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### **Tools for the Development of Domestic Tourism in Eastern Ukraine Under Conditions of Post-Conflict Situation and Limitations of International and Internal Mobility**

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#### **ABSTRACT**

In the article it has been considered the issues of opportunities for the development of domestic tourism in the eastern territories of Ukraine, which have experienced problems due to the conflict and restrictions on international and domestic mobility due to the COVID-19 pandemic. It has been established that in the East of Ukraine there are been favorable conditions for the development of domestic rural tourism. It has been proposed to start the development of resort and recreational potential of the eastern territories, namely the creation of a resort town in Starobilsk, Luhansk region, which will specialize in providing medical rehabilitation services for adults, children, disabled people with musculoskeletal diseases, neurological, gynecological diseases, consequences of polytraumas. It has been noted about the need to develop a strategic program for the development of domestic tourism in the eastern territories. It has been established that taking into account the human development index is a necessary condition for the study of post-conflict development of territories. It has been stayed the most promising for the rapid development of the eastern territories is "green tourism". It has been proved that the main driving force of tourism development in post-conflict conditions and restrictions on mobility is to follow the rules of quarantine and search for alternative types of tourism, which are proposed in this paper. The proposals identified in this paper will be useful to many countries whose tourism industry has suffered heavy losses as a result of a pandemic or a complex conflict situation.

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**Keywords:** Tourism; Post-conflict situation; Pandemic; Mobility; Resort

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## АННОТАЦІЯ

В статті розглянуто питання можливостей розвитку внутрішнього туризму східних територій України, які зазнали проблем внаслідок конфлікту та обмеження міжнародної і внутрішньої мобільності через пандемію COVID-19. Встановлено, що на сході України є сприятливі умови для розвитку внутрішнього сільського туризму. Запропоновано почати розвиток курортно-рекреаційного потенціалу східних територій, а саме пропонується створення курортного містечка у м. Старобільськ Луганської області, яке буде спеціалізуватися на наданні послуг з медичної реабілітації дорослих, дітей, інвалідів, що мають захворювання опорно-рухового апарату, неврологічні, гінекологічні захворювання, наслідки політраум. Зазначено про необхідність розробки стратегічної програми розвитку внутрішнього туризму східних територій. Встановлено, що врахування індексу людського розвитку є необхідною умовою при дослідженні питань постконфліктного розвитку територій. З'ясовано, що найбільш перспективним для швидкого розвитку східних територій виглядає саме «зелений туризм». Доведено, що головною рушійною силою розвитку туризму в умовах постконфлікту та обмеження мобільності є слідування правилам карантину та пошук альтернативних видів туризму, які і запропоновані в цій роботі. Пропозиції, визначені в цій роботі стануть в нагоді багатьом країнам, туристична галузь яких зазнала великих збитків внаслідок пандемії або складної конфліктної ситуації.

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**Ключеві слова:** туризм; постконфліктна ситуація; пандемія; мобільність; курорт

## Introduction

The eastern territories of Ukraine have been in a conflict situation for six years, and it hinders the development of tourism. In addition, this year the global pandemic was added that paralyzed the development of both international and domestic tourism. But the situation is changing and obviously the world will come out of quarantine by rebuilding domestic tourism. And only when the sanitary and epidemiological situation is normalized, we will talk about the revival of international tourism, but with many changes. Mankind needs to adapt to the new conditions of the tourist sphere. Due to quarantine in most countries tourists are prohibited from entering the country. For those who decided to open the tourist season, the rules of entry are constantly changing. In this unpredictable situation many Ukrainians do not risk going abroad but prefer to rest at home. The coronavirus pandemic in 2020 had a very strong impact on the state and further development of almost all areas of the world economy, including tourism. Particularly those countries in which tourism accounts for a significant share of GDP and has an impact on the employment market have serious consequences. Restrictions on

relocation, which were introduced by countries to prevent the spread of COVID-19, falling citizen incomes due to the economic crisis cause an increase in demand for recreation within Ukraine. According to experts, the sphere of tourist services during the pandemic is characterized by giving priority to those wishing to rest: the choice of shorter rest periods, the predominance of individual travel (motoring) and individual accommodation, the choice of health, sea and rural tourism. The quarantine system changed consumer preferences, accelerated the introduction of online technologies, began to pay more attention to hygiene and a healthy lifestyle, actively used non-cash and contactless payment methods and methods of targeted delivery. Such a severe crisis in the tourism business has not been observed since World War II. Therefore, this topic is more relevant today than ever and you need to take into account all opinions on this issue, so as not to miss the interesting ideas for future tourism development.

General scientific and special methods were applied during the research: scientific abstraction, induction and deduction and other methods of cognition of socio-geographical phenomena, objects and processes; systematic approach, analogy and quantitative and qualitative comparison.

Scholars use several approaches to the definition of "economic development of post-conflict territory", namely: transformative, process, integrative, innovative. In our opinion, only a synergetic approach most fully covers the specifics of this concept and corresponds to modern realities. According to the principles of synergetics, economic development of the post-conflict territory is a priority of the general set of actions aimed at creating political, social, economic and environmental conditions for the most efficient use of available resources of the post-conflict territory in the process of peace and national security.

It is the synergetic approach to defining the key task of this study - the development of post-conflict territory - on the principle of "creating conditions" that we will take as a basis for programming a strategy for tourism development in the context of conflict mitigation.

The basis of post-conflict development of tourism as a system should be the law of self-preservation of mankind, which is based on the principles of sustainable development. This is evidenced by the world practice of post-conflict development of individual countries and regions.

## **1. The state of tourism in Ukraine during the post-conflict and pandemic**

Unfortunately, such a topic as military conflicts was not closed even in the 21st century. Countries continue to fight and conflict with each other, which affects not only people but also various sectors of the economy. One such area is tourism. How can it continue its existence after military conflicts and not collapse?

In recent years, there have been many conflicts in Palestine, Israel, Jordan and Libya, which have significantly reduced the number of tourists in these areas as well as the competitiveness of these places. It is strategically logical to focus tourism on the most

favorable parts of the country, where there are no armed conflicts and their consequences. For example, where there is a large accumulation of tourist resources, such as mountains, plains, rivers and lakes, winter and summer resorts, as it will always be more attractive to tourists.

As for Ukraine, at the moment the rest in the Luhansk region can be considered safe, but we must cooperate with other, more developed in the field of tourism areas. For example, with Lviv, which has a developed infrastructure and tourism itself.

