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Promotion of military tourism as a tool of socioeconomic development of a region (on the example of Kyiv Oblast)

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Abstract. The article provides evidences to support the notion that development of military tourism is a driver of socioeconomic growth of a region. In the present study, we used the general scientific and sophisticated scientific methods of research, including structural-functional analysis, statistical method, and comparative analysis. The study results were substantiated

based on the data of the State Committee of Statistics of Ukraine, State Border Guard Service of Ukraine, State Agency of Tourism Development of Ukraine, Kyiv Oblast Center of the Development of Tourism, and materials from other scientific and official sources. We provided a definition of military tourism, which is proposed to be understood as a special kind of tourism in which the tourists can visit war-related historical sites and modern notable military objects; join the realities of the contemporary life in the military and familiarize themselves with the military experience; and participate in safe military events or historical reconstructions. We analyzed the reasons of decline in the tourist flows that occurred over the recent three years and presented the main ways of increasing them. We analyzed types of military tours offered by the Ukrainian tour guides on the domestic tourism market and studied the level of involvement of the respondents in military tourism in Ukraine. We demonstrated that military tourism is on offer in Ukraine, but against the backdrop of martial law, the internal tourism has specifics related to permits and restrictions that are in force during the war in relatively safe western and central regions of the country. Assessment of perspectives of military-tourism development in Ukraine using SWOT analysis revealed that it has many advantages, the main being the resources that can be used in creating a competitive tourism product, while the shortcomings include inaccessibility of the landmarks, absence of finances and investments, and high cost of the tours. For the socioeconomic development of Kyiv Oblast, we propose the Ukraine Undefeatable tour, having accounted for the abovementioned requirements to organizing tours in Ukraine in the conditions of martial law. The tour was developed based on the objects we selected in Kyiv Oblast. We confirmed that the development of military tourism is one of the most efficient drivers of socioeconomic growth of the region, Kyiv Oblast in particular, because it promotes increases in socioeconomic indicators of the region's development.

Keywords: tourism, military tour, Kyiv Oblast, regional development

Розвиток військового туризму як інструмент соціально-економічного розвитку регіону (на прикладі Київської області)

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Анотація. У статті представлено обґрунтування того, що розвиток військового туризму є інструментом соціально-економічного розвитку регіону. У дослідженні були використані загальнонаукові та спеціально-наукові методи дослідження, включаючи структурно-функціональний аналіз, статистичний метод та порівняльний аналіз. Обґрунтування результатів дослідження проводилось на основі джерел інформації Державного комітету статистики України, Держприкордонної служби України, Державного агентства розвитку туризму України, Київського обласного центру розвитку туризму й матеріали інших наукових та офіційних джерел. Визначено поняття військового туризму, яким пропонується розуміти спеціалізований вид туризму, завдяки якому туристи можуть відвідати історичні та сучасні пам'ятні військові об'єкти; долучитися до реалій сучасного військового

життя і побуту; взяти участь в безпечних військових подіях чи їх історичних реконструкціях. Проаналізовано причини зменшення туристичних потоків протягом останніх трьох років та наведено основні напрями їх зростання. Проаналізовано види військових турів, що пропонують українські туроператори на вітчизняному туристичному ринку та досліджено рівень залученості респондентів до військового туризму в Україні. Доведено, що в Україні існує пропозиції військового туризму, але в умовах військового стану внутрішній туризм має особливості, пов'язані з дозволами та обмеженнями, які діють під час війни у відносно безпечних західних та центральних регіонах країни. В результаті оцінки перспектив розвитку військового туризму в Україні за SWOT-аналізом було визначено, що розвиток військового туризму в Україні має багато сильних сторін, головними з яких є ресурси, які можна використовуватиме при створенні конкурентоспроможного туристичного продукту, а серед слабких сторін можна виділити недоступність об'єктів, відсутність фінансування та інвестицій й високу вартість турів. З метою соціально-економічного розвитку Київської області запропоновано військовий тур «Україна непереможна» з врахуванням вищенаведених вимог до організації турів в Україні в умовах військового стану, який буде створений з використанням заздалегідь відібраних об'єктів, які знаходяться на території Київської області. Доведено, що розвиток військового туризму є одним із найефективніших і найдієвіших механізмів соціально-економічного розвитку регіону, зокрема Київської області, оскільки сприяє підвищенню соціально-економічних показників розвитку регіону.

Ключові слова: туризм, військовий тур, Київська область, розвиток регіону.

