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RECOVERY OF TOURISM IN UKRAINE IN THE POST-WAR PERIOD: CROATIA AND ISRAEL EXPERIENCE

Objective. Presently, the state of Ukraine's tourism industry poses significant challenges: incoming tourism has come to a halt, while domestic tourism is experiencing a surge driven more by necessity, stemming from internal population migration seeking refuge from incessant shelling and travel restrictions abroad for those subject to military service. The devastating impact of ongoing conflict has left the tourism sector in a precarious position, necessitating urgent and comprehensive strategies for recovery. Simultaneously, Ukraine recognizes tourism as a cornerstone for the post-war recovery of the economy and national recovery. Coordinated and meticulously planned measures, bolstered by international assistance, will expedite the industry's resurgence. The potential for tourism to drive economic revitalization, create employment opportunities, and enhance the nation's global image cannot be underestimated. **Results.** In this article, we will explore the experiences of rejuvenating other nations and their economies following military conflicts, economic crisis, COVID-19 crisis and periods of stagnation. To achieve this, we will closely examine the recovery trajectories of Israel and Croatia. Israel, with its history of regional conflicts and security challenges, has developed robust mechanisms to sustain and grow its tourism sector despite periodic disruptions. Similarly, Croatia, emerging from the war, has transformed into a prominent tourist destination through strategic investments and international collaborations. By analyzing the policies, strategies, and initiatives implemented by these nations, we aim to derive actionable insights and best practices that can be adapted to Ukraine's unique context. Through a comprehensive examination of these case studies, we will identify the key factors that contributed to the successful recovery of tourism in Israel and Croatia. These include government policies, public-private partnerships, marketing strategies, infrastructure development, and the role of international aid. **Practical significance.** The insights gained will inform recommendations for Ukraine, providing a roadmap for rebuilding its tourism industry and positioning it as a vital component of the country's broader economic and national recovery efforts in the post-war period.

Keywords: international tourism, tourism industry, economic development, recovery of tourism, post-war recovery, recovery of the economy, economy crisis, foreign direct investment, COVID-19.

Problem statement. Presently, the state of Ukraine's tourism industry is challenging: incoming tourism has come to a halt, and there is a surge in domestic tourism, albeit somewhat forced due to internal population migration seeking relief from continuous shelling and restrictions on foreign travel for those subject to military service.

Simultaneously, Ukraine regards tourism as a cornerstone for the post-war recovery of the country. While this marks a significant shift, it necessitates a well-devised plan for execution. Clearly outlined and meticulously planned actions, bolstered by international assistance such as foreign direct investment etc, will facilitate the prompt and effective commencement of industry revitalization.

In this article, we explore the experiences of reconstructing other nations following military conflicts, crises (economy crisis, COVID-19 e.t.c.), or periods of stagnation. To accomplish this, we will delve into the specific cases of Israel and Croatia.

We have opted for this selection because the Israeli example resonates more closely with our

current circumstances. Despite the persistent risk of heightened tensions with neighboring states, periodic escalations along the Gaza Strip border, as well as ongoing rocket attacks and frequent terrorist incidents, Israel has managed to maintain its standing as a tourist destination.

In a similar vein, Croatia's experience may offer relevance for our situation. The country's robust tourism brand, positioned as a key resort destination along the Adriatic, played a pivotal role in swiftly rejuvenating the tourism sector after the conflicts in the 90s.

In connection with Russian aggression, global tourism receipts have decreased not only in Ukraine, but also in Europe as a whole. The main reason is the issue of security. Russian armed aggression makes tourists, in particular, from other continents, think about the advisability of traveling to Europe. That is why they are increasingly choosing safer alternatives.

Instead of the development of domestic tourism in Ukraine, there was a migration of millions of people within the state, and the mass departure of Ukrainian citizens abroad was not related to the tourist goal.

Analysis of recent research and publications. Today, scientists and scholars pay more and more attention to the recovery of tourism in Ukraine and, as a result, the recovery of the economy due to tourist revenues, as one of the directions on the way in the post-war period. Among such scientists, we will single out the Motsa A., Shevchuk S., & Sereda N., which are considered in their article prospects of the post-war recovery of tourism in Ukraine [1]. Korchevsjka L. who had the report on the topic: "State, features and prospects in the war and post-war period" [2]. It is also useful to investigate what thoughts Matvienko N. M. had about tourist policy and the place of tourism in the economic complex of Croatia [3]. It is also useful to study Israel's experience with religious and pilgrimage tours according to various characteristics, which Patiichuk V. considers in the article [4].