The war in the East and the economic crisis that erupted simultaneously in Ukraine immediately led to the collapse of the hospitality industry. The flow of thousands of foreign tourists turned into a stream. This was especially true in eastern Ukraine (Hotel business (2015)). In 2014, due to the difficult situation in Luhansk and Donetsk regions, most of the few hotels were closed. Therefore, representatives of the hotel industry of the East were recently invited to participate in the Lviv Hospitality Festival. During the meeting with representatives of the hotel and restaurant sector of Luhansk and Donetsk regions, it was noted that for the Lviv region the tourism and hotel sector is a way to convey to foreign tourists that Ukraine is safe to visit, so it is worth thinking about joint region projects. To adopt the experience of Lviv and apply it in one's locality is not only a way to restore the territory after the war, but also a way to general development. Once the industry has suffered great losses, the hotel business can become a platform for socialization and economic growth (Donetsk and Luhansk regions, 2020).

As for Ukraine, the government has not yet calculated the losses for the industry, but it is already clear that with the closure of borders, they will be and will affect mostly inbound and outbound tourism. So far, no restrictions have been imposed on domestic tourism, but, of course, quarantine and a ban on mass events will affect business. How to deal with such a decline during a pandemic? Especially popular trips, which in English are called Staycation (stay - stay, vacation - vacation) near the house, without overnight stays. In these conditions it is necessary to develop regional tourism. For example, those interested can be invited to sign up for free tours - walking, bus, scooter or bicycle - in previously unknown to tourists places.

With the easing of quarantine, a record number of vacationers has gone to Ukrainian resorts. Traditionally, many tourists were in the South (in particular, in Odessa, Kherson, Mykolaiv regions), as well as in the Carpathians. However, not only there. The influx of guests was recorded in almost all areas, as many people were looking for less popular places due to isolation. According to experts, the driving force of development is "green tourism", ie farmsteads in remote villages and farms. Gastronomic tourism is also flourishing - various ecological farms, wine cellars, etc (The COVID-19 pandemic, 2020).

But, unfortunately, the Ukrainians position domestic tourism as a desperate step in 2020 because in principle domestic tourism can not give what foreign tourism can give. There are very few hotels in Ukraine that can offer the same level as in popular tourist countries at reasonable prices. The cleanliness of beaches and services in Ukraine are clearly lagging behind. Local hotels want more money, but they usually do not provide the proper quality, and the competition here is small because there is nowhere to stay .. (Domestic tourism in Ukraine, 2020).

Let's consider the example of Lviv and Transcarpathia, which attract tourists, while following all the rules of quarantine. For example, in Lviv, additional disinfection of

hotels, temperature control of guests and maintaining the distance between tables on summer playgrounds. The main reason for visiting the Carpathians is the fresh air, rich nature and low population density, which is a very important criterion when increasing the number of patients. Domestic tourism is becoming relevant for other countries. Now it is the safest option for economic recovery and at the same time meet the leisure needs of the population.

Hotel Et Destination Consulting (HDC) predicts in its report that Ukraine, like the rest of the world, will be able to partially restore its economic situation in 2021, but it will be possible to completely eliminate all the consequences of the pandemic only in 2022.

## **2. Opportunities for the development of domestic rural tourism**

As a result of surveys, it was found that Ukrainians during quarantine dreamed of resting in the mountains and forests without access to the Internet. The desire to relax in nature and fresh air was even greater than the traditional sunbathing on the beach. After being imprisoned in stuffy apartments, breathing smoke from fires and horrible daily shots of respiratory damage - fresh air and a large green area become the main priorities for tourists.

The availability of Wi-Fi in the hotel recedes into the background, because for working people in recent weeks the Internet has become not a pastime but a place to work. Internet oversaturation and the desire to rest from the constant online are observed among people. Remote corners with beautiful views, a large space where you can walk and not be afraid of crowds, and most importantly breathe - this is the trend of the 2020 season. Therefore, it will be important to lift the ban on recreation in hotels which can provide people with conditions of self-isolation and enhanced sanitation, in particular, the houses with separate entrance and contactless food delivery.

We are all tired of the constant hustle and bustle of the city, garbage, noise and exhaust fumes. Increasingly you want to be closer to nature, alone with yourself. Agritourism is very popular in the countryside on farms, in comfortable small Ukrainian houses. Ukraine is mostly an agrarian country, the agricultural sector is of great importance for the economy as a whole and it is the basis of the well-being of citizens. Therefore, there are many resources for such a holiday. First of all, rural tourism is expected to have peace and dimension of rural life, clean air, peace and natural products, comfortable living conditions, home atmosphere, reasonable prices, a sense of closeness to nature, new experiences, acquaintance with local traditions, entertainment for children and leisure activities for adults. Rural hospitality is the first stage of rural tourism development. That is, the rural population, including farmers who have empty houses, rooms or floors in their own homes, provides them with furniture and household facilities (utensils, bedding, towels) for rent from two days to several months. To create a more welcoming reception, the hosts can offer additional services to guests: organization of entertainment events (bath, barbecue, walking together on berries and mushrooms, fishing, horseback riding); involving the guest for assistance in simple agricultural work, such as feeding animals, harvesting berries or vegetables.

Guest estates (*sadyba*) and tourist villages can be the next stage in the development of rural tourism. Tourist (guest) estate - a tourist facility in the countryside, which serves as a rural hotel. It consists of a residential building with 2 rooms, usually with a bath, barbecue area, with outbuildings. It has an adjacent territory, decorated in the form of a park.

Tourist village - a tourist facility in the countryside, a specialized hotel. It consists of several buildings united by a single concept, having a single infrastructure and management.

Another form of agritourism facility that is developing in Ukraine is a historic settlement. It is a tourist object in the countryside, on the territory of which are cultural heritage sites created in the past, which are archaeological, historical, architectural, urban, aesthetic, scientific or socio-cultural value, are important for the preservation of identity Ukrainians. In the Luhansk region there are plenty of places suitable for this type of tourism.

Unfortunately our population is busy with their daily problems and does not understand the importance of tourism for the development of the region and the country as a whole, but nevertheless we have great potential for this development. In addition, it would be possible to begin to develop the production of souvenirs. A souvenir could be a figurine made of glass because we have a factory for the production of glass, or it would be possible to make from beads those flowers and plants that can be found only in the Luhansk region and which are listed in the Red Book, which would allow tourists in addition to buying a good souvenir, learn about endangered species and not harm nature. Or a souvenir could be a well-known *baibak* made, for example, in the form of a small soft toy.