Introduction

Over the decades, the tourism saw continuous growth and range expansion, becoming one of the most rapidly growing spheres of the global economy. The modern tourism industry is closely associated with the development and involves increasing number of destinations. This dynamics made the tourism a key catalyst of the socioeconomic progress. However, over the recent three years, the sphere of tourism had encountered numerous negative factors that have significantly affected it. The main of them could be considered the following: COVID-19 pandemics, a factor notoriously detrimental to tourism, entailing the closure of borders, implementation of restrictions on travels and visiting public places, and thus leading to a rapid decrease in tourist flows and a great decline in tourism; political and geopolitical conflicts in some regions of the world, such as wars and conflicts in some parts of Europe and the Middle East, imposing restrictions on travelling and making the tourists distancing from those regions; natural catastrophes such as earthquakes, floods, fires, and others, which affected the tourism infrastructure and travelling to certain regions, inflicting losses in this sphere; the climate changes can also impact the tourism destinations, specifically mountain regions and locations for winter sports, due to unpredictability of the weather conditions and negative impact on the environment (Economic contribution and sdg, 2023). Despite the fact that because of the COVID-19 pandemics the sphere of tourism suffered huge losses worldwide, being one of the most affected sectors of economy in this period, the tourism industry started to return back to work, and in January, 2022 tourism companies have restored their work to full extent (Total contribution of travel... Statista, 2023).

The sphere of tourism in Ukraine began to develop based on the existing tourism-recreational poten-

tial after the country became independent in 1991. At that point, Ukraine had become open to foreign tourists, who have been visiting its rich cultural heritage, historical monuments, and picturesque landscapes. During the 1990s and 2000s, in Ukraine, many tourism-infrastructure objects were built and modernized, including hotels, restaurants, airports, and transport networks. Ukraine is known for its cultural heritage, picturesque Carpathians, Crimean Mountains, and the Black Sea. Those regions have always been popular destinations for tourists (COVID-19 pandemics has seriously affected tourism in Ukraine, imposing restrictions on travelling, entailing the closure of borders, and decline in tourism (Vorontsova et al., 2023). However, until late 2021, the tourism business in Ukraine was thriving, because the number of tourists reached 3 million people (Vidnovlennia turystychnykh potokiv..., 2021). Income from tourism began to increase again after the pandemics. However, in early 2022, a part of the booked tourism services had been cancelled. This occurred due to aggravation of the relations between Ukraine and Russia and start of the full-scale Russian aggression. Since the full-scale war has begun, the Ukrainian tourism faced the worst challenges throughout its history (Bordun et., 2022).

Because of the full-scale Russian aggression against Ukraine, which started on February 24 2022, flows of tourists plummeted and in some regions vanished completely, inflicting substantial harm to the country's economy. Nonetheless, despite large losses of tourists, loss of tourism-recreational potential of the occupied territories and areas that had suffered from hostilities, and also various restrictions, the Ukrainian tourism sector continues to operate in safe regions, which are free of military actions. At the same time, functioning of the tourism sphere in the conditions of war has some specifics that need additional research. Therefore, the objective of our study was to identify

peculiarities of the military tourism and its influence on regional socioeconomic development, in particular such of Kyiv Oblast.

Analysis of recent studies and reports

Various aspects of the development of military tourism are quite actively analyzed by domestic and foreign authors, in particular V. Kushnariov, O. Polishchuk (2018), O. Borysova (2016), M. Kliap and F. Shandora (2013), C. Winter (2019), O. Hudoshnyk, O. Krupskyi (2023), J. Eade, M. Katić (2017), J. Brown (2017), and Y. Huang (2023). Each author revealed different aspects of the military tourism and confirmed its important role in the development of country in general.

However, the modern scientific reports contain very limited data regarding the range of military tourism and have no universal approach to its definition.

Foreign studies of military tourism point to honoring the events (O. Hudoshnyk, O. Krupskyi, 2023), people, and historical tragedies of the past (Eade J., M. Katić, 2017).

Shandor F. and Klyap M regard the military tourism as a kind of tourism, the objective of which is visiting places associated with military events and note some subtypes, in particular war tourism, military tourism, and weapon-related tourism (Shandor, Klyap, 2013). Such scientists as A. Weaver and R. Butler describe military tourism as a part of the segment of specialized tourism, which includes elements of entertainment, adventure, extreme, and history-education tourism, and contains products related to military equipment and knowledge of historical event (Weaver, 2011; Butler, Baum, 1999).

C. Winter (Winter, 2009) have described military tourism as a kind of travelling in which the main objective is visiting regions related to war and military.

In turn, J. Brown (Brown, 2017) and Y. Huang (Huang et. al., 2023) describe patriotic military tourism (sometimes called war-related and military tourism) as domestic tourism in territories related to military actions that had occurred in the country, The peculiarity of this kind of tourism is visiting military units, participation in drills and field exercises, and also experiencing the military way of life, attaining skills in using weapons, and physical training. This can include living in the conditions of military units and participation in training, similar to such of soldiers.

