

O. Volodko,

PhD in Technical Sciences, Associate Professor, Associate Professor of the Department of Hotel, Restaurant and Resort Industry, Higher Educational Institution of Ukoopsilka "Poltava University of Economics and Trade"

ORCID ID: <https://orcid.org/0000-0003-1387-181X>

L. Kushch,

Senior Lecturer of the Department of Hotel, Restaurant and Resort Industry, Higher Educational Institution of Ukoopsilka "Poltava University of Economics and Trade"

ORCID ID: <https://orcid.org/0000-0001-7493-5800>

S. Dudnyk,

Senior Lecturer of the Department of Hotel, Restaurant and Resort Industry, Higher Educational Institution of Ukoopsilka "Poltava University of Economics and Trade"

ORCID ID: <https://orcid.org/0000-0001-8228-7276>

N. Kampov,

Senior Lecturer of the Department of Management, Management of Economic Processes and Tourism, Muchacho State University

ORCID ID: <https://orcid.org/0000-0003-3661-3899>

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DEVELOPMENT OF TOURISM AND HOTEL-RESTAURANT INDUSTRY IN CONDITIONS OF MARTIAL LAW IN UKRAINE

O. B. Володько,

к. т. н., доцент, доцент кафедри готельно-ресторанної та курортної справи, ВНЗ Укоопспілки "Полтавський університет економіки і торгівлі"

А. І. Куш,

старший викладач кафедри готельно-ресторанного та курортної справи, ВНЗ Укоопспілки "Полтавський університет економіки і торгівлі"

С. О. Дудник,

старший викладач кафедри готельно-ресторанного та курортної справи, ВНЗ Укоопспілки "Полтавський університет економіки і торгівлі"

Н. С. Кампов,

старший викладач кафедри менеджменту, управління економічними процесами та туризму, Мукачівський державний університет

РОЗВИТОК ТУРИСТИЧНОЇ ТА ГОТЕЛЬНО-РЕСТОРАННОЇ СФЕР В УМОВАХ ВОЄННОГО СТАНУ В УКРАЇНІ

The development of tourism and hotel-restaurant industry during the state of war should be focused on the opportunities that are present in such conditions. To meaningfully characterize these opportunities, it is important to express the essence of these possibilities conceptually - namely, in concrete concepts. We propose to focus on such concepts in order to support the functioning of the tourism and hotel-restaurant industry and to maximize their economic potential for post-war recovery. The appropriateness of such an approach is formed by the fact that travel and movement around the country are not prohibited. The relevance of forming such concepts is due to the fact that due to the decrease in income levels and other specific factors, citizens of Ukraine are looking for places for rest and rehabilitation mainly within the country, avoiding areas where military actions are taking place. The realities of the state of war and warfare lead to an increase in factors that contribute to

the development of the hotel-restaurant industry, which, however, tends towards a budget format. Within the study, it has been proven that even in the conditions of a state of war, there are directions for the development of the tourism and hotel-restaurant sectors that are capable of supporting and preserving their economic potential for post-war recovery. This potential is interpreted by us as a set of resources that can be used to support economic growth and recovery after conflict or war. We believe that among the directions for preserving the economic potential of the tourism and hotel-restaurant spheres for post-war recovery, the following can be distinguished: 1) development of domestic tourism in local safe zones of regions. The concept of preserving economic potential for post-war recovery involves the development of local tourist safe zones in order to create opportunities for safe mass recreation for Ukrainians; 2) development of domestic tourism in the Inner Eastern Carpathians. The concept of preserving economic potential for post-war recovery involves the development of rehabilitation tourism at resorts within this territory; 3) development of budget hotel and restaurant establishments. The concept of preserving economic potential for post-war recovery involves the development of budget hotel and restaurant formats in order to provide quality and affordable accommodation and food for the population.