Our past will also help us satisfy the wishes of potential tourists, namely: people used to live in farms. About a hundred years ago there were about 400,000 farms in Ukraine. Prototypes of local communities and farms of that time which led a family life. After collectivization and famines there were less than 60,000 of them left and after the consolidation of collective farms in the 1950s no more than 8,000 farms remained.

Villages are mostly unnatural. People were settled artificially to develop new lands, build and maintain cities and fortifications, or extract resources for needs of the empire.

Farms can be called the prototype of new settlements. The first hamlet of the new *Obyrok* model appeared in the *Severshchyna* region 10 years ago. It was founded not by farmers but by downshifters from the city, creative people: artists. It immediately became international and volunteer, open and popular. People want to get there to feel the atmosphere of life outside the city. They have a desire to stay and live there for a while.

Now there are dozens of such thematic hamlets and settlements in Ukraine and each attracts thousands of people. Now in the digital age the hamlet is important not because of land desiatina, tractors or seeders but because of its thematic community, like-minded people and atmosphere. While the village degrades and alienates due to its desperation, distrust and aggression, the hamlet attracts people and resources like a magnet, like a light in the darkness of climatic and economic collapses.

The idea of hamlets and communities, which were common for Ukraine long before the emergence of the village, is now as relevant as ever. Perhaps, now it is high time to

reconsider this concept in a network of new settlements. Nowadays, hamlets can become a new tourist trend not only in Ukraine but also all over the world. Indeed, in other countries there are also such separate centers of human settlements such as castles.

Now in conditions of self-isolation this movement of farms seems to gain new significance. That is because more and more people are considering the prospects of living outside of quarantines and cities, smoked by burning landfills. The evidence of this is the sharp increase in the demand for housing out of town, country houses and high prices for them.

Perhaps, now is the time to remember our history and reconsider the meaning of life living in hamlets in the digital age. This will contribute to the development of rural green tourism areas, and will help people improve their health and relax within quarantine restrictions. Indeed, this is one of the main functions of tourism, namely, social orientation and taking into account the interests of all participants. The implementation of the proposed ideas will contribute to the development of domestic tourism in eastern Ukraine in post-conflict situation and limitation of international and internal mobility.

### **3. Development of resort and recreational potential**

Although taking into account the negative consequences of transformational changes in the settlement of the region it can be recognized that multifunctional settlements were able to survive during this period. Modern multifunctional development concerns the introduction of new settlement functions. For example, rural or ecological tourism, resort economy, processing of agricultural raw materials, trade, handicrafts. The introduction of non-agricultural functions will help reduce unemployment and develop entrepreneurship. Maintenance of socio-cultural and resort-tourist infrastructure, development of communal services, trade, industrial production on local raw materials belong to the non-agricultural sphere.

Some parts of Luhansk region have resort and recreational potential but it is not used properly. This is due to such problems as lack of theoretical developments on the development of resorts in the east, financial insecurity of any ideas related to this issue, uneven development area, military conflict. The problem of uneven placement of the recreational complex and rational use of nature is very important. Namely, the east of Ukraine has an insufficient number of sanatoriums. The ideas proposed in the work regarding the creation of a resort town can lead to the stabilization of the socio-economic situation of the city of Starobilsk; improving the investment and tourist attractiveness of the territory; increasing the competitiveness of the territory and the emergence of modern social, transport and other infrastructure that would meet the world level.

Given the above it is suggested a functional redevelopment of Starobilsk of Luhansk region with the expansion of the resort function. The creation of a resort town will enable Starobilsk to obtain a new social status defined by Ukrainian legislation. This will create new preconditions for re-profiling and changing the role in the territorial division

of labor, as well as increase investment activity and intensify economic development. In order to substantiate the location of the future resort it is necessary to dwell on the geographical features of the area.

Starobilskiy district is located in the north of Luhansk region and stretches from north to south for 46.5 km, from west to east - for 61 km. The city of Starobilsk is located on the river Aida with a temperate-continental climate which is characterized by hot, dry summers and snowless winters. The average rainfall is 416 mm and the highest falls in the summer months. Winters are snowless. The area is located within the Zadonets plain on the watersheds of the rivers Aida, Bila, Borova. Soil cover - common chernozems. Attractive tourist attractions include the Starobilsk Museum of Local Lore, the Convent of All Sorrowful Joys, and St. Nicholas Cathedral.

Among the natural and geographical factors contributed to the rapid development of this region are: fertile chernozems, a large number of small rivers and forests, favorable climate. The water resources of the district contribute to the development of recreational economy. Of great importance is the geological structure of the river bottom, so the right bank of the Aida is steep, consists of Cretaceous sediments and it is from under them that sources of drinking water flow (Zavarika H., 2019).

Mineral water was first found in 1934 in the village of Pidgorivka at a depth of 602 meters. This is a sodium chloride-iodine-boron source with a mixture of rhodone, water contains 16% of useful mineral salts. It was on its basis that in 1938 a water hospital in Starobilsk began to function specializing in the treatment of diseases of the musculoskeletal system.

Later a new well of sodium chloride mineral water was discovered in pine forest. On its basis sanatorium "Pine" was built and in September 1973 began to work.

The water hospital and sanatorium had more than 25 medical and diagnostic rooms including paraffin-ozokerite treatment rooms, hydrogalvanic baths, hydropathic showers, underwater stretching, underwater shower-massage, inhalers, ingoreflexotherapy, manual therapy. But over the years these institutions have almost ceased to function in their profile and need radical modernization and introduction of innovative technologies.

In recent years, research on the development of the resort business has not even been conducted. The existing sanatorium and resort base was in decline. No sanatorium-resort was built and only obsolete ones remained without modern medical equipment and without updated resort infrastructure.

It is proposed to create a resort town in Starobilsk of Luhansk region which will specialize in providing medical rehabilitation services for adults, children, disabled people with musculoskeletal diseases, neurological, gynecological diseases, the consequences of polytrauma. Together with the medical component, it is necessary to create appropriate social, transport and other infrastructure, as well as to reform the existing agro-industrial sector of the city's economy. As a result of implementation of ideas in life it is possible to achieve: improvement of living conditions of the population in the territory of Starobilsk, increasing of investment and tourist attractiveness of the city, increasing of competitive advantages of the post-conflict territory.