Based on the material given above and taking into account the ongoing armed conflict in Ukraine, the authors believe that the most developed kind of military tourism after the war can be patriotic military

tourism combined with honoring the events and study of the military way of life.

However, the effect of military tourism on regional socioeconomic growth, in particular Kyiv Oblast, has been described in the reports insufficiently, which also hinders the development of war tourism in this territory.

Materials and methods

During the studies, we followed the basic principles of dialectics, namely the interrelation and development, because the military tourism is a complex category, which develops under the influence of many interrelated factors. The category of war tourism and processes related to its development were defined according to the analysis of the scientific literature. In particular, we analyzed reports of domestic and foreign scientists. The statistical method and geospatial analysis were the main methods we used in the study of the current situation in the sphere of war tourism in Kyiv Oblast, which gave us grounds to design a project of a military tour and analyze its perspectives regarding interest to it among the potential consumers. Using the expedition method, the authors managed to visually examine the destination, determine the points on the route proposed in this tour and distinguish the tourist objects' boundaries, and using the cartographic method there was developed a schematic map of the itinerary. The methods of scientific analysis and synthesis were used in design of the complex project of the Ukraine Undefeatable tour, and using the scientific prognosis we concluded on its perspectives.

The results of the study were substantiated using the data of the State Committee of Statistics of Ukraine, State Border Guard Service of Ukraine, State Agency of Tourism Development of Ukraine, Kyiv Oblast Center of the Development of Tourism, and materials from other scientific and official sources.

Results and discussion

In the nowadays conditions, there is an ongoing formation of destinations that will be the core for the future development of the war-related tourism in Ukraine. Territorial differences in their development are significant and directly proportionate to the realities of active military actions.

According to analysis of studies, we found that the military tourism includes elements of extreme and history-education tourism and contains products related to military equipment and knowledge of historical events (Shandor, Klyap, 2013; Winter, 2009; Weaver, 2011; Butler, Baum, 1999).

Military tours are designed accordingly, aiming at informativeness, when one can visit military-history monuments and battlefields; and also educational tours, which include usage of military equipment and shooting from various types of firearms. Furthermore, there are offers of hands-on involvement in military tourism, which includes living in field conditions, flights on military planes, and participation in military actions. Moreover, one of the most popular spheres today is extreme military tourism, particularly visiting areas of ongoing battles, and also areas where the military actions had stopped (Lushchik, 2021).

It has to be noted that military tourism is not merely a trip where one can try shooting from a machine gun or have a ride in a tank. First of all, it is a deep understanding and comprehension of events that had occurred in those places and a large number of people had lost their lives.

The actual military tourism in Ukraine is rather encountering the horrible history of the Ukrainian people, where the tourists have an opportunity to familiarize more with the armed conflict, feel the atmosphere of those events, and honor the fallen. Military tourism gives the travelers an opportunity to show special interest to the history of Ukraine and honor the heroes.

Therefore, military tourism is considered one of the new kinds of tourism that has been rapidly developing over the recent years, and there are certain preconditions for it.

In 2021, there was gradual recovery of tourist flows, both in Ukraine and around the globe. Tourism routes had been substantially reconsidered and the level of domestic trips increased worldwide (Domestic tourism in European..., 2021; Number of domestic business..., 2021).

In 2021, foreign tourists visited Ukraine mostly for recreation and special services of specialized tourism. Ukrainians travelled abroad mostly for recreation and travelled internally in Ukraine for recreation, work-related, business-related, and education purposes. According to the statistical data, in 2020 Ukraine was visited by 3,382,097, and in 2021 4,271,991 foreign tourists. In 2022, almost 2 million foreign tourists arrived in Ukraine. Over 400 thousand people (the main tourist flow) came from Hungary, Romania, Poland, and Moldova. Much less tourists arrived from Belarus, USA, Turkey, Lithuania, UK, Germany, Slovakia, and Czech Republic (Turystychna statystyka Ukrainy: dani pro peretyn derzhavnoho kordonu za 2021 rik, 2022). As with Kyiv, the dynamics of incoming tourists plummeted because of military actions, according to the State Border Guard Service of Ukraine, which can be seen in Table 1.

Table 1. Tourist flows to the city of Kyiv for the first half of the year, thou people

Parameter	2019	2020	2021	2022
Foreign tourists	887.3	250	308.3	98
Domestic tourists	1,500	1,000	1,100	300
Total	2,387.3	1,250	1,408.3	398

Source: composed by the authors according to the data (Kataieva, M. v, 2022; Poiasniuvalna zapyska do zvituu pro khid vykonannia «Miska tsilova prohrama rozvytku turyzmu v misti Kyievi na 2019-2021 roky», 2021; Poiasniuvalna zapyska pro khid vykonannia u sichni-cherвні 2022 roku Miskoi tsilovoi prohramy rozvytku turyzmu v misti Kyievi na 2022-2024 roky, 2022).