Розвиток туристичної та готельно-ресторанної сфер в умовах воєнного стану має бути спрямований на ті можливості, які мають місце в таких умовах. При цьому, для їх змістовної характеристики, важливо виразити зміст таких можливостей концептуально - а саме у конкретних концепціях. Саме на таких концепціях ми пропонуємо зосередитися, щоб підтримати функціонування туристичної та готельно-ресторанної сфер та максимально зберегти їх економічний потенціал для післявоєнного відновлення. Доцільність такого підходу сформована тим фактом, що мандрівки та пересування країною не заборонені. Актуальність формування таких концепцій зумовлена тим, що через зниження рівня доходів та інші специфічні фактори громадяни України шукають місця відпочинку та реабілітації переважно в межах країни, уникаючи територій, де ведуться військові дії. Реалії воєнного стану та війни приводять до збільшення факторів, які сприяють розвитку готельно-ресторанної сфери, що, однак, тяжіє до бюджетного формату. У межах дослідження доведено, що навіть в умовах воєнного стану можна виділити напрямки розвитку туристичної та готельно-ресторанної сфер, які здатні підтримати їх та зберегти економічний потенціал для післявоєнного відновлення. Цей потенціал інтерпретується нами як сукупність ресурсів, які можуть бути використані для підтримки економічного зростання та відновлення після конфлікту або війни. Ми вважаємо, що серед напрямків, необхідних для збереження економічного потенціалу туристичної та готельно-ресторанної сфери для післявоєнного відновлення, можна виділити такі: 1) розвиток внутрішнього туризму в безпечних зонах локальних областей. Концепція збереження економічного потенціалу для післявоєнного відновлення полягає у розвитку локальних туристичних безпечних зон з метою створення можливостей для безпечного масового відпочинку та рекреації для українців; 2) розвиток внутрішнього туризму у Внутрішніх Східних Карпатах. Концепція збереження економічного потенціалу для післявоєнного відновлення полягає у розвитку реабілітаційного туризму на курортах в межах цієї території; 3) розвиток бюджетних готельно-ресторанних закладів. Концепція збереження економічного потенціалу для післявоєнного відновлення полягає у розвитку бюджетних форматів готельних та ресторанных закладів з метою забезпечення якісного та доступного житла та харчування для населення.

Key words: concepts; potential; domestic tourism; local safe zones; restaurant industry; hotel industry.

Ключові слова: концепції; потенціал; внутрішнього туризму; локальні безпечні зони; ресторанна індустрія; готельна індустрія.

PROBLEM SETTING (DESCRIPTION OF THE PROBLEM BEING ANALYZED IN GENERAL AND ITS CONNECTION WITH IMPORTANT ACADEMIC OR PRACTICAL TASKS)

Developing the tourism and hotel-restaurant industry during times of war can be a challenging task as the military situation usually has a negative impact. However,

there are opportunities for the development of these industries even in such conditions, which can be expressed conceptually. We propose to focus on these concepts to support the functioning of the tourism and hotel-restaurant industries and to maximize their economic potential for post-war recovery. The rationale for this approach is primarily based on the fact that traveling and moving around the country is not prohibited

(therefore, for Ukraine, one of the ways to develop the tourism industry in martial law conditions is to focus on domestic tourism). The relevance of forming such concepts is because of the decrease in income levels and other specific factors (including those related to martial law), citizens of Ukraine are looking for places for recreation and rehabilitation mainly within the country, avoiding areas where military operations are taking place (such places are currently national and natural parks, green areas, tourist sites, and other places). In addition, military personnel and their families especially need such rest. The realities of the state of war lead to an increase in factors that contribute to the development of the hotel and restaurant industry (including problems with self-cooking due to frequent and prolonged power outages, possible problems with water supply, and frequency of air alarms), which, however, tends towards a budget format.

THE ANALYSIS OF THE LAST RESEARCH AND PUBLICATIONS IN WHICH THE SOLUTION TO THIS PROBLEM IS BEGUN

The study of economic development problems, including its tourism and hotel-restaurant spheres, under conditions of martial law, is the subject of works by some well-known scientists, including Voloshyna-Siidei V., Yevsieieva O., Maslyhan O., Syrtseva S., Nesterenko O., Harkusha O. [2], Bakatov V.Yu., Hromyk A., Kasinets O. [3]. At the same time, scientists emphasize that the occupation of Crimea and the COVID-19 pandemic have led to significant losses in the industrial and service sectors in eastern Ukraine and have caused crisis phenomena in the Ukrainian economy. Additionally, scientists note that the full-scale invasion of the Russian army has dealt a catastrophic blow to the subjects of the tourism and hotel-restaurant industries, the consequences of which require the immediate development of specific concepts to support their functioning. Currently, existing scientific studies focus on identifying possible mechanisms for overcoming the crisis and abstract analysis of the Ukrainian experience and opportunities for stabilization. However, it's necessary to develop specific stabilization measures, the basis of which should be the system of concepts for the development of the tourism and hotel-restaurant industries in Ukraine under martial law conditions, as they will help preserve their economic potential to the maximum extent for post-war recovery.

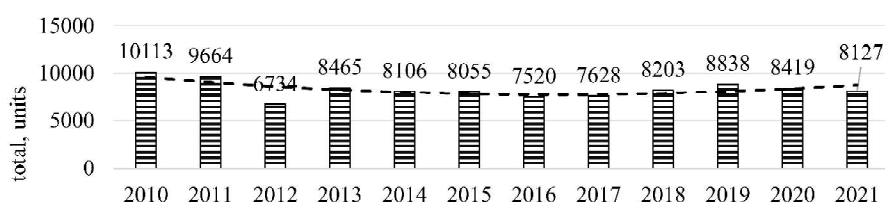


Figure 1. Dynamics of the development of business entities belonging to the hotel industry in Ukraine, 2010–2021, units.