Taking into account the international experience of creating innovative infrastructure, when creating rehabilitation towns, it is necessary to apply the experience of the world's

leading cities with environmental and medical specialization in the use of alternative energy, the organization of transport communications, zoning of the city, waste recycling, etc. As for the introduction of alternative energy, almost the entire Luhansk region has a wind rose, which contributes to the construction of wind farms. This is what is proposed to build in the area. It is also proposed to transfer the resort economy to solar heating, that is, radical modernization of the city's energy sector. This is also in line with the current global struggle against the anthropogenic impact on climate change, which reminds of itself increasingly (Zavarika H., 2019).

Both existing enterprises and new ones will be involved in the creation and operation of the resort, which in general will also contribute to the development of the post-conflict territory. This applies primarily to the activities of the main medical and service facilities of the new city, for which new jobs will be created. Training of specialists-balneologists will be conducted on the basis of Starobilsk medical school. A very necessary condition is to conduct information activities, which include information support and advertising. In order to improve morbidity and mortality rates, it is proposed to form a medical center for the treatment and rehabilitation of adults and children in Ukraine. The natural features of Starobilsk region and creating a resort there will restore human health after serious illnesses; surgical losses, form a positive image of Ukraine as a country that cares about its citizens, whose efforts are aimed at improving the health of the nation; disseminate information about the country in the world. Additionally, in the Starobilsk region there is a unique opportunity to use in the treatment products of beekeeping and horse breeding.

A possible direction of development of the resort can be climatic-koumiss-medical. Koumiss will be received from four horse factories located nearby in the Belovodsky district. Medical indications for sanatorium treatment at such a resort are chronic nephritis, diseases of the gastrointestinal tract, hypertension, decreased immunity, diseases of the central nervous system and others. Such resorts are not widespread in Ukraine, although there are the necessary conditions for their formation, namely the climatic conditions of the steppe and forest-steppe and the availability of existing horse farms.

This is due to the general problems that exist in the field of tourism and recreation in Ukraine. Among them, most authors highlight: "inefficient use of natural resources; lack of a clear strategy for the development of potential recreational areas; insufficiently developed tourist infrastructure; low quality of provided tourist services; due to the existing shortcomings, the incoming tourist flow is reduced. " Therefore, it is also proposed to form an innovative tourist infrastructure, rational use of natural resource potential, the introduction of advertising and marketing activities aimed at disseminating information to the public.

The strategic goal of creating any resort is to increase the quality of life of the population, provided by the use of innovative technologies, both in medicine and in the field of ecology, agro-recreational sector, the formation of a new service.

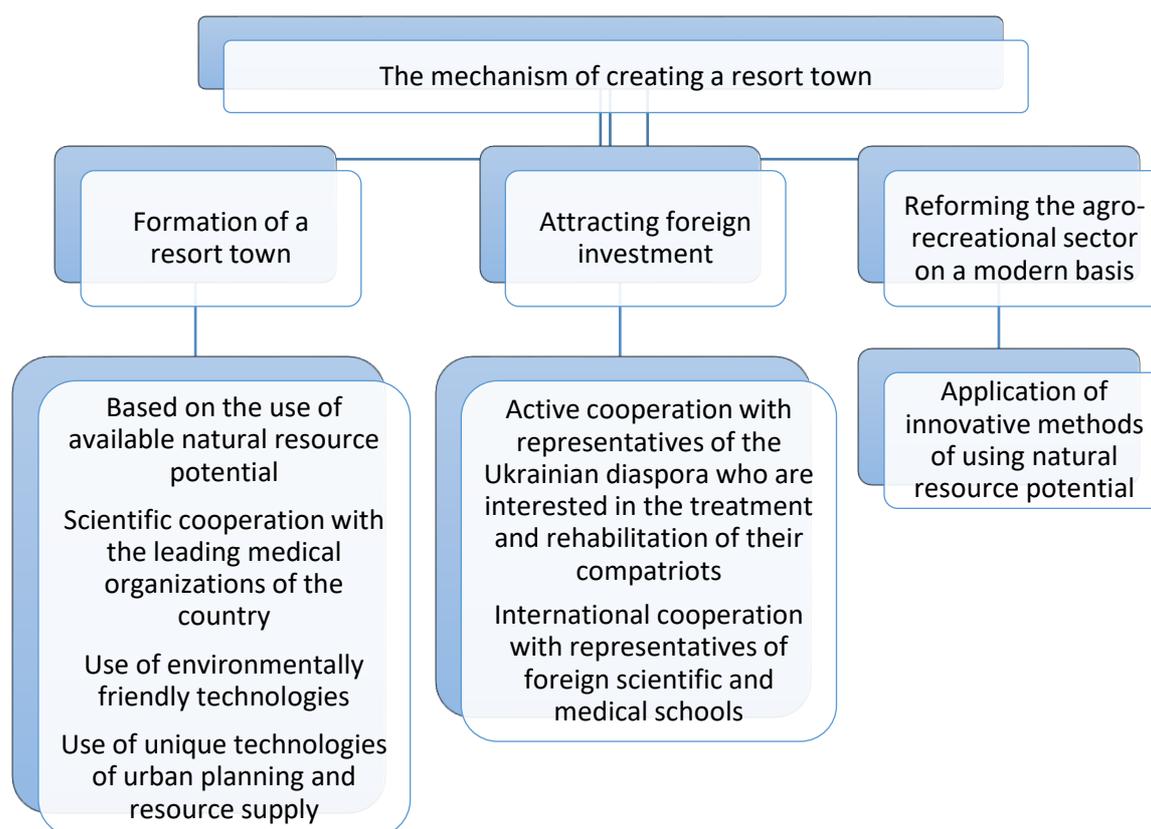
Therefore it is necessarily to focus on the following stages:

- Formation of the resort city on the basis of the use of available natural resource potential, scientific cooperation of the leading medical organizations of the country, the

use of environmentally friendly technologies and unique technologies of urban planning and resource provision.

- Attracting foreign investment through more active cooperation with representatives of the Ukrainian diaspora who are interested in the treatment and rehabilitation of their compatriots; international cooperation with representatives of foreign scientific and medical schools.

- Reforming the agro-recreational sector on a modern basis. The mechanism of creating a resort town is presented in Figure 1.



**Figure 1:** The mechanism of creating a resort town

Source: developed by the author

As the analysis of the existing development strategies of Luhansk region showed, it can be stated that they are outdated and out of date. It is the systematic non-fulfillment of the set tasks that has led to the current situation. Regarding the development of resorts, the strategy did not speak at all. Therefore, it is necessary to update local development strategies to include the proposed ideas for the formation of a resort in the east of the country (Zavarika H., 2019).