Highlighting previously unresolved parts of the overall problem. Recovery of tourism in Ukraine after the war is a complex task that requires careful consideration of unresolved issues. Currently, there is a notable growth in domestic tourism within the country, primarily driven by the compelled shift in population caused by continuous shelling and travel restrictions abroad for conscripts. Hence, the successful execution of this concept requires the formulation and implementation of a well-structured action plan.

The purpose of the article. The purpose of this article is to consider the experience of other countries, such as Israel and Croatia, in tourism recovery and as a result economic development. As well as adopting the most effective methods to achieve these goals.

Summary of the main research material. Ukrainian tourism is now losing significant funds. First of all, this is due to a decrease in the total number of tourists. Currently, Ukraine is completely devoid of foreign tourists. In 2020, their number reached about 4 million, of which about 90 thousand used the services of Ukrainian travel agencies. 13 out of 24 regions of Ukraine almost completely stopped the activity of tourist enterprises.

In fact, from February 24, the entrance tourist flow lost 100%, business tourism frozen, and local tourism turned into a movement of internally displaced persons.

It is happening in the field of business tourism complete stagnation, inbound tourism in Ukraine began to revive, and with it – the business segment in the form of conferences, trainings, seminars, etc.

It is appropriate to emphasize that the tourism industry continues to function even during

war. In response to numerous complaints from tour operators and travel agencies asking for clarification on safety rules when traveling within the country, the State Tourism Development Agency (DART) has released information on permits and restrictions in effect during martial law in the central and western regions of Ukraine.

It is quite clear that all international logistics routes passing through the territory of Ukraine are not functioning now. However, the Ukrainian market is not the only one affected by this war. According to data from Eurocontrol published on its WTO website [5], there is a drop in the number of flights to certain European destinations after February 24 compared to the same period in 2021. For example, the number of flights in Moldova fell by 69%, in Slovenia by 42%, in Latvia by 38%, and in Finland by 36%.

In order to restore Ukraine's position in the post-war international market of tourist industry, tourism enterprises must find new ways to advertise and sell their products and services. One of them is the creation of a system of rational relationships to solve certain planning tasks. Their correct integration will allow to ensure synergistic relations and strengthen each other's actions. Also it is necessary to attract foreign direct investment into the tourism industry.

On the way to post-war recovery of the tourism sphere in Ukraine, it is advisable to take into account the experience of other countries that were also in crisis situations, whose economy, and the tourism sector in particular, was destroyed due to the war, and now successfully are developing, primarily in the field of tourism.

Thus, Croatia is one of the examples of successful post-war recovery of tourism, and as a result recovery of the economy, for Ukraine. In the economic complex of Croatia tourism is particularly important. The development of tourism in Croatia is ensured unique natural and resource potential, ethno-cultural features of the Croatian people, powerful infrastructure and effective state policy to improve the quality of tourist services and promotion of the national product on the international market. It is worth that a huge role in this was played by the involvement of foreign direct investment.

Considering the positive result of the tourism policy implemented by the Croatian government, its experience can be useful for Ukraine.

Half a century ago in the structure employment in Croatia was dominated by agriculture. Today the country has a modern economy where 70% of GDP and employment is in the service sector.

The main niche in this sector is occupied by tourism. For effective a powerful system has been

created for the functioning and development of tourism in the country management bodies. The highest legislative body in the field of tourism is The Ministry of Tourism, which is responsible for development strategy and policy tourism at the national level and regulates the tourism business in general.

The highest executive body is the Tourism Committee, whose activities aimed at the adoption of legislative and other regulatory acts, as well as control of tasks from various aspects of tourist activity.

Responsible for promoting the country's tourism product on the world stage market is the Croatian Tourist Association. At the regional and a large number of departments and councils on issues operate at the local levels of the country of tourism, whose competence is to ensure the development of tourism and industry hospitality, for example, solving questions about the assignment of a certain class hotels The Ministry of Tourism also cooperates with a number of non-profit organizations and professional associations (for example, the tourist association agencies, hotels, camping sites), which regulate tourist activities in private sector [3].

Foreign direct investment is the basis of tourism development and economic development. The main sources of tourism financing in Croatia are the state budget and funds from private and public companies. A large part of these funds goes to advertising activity.