Therefore, 2021 gave positive perspectives for an increasing number of foreign visitors in Ukraine and stimulated the Ukrainians to familiarize themselves with their country. With positive hopes and expectations we entered 2022, though our expectations were not met. In early 2022, alarming signals started to come from the east. Most embassies of the neighboring countries began moving abroad or to western Ukraine. Gradually, the global airlines ceased their operations in Ukraine, and on February 24, 2022, the full-scale war has started. Millions of people were forced to become internally displaced and refugees. Military actions in Ukraine had drastically altered the regular way of life of every Ukrainian. The life had divided into before and after. Production in many enterprises had stopped, and the tourism sphere in Ukraine had been put on pause.

According to the data of the State Agency of Development of Tourism, incomes to the state budget dropped almost 31% (Podatky vid turystychnoi haluzi za 2022 rik, 2023). Over the nine months of 2022, tax-derived incomes to the budget from tourism in Ukraine decreased by 33.34%, compared with the same period of 2021. In particular, the share of incomes from hotels decreased by 35%, and the share from tour operators by 32%, and the share from the tourist bases, camping, and children summer camps by 65%. A large number of enterprises had left the market (28% decline). Military hostilities mostly affected small and medium businesses. The numbers of legal and physical persons decreased by 36% and 25%, respectively. The greatest decline was seen in Odessa Oblast – 78%. Because of the internal migration of the population to safe western regions, the tax incomes to the budget increased by 42%. According to the structure of incomes to the budget from tourism (Table 2), the incomes increased only from work of other accommodation facilities, and the greatest decrease in the incomes was seen in such from the work of accommodation-providing facilities for the period of vacation and other temporary stay.

Table 2. Incomes to the budget in 2021-2022 from various tourism services

Tourism services	Values for the years				Deviation	
	2021	%	2022	%	Thou UAH	%
Hotels and other lodging, thou UAH	1,170,591.02	59.94	898,381.44	57.98	-272,209.58	-30.3
Tourist agencies, thou UAH	259,475.54	13.29	204,795.22	13.22	-54,680.32	-26.7
Tour operators, thou UAH	226,944.15	11.62	167,858.1	10.83	-59,086.05	-35.2
Lodging for period of vacation and temporary stay, thou UAH	221,626.95	11.35	141,163.66	9.11	-80,463.29	-57
Other temporary lodging, thou UAH	74,330.15	3.81	137,394	8.87	63,063.85	+45.9
Total		100		100		

Source: developed by the authors based on the data (Podatky vid turystychnoi haluzi za 2022 rik, 2023)

If we consider the city of Kyiv separately from Kyiv Oblast, we see 46% decrease in the tax income from tourism. Kyiv Oblast, by contrast, showed significant increase in incomes (164 M – against almost 125 M), at the level of 31.2%.

To improve the situation on the tourism market, accounting for active military actions in Ukraine, efforts should be made to identify tourism services that would attract both the internal tourists and tourists from abroad. We should note that many countries have quickly recovered after intense conflicts and now provide various tourism services to the visitors. The most popular destination countries for military tourism include USA, Israel, France, Germany, UK, China, Poland, and Czech Republic (Tourism worldwide Statistics report on tourism worldwide, 2023). We should note that currently, during the war, the state tourism in our country looks grim. However, there are hopes that it will start to recover after the conflict. The experience of countries that had survived the war and successfully revitalized tourism confirms this optimistic scenario. Those countries include Croatia, Israel, and Georgia (Zavarika, 2022).

In Croatia, tourism almost stopped during the war. However, after the conflict, it recovered thanks to a massive advertisement campaign that made the poorly known regions of the country famous. Currently, Croatia is a popular destination for many tourists from around the globe, which makes tourism a major actor in the country's economy, generating around 15% of its GDP (Sisevic, 2005).

Israel, despite continuous conflicts with Palestine, has successfully sustained its status of a touristic country. Tourism in Israel has adapted to conditions of war and is a key sphere of its economy. Around 6% of the population is involved in tourism. Furthermore, even despite continuous conflicts, decreases in incomes from tourism has almost unaffected the economy. This became possible because of the specific structure of the GDP formation, where income from one sphere can compensate losses in another (Kalmikov O., 2021).