Note
*Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol, and part of the temporarily occupied territories.
Source: Compiled based on data from the State Statistics Service of Ukraine (<https://www.ukrstat.gov.ua/>).

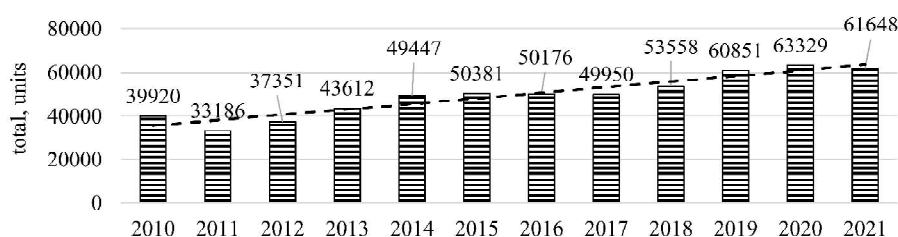


Figure 2. Dynamics of the development of business entities in the restaurant industry in Ukraine, 2010–2021, units.

Note
*Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol, and part of the temporarily occupied territories.
Source: Compiled based on data from the State Statistics Service of Ukraine (<https://www.ukrstat.gov.ua/>).

FORMULATING OF ARTICLE PURPOSES (THE PURPOSE OF THE STUDY)

The aim of the article is to examine the issue of establishing a system of concepts for the development of the tourism and hotel-restaurant spheres in Ukraine that can aid in maintaining and preserving their economic potential for post-war recovery.

THE PAPER'S MAIN BODY WITH FULL REASONING OF ACADEMIC RESULTS

The development of the tourism and hotel-restaurant industries in the conditions of martial law occurs in complex and unpredictable circumstances. Regarding the hotel industry, from 2010 to 2021, the number of temporary accommodation facilities fluctuated along a polynomial trend (Fig. 1) towards a decrease from 10,113 units in 2010 to 8,127 in 2021. Since the beginning of 2022, the collection of statistical data has become more complicated, making it impossible to visualize the data for this period, although according to business entities' data, the hotel industry has suffered greatly from the large-scale war. In February–March 2022, the flow of guests stopped, planned events, meetings, and trips were canceled, and the rate of booking cancellations increased to 98% within a few days [1].

Currently, no more than 20% of hotels are operating in Ukraine (90% of which belong to the budget format), and in monetary terms, this is a maximum of 2–3%. Due to the hostilities and temporary occupation of territories, many objects have been partially destroyed or completely destroyed [1; 3]. The situation with the restaurant industry is specific, as before the war, there was a certain growth trend, not affected negatively by the covid-19 pandemic (Fig. 2).

The consequences of the pandemic led to a decrease in the number of businesses operating in this sector from 63,329 to 61,648 in 2020—2021. The main decline was in the most developed sector — restaurants and mobile food service activities (Figure 3), particularly in the premium segment. By the end of May 2022, 37% of public catering establishments belonging to the same premium segment had closed in Ukraine.

Overall, the sector has lost up to 60% of its employees and revenues have been cut in half or more. Today, the situation is slowly stabilizing as there is still demand for home-cooked meals, fast food semi-finished products, and quick budget-friendly dining in public catering establishments [3; 5].

As for the development of the tourism industry in Ukraine, it should be noted that even before the start of the military conflict, it was in a crisis state formed by the negative consequences of the covid-19 pandemic. In particular, from 2010 to 2021, the number of travel agencies and tour operators did not demonstrate significant growth, as it increased from 10,486 to 11,004, due to the fact that the most significant increase was achieved by 2019 (up to 11,576), but it was leveled out by the end of 2021 (fig. 4).

With the outbreak of hostilities, domestic tourism is on the rise, particularly in western Ukraine. In November 2022, travelers booked 10% more tours within the country.