The Croatian Ministry of Tourism has developed a number of programs aimed at turning the country into one of Europe's leading attractions. Sea tourism is a particularly valuable segment of tourism in Croatia. It accounts for 10% of tourism revenues in the country and has significant potential for economic development.

Therefore, maritime tourism in Croatia will develop in two directions: the protection of natural areas that motivate tourists to visit the country, on the one hand, and the construction of ports with the highest environmental standards in less valuable areas, on the other.

Below we will consider how international tourism developed in 1995–2023, after the 1991–1995 war in Croatia (Figure 1).

An analysis of data on the number of international tourist arrivals in Croatia for the period from 1995 to 2023 provide interesting observations about the development of the tourism industry in this country. The main points of analysis are:

- from 1995 to 2023, the number of international tourists in Croatia has increased significantly. This indicates a noticeable growth in the tourism industry in the country;

- over most of the period under review (from 1995 to 2019), Croatia has seen a steady increase in the number of tourists, with little fluctuation. In 2019, a historical peak of tourists arrivals was reached;

- in 2020, we can see a sharp drop in the number of international tourists. This is due to the COVID-19 pandemic and related international travel restrictions;

- in 2021, a partial recovery was seen, and in 2023 this recovery continued. This may indicate a gradual recovery of tourism after the pandemic. So, we can assume that the resumption of the tourism industry;

- the long growth trend until 2019 and the recovery from the pandemic are evidence of Croatia's attractiveness for international tourists. Perhaps the country will continue to attract tourists due to its natural beauty, history and cultural attractions;

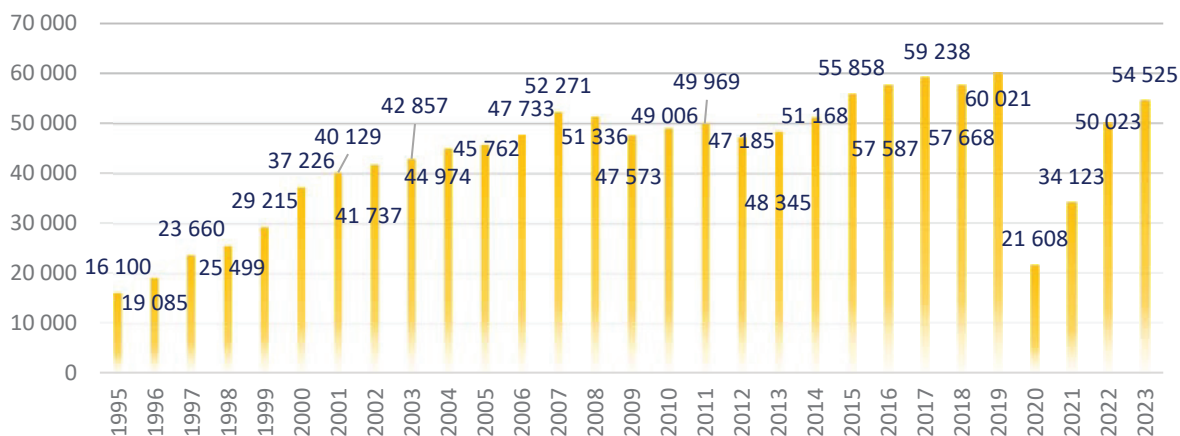


Figure 1. International tourist arrivals in Croatia 1995–2023 (mln people)

Source: [6]

Growth in the tourism sector can affect the country's economy by increasing tourism revenues, creating jobs and stimulating other industries.

Other good example of successful restoration of tourism for Ukraine is tourism in Israel. Bellow we will analyze the development of the international tourism in Israel. The example of Israel is also interesting, since Israel is a country that periodically conducts hostilities, but does not cease to attract tourists (Figure 2).

Analyzing the diagram above, with the numbers of international tourists in Israel for the period from 1995 to 2023, we can draw the following conclusions:

- at the beginning of the period under review (1995–1999) there was a relatively stable level of international tourists, with little fluctuation;

- a decline in 2001-2003, in the number of tourists occurred in 2001, when the number of international tourists fell. This decline is associated with the start of the second intifada, the conflict in the occupied Palestinian territories, which greatly affected the tourism industry;

- after 2003 a gradual increase in the number of tourists began, although it remained below the level of the late 1990s;

- between 2007 and 2019, the number of international tourists in Israel grew steadily;

- in 2020, there was a sharp drop in the number of international tourists due to the Covid-19 pandemic and related international travel restrictions. In 2021, the situation remained unfavorable;

- a partial recovery of tourism was seen in 2022, although levels remained below the 2019 peak. By the July 2023, in accordance with the statistic of UNWTO [4], the number of tourist arrivals was 2 times more than in

the same period a year earlier, which may indicate a continued increase in the number of international tourists.

