

linguistic commodification frequently occurs in sociolinguistics and linguistic anthropology. In the Nepal case mentioned earlier, English language skills are packaged as a human Advances in Social Science, capital commodity to maximize the economic benefits. In interviews, tourism employees have to use English to circulate travel information and position themselves and other visitors' cultural identities. Depending on these materials, the relevant social institutions may make reasonable tourism development projects.

In addition, the commodification of multiple languages improves the English-only international context. Taking Salsa (a global dance and music) as an example, Schneider pointed out why Salsa is famous around the Spanish-speaking world has something to do with the commodification of culture and the global hegemony of capitalism ideology. In the context of English-only ideology, other languages may be seen as non-commercialism. However, multilingualism is helpful to rebuild elite identity and ethnic culture because now Salsa in Cuban style can also convey novel cosmopolitan values like English. Thus, the advancement of other languages can give interlocutors new images of different national cultures.

### **References**

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## **POST-WAR REALITIES AND DIRECTIONS OF SUSTAINABLE DEVELOPMENT OF TOURISM UNDER THE CONDITIONS OF EUROPEAN INTEGRATION PROCESSES**

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Tourism in Ukraine was limited to narrow forms of organization and closing of borders. During the 30 years of independence, tourism in Ukraine was updated, began to systematize and rethink foreign publications, to form their own national views on the theory, methodology, practice and

state management of tourism, in universities began training bachelors and masters in tourism, foreign tourist operators began to enter the Ukrainian market, networks of travel agencies were opened, hotels and households started tourism entrepreneurship in resort areas, Ukrainians began to travel abroad and get acquainted with innovative service technologies in hotels, restaurants, trade, tourism, the first laws on tourism were adopted, the first regional tourism development strategies and tourism clusters appeared, state and local models of tourism management and public-private partnership were formed. But the first sprouts of the development of Ukrainian tourism were restrained by the poverty of the population, a weak economy, the ineffectiveness of state regulation, financial and pandemic crises, and were finally undermined by the Russian invasion.

Global challenges, the integration of Ukraine into the European Union, the military-political, socio-economic and humanitarian crises caused by the Russian military invasion require the solution of many urgent issues of the revival of cultural and historical heritage, destroyed infrastructure and innovative sustainable development of tourism and hospitality in accordance with the goals of sustainable development. This task encourages the authorities, territorial communities and enterprises of tourism, hotel and restaurant industry to develop targeted (sometimes ambitious, alternative and radical) strategies and implement innovative service technologies, the distinguishing features of which are safety, usefulness, ease of use and efficiency.

According to the expert conclusions of scientists, managers and entrepreneurs shared by the autor, the current state of tourism and hospitality in Ukraine is assessed as depressed and awaits the response of researchers and statesmen to the existing challenges and threats, effective development strategies are clear for European, foreign and domestic tourists in accordance with the goals of sustainable development, natural resource potential and cultural heritage of Ukraine, innovative technologies and effective management.

Previous studies by the author of the problems of tourism and hospitality, conducted by him during the implementation of 12 scientific topics, show that: operators of the offer of the hospitality industry reflect a low level of development of the sector compared to European standards, Ukraine ranks only 78th in the world in the international ranking of competitiveness in tourism. The strengths of Ukrainian tourism are the price competitiveness of health services and cheap personnel on the labor market. Issues of safety and security, environmental sustainability, protection of natural resources, outdated and underdeveloped infrastructure are problematic. Ukraine had 6 times less number of places per unit of area and

population for accommodation of tourists relative to the area of the country compared to the European level, low indicators of the state of trade, restaurant, transport infrastructure.

Demand for the hospitality industry as a whole corresponds to global practice. In Ukraine, as in other countries, there are problems of statistical division of visitors into tourists (who stayed overnight) and one-day visitors. Ukraine has a certain price advantage in the sector of hotel and restaurant services, which provide 40-55 percent of operating profitability. The main cities of arrival of foreign tourists were Kyiv, Odesa, Lviv and Kharkiv. Airports are closed today. The largest part of foreign currency inflows to the country was brought by personal tourist services.