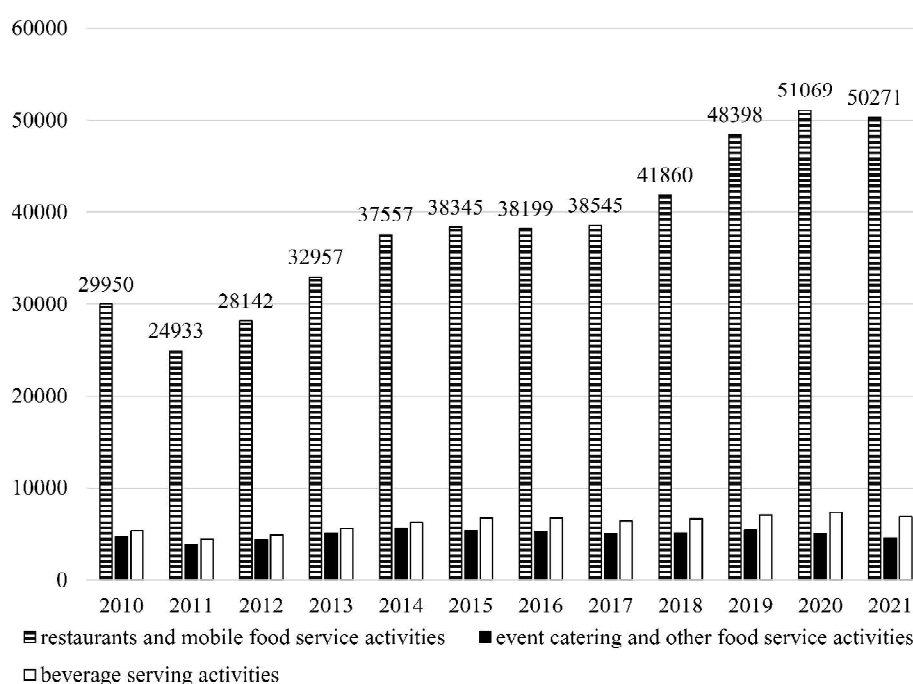


Figure 3. Dynamics of business entities development by sectors of the restaurant industry in Ukraine, 2010–2021, units.

Note

*Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol, and part of the temporarily occupied territories.

Source: Compiled based on data from the State Statistics Service of Ukraine (<https://www.ukrstat.gov.ua/>).

Sanatorium vacations, including rehabilitation tourism to resorts in the Inner Eastern Carpathians, continue to be the most popular type of tourism in Ukraine, compared to the same period last year. Additionally, according to internal statistics from Join UP! Ukraine has once again made it to the top 10 most popular destinations in terms of sales.

Therefore, it should be noted that even in conditions of martial law, it is possible to identify concepts or complexes of views for the development of the tourism

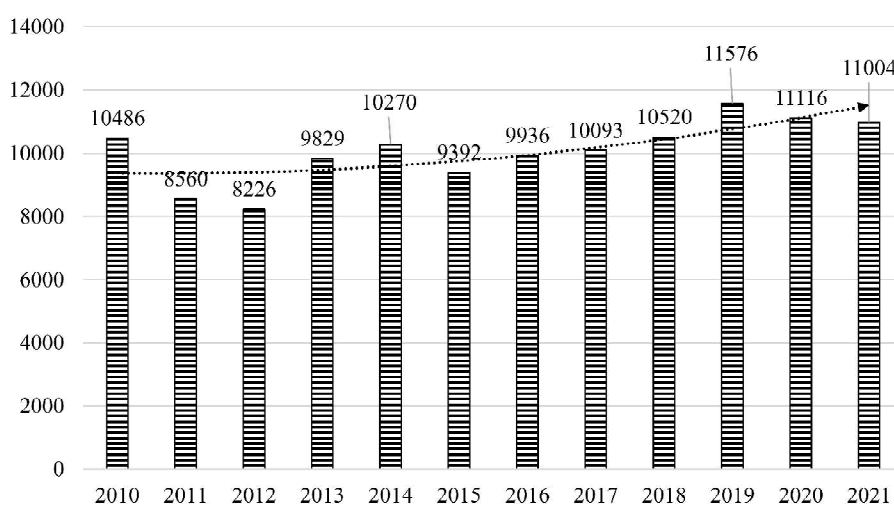


Figure 4. Dynamics of business entities in the tourism sector of Ukraine, 2010–2021, units.

Note

*Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol, and part of the temporarily occupied territories.

Source: Compiled based on data from the State Statistics Service of Ukraine (<https://www.ukrstat.gov.ua/>).

Table 1. Characteristics of prohibitions and recommendations to consider when planning safe zones routes arising from the effect of martial law in Ukraine

Prohibition	Recommendations
Prohibited rafting, hiking, walks, and excursions along routes near critical infrastructure, military, and strategic objects. Prohibited rafting, hiking, walks, and excursions along routes near military and strategic objects. Mass events (festivals, concerts, etc.) are prohibited. Visiting certain tourist attractions and zones that are particularly close to the borders with Belarus and Russia is prohibited.	It's recommended to refrain from traveling to territories that have been occupied. It's recommended to avoid planning routes that are close to the front-line areas as it is dangerous due to active fighting. It's recommended to check beforehand for any restrictions on visiting certain mountain trails, water bodies, and forests in different regions.