These data show the impact of political events and pandemics on international tourism in Israel. In addition, the level of tourism in Israel can depend on many factors, including political stability and international relations.

Israel is a powerful cultural and religious pilgrimage center of the three religions of Christianity, Judaism and Islam. The most powerful religious and pilgrimage center of the state is the city of Jerusalem – a religious and pilgrimage center that concentrates the main shrines of Christianity, Islam and Judaism on its territory. The pilgrimage industry provides cultural and spiritual services to the citizens of their country. This type of tourism is considered not only as a trip to sacred places, but also as a manifestation of the religious activity of pilgrims.

Israel's Ministry of Tourism spent more than 35 million in 2018 to update and create new routes, as well as to strengthen the training of guides and the safety of pilgrims. Also, the country's leadership spends a lot every year funds for the development of tourist infrastructure and security movement of tourists through its territory. The state government carries out a number of important legislative initiatives to stimulate the influx of pilgrims from other regions and countries of the world, as was the case, for example, with the ratification of the visa-free agreement between Israel and Ukraine. However, pilgrims are an undemanding group of tourists who need cheap accommodation, food and transportation.

Israel also has an extensive transport system to serve pilgrims. The total length of railways in the country is 890 km, and highways are over 14,000 km long. Israel has three airports

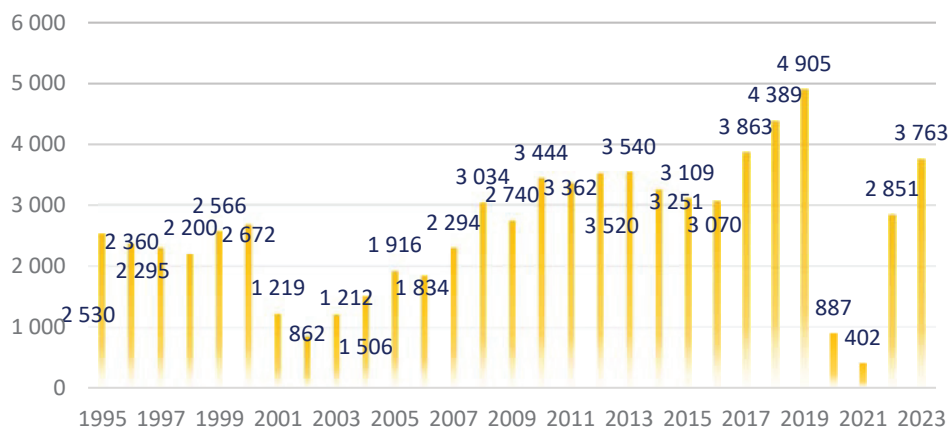


Figure 2. International tourist arrivals in Israel 1995-2023 (mln people)

Source: [6]

of international importance, as well as several domestic ones, which provide the needs of flights within the country [4] (figure 3).

Analysis of data on the number of international tourists in Ukraine for the period from 1995 to 2023 shows the following important points:

- in 2008, the highest number of international tourists was reached. However, after that, a decline began;

- from 2013 to 2014 there was a sharp drop in the number of international tourists almost in two times. This decline was due to political and social events in Ukraine, including the Orange Maidan and the annexation of Crimea by Russia;

- from 2015 to 2018, the number of international tourists remained relatively stable. This time was characterized by conflict in eastern Ukraine;

- in 2020, there was a sharp drop in the number of international tourists due to the COVID-19 pandemic and related international travel restrictions;

- a partial recovery began in 2021. But recovery of international tourism stopped because of the war in February 2022. But we still can see slow increase of tourist arrivals in 2023.

These data highlight that political, social and economic developments can have a significant impact on Ukraine’s tourism industry. It is important to continue to monitor and adapt tourism development strategies in order to cope with challenges and recover from political and economy crisis. Development of the scientific and educational tourism can become one of the directions of this strategies [2].