Military tourism in Georgia is a special kind of tourism that attracts tourists interested in military history and culture of the country. Georgia has a rich military heritage due to multi-century history, including various wars, conflicts, and notable military events. After the war with Russia, Georgia became known worldwide. The State Agency of Ukraine in Tourism and Resorts recognized that increase in the investment flow into this sector elevated the country to a new, global level (World travel and tourism council, 2018).

Of course, war in Ukraine cannot be compared with events in other countries that had endured military conflicts and restored tourism. It is important to note that military actions in Croatia, Israel, and Georgia had not caused such level of destruction like in Ukraine. What had happened with the tourist market in Ukraine has no analogues in history, and therefore restoration of this sphere will be a monumentally challenging task. We should take care of tourism in our country starting from today.

The tourism offer plays an important role in the structure of the market of military tourism. Therefore, at the next stage, we shall consider what tourism companies in Ukraine are offering.

Currently, in Ukraine, only a small number of companies operate – both tourism and specialized – that organize military tours. Ukrainian tour operators mostly offer three types of military tours: land-based (riding on armored vehicles, combat shooting, visiting museums), air (flights on military and trainer aircraft, parachute jumps), and aquatic (strategic and tactical games on water, expeditions on water, reconstruction of battles on water).

Commonest variants on offer are combined tours, without designation of a specifically military-theme tour. The simplest scenario of a tour includes visiting military objects and museums, combined with field kitchen and military sport games. On the Ukrainian market, such services are provided by the following companies in the regions: Kyiv Oblast (public organization Visit Ukraine, park-hotel complex Equides

Club, Hotel, Restaurant, the Sniper shooting range, tour operator Chernobyl Tour, tour operator Voyage Organization Group, tour operator Wonder & Holiday, company Council Travel), Lviv Oblast (club of active recreation Tiazhkyi Doshch, company Council Travel, original program of Nazar Duma), Zakarpattia Oblast (tourism company Okraina, military hotel Hrinhof, company Council Travel), Cherkasy Oblast (public organization Ukrainian Military-Patriotic Museum Shampantras, company Council Travel), Chernivtsi Oblast (youth recreation and health-improving tourism functional center Sadnista), Kherson Oblast (center of tourism KhersON). If the clients want to ride on military vehicles, then in Kyiv, for example, there are many reconnaissance and patrol vehicles that could be rented. The equipment has been modified by civilians and cannot fire, but the entourage remains.

Modern market studies indicate that half of the respondents are familiar with term military tourism (54%), though elucidating questions revealed that only 4% of the respondents had purchased a military tour, and 11% have participated in a self-organized military-themed trip.

However, actual involvement in military-oriented trips is much higher, because 31% of the respondents visited a military-themed museum, 25% used services offering military equipment for rent, and 29% trained in shooting firearms used in the Armed Forces (Fig. 1).

Thus, Ukraine has numerous monuments of the military history, most of which are unavailable. In 2022, Ukraine elevated from 23rd to 15th positions among countries with militarized economies, according to the Global Militarization Index (Global militarization index: Ukraine rose to 15th place, 2022).

Accordingly, Ukraine is offering tourism services that are classified as military tourism. Mostly, those are monotypic activities and visits to military muse-

ums or shooting ranges. Military tours are not even offered in all the oblast capitals. We think that it is necessary to expand and improve the tourism services related to military tourism.

In the conditions of martial law, domestic tourism has its specifics associated with permits and restrictions that are in force during the war in relatively safe western and central regions of the country. They must be taken into account by both tourists and tourism companies.

- planning of itineraries taking into account locations of bomb shelters;
- planning of tourist trips factoring in the curfew;
- adherence to the prohibitions, including such regarding trips and excursions near objects of critical or military infrastructure;
- compliance with the restrictions of holding mass gatherings, visiting forests, water bodies, and mountain routes in various regions of Ukraine;
- Adherence to the prohibition of recreation in near-frontline areas and trips to territories that are or were occupied.

It has to be noted that each oblast has its specifics of recreation and tourism activity. Mostly, they are related to certain restrictions that are in force in those regions.

Using SWOT method, we assessed the perspectives of development of military tourism, the results of which are presented in Table 3.

Thus, development of military tourism in our country has many advantages, the main being resources that can be used to create competitive tourism products.

