and ensure continuous communication between tourists, tourism business operators and authorities [5].

One of the most effective tools for ensuring tourist safety is the use of geographic information systems (GIS), which allow for interactive monitoring and analysis of route safety in real time. GIS technologies are integrated with databases of potential threats, which allows travel companies and government agencies to respond in a timely manner to changing situations and promptly adjust travel recommendations.

In Ukraine, the DeepState Map service is actively used, which updates information about controlled and dangerous territories, and also integrates with mapping services, which allows tourists to avoid dangerous areas. Similar solutions are also used at the international level, in particular, the Global Disaster Alert and Coordination System (GDACS) platform, which combines data on disasters and conflicts in real time, using satellite monitoring and risk prediction algorithms.

Artificial intelligence (AI) technologies play a key role in ensuring the safety of tourists by analyzing large data sets and predicting threats. The use of machine learning allows not only to identify potential dangers based on the analysis of behavioral patterns, but also to develop adaptive response scenarios for tourism companies. AI technologies are used in analytical threat monitoring systems, in particular, in Palantir Gotham software solutions used for analyzing conflict situations in real time. Tourism companies, integrating such systems into their own activities, can use the data obtained to form safe routes, adjust logistics and automatically inform customers about changes in the situation in certain regions.

Official mobile applications of governments and international organizations allow you to receive real-time updates, as well as to send emergency signals in case of threat.

In particular, in the context of the war in Ukraine, the mobile application "Air Alert" was created, which allows you to quickly receive warnings about danger and analyze safe zones. Similar international platforms, such as the Smart Traveler Enrollment Program

(STEP), developed by the US Department of State, allow tourists to receive official recommendations on safe routes and evacuation in case of emergencies [6].

The use of virtual technologies allows tourists to continue exploring the country's cultural heritage even during periods of restrictions. Virtual tourism, based on augmented (AR) and virtual reality (VR) technologies, opens up the opportunity to visit museums, architectural monuments and nature reserves in a digital format. Ukrainian initiatives, such as the VR project "Chornobyl VR", allow to immerse yourself in historical events and visit areas that are temporarily inaccessible to physical tourism. A similar experience is offered by international projects, including Google Arts & Culture, which allow to travel virtually to museums and cultural monuments around the world. The above-mentioned technological solutions allow us to highlight the main aspects of their impact on the safety and sustainability of the tourism industry, which is presented in Table 2.

Table 2 – The impact of digital technologies on tourism security in wartime

Technology	Functionality	Impact on tourism security and sustainability
Geographic information systems (GIS)	Real-time monitoring of safe routes	Reducing risks, preventing entry into dangerous areas
Artificial intelligence	Threat prediction, Big Data analysis	Improving risk management efficiency
Digital platforms and mobile applications	Information about danger, emergency messages	Prompt communication and raising tourist awareness
Virtual tourism	Remote viewing of tourist attractions	Maintaining tourist interest in conflict situations

Source: completed by the author according to [4]

Taking into account the above, digital technologies are important tools for ensuring security and restoring the tourism industry in the face of risks caused by the war. Their widespread implementation contributes to increasing the level of awareness of tourists, optimizing safe routes, developing alternative forms of tourism, which allows preserving tourism potential even in crisis conditions.

The war in Ukraine has become one of the biggest challenges for the national tourism industry, causing profound transformations in the structure of tourist flows, the state of infrastructure and the general economic situation. The war significantly reduced the level of international tourism in the country, opening up opportunities for the development of domestic tourism and attracting international support for the restoration of the industry, in particular as a result of the destruction of hotels, cultural monuments, transport hubs, and recreational areas.

According to the State Agency for Tourism Development of Ukraine, in 2022 the flow of international tourists decreased by more than 90% compared to 2019 [7].

The data in the figure illustrate the main types of destruction of Ukraine's tourism infrastructure as a result of the war. The transport infrastructure (40%) and the hotel and resort sector (35%) were the most affected, which significantly complicates the restoration of tourism.