An analysis of the data provided on the number of international tourist arrivals to Croatia, Israel and Ukraine for the period from 1995 to 2023 reveals several key points:

- all three countries experienced stable periods of growth, but also faced challenges and recessions due to various factors;

- impact of crisis: Ukraine saw a sharp decline in 2014 related to events in the country. Israel experienced a decline in the early 2000s, also related to political developments. Croatia faced a downturn in 1990s after war and in 2020 due to the COVID-19 pandemic;

- the recovery of the number of tourists in Ukraine began after 2014. Israel quickly recovered from the recession in the early 2000s. Croatia has also shown a tourism recovery of economy from the COVID-19 pandemic.

For each country we’ll make the regression equation is as follows:

$$y = a * Acmd + const, \tag{1}$$

where:

- y is number of international tourist arrivals.
- $Acmd$ is number of available accommodations
- a is the slope coefficient (shows how much y changes as the year changes).
- $const$ is the constant that represents natural growth of tourists if Accommodations equals 0. (table 1).

Croatia shows the largest annual increase (930.78). This may indicate that Croatia is experiencing the highest increase in international tourist arrivals and shows clear dependence in international tourist arrivals and number of accommodations. Croatia and Israel show positive trends over time, indicating an increase in international tourist arrivals.

The regression equation shows a clear negative trend in the number of international tourists in Ukraine from 1995 to 2023, despite increase in accommodations. Economy crisis,

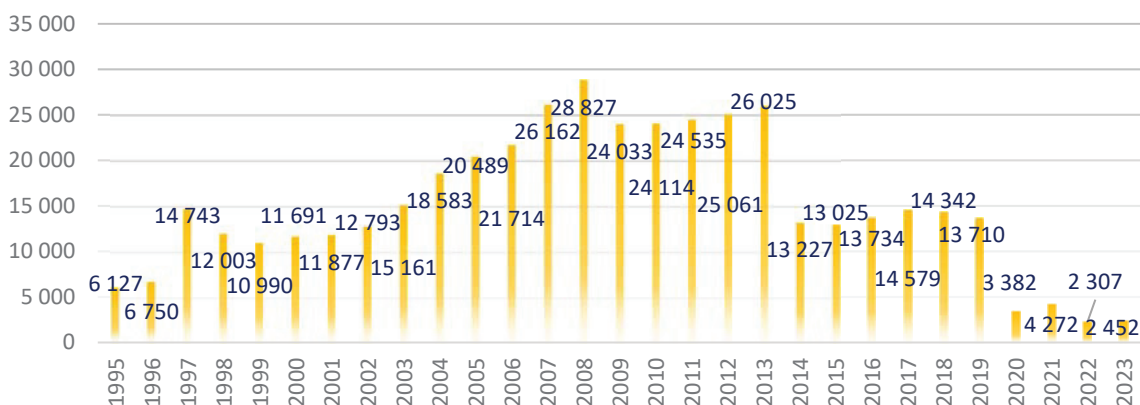


Figure 3. International tourist arrivals in Ukraine 1995-2023 (mln people)

Source: [6]

Table 1

Regression equation for Croatia, Israel and Ukraine

Country	The regression equation	Description of the equation
Croatia	$Y_1 = 930,78 Acmd - 1826443,22$	Every year the number of tourists increases by 930.78 units. This means that there is a significant increase in this indicator in Croatia
Israel	$Y_2 = 47,36 Acmd - 92542,65$	The slope coefficient shows that the value increases by 47.36 units every year. The growth of this indicator in Israel is slower than in Croatia.
Ukraine	$Y_3 = -130,94 Acmd + 278117,16$	The slope coefficient shows that the value decreases by -130.94 units. This may indicate other issues affecting tourism, such as security, service quality or other factors that deter tourists despite the availability of places to stay.

Source: created by author

COVID-19 and war have a significant impact on Ukrainian tourism industry. To improve the situation in the future, it is necessary to take measures to stabilize the political and economic situation, improve the tourist infrastructure and actively promote Ukraine as a tourist destination.

The length and speed of recovery from economy crisis and COVID-19 crisis may depend on developments, including global stability economic development, the political situation, and the level of internal and external stability. Ukraine and Israel can also use their potential for further development of tourism. Even in conditions of existing restrictions (for example, on visiting forests or border areas), citizens continue to discover their native country.

Outbound tourism is also gradually recovering. Mostly women with children travel to popular summer destinations departing from Chisinau (Moldova) etc.

