

України відкриває значні перспективи. Це не лише можливість покращити якість ресторанних страв і підвищити рівень обслуговування, а й шанс для України зміцнити свої позиції на гастрономічній карті світу. Подальший розвиток цього напрямку сприятиме популяризації українських локальних продуктів, створенню нових робочих місць, розвитку гостротуризму та формуванню нової культури харчування, орієнтованої на якість, унікальність та натуральність.

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MILITARY TOURISM: ETHICS, REALITY, AND PROSPECTS IN UKRAINE

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Tourism is an important component of modern human life. Its essence lies in satisfying human needs through voluntary travel, not forced by other factors. Tourism is primarily associated with entertainment, relaxation, physical and moral strength restoration, self-development, curiosity, the exploration of the

surrounding world, and the desire for contact with nature and participation in events. Tourism contributes to an increase in life satisfaction.

At the same time, there are types of tourism that involve visiting sites of disasters, both natural and man-made, including locations associated with war, acts of violence, hatred, and crimes against humanity. These types of tourism are definitely not aimed at mass demand; they are niche and, therefore, entirely dependent on promotion.

Ukraine is currently experiencing the most challenging period in its existence. There are enormous human losses among both the military and civilians, destroyed ecosystems, devastated cultural heritage, ruined infrastructure, and economic crises. The everyday life of people in Ukraine is defined by air raid alerts and the pressure of negative information while awaiting victory. What role does tourism play in such conditions, and what are the prospects for military tourism?

Military tourism is an alternative form of tourism that includes travel to active or historical conflict zones to commemorate the fallen, learn, conduct historical research, and pursue patriotic education. It also seeks thrills and adventure. The term "military tourism" is used when referring to visits to active conflict zones where military operations are taking place, as well as so-called memorial tourism, in which travelers visit places where battles or war-related tragedies occurred in the past. Information on tours to active combat zones is limited, with few available offers, while memorial tourism plays a significant role in the tourism industry of countries affected by military conflicts and is often a tool for economic recovery.

Throughout human history, wars have been an objective reality, occurring frequently and sometimes lasting longer than periods of peace. People in all historical eras, especially in regions not currently affected by warfare, have always followed military events with interest—for artistic recreation or for informing the general public. The first military tourist can be considered the Dutch artist Willem van de Velde the Younger, who, in 1653, went to sea in a boat to observe and sketch a naval battle between the Netherlands and England. In the mid-19th century, at the dawn of organized tourism, the United States offered trips to Civil War battle sites. A well-known example is a voyage by a group of American tourists, including Mark Twain, to the Mediterranean, during which Twain visited Crimea and the war-torn city of Sevastopol. War correspondents were the primary military tourists. During the 20th century, the number of travelers increased, and the geography of tours expanded.

Today, visits to active war zones are mostly associated with thrill-seeking and extreme experiences. Information about such trips is not widely advertised and usually involves individual tourists or small groups. Moreover, these tours are extremely expensive due to extensive preparation, coordination between countries, negotiations in conflict zones, insurance, and security arrangements.

Rick Sweeney, founder of the specialized company Warzone Tours and a security expert, said in an interview with the Financial Times that a trip to a conflict zone in the Middle East (Iraq, Syria, North Africa) could cost upwards

of \$40,000 (as of 2018). Security is the most challenging and costly aspect of such tours. The British agency Hinterland also offered similar tours during the same period. During Russia's annexation of Crimea in 2014, several agencies advertised trips to "hot spots" for as little as \$60 per day, including a bulletproof vest, armed security, and transport in an armored truck.

The war in Ukraine is a tragedy for its people, but for those in safe countries, it can seem like a multi-episode blockbuster. Very few dare to visit Ukraine now. However, after the war ends, we can expect a larger influx of tourists eager to see the nation that stopped Russia's invasion. Despite ethical concerns, visiting Ukraine during the war is crucial in countering Russian disinformation and propaganda. People who witness the horrors of war firsthand become carriers of truth and advocates for Ukraine, shaping its image as a country defending Europe and the world from barbaric aggression.

Ukraine currently hosts the WAR TOURS project, whose team aims to inform foreigners about the war by presenting evidence of Russian aggression and war crimes. The company offers tours to Kyiv, Irpin, Bucha, and Kharkiv at prices ranging from \$250 to \$3000 (excluding the cost of travel to Ukraine). Tours to de-occupied cities in Kyiv Oblast (such as Romanivka, Bucha, Irpin, Hostomel, and Borodyanka) are currently the most popular. As part of these trips, participants can hear firsthand accounts from witnesses of events that unfolded in Ukraine after Russia's invasion. In Romanivka, tourists see the "Road of Life" and the legendary crossing over the Irpin River under a destroyed bridge. In Irpin, they visit the graveyard of military equipment destroyed in battles for the city, as well as vehicles shot at during evacuation and burned by airstrikes. These trips, including visits to de-occupied areas of Kharkiv and Mykolaiv regions, allow foreign visitors to gather materials for articles, reports, or videos about Ukraine.

Tourist destinations affected by armed conflicts face significant challenges in reviving their tourism industries. The media often continues broadcasting war-related footage for years, giving tourists the impression that the area is still unsafe or unpleasant to visit. However, revenue from tourism is vital in the post-war years. This is where the second type of military tourism—memorial tourism—plays a major role in economic recovery.

After wars, governments primarily invest in critical sectors such as infrastructure, energy, agriculture, and healthcare. In such situations, tourism becomes a key tool for economic recovery, generating essential revenue for the national budget.

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ВПЛИВ ЗАКЛАДІВ КУЛЬТУРИ НА ПІДВИЩЕННЯ ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ

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Культурні установи є важливими елементами туристичної інфраструктури, які сприяють формуванню привабливого іміджу міст та регіонів. Вони відіграють ключову роль у розвитку туристичної індустрії, збереженні історичної та культурної спадщини, а також стимулюванні міжнародного культурного обміну.

До закладів культури належать музеї, театри, філармонії, бібліотеки, галереї, концертні зали, культурні центри, будинки культури, кінотеатри, архітектурні заповідники, а також численні освітньо-культурні інституції. Кожен із цих типів закладів виконує свої унікальні функції, що сприяють збереженню культурної спадщини, розвитку мистецтва та наданню освітніх можливостей громадянам.

Серед основних видів закладів культури виділяють музеї, театри, філармонії, концертні зали, бібліотеки, галереї, культурні центри, архітектурні заповідники, кінотеатри та будинки культури. Кожен із цих закладів виконує свою унікальну функцію, сприяючи розвитку мистецтва, збереженню культурної спадщини та задоволенню духовних потреб суспільства. Водночас вони мають значний вплив на туристичну сферу, адже культурні об'єкти стають ключовими елементами туристичних маршрутів, формуючи імідж країни або регіону.

Заклади культури виконують функцію культурно-освітньої діяльності, забезпечуючи доступ до різноманітних знань, інформації та мистецьких творів. Через систему лекцій, майстер-класів, екскурсій,