As a result of the author's preliminary research, the main challenges and obstacles to the development of tourism in Ukraine were established, which are expected to be further explored and developed during this project:

1. The goals and strategies for the restoration and sustainable development of the industry are not defined (there is no clear theoretical and methodological basis and concept, effective national and regional strategies for the restoration, growth and development of tourism, effective mechanisms and budgets for their implementation for the perception of Ukraine as a competitive tourist destination).

2. Inefficient system of state regulation, financing and general economic contribution of the hospitality and tourism industry, uncertain methods and techniques for assessing the synergistic effects of the functioning of tourism, imperfect statistics, registration and certification of tourism operators, categorization of hotel and restaurant establishments.

3. Imperfect regulatory, legal and organizational economic regulation of tourism (unevenness of the tax burden, tax evasion, outdated norms and exaggerated design requirements, there are cases of corruption).

4. Low level and low-quality infrastructure of tourism and hospitality, outdated base of sanatorium-resort recreation, low basic standards of hospitality, abandoned state of tourist facilities (lack of regulatory and legal regulation and funding for preservation, restoration of cultural heritage sites and restoration of natural resources).

5. Ineffective cooperation between tourist destinations (lack of destination management, inefficiency of investments, inconsistency of the declared level of service with the real one, violation of consumer rights, ineffective communication in the domestic and foreign markets, passive position in the Ukrainian and world space, short-term stay of tourists).

6. Insufficient level of educational opportunities (outdated programs, methods, forms and curricula for mastering hospitality and

tourism professions, weak combination of training and practice, insufficient involvement of professionals for the formation of tourism policy, events, educational programs and strategies).

7. Low incentives for entrepreneurial activity (a large part of entrepreneurs work in the shadows and do not register their economic activity), problems with crediting and initial capital, obstacles to financing the development of tourism (lack of legislation on sponsorship, ineffective mechanisms of international cooperation).

8. The decline of the economy, low incomes and spending of the population on tourism, recreation and leisure compared to the EU countries and Great Britain, the uncertainty of the current and future demand for tourist services.

9. Significant destruction and damage to tourist facilities, museums, monuments, nature reserves, roads, transport, hotel and restaurant infrastructure as a result of military operations. In the occupied territories, more than 43% of hotels and restaurants, tourist facilities, which require architectural and technological expertise and are subject to restoration (demining, reconstruction, reconstruction) of targeted sustainable development on an innovative basis, were damaged.

10. Ukraine's aspiration to join the EU, the globalization of the world economy and the international tourist space require a comprehensive analysis of the compliance and implementation of legal regulations, methods and standards of tourism to European regulations in accordance with all 17 goals of sustainable development.

The author's research program corresponds to and contributes to the implementation of the National Economic Strategy "Ukraine 2030", Ukraine's post-war recovery programs, research directions of Ukrainian and British universities, which highlight tourism and hospitality as drivers of humanitarian, socio-cultural and economic development of countries and regions thanks to the formation of tourist destinations, the launch of pilot projects, development of local tourist products, increasing the level and quality of hospitality, public-private partnership, effective marketing, management and promotion of tourist products on domestic and foreign markets. The development of tourist destinations and products within the framework of five priority directions (MICE / Business, Gastro, Culture, Health, Rustic Green) with the creation of innovative infrastructure, state financial support and training of personnel have been determined to be of priority for Ukraine, as well as for the EU and Great Britain. The consequences of military actions actualize military tourism, military rehabilitation, recreational recovery of physical and mental health of Ukrainians and Europeans.

The purpose of the project is to develop a theoretical and methodological basis and a concept of the post-war revival of cultural and historical heritage, destroyed and damaged tourist infrastructure (border) regions of Ukraine and scientific and practical recommendations for the formation of target strategies for the innovative development of tourist destinations with a balanced composition and structure of institutions for serving different groups of domestic and foreign tourists, including the socially vulnerable.