Source: Formed on the basis of [4].

and hotel-restaurant spheres that can help support and preserve their economic potential for post-war recovery. We interpret this economic potential as a set of resources that can be used to support economic growth and recovery after conflict or war. These resources can include natural resources, workforce, infrastructure, technology, innovation, education, health, and more. Given the outlined issues, we believe that among the directions for forming such concepts to preserve the economic potential for post-war recovery of the tourism and hotel-restaurant spheres, the following can be proposed:

- 1) development of domestic tourism in local safe zones of regions;
- 2) development of domestic rehabilitation tourism in the Inner Eastern Carpathians;
- 3) development of budget hotel and restaurant facilities.

After the war, the economic potential of these industries may be severely limited due to the destruction of their infrastructure, reduced workforce, and depletion of natural resources. However, numerous resources (natural resources, workforce, infrastructure, technology, innovation, education, health, etc.) preserved through the aforementioned concepts for preserving the economic potential of these industries for post-war recovery can be utilized for their overall restoration and creating new opportunities for comprehensive development. In particular, the comprehensive application of the proposed concepts should ensure a multiplier effect.

In particular, the concept of developing domestic tourism in local safe zones of regions should be built taking into account certain specifics. Such zones may include resorts, parks, museums, and other landmark places where there are no active hostilities. It should be noted that in each region, the military administration, as well as the local government, the State Emergency Service, the police, and the military are primarily responsible for safety. It is advisable to contact them to clarify whether it is safe to travel to a particular region of the region, which locations can be visited, and which are prohibited. There are certain rules for domestic tourism in local safe zones of the regions:

1. Smart planning by tourists of trips to safe zones. In particular, when planning a trip, it is worth finding out the availability of shelters along the travel route, taking into account the peculiarities of maintaining law and order in the territories of the regions where curfew is in effect (which lasts from 23:00 of the current day to 05:00 of the

next day); taking into account the schedule of tourist sites in safe zones;

2. Smart planning by tour operators and tour guides of tourist routes in safe zones, namely taking into account the location of bomb shelters (as there is responsibility for human life in such cases), prohibitions, and recommendations arising from the martial law in Ukraine (see Table 1).

1. Planning of activities by tourists, tour operators, and guides is allowed with certain restrictions that vary across different regions. It should be noted that currently, travel to local safe zones in the central and western regions of Ukraine is permitted, however [4]:

- Visiting forests and green areas outside of residential areas is prohibited in Kiev and the Kiev region;
- Visiting forests and bodies of water that have not been designated by military administration is prohibited in the Cherkasy region;
- Visiting forests is prohibited in the Poltava region.

Visiting bodies of water is allowed (but without watercraft, unless it is for sports competitions);

— Visiting forests is strictly prohibited in the Volyn region, as the region borders the Belarusian border.

— Forest visits are allowed in the Lviv region. However, it is prohibited to drive vehicles (except bicycles) on forest roads, unless the forest area is on a transit route. Starting fires outside designated areas is also prohibited. As for bodies of water, kayaking, and catamaran trips are currently allowed. Swimming and sunbathing are only permitted on beaches that have been inspected and recommended by the State Emergency Service (SES).

— Visiting forests is allowed in the Zakarpattia region, except for certain routes that are closed to visitors (such as parts of the Uzhanskyi National Park and the Carpathian Biosphere Reserve that border other countries). Tourist flights on single-engine aircraft are also prohibited.

— Visiting mountainous areas and forests is not prohibited in Ivano-Frankivsk region. However, riding motorized vehicles in forest areas is prohibited in the Bukovel resort area.

— Visiting forests is allowed in the Ternopil region, but building fires and using motor vehicles within the forests is prohibited. All tourist attractions in the region are operating as usual and according to approved schedules. Recreation on water bodies in the region is permitted, but obtaining permission from the regional military administration is necessary for organizing mass events.;

Table 2. Description of Possible Directions for the Development of Specialized Rehabilitation Centers Based on Existing Private and Public Medical Facilities and Sanatoriums in the Region

Institution format	Description	Features of the budget format.
Physical rehabilitation	A center focused on restoring physical health and organ functions after injuries, surgeries, illnesses, and other conditions.	The use of modern methods of physiotherapy, massage, swimming pools, electrotherapy, and so on.
Interactive rehabilitation	A center that utilizes interactive technologies and games to improve physical and psychological health.	The use of virtual reality, exoskeletons, gaming simulators, etc.
psychological rehabilitation	A center aimed at supporting psychological health and restoring mental functions after trauma, shock situations, war, etc.	The use of psychotherapy, art therapy, meditation, training, and other similar techniques.
Friendly rehabilitation	A center created to improve the health and socialization of people with disabilities, children with special needs, and others who require assistance.	Provision of services for creating an accessible environment, developing socialization skills, and inclusion.
Animal Rehabilitation	A center that uses animal therapy to improve the physical and psychological health of people.	This includes the use of therapy with dolphins, horses, dogs, and other animals.

