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TOURISM SECTOR OF UKRAINE IN THE CONTEXT OF COUNTRY STUDIES AND RECREATIONAL GEOGRAPHY: ECONOMIC EFFICIENCY AND MODERN TECHNOLOGIES

The article is devoted to the study of the current state of the tourism sector of Ukraine through the prism of regional studies and recreational geography. The peculiarities of the functioning of the tourism industry in the conditions of transformation of the socio-economic environment caused by globalization processes, digitalization of the economy and military challenges are analysed. The main factors of economic efficiency of tourism activities are determined, the role of natural and recreational, historical and cultural and human potential in the formation of competitive advantages of territories is characterized. Special attention is paid to the use of modern digital technologies, geoinformation systems, artificial intelligence, big data and virtual reality in the development of the tourism industry of Ukraine. Promising directions of post-war restoration of the tourism sector on the principles of innovation, sustainable development and digital transformation are substantiated.

Keywords: tourism sector, recreational geography, regional studies, economic efficiency, digitalization, GIS, artificial intelligence, sustainable tourism, tourism potential, Ukraine.

JEL classification: L83, O18, R11, Q26.

ТУРИСТИЧНИЙ СЕКТОР УКРАЇНИ У ВИМІРІ КРАЇНОЗНАВСТВА ТА РЕКРЕАЦІЙНОЇ ГЕОГРАФІЇ: ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ ТА СУЧАСНІ ТЕХНОЛОГІЇ

У статті розглядається сучасний стан та перспективи розвитку туристичного сектору України крізь міждисциплінарні перспективи країнознавства та рекреаційної географії. Рекреаційна географія надає цінні методологічні інструменти для просторового планування та оптимізації використання рекреаційних ресурсів, тоді як дослідження країн сприяють всебічному розумінню національного туристичного потенціалу в контексті міжнародних туристичних ринків.

Актуальність дослідження визначається глибокою трансформацією національної туристичної галузі, спричиненою військовою агресією, економічною нестабільністю, глобальною цифровізацією, зміною клімату та

зростаючим значенням сталого регіонального розвитку. За цих умов туризм слід розглядати не лише як вид економічної діяльності, а й як базативимірну соціально-географічну систему, здатну стимулювати регіональний розвиток, зберігати культурну спадщину, створювати можливості працевлаштування, зміцнювати територіальну конкурентоспроможність та сприяти міжнародній інтеграції. Відновлення туристичного сектору України вимагає впровадження інноваційних управлінських підходів, цифрових технологій та ефективних механізмів раціонального використання рекреаційних ресурсів.

Дослідження демонструє, що, незважаючи на значні втрати, спричинені повномасштабною війною, Україна зберігає значні природні, культурні, історичні та рекреаційні ресурси, здатні забезпечити стаке післявоєнне відновлення. Цифрова трансформація стала одним із ключових факторів, що підтримують стійкість туристичних підприємств. Такі технології, як геоінформаційні системи (ГІС), штучний інтелект, аналітика великих даних, хмарні платформи, віртуальна та доповнена реальність, системи онлайн-бронювання, цифровий маркетинг та мобільні додатки, значно покращують управління туристичними напрямками, планування туризму, клієнтський досвід та ефективність бізнесу. Інтеграція цих технологій сприяє ефективнішому управлінню ресурсами, вищій якості послуг, підвищенню інвестиційної привабливості та посиленню конкурентоспроможності туристичних напрямків.

Результати дослідження свідчать про те, що економічну ефективність у туризмі слід оцінювати не лише за допомогою прямих фінансових показників, а й з урахуванням ширших соціально-економічних ефектів, включаючи створення робочих місць, розвиток інфраструктури, диверсифікацію регіональної економіки, збереження культурної спадщини, екологічну стійкість та підвищення стійкості місцевих громад.

Ключові слова: туристичний сектор, рекреаційна географія, країнознавство, економічна ефективність, цифровізація, GIS, штучний інтелект, сталий туризм, туристичний потенціал, Україна.