However, Ukraine has certain geographic specifics of the resource of military tourism. In particular, in Donetsk Oblast, there are located landmarks such as Debaltseve Cauldron, Illovaik Cauldron, Battle

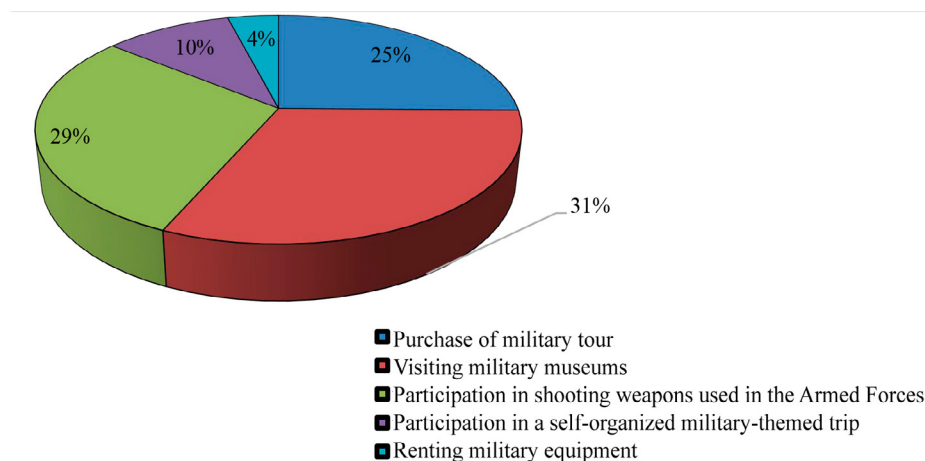


Fig.1. Level of involvement of the respondents in military tourism

Source: developed by the authors based on the data (Hlushkova T., Davydiuk R., 2022)

Table 3. Assessment of the perspective of development of military tourism in Ukraine according to SWOT analysis

Advantages	Shortcomings
<ul style="list-style-type: none"> – Existing military objects that are of interests to the tourists; – Presence of military vehicles and equipment; – Offer of tours; – Attention to the military events in Ukraine from the global community; – Convenient geopolitical location of Ukraine; – Preservation of military objects that are interesting from the point of view of development of military tourism; – Presence of and opportunity for using military training areas, military vehicles and equipment; – Popularization of the country worldwide. 	<ul style="list-style-type: none"> – Destruction of the infrastructure by the Russian occupiers; – Absence of a legislation regulating the military tourism; – Poor advertisement of military tourism; – Small range of services on offer – Inaccessibility and restricted access to some military objects; – Absence of finances and investments in the sphere's development;
Opportunities	Threats
<ul style="list-style-type: none"> – Increase in the demand of tourism services in Ukraine after the war; – Expansion of the existing tourism offer; – Use of experience of the military tourism in such countries as Croatia, Georgia, and Israel; – Growing interest to the development of military tourism in the country; – Creation of clubs providing special services of military tourism; – Growing interest to the military tourism in Ukraine; – Support of the military tourism by ex-militaries and local tourism companies 	<ul style="list-style-type: none"> – Protraction and aggravation of the military actions in Ukraine; – Passiveness of the law-making sphere of the state and regulation of the development of military tourism; – Unfair approaches to running a tourism business; – Continuation of unfavorable tax norms for business in the country; – Absence of investments

Source: developed by the authors

for the Donetsk Airport, Battles for Sloviansk, Battles for Kramatorsk, Battles for Mariupol, Azovstal, in Kyiv Oblast – Bucha Massacre, Borodianka – the Most Ruined City of Kyiv Oblast, Irpin – Destruction of the Bridge of Life, in Kharkiv Oblast – monuments Iziium – Atrocities and Mass Killings, Kharkiv – Scars of War: Results of Rocket Strikes, in Kherson Oblast – monuments To See Chornobaivka and Die, in Odesa Oblast – Who Controls the Zmiinyi Island Controls the Course of the Global History (Derzhavne ahentstvo rozvytku turyzmu, 2023). Therefore, we see that the main objects of the resources for military tourism are concentrated in the five oblasts, some cities remaining occupied, unlike Kyiv Oblast, which in September 2023 had been completely liberated.

In order to increase the potential of Kyiv Oblast to boost the socioeconomic growth of the region, we propose a military tour, having considered the above-mentioned requirements to organization of tours in Ukraine in the conditions of martial law. It has to be noted that organization of such a tour is heavily criticized in social media. The users become infuriated that one can «walk in places of killings and rapes». However, such a tour is intended for foreign tourists, and its objective is to make more people aware of the Russian crimes.

Regarding the courage and heroism of our people, it has to be noted that it is important to involve foreigners in the process of reconstruction and recovery. Organizing tours is one of the simplest and fastest ways to involve foreign costs in the economy of Ukraine. Tour guides, tourism experts, and historians should be hired in order to create an opportunity for tourists from many countries to see with their own eyes the events that took place in the ruins of Ukrainian cities that became known worldwide. Income from selling a tour would be practical to direct at helping victims of the Russian aggression in the cities that host the tour.

When booking a tour, foreign travelers receive recommendations for safe visit to Ukraine, escort of a professional tour guide, and an insurance policy accounting for the risks.