Thus, the formation of the resort corresponds to such strategic areas as the reconstruction of the agro-recreational complex, the formation of a medical center and

a scientific and educational complex based on the introduction of innovations in these areas.

Priorities for further development of the resort and recreational sphere should be: rational use of nature, development of modern tourist infrastructure, radical change in the quality of tourist services, which in general should lead to the formation of a positive image of Luhansk region in terms of recreational opportunities.

As a result of the analysis of historical and geographical factors of development of Starobilsk it was found out that because of transformational turns the changes in the structure of the city economy have ripened. The territory has all the necessary historical and natural conditions for the formation of the resort but for almost 80 years since the discovery of mineral water deposits, research in this area has not been conducted. No scientific research was conducted in other areas. The existing resort infrastructure was not developed. This situation the practical destruction of the old resort base, and the restoration has not been happened. Therefore, the proposed ideas will help intensify and increase the number of indoor vacationers of the resort, stimulate the rational use of recreational resources, encourage environmental issues and improve financial flows, and all this requires further thorough research in this area.

In addition to the town of Starobilsk, medicinal mineral waters used in balneology have been discovered in the Luhansk region. Sanatorium-dispensary "Privillya" is located in one of the most beautiful corners of the Luhansk region, on the border of the Kreminsky reserve in the floodplain of the Seversky Donets river, put into operation in 1975 as a mining house of rest "Privillya". In 1979 it was reorganized into a sanatorium "Privilege" for 250 people. The health resort is far from urban communications, industrial production, is located in an area of clean air, which has the best impact of therapeutic procedures for those who decided to improve their health and relax. In the sanatorium it is convenient and comfortable to rest at any time of the year, as under one roof there is a dormitory, a dining room, a medical building and a mud hospital. But today the sanatorium is in an abandoned state and has many problems.

There is a shortage of specialists in such professions as physiotherapy, medical rehabilitation and balneology. There is no regular bus route to the sanatorium, so you can only get there by car, which can not afford every vacationer.

Statistics of vacationers prove that the sanatorium has a future, so in 2016, 16 races were made and 480 people were healed. In 2017, with the rehabilitation plan of 450 employees of the enterprise, 497 people were rehabilitated, the recovery plan was fulfilled by 110.4%. 550 employees and pensioners of PJSC "Lysychansk-Coal" were actually rehabilitated at the recreation centers of the weekend. During the first quarter of 2018, 86 employees of the enterprise were rehabilitated in the sanatorium-dispensary "Privillya".

And of course, we should mention the only modern sanatorium in the Luhansk region "Pearl", in the Novopskovsky district, which operates on the basis of local mineral waters. It is located in the urban-type settlement of Novopskov, in the southeast of the Luhansk region. Beautiful nature in the form of a coniferous forest and the picturesque river Aidar attract vacationers. The health resort has been operating since 1977, is constantly evolving, new modern buildings equipped with modern facilities are being built, thanks to which the health resort has proved itself well. Thus, the sanatorium has

a modern diagnostic and medical base for sanatorium rehabilitation, as well as a SPA-complex. The sanatorium works on the basis of two own sources of mineral water for external and internal use. Among the innovations in the health resort is a pump room with Morshyn mineral water.

Sanatorium "Pearl" attracts everyone who wants to improve their health, regain strength, improve their well-being, increase their vitality and efficiency, and have a good rest. For this purpose, not only medical tours were created, but also weekend tours lasting from one to six days.

No doubt, one modern sanatorium for the Luhansk region is critically insufficient, it was felt before in more stable calm times. And now the situation simply requires immediate changes in the direction of creating new resort and rehabilitation centers in the region, as the number of sick people in need of sanatorium treatment has increased enormously, but at the same time they cannot afford treatment in another region. Hence there is the high mortality rate in the region, as noted above (Zavarika H., 2019).

#### **4. The need to launch a strategic program for the development of domestic tourism**

The tourism industry is not only one of the most affected, but also one of the most promising. Its potential is extremely high and in the current environment becomes of strategic importance. It is necessary to develop a program for evolving domestic tourism, which will last for two or three years. It is necessary to take short-term terms that there will be a possibility of correction in case of need. For a trip to the region, we propose to develop a mechanism for returning part of the money spent, such a system has already proven itself in some countries.

The size of the cashback will depend on the cost of the tour. For example, it is planned to return 10 percent of the cost of the trip. The money will be refunded automatically within a maximum of five days. This will be a good incentive and motivator to travel to your region and promote the development of new tourist attractions. Preferential terms for repaying previously issued loans to travel companies, expanding state support for domestic and inbound tour operators will be very important. The hospitality industry needs help, for example, in the form of soft loans.

It is necessary to take into account the lack of modern infrastructure and to provide for the construction of world-class infrastructure facilities on the territory of the region. They will provide an active reception of guests in the all-season mode. Particular emphasis should be placed on the development of domestic eco-tourism.

The experience of spatial planning in the world, zoning, division of land into categories is very important in this sense. This is a very important element of both state and local government, as well as the territorial development of the country. Nature has done everything, and we can simply clean the eastern territories from dirt, mines, replace burnt forests and they will play with completely different colors. It is necessary to improve the regulations in the field of environmental protection so as not to cause irreparable damage to the unique steppe nature. Thus, all issued subsoil development

licenses must be re-tested. After all, the coal industry is one of the main polluters in the region.

The number of population also depends on the quality of life in the region. The analysis carried out showed a decrease in this indicator in the region. Jointly we need to think very seriously about what needs to be done to get people to come here, how to rebuild Donbass earlier.

The development of the tourism industry requires financing from private investors, inexpensive tickets to get to tourist facilities in the regions of the country by any means of transport. Appropriate investments are needed in infrastructure, roads, communications, in order to everything necessary was for a comfortable stay.

As part of the strategic program, it is proposed to attract and train volunteers to protect the unique nature of Donbass. In addition, it is necessary to introduce the abolition of fees in the near future for visiting the Luhansk Nature Reserve for residents of Luhansk region and to introduce benefits in other tourist locations for the local population.

The main task is to achieve a balance in the development of the economy, tourism and the preservation of our unique steppe nature. We have great potential at the global level. With the participation of the state in the creation of infrastructure we can be no worse than any existing world sites.

People want to be proud of Donbass, but most of them simply have not seen the reserve area. Thanks to the proposals, many locals will be able to come and understand that in fact they are the custodians of this area.