Ordering ground service also remains relevant – citizens who find themselves in Europe book hotels and services with Ukrainian tour operators and get to the vacation spot on their own. These orders are only sufficient to partially cover the usual travel volumes. In order to reach full capacity, Ukrainian tour operators are looking for new ways of development and are gradually studying the European market, as well as the opportunities of other countries.

In order to restore Ukraine's position in the post-war international market of tourist services, tourism enterprises must find new ways to advertise and sell their products and services. One of them is the creation of a system of rational relationships to solve certain planning tasks. Their

correct integration will allow to ensure synergistic relations and strengthen each other's actions. On the way to post-war recovery of the sphere of tourism in Ukraine, it is advisable to also take into account the experience of other countries that were also in crisis situations, whose economy, and the field of tourism in particular, was destroyed due to the war, and now are successfully developing, primarily in the field of tourism [1].

Conclusions. Summarizing the above, it is appropriate to note that in the context of the recovery of the tourism sector in Ukraine and economic development, it is worth relying on the experience of other countries that have effectively rebuilt the tourism industry after crisis situations, including wars, economy crisis.

The most important thing to do is to attract foreign direct investments to restore infrastructure, build new hotels or renovate existing ones. Also, it is necessary to invest money in an active advertising campaign. Therefore, the potential avenues for the post-war revitalization of tourism in Ukraine include: advancing business, educational and scientific tourism, religious, eco-tourism, and other tourism sectors; crafting and executing supportive initiatives, both domestically and internationally, to bolster tourism establishments; fostered collaboration between nations to reciprocally bolster tourism initiatives; heightening international tourists' interest in memorial sites and post-war symbolic locations; exploring novel approaches and strategies for delivering tourist services, among others; cooperation and exchange of experience with international travel companies and organizations.

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ВІДНОВЛЕННЯ ТУРИЗМУ В УКРАЇНІ В ПОВОЄННИЙ ПЕРІОД: ДОСВІД ХОРВАТІЇ ТА ІЗРАЇЛЮ

Наразі стан туристичної індустрії України стикається зі значними викликами: в'їзний туризм припинився, тоді як внутрішній туризм переживає сплеск, викликаний більше необхідністю через внутрішню міграцію населення, що шукає притулок від безперервних обстрілів та обмежень на виїзд за кордон для тих, хто підлягає військовій службі. Руйнівний вплив триваючого конфлікту залишив туристичний сектор у вразливому становищі, що вимагає невідкладних і комплексних стратегій для відновлення. Одночасно Україна визнає туризм перспективною ланкою післявоєнного відновлення економіки та національного відродження. Скоординовані та ретельно сплановані заходи, підкріплені міжнародною допомогою, прискорять відродження галузі. Потенціал туризму для економічного відновлення, створення робочих місць і підвищення глобального іміджу країни не можна недооцінювати. У цій статті ми розглянемо досвід відновлення інших країн та їх економік після військових конфліктів, економічних криз, кризи COVID-19 та періодів стагнації. Для цього ми детально проаналізуємо стратегії відновлення Ізраїлю та Хорватії. Ізраїль, з його історією регіональних конфліктів і викликів безпеці, розробив надійні механізми для підтримки та зростання туристичного сектору, незважаючи на періодичні перебої. Подібним чином Хорватія, вийшовши з війни, перетворилася на видатний туристичний напрямок завдяки стратегічним інвестиціям та міжнародній співпраці. Аналізуючи політику, стратегії та ініціативи, реалізовані цими країнами, ми прагнемо отримати дієві висновки та найкращі практики, які можна адаптувати до унікального контексту України. Шляхом всебічного вивчення цих прикладів ми визначимо ключові фактори, що сприяли успішному відновленню туризму в Ізраїлі та Хорватії. Серед них урядова політика, державно-приватне партнерство, маркетингові стратегії, розвиток інфраструктури та роль міжнародної допомоги. Отримані знання допоможуть розробити рекомендації для України, надавши дорожню карту для відновлення її туристичної індустрії та позиціонування її як важливої складової ширших економічних та національних зусиль з відродження в післявоєнний період.

Ключові слова: міжнародний туризм, індустрія туризму, економічний розвиток, відновлення туризму, повоєнне відновлення, відновлення економіки, економічна криза, прями іноземні інвестиції, COVID-19.