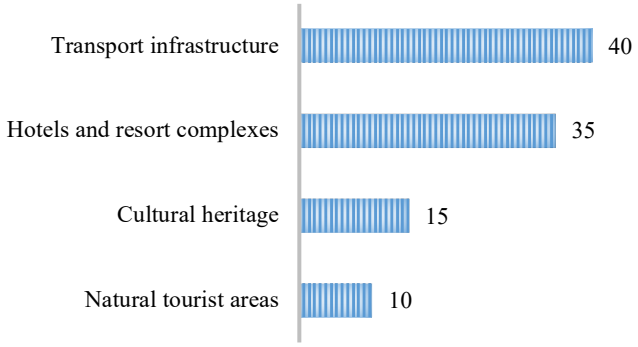

Fig. 1 – Main types of destruction of Ukraine's tourism infrastructure as a result of the war

Source: created by the author based on data [7; 8]

The war in Ukraine led to critical changes in the tourism industry, but at the same time it has created the prerequisites for the development of new tourism formats focused on the domestic market and international support. Infrastructure restoration, innovation and investment attraction can be key factors in bringing Ukrainian tourism to a qualitatively new level in the post-war period.

The post-war restoration of Ukraine's tourism sector is impossible without the implementation of environmentally sustainable solutions that will help to increase the competitiveness of the industry and its adaptation to international standards. "Green" technologies based on the principles of sustainable development can not only help to reduce the impact of tourism on the environment, but also to create new opportunities for economic growth through the development of ecotourism; renewable energy sources, the concept of "smart cities" and digital solutions using; to increase the energy efficiency of tourist facilities [9].

Ecotourism is one of the most promising areas of development of the tourism industry, as it combines a recreational function with the preservation of the natural environment. In Ukraine, significant potential for the development of ecotourism is in the Carpathians, Podolskie Tovtry, Polissya and other regions with unique natural resources.

The post-war period opens up opportunities for the creation of new environmentally friendly tourist routes and sustainable tourism zones, which will not only attract tourists, but also contribute to the regeneration of natural areas affected by military operations. An additional advantage is the possibility of attracting international funding and grants for the development of ecotourism, as this area corresponds to global environmental trends.

The transition of tourist facilities to alternative energy sources allows not only to reduce their carbon footprint, but also to make the tourism sector energy-efficient. Renewable energy sources, in particular solar panels, wind power plants and biogas plants, are actively implemented in eco-friendly hotels and tourist complexes in different countries of the world. In particular, in the Carpathian region, projects are already being implemented to use solar panels to power hotels, which significantly reduces dependence on traditional energy resources. The implementation of such initiatives in the post-war period can help stabilize the energy supply of tourist facilities even in remote regions, as well as attract investments in the field of green energy.

Fig. 2 presents the structure of potential renewable energy sources for tourist attractions in Ukraine.

The figure illustrates the distribution of renewable energy sources in the tourism industry of Ukraine. As can be seen, the most promising direction is the introduction of solar panels (50%), followed by wind turbines (30%), biogas plants (15%) and hydropower (5%).

This indicates a high potential for the use of alternative energy sources to increase the energy efficiency of tourist facilities.

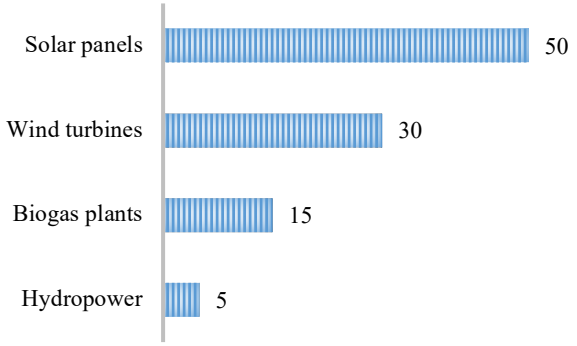

Fig. 2 – Renewable energy sources for Ukraine's tourism industry

Source: created by the author based on data [1; 4]

The development of environmentally sustainable tourist routes is possible through the integration of the "smart city" concept, which involves the use of digital technologies to improve transport logistics, energy efficiency and to reduce the negative impact on the environment.

The key elements of "smart tourism" include [8]:

- the use of electric transport (ecological buses, electric scooters and electric cars for moving tourists in cities and protected areas);
- intelligent resource management (energy consumption and water supply control systems in tourist complexes);
- the use of "smart lighting" to reduce energy consumption in public tourist areas.

One example is the "smart tourism card" system implementation in Europe, that allows tourists to receive environmental bonuses for using public transport, which can be adapted in Ukraine within the framework of sustainable tourism.