It is necessary to create a scientific and educational center that will help make Donbass attractive for young people. They will realize that life in such a region poses interesting and difficult tasks, and the decisions made can then be applied in other parts of the country and the world. It will also promote the development of the tourism industry - by attracting people to participate in events and through solutions. The priority of the first order is to create such points of attraction, magnets for children, for young people. It will not just be a plot of land with a tent camp and campus, but a point of attraction where people will really learn that Donbass is a place where you can not only see a mine or a baybak, but also change your consciousness.

Preserving the region's natural wealth is our responsibility to the world. We will proceed from this when we make decisions on the implementation of investment projects, the allocation of areas for development, when we talk about the need to strengthen our specially protected natural areas and launch projects to promote environmental thinking. The main thing should be a caring attitude to Donbass, to our land, and the desire to make life here better and more attractive, to build in the Donbass the region in which you want to live and work. And in this education is of great importance, the gaps in which we see today.

## **5. The need to take into account the human development index**

In a post-conflict environment, the structure of a country's economic development strategy is of paramount importance. Reconstruction of tourism is impossible in isolation

from overall economic development and the human development index, so consider this conceptual link.

The relationship between peace processes and socio-economic development in a post-conflict environment has received particular scholarly attention. Countries that are in a post-conflict recovery phase differ in many important respects - their economic situation, political system and financial and social spheres are in transition.

Central to understanding such economic recovery is the recognition of two aspects of the post-conflict economic situation:

- The state and priority of the problems to be addressed are unique to each country,
- Post-conflict economic policies cannot be built on the same principles as crisis management models for peaceful countries whose economies are in distress.

A country's recovery from conflict can be viewed from several perspectives. The narrowest is defined as "a return to the highest level of gross domestic product per capita achieved during the previous five years before the conflict". This definition is limited, as economic growth rates may have been very low or even negative by the time of the conflict, which was one of the reasons for the conflict resolution. Consequently, the objective of post-conflict economic policy will be to exceed this figure. Other negative factors - such as social inequality, corruption, institutional breakdown, ineffective foreign and domestic policies, and primitive governance - are also in the queue of phenomena that are undesirable to restore.

In this sense, it is important to determine whether the strategy is having an impact. An economic development strategy in a post-conflict environment should respond to these challenges and work to reduce/eliminate problems, which can be grouped into four main clusters: institutional, macroeconomic, microeconomic and social.

The effectiveness of the post-conflict development strategy can be measured in two ways: according to global indicators of economic development and accordingly to the comprehensiveness of the objectives of a particular development strategy.

1. According to the completeness of the assigned tasks.

This assesses how well the list of tasks that have been put forward, the time frame for implementation, the responsibility of the implementers, and the comprehensiveness of the overall objective have been completed. For this purpose, it is only necessary to compare the objectives with the reports of the implementers, statistical data and empirical information obtained from the survey.

However, even achieving the objective does not guarantee that the problem is completely eliminated and cannot answer the question of whether the conflict has healed or whether the threat of a return of aggression has passed or whether the strategy was even effective for the conflict situation.

2. In accordance with the world indicators of economic development.

Currently, the main criteria for assessing economic development is gross domestic product (GDP), but we believe that in the study of post-conflict development should pay more attention to the human development index (HDI) (<https://www.ua.undp.org/content/ukraine/uk/home/library/annual-reports/hdr-2018-statistical-update.html>).

In the context of the post-conflict situation, it is advisable to use the method of calculating the HDI coefficients, comparing over time not only the whole country with other countries, but also to make calculations by regions, districts. Monitoring and analysis of HDI dynamics by region will allow to draw conclusions at the state level and propose measures to equalize economic indicators, social situation, in order to achieve a level playing field and living standards for the whole population, across the country. The same, preferably the highest possible standard of living / HDI, equal rights and social protection of the population will help strengthen peace and avoid aggravation of conflict situations.

The calculation of HDI is based on life expectancy at birth, education and the level of well-being in society (GDP per capita). According to a study conducted in 2018 by the United Nations, all countries were divided into four groups: with a very high level of human development, with high, medium and low levels of human development (Table 1) (<https://www.ua.undp.org/content/ukraine/uk/home/library/annual-reports/hdr-2018-statistical-update.html>).

**Table 1:** Human Development Index in the world in 2018

Countries	The value of the human development index
Leading countries with a place in the ranking and Ukraine	
1. Norway	0.953
2. Switzerland	0.944
3. Australia	0.939
4. Ireland	0.938
5. Germany	0.936
6. Iceland	0.935
7. Hong Kong	0.933
8. Sweden	0.933
9. Singapore	0.932
10. The Netherlands	0.931
88. Ukraine	0.751
Average indicators by groups	
Countries with a very high level of human development	0.895
Countries with a high level of human development	0.771
Countries with an average level of human development	0.699
Countries with a low level of human development	0.537

Source: based on (<https://www.ua.undp.org/content/ukraine/uk/home/library/annual-reports/hdr-2018-statistical-update.html>)

The sample of the studied countries included 189 countries. Among the leaders - the countries of Northern and Central Europe, Australia, Singapore, Canada, USA. Ukraine is in the group of countries with a high level of human development, but ranks only 88th in the overall ranking. This figure has deteriorated compared to 2014, when the country ranked 81st.

The definition of GDP and HDI does not always explain what and how to do to improve the economic situation and accelerate development. However, post-conflict peace is a decade. Based on an analysis of many post-conflict situations over the past five decades, taking into account political, military and economic aspects, it can be argued that economic development and rising incomes can significantly reduce the risk of recurrence of aggression. As most countries emerge from conflicts with low economic performance, it can be considered that the recommendation to make economic development a top priority of any recovery program can be widely used.

According to a study of 74 post-conflict regions, the following trend was found: if a country manages to double its GDP within 10 years (10% growth each year is a fairly high rate of development, but not unprecedented), the risk of conflict return is reduced to 26.9%. If the level of the economy of a post-conflict country remains consistently low, then after 10 years the risk of recurrence of aggression increases to 42.5%. Some post-conflict economies are growing rapidly, others continue to fall apart.

For the social aspect of the revival strategy, it is important to adhere to the following principle: the distribution of national resources should be proportional to income growth, so as not to exacerbate the conflict. The "political reforms plus economic reforms" approach has proved to be rational compared to the "all efforts only for security and political change" approach. It should be borne in mind, however, that instability and danger make the economic environment unattractive to investment and hold back economic growth. In turn, without economic development, peace cannot be strengthened(<https://www.ua.undp.org/content/ukraine/uk/home/library/annual-reports/hdr-2018-statistical-update.html>).