Therefore, we propose the Ukraine Undefeatable military tour. As objects of it, we chose a Coca-Cola plant (Velyka Dymarka village), city of Hostomel (Kyiv Oblast), city of Bucha (Kyiv Oblast), and city of Irpin (Kyiv Oblast).

Generalized characteristics of the objects of the Ukraine Undefeatable military tour are presented in Table 4.

The main infrastructural components of formation of the touristic ecological route are given in Table 5.

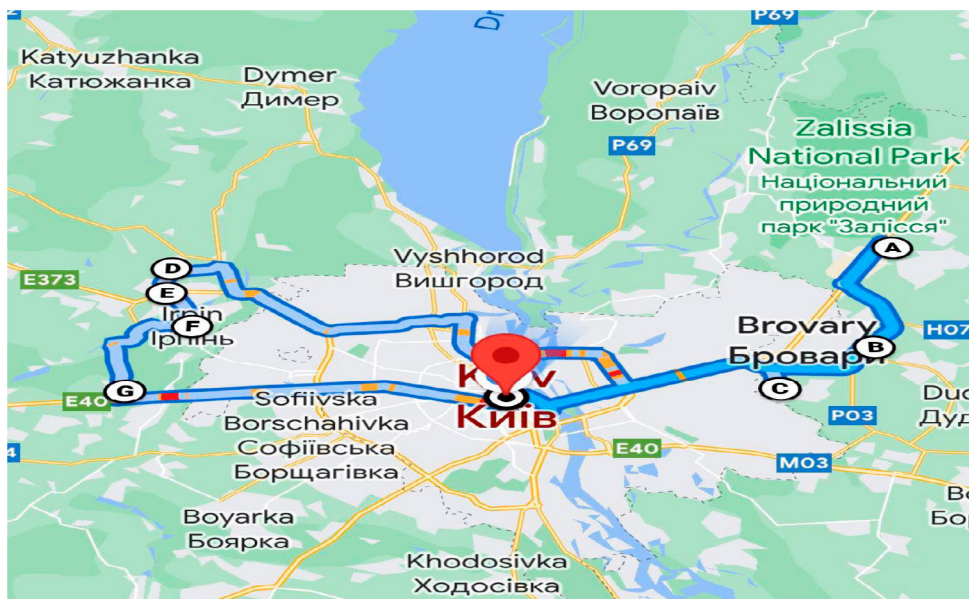


Fig. 2. Itinerary of the Ukraine Undefeatable tour
Source: charted by the authors

Table 4. Characteristics of the Ukraine Undefeatable military tour

Object	Characteristics
Coca-Cola Plant	1. Visiting the ruined object (2 h); 2. Training in usage of equipment and weapons + scenario that imitates a real-life situation (special training operation, planned and conducted by the tour participants) (4 h)
Hostomel	1. Exploring the ruined city (1 h); 2. Training in armed-forces hand-to-hand combat (2 h).
Bucha	1. Exploring the ruined city (1 h); 2. Lunch in the field conditions, including meals from the menu of the armed forces (1 h).
Irpin	1. Exploring the ruined city (1 h); 2. Shooting, riding on military equipment (3 h).

Source: developed by the authors

Table 5. The main infrastructural components of formation of the Ukraine Undefeatable military tour

Elements of the itinerary	Description
Transfer	The tourists are transferred in the vehicles of the Wonders & Holidays tour operator, which uses only new, convenient, and functional. The tourists are transferred from the city of Kyiv.
Lodging	The tourists stay in the Kniazhyi Dvir hotel, located only 15 km away from Brovary from the Lisova underground station; in a seven-room building near a lake.
Food	All meals included (evening meal and breakfast in the Kniazhyi Dvir Hotel), lunch in the field conditions, including meals from the menu of the Armed Forces
Entertainments	Excursions to the territory of the tourism objects, training in usage of field equipment and weapons+a scenario that imitates a real-life situation; shooting firearms, riding on military vehicles.

Source: developed by the authors

The Ukraine Undefeatable military tour is a realization of the brave cities concept, is a purpose-oriented, visual experience of actual horrors of the armed conflict. This tour takes place in thematically chosen objects in Kyiv Oblast, and is guided by a qualified specialist according to the selected topics.

The main components of the Ukraine Undefeatable military tour are presented in Table 6.

The program of the military tour that has been charted out by experienced instructors will immerse the tourists, specifically foreign, in the scars of the war, which they will be seeing with their own eyes.