Source: Formed based on [4].

— In the Vinnytsia region, visiting tourist attractions are allowed and they are operating as usual according to their schedules. Recreation on water bodies in the region is permitted, except in areas where critical infrastructure and forests in the border zone are located. Visiting forests is prohibited.

— In the Rivne region, visiting forests, suburban green areas, and forest strips is allowed, except for those located in the northern parts of six territorial communities: Loknytska, Zarichnenska, Vysotska, Myliatska, Starosilka, and Berezhivska.

— In the Zhytomyr region, visiting forests is allowed, except for areas located within 20 kilometers of the state border of Ukraine with the Republic of Belarus and temporarily occupied territories. Cultural institutions with shelter facilities are also permitted. Visiting nature reserves in the region and closed water bodies located near critical infrastructure is prohibited.

— In the Khmelnytskyi region, visits to tourist sites (which operate in a normal mode, according to approved schedules) and forests (with restrictions in place — no bonfires and no entry to forests by any vehicles except bicycles) are allowed.

— In the Chernivtsi region, visits to tourist sites (which operate in a normal mode and according to approved schedules) and forests are allowed.

The concept of developing local safe tourist zones involves creating opportunities for safe, mass recreation and leisure activities for Ukrainians.

The development of internal rehabilitation tourism in the Inner Eastern Carpathians (within the Transcarpathian and partially Ivano-Frankivsk regions) is possible due to a concept that takes into account the region's specificity, namely its significant distance from the military conflict zone, as well as its clean nature, mountain landscapes, and mineral and thermal springs that can be useful for health restoration and rehabilitation. The most promising territories are the Vyhoda-Hutsulskyi Ridge (Volcanic Ridge), where many mountain resorts specializing in rehabilitation after

injuries, surgeries, musculoskeletal diseases, and other illnesses are located. The main base for rehabilitation centers in the areas of the Vyhurivs'kyi-Hutynskyi volcanic ridge, particularly:

— Vyhgorlat, is located within the Perechynskyi and Uzhhorodskyi districts of the Zakarpattia region. The following tourist attractions are located within the area: Lake Synevyr, Wooden Ukrainian Rusyn churches, Mount Sninskyi Kamyn with a view of the surroundings, Teplytsia Yama, Skalka, a high cliff that arose due to tectonic faults, and Plishka Waterfall.

— Makovycha, extends from the Uzh River to the Vyzhnitsia and Latoritsia Rivers (covering the Mezhygirs'kyi, Rakhivskyi, Volovetskyi, and Tiachivskyi districts). This area is characterized by its unique landscape, flora, and fauna.

— Synyak is located within the Mukachevo, Svaliava, and partially Peretschn districts of the Zakarpattia region. The following tourist attractions are located within the massif: Regional Landscape Park "Synyak", Blue Lake, Synyak peat bog, "Carpathians" sanatorium park, Ostra (forest reserve), Tesanik (forest reserve), Topolina (forest reserve), Skakalo waterfall.

— Borlyiv Dil is located at the intersection of the Svaliava, Mukachevo, and Irshava districts of the Zakarpattia region.

— Velykyi Dil is located within the Svaliava, Irshava, and partially Mukachevo districts of the Zakarpattia region. The geological reserve "Enchanted Valley" and the hydrological nature monument "Black Swamp" of the National Nature Park "Enchanted Land" are located within the massif.

— Tupyj, is located within the Khust and Irshava districts of the Zakarpattia region. Within the massif, there are such interesting natural attractions as the Lipovecke Lake (near the village of Lypcha), Niresky Waterfall (near the western outskirts of Khust, on the Niresk stream), and Horodylivsky Waterfall.

— Hutynsky, located within the Khust and Vinogradiv districts of the Zakarpattia region.