Problem statement. Tourism in modern conditions is considered one of the most dynamic sectors of the world economy, which provides a multiplier effect on the development of regions, stimulates investment activity, contributes to the creation of jobs, the development of transport infrastructure, the service sector and international cooperation. For Ukraine, the tourism sector is of particular importance, as it combines economic, social, cultural and environmental functions, acting as an important tool for the spatial development of territories.

The full-scale military aggression of the Russian Federation led to a significant reduction in tourist flows, the destruction of a significant part of the tourist infrastructure, changes in the territorial structure of recreational use and the loss of individual tourist destinations. At the same time, new trends in the development of domestic tourism have been formed, interest in safe regions, digital services, virtual excursions, remote promotion of tourist products and innovative technologies for managing tourist resources has increased [1].

Under such conditions, a comprehensive study of the tourism sector of Ukraine from the standpoint of regional studies and recreational geography is of particular importance, which allows assessing the current state of tourism potential, determining spatial patterns of development of recreational areas, analysing the economic efficiency of tourism activities and justifying the directions of introducing modern digital technologies into the processes of managing tourist destinations [2]. It is the integration of geographical, economic and technological approaches that creates the prerequisites for the formation of a competitive model of post-war restoration of the tourism industry of Ukraine.

Analysis of recent research and publications. The issues of tourism sector development in Ukraine have traditionally been the focus of attention of domestic and foreign scholars. The theoretical foundations of tourism development, recreational geography and regional studies are

highlighted in the works of Ukrainian scholars M. Malska [3], I. Smal [4], O. Lyubitseva [5], N. Fomenko [6], T. Tkachenko [7], V. Kyfyak [8], O. Beidyk [9] and others. Their research addresses issues of territorial organization of tourism, assessment of tourism and recreational potential, spatial development of tourist destinations, tourism economics, formation of tourism policy and mechanisms of state regulation of the industry.

A significant contribution to the development of recreational geography was also made by foreign researchers R. Butler [10], C. Hall [11], D. Pearce [12], J. Swarbrooke [13], C. Cooper [14] and others, who formed modern concepts of sustainable tourism development, the life cycle of tourist destinations, spatial planning of tourist areas and management of tourist flows.

In recent years, researchers have paid special attention to the digital transformation of the tourism sector. The spread of the concepts of Tourism 4.0, Smart Tourism, digital tourist ecosystems and intelligent tourist destinations has led to the emergence of new areas of scientific research related to the use of geographic information systems, big data (Big Data), cloud technologies, artificial intelligence, the Internet of Things (IoT), augmented and virtual reality technologies, digital marketing and mobile platforms in tourism activities [15]. Separate works are devoted to the formation of digital tourism infrastructure, the use of geographic information modelling and the development of domestic tourism under martial law.

After the start of the full-scale war, studies devoted to the issues of restoring the tourism sector of Ukraine, transforming domestic tourism, forming new safe tourist routes, digital support for the tourism business, as well as assessing the economic losses of the tourism industry and the prospects for its post-war modernization became relevant. Particular emphasis is placed on the development of domestic tourism, the implementation of innovative models of management of tourist destinations and the use of modern digital services to increase the competitiveness of

regions [16].

At the same time, an analysis of the scientific literature shows that most existing studies consider individual aspects of the functioning of the tourism industry: economic mechanisms of development, territorial organization of recreation, digitalization or issues of post-war recovery. Much less attention has been paid to a comprehensive study of the tourism sector of Ukraine, which would integrate the approaches of country studies, recreational geography, economic efficiency of the functioning of tourism systems and modern digital technologies as a single methodological basis for the formation of competitive tourist destinations.

The issues of assessing the economic efficiency of implementing digital technologies in tourism activities, using spatial analytics for strategic planning of the development of tourist areas, integrating artificial intelligence into the processes of managing tourist flows, and forming smart destination models in the conditions of post-war reconstruction of Ukraine remain insufficiently developed. These aspects constitute a scientific problem that requires further comprehensive research.

The purpose of the article is a comprehensive study of the current state of the tourism sector of Ukraine from the standpoint of regional studies and recreational geography, identification of factors of economic efficiency of its functioning, as well as substantiation of the role of modern digital technologies in the formation of competitive tourist destinations and ensuring the post-war restoration of the tourism industry.