Table 6. Program of the Ukraine Undefeatable military tour

Infrastructural elements of the tourist route	Description
A. Coca-Cola plant	8.00. Departure from Kyiv 9.00 Arrival to the Coca-Cola plant 9.30 – 11.30. Excursion at the plant, visiting ruined sites under the supervision of qualified tour guide. 12.00 – 13.00. Transfer to the Kupol Shooting Club to Brovary, Kyiv Oblast
B. Sport-Education Shooting Club Kupol (Brovary, Kyiv Oblast)	13.00. Arrival at the Kupol Shooting Club 13.00 – 17.00. Participation in training in usage of full equipment and weapons + a scenario that imitates a real-life situation (special training operation, planned and conducted by the tour participants) 17.00. Transfer to the Kniazhyi Dvir hotel in Kniazhychi village, Bohuslav District
C. Kniazhyi Dvir hotel	18.00. Arrival at the Kniazhyi Dvir hotel. Check-in, supper, night stay 8.00 Departure to Hostomel (Kyiv Oblast)
D. Hostomel (Kyiv Oblast)	9.00. Arrival at Hostomel 9.00. – 12.00. Visiting the ruined site. Training in hand-to-hand combat. 12.00. Transfer to Bucha
E. Bucha (Kyiv Oblast)	12.30. Arrival at Bucha 12.30 – 14.30. Visiting the ruined site. Lunch in the field conditions, including meals from the menu of the Armed Forces. 15.00 Transfer to Irpin
F. Irpin (Kyiv Oblast)	15.00. Arrival at Irpin 15.00-16.00. Visiting the ruined site 16.00. Transfer to the Praktyka Shooting Club (Kapitanivka village, Kyiv Oblast)
G. Praktyka shooting club (Kashtanivka village, Kyiv Oblast)	16.30 – 19.30. Arrival at the Praktyka Shooting Club. Shooting firearms, riding in military vehicles 20.00. Return to Kyiv
Overall tour length	2 days

Source: developed by the authors

Promotion of military tourism is one of the most effective mechanisms of socioeconomic regional development, and it would particularly efficient in Kyiv Oblast. On the one hand, it promotes increase in tourism services and creation of new jobs in the sphere, and on the other hand it raises awareness among the tourists of touristic attractiveness of the regions and Ukraine in general. It would also improve the image of Ukraine around the world and contribute to country's GDP.

The main indicators characterizing socioeconomic development of a region, particularly Kyiv Oblast, can include groups of factors such as economic, social, demographic, and financial (Table 7).

Therefore, to summarize, the development of military tourism can promote stable rates of increase in gross domestic product, industrial production, and investments as a necessary foundation for a system of prerequisites to improve parameters of social and innovative sphere.

The presented military tour would allow sharing the truth with the world, making the people aware of what price Ukraine is paying for its independence.

Conclusions

In the current conditions, military tourism is a type of tourism that in the future will draw attention of both Ukrainians and the global community, as evidenced by the already existing interest abroad to military actions in Ukraine, as well as Ukraine in general. We should note that war tourism, as a kind of tourism the main goal of which is visiting places related to military actions, in Ukraine has significant tourism resources, and furthermore those resources increase and broadens as events of the ongoing Russia-Ukraine war continue. Despite the complex situation in tourism sphere during the war, its development in post-war time could be a key component of a strategy of economic reboot. It is essential to start working on it today. In our opinion, touristic product Ukraine Undefeatable, which we charted out, can be presented on the global market of military tourism at a high level, because it is characterized by uniqueness of tourism resources and allows spreading information in European countries about how the liberated cities that had protected Kyiv look like, paying price such as ruined houses and lost homes.

Table 7. Parameters of socioeconomic development of Kyiv Oblast

Group of indicators	Parameters
Economic	<ul style="list-style-type: none"> • increase in incomes to all levels of the budget of regions and country from tourism • increase in contribution of the sphere of tourism to gross domestic product; • increase in number of tourists travelling in Ukraine, in particular foreign; • promotion of growth of tourism infrastructure and establishment of favorable conditions for its further development in the country, in particular Kyiv Oblast to attract tourists; • Support of small and medium-sized entrepreneurship in the sphere of tourism; • Development and implementation of regional, national, and international programs of support of tourism objects; • Involvement of investments in tourism and creation of conditions for the development of tourism in the region, Kyiv Oblast in particular; • Formation of competitive advantage of Ukraine.
Social	<ul style="list-style-type: none"> • increase in amount of tourism services and creation of new jobs in tourism and adjacent spheres; • increase in interest of foreign tourists to memorable routes and post-war symbolic places; • rise in salaries; • enhanced efficiency of tourism management in the region; • increase in awareness of potential tourists about tourism attractiveness of Ukraine in general; • improvement of the Ukraine's image around the world; • increase in wealth of the region's population; • improvement of life quality of the locals; • provision of close cooperation between countries towards mutual support of tourism;

Source: developed by the authors

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