One of the most promising areas of development of sustainable tourism is the use of digital solutions for monitoring and optimizing resource consumption. Modern technologies allow to automate the processes of energy, water supply and heating management, which contributes to a significant reduction in operating costs in tourist establishments.

Digital platforms can use IoT systems (Internet of Things) to monitor electricity and water consumption, reducing costs by 20-30% in the hotel sector. For example, the introduction of "smart" thermostats and motion sensors in rooms allows for automatic regulation of heating and lighting, which is an important step towards the ecological management of tourist facilities [3].

Thus, the introduction of "green" technologies can become the basis for the restoration and development of the tourism industry of Ukraine in the post-war period. The use of environmentally friendly energy resources, the concept of "smart city" and digital technologies to optimize energy consumption will allow the formation of a more sustainable and competitive tourism industry, oriented towards modern global standards of sustainable development.

The development of innovative tourism in Ukraine requires the active participation of the state in creating favorable conditions for the implementation of digital technologies. It is necessary to develop state programs and regulatory initiatives that will stimulate the use of innovative solutions in the tourism sector. Key areas of state support in this sphere include: investment programs and tax incentives for tourism enterprises that use "green" technologies and digital solutions; development of a national strategy for the development of "smart

tourism"; creation of state platforms for the digitalization of tourism, as well as digital infrastructure, in particular:

- intelligent transport systems, including the integration of GPS, Big Data and IoT to

optimize tourist routes and improve visitor mobility;

- digital tourism resource management platforms that will automate booking, payment and other procedures;
- development of 5G infrastructure to improve the quality of communication in tourist regions and ensure the stable operation of online services.

The development of innovative tourism requires training of personnel capable of working in new conditions, using digital solutions for managing tourism processes. An important step is the implementation of training programs for specialists specializing in digital technologies in tourism.

The main areas of training may be:

- development of skills in working with Big Data and analytics of tourist flows for effective route planning and marketing strategies;
- implementation of online courses and trainings on digital marketing in the tourism sector, which will allow entrepreneurs to use modern technologies to promote tourist services;
- training in cybersecurity and the use of blockchain technologies in the tourism business to ensure the protection of personal data and the security of financial transactions

The implementation of large-scale innovative initiatives in the tourism sector requires close cooperation between the state, private business and international organizations. The mechanism of public-private partnership plays an important role in this process, which allows attracting additional investments in the field of high technologies and sustainable tourism.

Thus, the strategic integration of innovative technologies into Ukraine's international tourism requires a comprehensive approach, including state support, attracting private investment, developing digital infrastructure, and training qualified specialists. This will not only restore the tourism industry after the war, but also make it more sustainable and competitive at the global level.

Conclusions. The integration of innovative technologies is an important factor in the recovery and development of international tourism. Analysis of current global trends has shown that digital solutions and "green" technologies contribute to effective management of the tourism industry, open up opportunities for attracting investments, optimize tourist flows and increase the level of visitors' safety.

The war in Ukraine has significantly transformed the tourism sector, leading to a sharp decline in international tourism, destruction of infrastructure and changes in the industry's priorities. Despite these challenges, the crisis has created conditions for the active development of domestic tourism and stimulated the search for alternative approaches to attracting tourists. Modern digital technologies, including blockchain solutions, intelligent transport systems, virtual tours and geo-information services, allow the tourism industry to adapt to new realities and improve its safety standards.

The introduction of environmentally friendly technologies in tourism is an important step towards sustainable development of the industry. The restoration of tourism infrastructure requires renewable energy sources using, eco-tourism development, and "smart city" concept implementation, which involves the creation of environmentally friendly routes, reducing energy consumption, and increasing the level of comfort for tourists.

The strategic direction of digitalization of the tourism sector is the active participation of the state in creating favorable conditions for the development of technological innovations. An important task is the development of a policy aimed at stimulating investments in digital

tourism, the creation of national tourism platforms that allow automating booking and logistics processes, as well as the formation of mechanisms to support tourism companies that use innovative technologies.

International cooperation opens up prospects for attracting financial resources from global tourism platforms, international organizations and funds, which contributes to the restoration of Ukraine's tourism potential.

Innovative technologies have the potential to become the basis for the restoration and development of Ukraine's tourism industry, ensuring its integration into the global tourism space. An integrated approach to digitalization, environmental initiatives and international partnerships will contribute to the formation of a modern, competitive and sustainable system of international tourism that will meet the challenges of modernity and ensure long-term economic growth.

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