Among other international indicators used to assess the current development of countries, the following should be mentioned: quality of public administration quality Worldwide Governance indicators, basic assessment of compliance with the principles of public administration OECD / SIGMA; Open Budget Index, World Economic Forum and European Commission Efficiency Index CEPEJ, Transparency International Corruption Perceptions Index, Doing Business Rating, Poverty Level - GINI; European Innovation Scoreboard rating, WEF gender gap index.

Simultaneous stagnation of the recommended strategic actions of economic development and resumption of tourism activities will contribute to achieving the expected results.

The end of hostilities in Donbass will sooner or later put the region's authorities and civil society in front of the need to develop the tourism industry. This is due to the fact that in the context of post-conflict destruction and decline of traditional industrial potential for the region, this economic sector can become a source of economic recovery, elimination of unemployment and development of small and medium-sized businesses. Realizing the potential importance of the tourism industry, the Departments of Economic Development, Foreign Economic Activity and Tourism under the Donetsk and Luhansk Civil-Military Administrations have renewed their work. However, we note that the process of rebuilding the tourism industry of Donbass is still in its infancy. In fact, the process of organizational design of the industry is underway and it is still far from complete.

## 6. Green tourism in eastern Ukraine

And yet, given that a significant number of tourist sites are in the conflict zone, or in the occupation, the most promising for rapid development is "green tourism". This is due to the fact that this industry has been developed in those regions of Donbass that are not in the conflict zone. In particular, there are 30 enterprises in Luhansk region that provided green tourism services.

Of course, the events of recent years have significantly rejected the development of tourism in the region in general, as there are many priority actions related to the restoration of infrastructure and livelihoods. But in the long run within the framework of sustainable community development, it is proposed to introduce new functions for rural settlements, the so-called multifunctional development not related to agriculture. For example, rural or green ecological tourism, forest plantations, processing of agricultural raw materials, trade, handicrafts. The introduction of non-agricultural functions in rural areas will help reduce unemployment and develop entrepreneurship, namely the maintenance of socio-cultural and tourist infrastructure. At the same time, it will be useful for improving the environmental situation in the region, as the introduction of a "green economy" is one of the steps in post-conflict development.

We propose to consider in detail the possibilities of post-conflict development of tourism in the region by its various types. And let's start with rural, green and ecological tourism because these forms have already received sufficient development in the pre-conflict period and the existing natural and geographical features of the region contribute to this process.

Luhansk region has all the necessary conditions for large-scale development of rural green tourism. Giving a general geographical description of the region, it should be noted that the north of the region is within the sedentary geostructure - the Eastern European platform, and the south - the Donetsk folded structure. The relief of the region is represented by a wavy plain, with average marks of 150–200 m, the lowest places are located in the valley of the Seversky Donets. Steep right slopes of rivers, a large number of beams and ravines are characteristic of the region and it creates unique landscapes (Zavarika H., 2018).

Paleontological research shows that in the area there was once a warm sea, which receded and advanced many times, due to which coal deposits have been formed here. The climate of the region is temperate-continental, chernozems predominate in the soil cover. Flora and fauna are very diverse. The largest area of the region is occupied by steppes, which differ in their diversity and richness from north to south.

Let's consider in more detail the natural and recreational potential of some northern areas of the region, which are almost unaffected by the conflict, or partially damaged, and which can be used to develop rural green tourism.

Belovodsky district has always been one of the cleanest in the region. There are 6 rivers in the district, including the Derkul and the left tributary of the Seversky Donets.

Attractive tourist objects include 3 horse factories: Derkulsky (Novoderkul village), Lymarivsky (Novolymarivka village), Novooleksandrivsky (Novooleksandrivka village). All

of them were founded in the XVIII-XIX centuries and are architectural monuments. The factory workers have bred many international-class horses, which have repeatedly won first places in international competitions. Horse factories not only interesting excursion objects, but also powerful medical establishments which are not used properly yet. If desired, we could create a steppe koumiss-medical resort on this basis, which has already been discussed in previous studies.

Also, the development of rural and green tourism in the area will be promoted by the Gubin Forest located in the village of Nyzhebaranykivka - an oak forest with steep slopes and deep ravines and the Yunitsky Botanical Reserve located near the village Gorodishche. About 90 hectares of plantations of various trees are planted here.

The next Kreminsky district has a well-developed river system, which consists of the rivers Krasna, Seversky Donets, Zhrebets, Borova and more than 200 artificial reservoirs and lakes. In the Kreminsky district there is a rich number of nature reserves, among which: hydrological reserve Kreminsky catchments; hydrological monument of nature Klimovskoe spring; tracts: Oak grove, Belousova Sadka, Olshanyk, Bor "Sitochne"; Serebryansky Botanical Reserve (Zavarika H., 2018).

Valuable tourist resources of Milovsky district are represented by waters of rivers Kamyshna, Milova and Cherepakha. But the main value is the Streltsivsky horse factory, which is located in the village of Novostriltsivka, and the state reserve "Streltsivsky steppe". Also in the area three reserves of local value have been formed. For example, a feature of the botanical reserve "Cretaceous exfoliation" near the village Streltsivka is that more than a hundred rare plants grow here, six of which are listed in the Red Book, such as feather grass, peony, tulips and others.

But the main treasure not only of the district, but also of the whole Luhansk region is the steppe marmot, or steppe babak.

It became famous as an animal-symbol of the region, depicted on the coats of arms of the Luhansk region and Milovsky district, as well as the Luhansk Nature Reserve of the National Academy of Sciences of Ukraine. Marmots are under protection, their colonies remained in Ukraine only in the Streltsivska steppe of the Luhansk region.

Novoaidar district boasts many of its charms, including favorable climatic conditions and the picturesque floodplain of the Aidar River, clean, clear water, rich in fish, and sandy beaches, coniferous forests with heady air and wonderful places for fishing and hunting. All this creates favorable conditions for the development of tourism, especially rural, green, ecological. Ecologically clean lands and forests with places for hunting have been preserved in the district. In the arsenal of the area there are groundwater, lakes. This natural wealth has led to the creation of 7 objects of the nature reserve fund, including the natural monument of national importance "Aidar Terrace" and the botanical natural monument "Spivakovsky", which has a unique vegetation. The natural-archeological monument "Rams' foreheads" has become a visiting card of the whole region. This picturesque place was formed in the fault site of the Cretaceous mountains of the Donetsk ridge. It is also important that the inhabitants of the district villages still preserve the cultural and ethnographic traditions of the region: weaving, embroidery, national rituals, clothing and songs.