Research methods. During the research, a set of general scientific and special methods was used. The method of analysis and synthesis was used to generalize scientific approaches to the study of the tourism sector, recreational geography, regional studies, economic efficiency and digitalization of tourism. The system approach was used to consider the tourism sector of Ukraine as a complex socio-economic system that functions under the influence of natural resource, economic, social, institutional and technological factors. The comparative geographical method was used to analyse the spatial features of the development of tourist regions of Ukraine, assess changes in the territorial structure of tourist flows and determine promising directions for the development of tourism under martial law. The statistical method was used to analyse official statistical data on

the **key indicators of the development of the tourism sector of Ukraine**. The method of generalization and classification made it possible to systematize the components of Ukraine's tourism potential, modern digital technologies used in the tourism sector, and also to identify the main directions of the post-war restoration of the tourism industry. The tabular method was used to structure and visually present the research results, and the graphical method was used to build a conceptual model of the interrelationship of factors of the development of the tourism sector of Ukraine.

Presentation of the main results of the study. Modern regional studies consider the state as a complex territorial socio-economic system, in which natural, historical, cultural, economic and social components form the complex tourist potential of the territory. That is why it is advisable to conduct research on the tourism sector of Ukraine not only from an economic point of view, but also in the context of recreational geography, which allows assessing the spatial features of the formation of tourist flows, the use of natural resources and the development of tourist destinations [17].

Ukraine is characterized by a significant diversity of natural and recreational resources. The Carpathian region has traditionally been the centre of ski, medical and health and ecological tourism. The Podolsk region has a significant potential for cultural and educational and speleological tourism. The Polissia region is promising for the development of ecological and nature conservation tourism. Central Ukraine is characterized by a concentration of historical and cultural resources, while the southern regions, before the start of the full-scale war, specialized mainly in marine recreation [5].

The formation of a competitive tourism industry in Ukraine is based on the rational use of its multifaceted resource base, which includes both unique natural areas and a rich cultural heritage. The systematization of these resources allows us to clearly identify key areas of development and assess their direct impact on the economic state of the country and regions. In order to comprehensively assess the structure of resource provision and its financial and social consequences, Table 1 groups the main components of Ukraine's tourism potential together with the corresponding economic effects of their implementation.

Table 1

The main components of the tourist potential of Ukraine and their economic significance

Component of potential	Main resources	Economic effect
Natural and recreational	Carpathians, forests, lakes, rivers, mineral waters	development of domestic tourism, sanatorium and resort sector
Historical and cultural	architectural monuments, museums, fortresses, historical cities	increase in tourist flows, development of small businesses
Event	festivals, conferences, sporting events	seasonal increase in income of territories
Gastronomic	local cuisine, winemaking, craft production	support for local producers
Rural	agritourism, ethnic estates	community development and employment
Medical and health	resorts, rehabilitation centers	attracting investments and developing medical services

Source: compiled by the authors.

As can be seen from the data in Table 1, each of the components of the tourism potential plays a specific role in stimulating the national and local economy - from attracting investments in the medical and health sector to developing self-employment through rural and gastronomic tourism. The synergistic effect of integrating these resources contributes to the diversification of regional economies, the creation of new jobs and the expansion of the tax base of local communities. Effective management of these components is an important lever for the post-war recovery and sustainable socio-economic development of Ukraine.

Before the start of the full-scale war, the tourism sector demonstrated a gradual increase in the number of domestic tourists, an increase in tax revenues from the tourist tax and an expansion of the range of tourist services. However, military aggression significantly transformed the structure of tourist demand.

After 2022, the territorial structure of tourism activity has changed significantly. The most active development is observed in relatively safe western regions, while some traditional tourist areas have temporarily lost the ability to fully function. This indicates the high dependence of the tourism sector on geopolitical risks and the need to form new models of spatial organization of tourism [1].

At the same time, domestic tourism has become one of

the factors supporting the local economy. In the western regions of Ukraine, demand for hotel services, gastronomic tourism, ecological recreation, mountain routes and cultural and educational trips has increased.

As a result, three groups of tourist areas have been formed [18]:

1. Regions of active tourism development: Lviv, Ivano-Frankivsk, Zakarpattia, Chernivtsi, Ternopil regions.

It is these regions that today concentrate the largest volumes of domestic tourist demand due to relative security, developed tourist infrastructure and significant recreational potential.