Table 3. Description of potential directions for the development of budget formats of restaurant establishments within the region

Institution format	Description	Features of the budget format.
Café-bistros	These institutions orient on quick service and low prices	Small cafes with a counter for ordering and service at the counter. The menu mainly consists of simple dishes with minimal ingredient costs.
Food courts	These institutions specialize in making fast food or breakfast at affordable prices	These institutions are typically located on the streets, near office centers, and railway stations. The menu consists of fast-food items such as soups, sandwiches, and salads.
Fast food	These institutions specialize in making quick meals of a certain cuisine type (may include burger joints, pizzerias, Chinese or Japanese restaurants).	These institutions may feature menus with a limited set of dishes and drinks that can be quickly prepared and served. Often, such establishments have small sizes and low prices for dishes.
Pizzerias	These institutions specialize in making pizza.	These institutions may offer a limited variety of pizza and other snacks such as salads, but with low prices on dishes. Such establishments may offer delivery services or pick-up of orders on-site.
Coffee house	These institutions specialize in making coffee and other drinks.	These institutions may offer a limited variety of coffee and other beverages, such as tea, juice, and cocktails (as well as desserts and snacks). Such establishments may have small sizes and low prices on drinks and snacks.
Self-service	These institutions orient on customers which independently compose their lunch or dinner from various components or choose it from special showcases.	These institutions can include a buffet with various dishes and beverages that customers can take themselves or counters with ready-made dishes that can be consumed on-site or taken away. These institutions may have different cuisines, including local and international cuisine, and offer various types of dishes (such as soups, salads, side dishes, and main courses).

Source: Formed based on [4].

To further develop internal rehabilitation tourism in the Inner East Carpathians, the following measures can be taken:

1. Development of hotels with facilities for people with special needs, such as special rooms with wheelchair access lifts for wheelchair users, special devices in bathrooms, and more;

2. Organization of special tours for people with various disabilities such as excursions with special transportation accessible to people with disabilities, and health programs designed specifically for people with disabilities;

3. Development of resort area infrastructure adapted to the needs of people with special needs, including ensuring access to shops, food and beverage kiosks, toilets, recreational areas, and other public facilities.

4. Development of specialized rehabilitation centers based on existing private and public medical facilities and sanatoriums in the region. These centers should provide post-war rehabilitation and full functional recovery for those affected by the war and military personnel, enabling them to work and live fully in society. This includes not only physical and psychological rehabilitation, but also a complete return from war to civilian life, achieved through the monitoring of physical rehabilitation centers (for functional restoration), interactive rehabilitation, psychological rehabilitation, friendly rehabilitation, and animal rehabilitation. Table 2 outlines possible directions for the development of specialized rehabilitation centers based on existing private and public medical facilities and sanatoriums in the region.

5) Development of relaxation zones where various services will be available for health restoration and psychological comfort enhancement, such as SPA centers, saunas, thermal water pools, massage rooms, yoga centers, and others. These zones can be located near rehabilitation centers and hotels, providing convenient access for tourists and patients.

The concept of tourism development involves the development of resorts in the Inner East Carpathians as centers of rehabilitation.

Development of budget hotels and restaurants, including those in local safe zones and the Inner East Carpathians, or the transition of existing facilities to this concept, should be considered in the concept of preserving the economic potential for post-war recovery, in connection with some factors, including: 1) reduction of strategic planning terms in most facilities (which does not exceed a week); 2) transformation of the main commercial task for businesses (currently, it is to maintain viability in new realities, where some facilities have been physically destroyed, internally relocated to safe regions, etc.); 3) general reduction in the standard of living of the population (in particular, according to a survey conducted by the research company Gradus Research, more than 70% of Ukrainians have had their incomes reduced due to the war, and 66% feel the need for money). Therefore, to further develop the hotel and restaurant industry in Ukraine, it is necessary to develop activity formats that can provide affordable prices for accommodation and food. To achieve this, the following measures can be taken:

1. Development of budget institutions in the restaurant industry can be done in the following formats: cafe-

Table 4. Characteristics of possible directions for the development of budget formats of hotel establishments

Institution format	Description	Features of the budget format.
Guest houses	Private houses or apartments that owners rent out.	Typically have a lower price compared to hotels and offer the opportunity to stay in a cozy private space.
Motels	The institution is located on the outskirts of cities or highways.	Provide basic accommodation for tourists seeking convenient lodging during their travels.
Hostels	Accommodation facilities where guests have a shared space for sleeping and relaxation are called hostels.	Provide budget accommodation for tourists, often located in the city center, have shared kitchens and bathrooms, and may have different room categories.
Campgrounds	An institution that provides the possibility of accommodating tourists in tents or caravans.	Often located in natural areas, they have basic amenities for accommodation and may have shared kitchens, showers, and toilets.
Apartments	Apartments or houses that are rented out for short-term stays for tourists.	They provide more space and autonomy for guests, may have a fully equipped kitchen and washing machine, and the price may vary depending on the level of comfort.
Capsule hotels	An institution with accommodations in narrow capsules located in a communal space.	Provide an opportunity to stay in comfortable conditions at an affordable price, often located in the city center, guests may have access to shared bathrooms and kitchens.