Several rivers flow through the territory of Novoposkovsky district, the main of which is Aidar, its length within the district is 72 km. The area is located in a picturesque place

and has a rich nature reserve. There are such unique natural objects here as: forest reserve, geological monument of nature Osinovsky sandstones; Novopskovsky Forest Reserve; Ogidne nature reserve; Meadow Nature Reserve; Novobil Botanical Monument of Nature; ichthyological reserve Aidarsky; Osynivska Botanical Monument of Nature; Zuev Forest Nature Reserve; reserved tract Moscovskiy.

On the territory of the district there are deposits of mineral waters, which are used on the basis of the local sanatorium "Pearl".

Three rivers flow through the territory of Svativsky district. Attractive natural tourist sites include: Preobrazhensky Caves (Preobrazhenie), Svativske Reservoir with an area of 200 hectares, Novopavlivska Krynytsia (Novopavlivka) and 17 other natural monuments.

The following rivers flow through the territory of Stanychno-Luhansk district: Seversky Donets, Aidar, Luhansk, Derkul. The nature reserve fund of the district comprises 12 objects, including the Stanychno-Luhansk branch of the Luhansk nature reserve "Prydontsivskapoima". Numerous reserves of local significance:

- Ichthyological: "Derkulsky", "Donetsk";
- Botanical: "Kamyshnevsky", "Sandy";
- General zoological: "Kindrashivsky", "Island";
- Reserved tracts: "Sandy" and "Kiseleva ravine";
- Landscape reserve "Shariv Kut";

There are monuments of nature: botanical "Grishino", hydrological "Kibinsky well" and the source "Velykochernihivske".

There are three rivers in the Starobilsky district: Aidar, Bila, Borova. The main natural objects are the tract "Pine Forest", Aidar ichthyological reserve, natural monument hydrological "Novoborovskoe source", natural monument hydrological "Lozovskoe source", natural monument complex "Butkivsky Terrace Park", natural monument hydrological "Shpotynske spring", reserved tract "Shiroke", forest reserve "Prigodivsky", forest reserve of national importance "Church Forest". In the village Pidhorivka of Starobilskyi district a natural sodium chloride source containing 16% of useful mineral salts has been discovered.

Troitsky is the northernmost district of the region. The following rivers flow through the district: Chervona, Urazova, Lozna, Demino, Kochetok. Throughout the area there are many ponds, artificial lakes, dams, small streams. The district is famous for historical monuments such as Scythian, Sarmatian burial mounds, Mongol-Tatar burials of jewels, the ruins of the Svyato-Pokrovska Church, "Bilolob Natural Park. Walks in the local beautiful mountains are of great interest, as you may find yourself in the Cretaceous period of our planet.

The natural potential of the Markiv district is also rich as it combines unique steppes, forests, ponds, springs, ravines, which in the complex contribute to the development of various types of tourism. The rivers Derkul and Lyznaya are examples of typical steppe rivers, cozy and rich in fish and crayfishes.

On the lands of Markivskyi district there is a general zoological reserve of local significance "Geraskivskyi" with an area of 5356 hectares and a complex natural monument of local significance "Lisnopolyanska" with an area of 285.5 hectares. The

pride of the district is a source of mineral water, which is located near the village Lisna Polyana. This is a well № 5275-D of groundwater which belongs to the group of medicinal and table waters. Therefore it is suggested for using for balneotherapy. There is a children's health camp "Forest Meadow" nearby, which needs to be converted into a regional medical and health camp for children with diabetes and metabolic disorders. This is a very important need, because after a long conflict in the region the number of unhealthy children has increased, as mentioned above.

The National Museum of History of the Markiv district is also an important and interesting tourist resource and the residents of the district are its special pride. They managed to preserve those centers of folk art and culture, which are so necessary today for the education of the younger generation.

Summarizing the above, we can tell with confidence that some areas of Luhansk region have all the natural and geographical conditions for the development of rural, green, ecological tourism. It is necessary first of all to establish peace in the Luhansk region and to be engaged in popularization of this extremely important business.

## Conclusions

The analysis of the potential of the tourism industry of Luhansk region allows us to conclude that the region has significant tourism potential. However, there are a number of problems characteristic of the current state of tourism industry. Among them: presence of conflicts in the region; underdeveloped tourist infrastructure (insufficient number of tourist-class accommodation facilities with modern level of comfort, insufficient number of catering facilities, roadside service (Green Parking lots), recreational facilities on the tourist routes). Lack of qualified personnel in accommodation and catering facilities, guides and tour guides; undeveloped infrastructure of cycling tourism; the need to create tourist-information centres financed from the budget.

To minimise the negative impact of the above factors is possible through an integrated approach involving a combination of long-term measures aimed at developing tourism infrastructure and medium- and short-term measures focused on the formation and promotion of various tourism products reflecting the potential tourism potential of Luhansk region.

In view of the above, we can conclude the relevance and reasonable need to address the priority tasks of tourism development in the Luhansk region, creating a competitive market of tourist services and improving the level and quality of life of the population. Of great importance in this process is the elaboration of tourism development strategies, not only at the state level, but also at the regional level.

The main task is to strike a balance between development of economy, tourism and preservation of our unique steppe nature. We have great potential at the world level. With state participation in creation of infrastructure, we can be no worse than at the existing world sites.

Taking into account all the risks and expected preferences of tourists, support should be built for the development of tourism at both central and local levels for the development of domestic tourism, which would not only restore the industry and reduce the negative effects of the pandemic, but also create a basis for increasing Ukraine's competitiveness as a tourist state.

Tourism continues to grow, despite the difficult times for the whole world. The main driving force of development is to follow the rules of quarantine and search for alternative types of tourism.

At present, it is obvious that the potential for development of the hotel industry in Luhansk and Donetsk regions is very low, so we and our government need to take full responsibility for creating favorable conditions for attracting foreign investors to develop and improve the hotel market in our regions.

Tourism is really in decline, but by inventing new interesting entertainment for tourists that will be completely safe for them, we will be able to help such an important area of tourism.

Rural tourism is developing rapidly and is becoming increasingly popular.

The proposals identified in this paper will be useful to many countries whose tourism industry has suffered heavy losses as a result of the pandemic.

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