2. Territories of limited tourist activity. This group includes the central regions of Ukraine, where tourist activity is preserved, but is characterized by seasonality and dependence on security risks.

3. Territories of critical reduction in tourist activity. The eastern and part of the southern regions of Ukraine have practically lost the opportunity for full-fledged tourism development due to hostilities.

According to the results of 2025, local budgets received UAH 359 million in tourist fees, which is 31,5% more than in 2024. Kyiv, Lviv, Ivano-Frankivsk and Zakarpattia regions remained the leaders (table 2).

Table 2

Key indicators of the development of the tourism sector of Ukraine (2024–2025)

Indicator	2024	2025	Pace of change
Tourist tax, UAH million	273	359	+31,5%
Tourist tax of legal entities, UAH million	148	200	+34,7%
Tourist tax of sole proprietors, UAH million	125	159	+27,6%
Leaders by revenue	Kyiv, Lviv, Ivano-Frankivsk regions	Kyiv, Lviv, Ivano-Frankivsk, Zakarpattia regions	maintain leadership

Source: compiled by the authors based on materials from the State Tax Service of Ukraine [20].

Analysis of official statistics indicates a gradual recovery of the domestic tourism market of Ukraine even under martial law. According to the results of 2025, the volume of tourist fees reached 359 million UAH, which is 31,5% higher than the previous year. This trend indicates an increase in the activity of domestic travel, the adaptation of the tourism business to modern challenges and the growth of the role of safe tourist regions. The largest revenues are traditionally provided by the city of Kyiv, Lviv, Ivano-Frankivsk and Zakarpattia regions, which concentrate the main flows of domestic tourism and have the most developed tourist infrastructure.

For a deep understanding of the mechanisms of the functioning of the tourism industry, a comprehensive vision of the connection between its fundamental resources, modern digitalization tools and ultimate economic benchmarks is necessary. The regional approach allows us to consider the tourism sector as a complexly organized system, where the basic potential is formed under the influence of a triad of factors – natural, historical-cultural and

socio-economic. A visual representation of the structural and logical relationship between the resource base, digital data processing technologies, and strategic goals of regional development is presented in Figure 1.

From the perspective of regional studies, the tourist potential of Ukraine is formed by a combination of natural, cultural-historical, ethnographic and socio-economic resources.

Despite the war losses, Ukraine remains a state with an extremely high level of tourist diversity.

The main components of the tourist potential remain:

- Carpathian Mountain Recreational Region;
- Podolsk Historical and Cultural Region;
- Polissya Natural Region;
- Dnipro Cultural and Educational Region;
- Black Sea Recreational Region (with limited use);
- Kyiv Tourist Center.

At the same time, tourist routes are being reoriented to less risky areas.