Source: Formed based on [4].

bistros (establishments with fast service and affordable prices); food courts (establishments that offer quick lunches or breakfasts at affordable prices); fast food (establishments that offer quick meals of a certain cuisine type, including burger joints, and Chinese or Japanese restaurants); pizzerias (establishments that specialize in making pizza); the coffee house (establishments that specialize in making coffee and other drinks); self-service (public catering establishments where customers can independently compose their lunch or dinner from various components or choose it from special displays). Below are the characteristics of possible directions for the development of budget formats of restaurants that should be developed in conditions of military state with corresponding descriptions and characteristics (Table 3).

The concept of developing budget restaurant establishments in conditions of war aims to provide quality and affordable food for the population living in conflict zones or requiring temporary relocation. The first step towards implementing the concept is to search for an optimal space that can be used as a restaurant or kitchen at a level that meets the requirements of the budget sector. Next, the focus should be on ensuring minimal costs for building and equipping the kitchen and restaurant. This can be achieved by using available materials, saving water and electricity, as well as through the use of simple technologies and innovative solutions

The next step is to ensure the efficient operation of the cuisine and restaurant. This can be achieved by involving volunteers or specialists from local communities who have experience in cooking and serving guests. To ensure maximum efficiency, the restaurant can offer simple and affordable dishes using local products and resources. Additionally, local communities can be engaged in addressing issues related to supporting the restaurant,

such as supplying products and waste management

2. Development of budget accommodations in the hospitality industry can include the following formats: guest houses (private houses or apartments), motels (hotels on the outskirts of cities or highways), hostels (accommodations with shared sleeping and leisure spaces), campgrounds (hotels that provide the opportunity for tourists to stay in tents or caravans), apartments (houses or apartments for tourist accommodation), and capsule hotels (hotels where guests are provided with sleeping places in narrow capsules located in shared spaces). Below are characteristics of possible directions for the development of budget accommodation formats in the hospitality industry, which may have different price categories and levels of comfort (see table 4).

The concept of developing budget formats for hospitality establishments during wartime aims to provide quality and affordable housing for people in need of temporary accommodation, including those affected by military conflicts. The main principles of this concept should include cost savings, the use of temporary solutions, and innovative technologies that enable the creation of comfortable living conditions. Firstly, it is necessary to ensure the efficient use of existing resources, such as premises, investments, and technical solutions, that reduce costs for construction and repairs. Additionally, it is important to ensure optimal financial allocation, including attracting grants and donor assistance. To develop budget formats for hospitality establishments during wartime, the focus should be on the development of temporary housing complexes that provide the necessary comfort for residents by local standards. Such complexes can be different types from temporary tent cities to repurposed premises.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS AREA

As part of the research, it has been shown that even in conditions of wartime, it is possible to identify directions for the development of the tourism and hotel-restaurant industries that can support them and preserve the economic potential for post-war recovery. Economic potential is interpreted as a set of resources that can be used to support economic growth and post-conflict or post-war recovery. We believe that among the directions for preserving the economic potential of the tourism and hotel-restaurant spheres for post-war recovery, the following can be highlighted:

1. development of domestic tourism in local safe zones within regions. The concept of preserving the economic potential for post-war recovery involves the development of local safe tourist zones, creating opportunities for safe mass recreation and leisure for Ukrainians;

2. development of domestic tourism in the Inner Eastern Carpathians. In this case, the concept of preserving the economic potential for post-war recovery involves the development of rehabilitation tourism within resorts in the Inner Eastern Carpathians as rehabilitation centers;

3. development of budget hotel and restaurant establishments. The concept of preserving the economic potential for post-war recovery involves the development of budget hotel and restaurant formats to provide quality and affordable housing and food for the population requiring temporary accommodation after evacuation from the conflict zone.

After the war, the economic potential of these spheres may be limited due to the destruction of their infrastructure, reduction of the workforce, and depletion of natural resources. However, the available resources (natural resources, workforce, infrastructure, technologies, innovations, education, health, etc.) can be preserved through the outlined concepts of preserving the economic potential of the sectors for post-war recovery and used for their overall recovery and creation of new opportunities for comprehensive development. In particular, the comprehensive application of the proposed concepts should ensure a multiplier effect. Specifically, on the one hand, the creation of budget hotels and restaurants can attract more tourists who are looking for affordable places to stay and eat (which can stimulate the development of tourism infrastructure in these regions and related service sectors, including trade and transportation). On the other hand, the development of hotel and restaurant businesses can create new jobs and increase income and the standard of living for the local population.

The prospects for further research lie in using the recommendations and concepts developed by the authors to form a strategy for the development of the tourism and hotel-restaurant spheres in conditions of a state of war, which will allow for the preservation of their economic potential for post-war recovery.

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