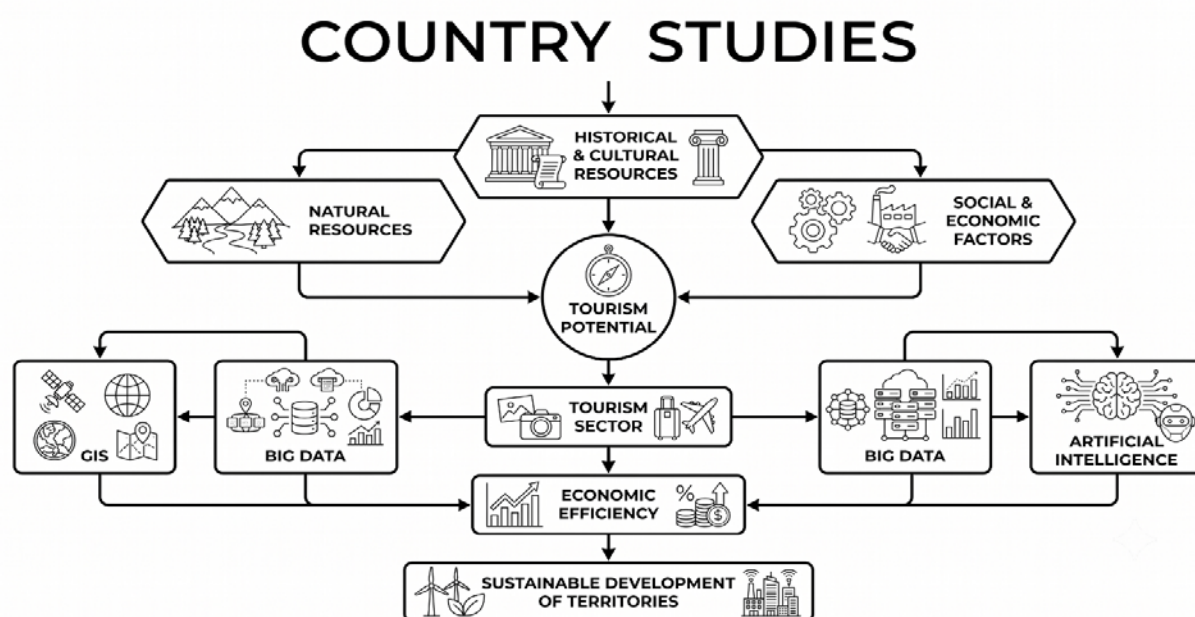


Fig. 1. Conceptual model of factors influencing the development of the tourism sector in Ukraine

Source: compiled by the authors using AI ChatGPT.

From the point of view of recreational geography, the modern structure of the tourist space of Ukraine is characterized by several trends.

First, the role of short-term travel has significantly increased. Second, a demand for psychological recreation has been formed. Third, the importance of natural and recreational areas has increased [20].

The following are developing particularly actively: ecological tourism, medical and health tourism, mountain tourism, gastronomic tourism, cultural and educational tourism, memorial tourism.

A new direction is becoming memory tourism, which combines cultural and historical heritage with the preservation of the memory of the events of the war and is already included in the state priorities for the development of the industry.

It is necessary to pay attention to the fact that one of the key factors of the competitiveness of the tourism industry is digitalization. The use of modern information technologies significantly changes both the process of forming a tourism product and the mechanisms of interaction between enterprises, tourists and government agencies.

A special place belongs to geographic information systems (GIS), which provide spatial analysis of tourism resources, modelling tourist routes, assessing transport accessibility, determining recreational load and supporting management decision-making [21].

Artificial intelligence is used to automate the work of chat-bots, predicting tourist flows, analysing consumer behaviour, generating personalized recommendations and managing dynamic pricing.

Big Data technologies allow analysing significant amounts of information about tourist movements, seasonality of demand, popularity of tourist attractions and effectiveness of advertising campaigns.

Virtual (VR) and augmented (AR) reality open up new opportunities for the digital presentation of Ukraine's tourism resources. Virtual tours of museums, historical monuments and natural areas contribute to the promotion of tourist destinations even under temporary restrictions on physical access.

A systematization of key digital technologies, their areas of application and expected results is provided in the table below (table 3).

Table 3

The use of modern digital technologies in the tourism sector of Ukraine

Technology	Main areas of use	Expected economic effect
GIS	route planning, resource mapping	optimization of territorial management
Artificial Intelligence	chatbots, demand forecasting	cost reduction, personalization of services
Big Data	tourist flow analysis	increasing marketing efficiency
VR	virtual tours	popularization of tourist attractions
AR	interactive itineraries	improving the tourist experience
Blockchain	electronic payments, booking security	increasing consumer trust
IoT	smart hotels, facility monitoring	energy saving and automation
Cloud technologies	CRM, online booking	increasing enterprise productivity

Source: compiled by the authors.

As shown in Table 3, the comprehensive implementation of innovative solutions in the domestic tourism sector provides a synergistic effect: from reducing operating costs of enterprises through automation to increasing customer loyalty through personalization and interactivity of services. In the context of the reconstruction and modernization of the Ukrainian economy, the integration of Big Data, GIS and AI technologies deserves special attention, which allow making informed management decisions based on accurate data analysis.

We must also understand that the modern model of development of the tourism sector of Ukraine should be based on a combination of four interrelated components:

- effective use of the tourism and recreational potential

of territories;

- digital transformation of tourism activities;
- implementation of the principles of sustainable development;
- ensuring the safety of tourist destinations.

It is the synergy of these components that creates the prerequisites for the formation of a competitive tourism system capable of ensuring economic growth, social sustainability of regions and the integration of Ukraine into the global tourism space.

To determine strategic directions for the development of the tourism sector, it is advisable to use SWOT analysis, which allows for a comprehensive assessment of internal and external factors of the industry's functioning (table 4).

Table 4

SWOT-analysis of the development of the tourism sector of Ukraine

Strengths	Weaknesses
Significant natural and recreational potential Favourable geographical location High historical and cultural value of the territories A significant number of cultural heritage sites Growth of domestic tourism Active development of digital services	Destruction of tourism infrastructure due to war Uneven regional development Insufficient level of investment Imperfect tourism statistics High dependence on the security situation Insufficient digitalization of some enterprises
Opportunities	Threats
Post-war reconstruction of territories Integration into the EU tourism space Using AI, GIS, Big Data Development of smart destinations Growth of eco-tourism Development of digital marketing	Prolonged continuation of hostilities Decrease in investment activity Deterioration of the demographic situation Intensification of international competition Destruction of natural resources Climate change

Source: compiled by the authors.

The restoration of Ukraine's tourism sector should be based not only on the reconstruction of damaged infrastructure, but also on a fundamentally new development model focused on innovation, digitalization and sustainable use of tourism and recreation potential.

World experience shows that after large-scale crises, tourism often becomes one of the catalysts for the economic recovery of territories. For Ukraine, the tourism industry can act as a multiplier for the development of related sectors of the economy – transport, construction, culture, hospitality, creative industries and small business.

The formation of new tourism products focused on modern consumer demands is of particular importance. Promising areas include:

- ecological tourism;
- gastronomic tourism;
- military-historical tourism (with observance of ethical principles);
- industrial tourism;
- medical and rehabilitation tourism;
- rural green tourism;
- digital tourism using VR and AR technologies [22].

One of the strategic objectives is the formation of a single digital tourism ecosystem of Ukraine, which will ensure the integration of state information resources, tourism business, transport infrastructure, accommodation facilities, cultural institutions and nature reserves. Such a system will contribute to improving the quality of tourism flow

management, the development of smart destinations, transparency of the tourism market and increasing the investment attractiveness of regions.

Conclusions. The conducted research allowed us to establish that the tourism sector of Ukraine is a complex socio-economic system, the development of which is determined by the interaction of natural and recreational, historical and cultural, economic, institutional and technological factors. An integrated approach, combining the methodology of regional studies and recreational geography, provides a comprehensive understanding of the patterns of formation of the tourism potential of territories and the features of their spatial organization.

It was established that, despite the significant losses caused by full-scale military aggression, Ukraine retains significant potential for the post-war development of the tourism industry. The most promising areas are the development of domestic tourism, ecological, cultural and educational, gastronomic, medical, rural and industrial tourism, as well as the creation of new tourism products using modern digital technologies.

The economic efficiency of the tourism sector is formed not only through the direct financial results of tourism enterprises, but also due to the multiplier effect on transport, trade, hospitality, culture, information technologies and local development. The use of modern methods of spatial analysis allows to increase the efficiency of the use of tourism and recreational resources and optimize the

management of tourist destinations.

A special role in modern conditions is played by the digital transformation of the tourism industry. The introduction of geographic information systems, artificial intelligence technologies, big data analysis, cloud platforms, mobile services, virtual and augmented reality contributes to increasing the competitiveness of tourism enterprises, improving the quality of tourism services, personalizing interaction with consumers and optimizing strategic management processes.

Declaration on the use of artificial intelligence tools.

Declaration on the use of artificial intelligence tools. During the preparation of the article, generative artificial intelligence tools (ChatGPT-4, Gemini Advanced, 2025) were used to edit the Ukrainian-language text of the annotation, generate a drawing of a conceptual model of factors affecting the development of the tourism sector in Ukraine, for the purposes of searching and summarizing literature and improving the structure of the article. No text generated using artificial intelligence was used without critical editing. The authors bear full responsibility for the scientificity, accuracy and integrity of the content.

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