The research methodology is based on modeling and establishing the compliance of the structure of existing and future tourist flows with the level and condition of the network of tourist infrastructure establishments, the balance of demand and supply for hospitality services based on research on the level of development and specialization of tourism infrastructure, hotels and restaurants of national and foreign cuisine in tourist destinations of Ukraine, in particular Kharkiv Oblast, taking into account the traditions and factors influencing tourism services, the experience and standards of the EU and Great Britain, and the development of scientific and practical recommendations for national and regional management bodies regarding the formation of post-war target strategies for the revival, design and innovative sustainable development of tourism and hospitality in the regions and cities of Ukraine.

The main methods of research in the course of the project are defined as structural and functional analysis and synthesis of the state and goals of sustainable development of tourism of Ukraine in the process of joining the EU, cluster analysis and integration method for establishing territorial and sectoral connections and formation of tourist clusters, system and process approach for organizational management support of public-private partnership and development of target strategies for sustainable development of tourism, methods of comparisons and analogies to establish gaps between the actual state and target indicators, the level of tourism development in Ukraine and EU countries and Great Britain.

The main tasks of the author's research in the course of the project are determined.

1. Theoretical and methodological rationale for the sustainable development of the market ecosystem of tourism and public-private partnership (clustering of the tourism market, ensuring the institutional capacity of destinations, conditions for the creation and development of market organizations for the management of tourist destinations at the national, regional and local levels).

2. Development of the concept of sectoral self-regulation of tourism (development of transparent criteria for compliance of

organizations with requirements and regulations, sectoral agreements and transfer of market control functions to self-regulatory responsible organizations) on the basis of centralized regulation of tourism, organizational and legal analysis and development of proposals for amendments and additions to the Law of Ukraine "About tourism" and normative legal acts regulating tourism entrepreneurship.

3. Reforming the financing system (creating a mechanism for addressing the tourist tax, state financing of institutional development, attracting investment in tourism, creating a mechanism for financial support of tourism (National and local tourism funds, investment hubs, accelerators, public-private partnerships, tourist rent, etc.).

4. Researching the demand of domestic and European citizens for tourist services and developing recommendations for the formation and promotion of tourist products of Ukraine and regions in the international tourist space (marketing and branding of tourist products and destinations at the local, regional and national levels, conducting comprehensive studies to form a portrait of a tourist (consumer) for different levels and types of tourism product in each target market (cultural and educational, event, business, health, culinary, rural tourism, etc.).

5. Systematization and implementation of European innovations and SMART technologies in the field of tourism of Ukraine (creation of the Unified tourist register and updating of tourism statistics, monitoring system for the formation and implementation of industry strategies, development and implementation of a mechanism for state support of innovative projects in the field of hospitality and tourism, systematization of innovative technological solutions to increase the competitiveness of tourist products and destinations.

6. Development of scientific and practical recommendations for improving the quality management system (development and implementation of a comprehensive quality management system, a classification system for hotels, restaurants, tourist facilities, national standards and ratings that correspond to international practice).

7. Increasing the level of training and qualification of personnel in the field of hospitality and tourism (legalization of employment in the industry, renewal of the system of training specialists at all levels of education, introduction of professional standards and frameworks of qualifications in the industry, formation of training mechanisms, exchange of experience and improvement of management qualifications, stimulation of business to participation in dual education and practical training of specialists, improvement of the lifelong learning system and entrepreneurs of the industry).

8. Development of targeted programs to support tourist zones (destinations) and projects at the national, regional and local levels (a complex of infrastructure, content and communications, alternative projects in the field of events, rural tourism and recreation).

Systematization of the evolutionary experience of European countries and the development of methodological recommendations for the post-war recovery of tourism and hospitality (reconstruction and reconstruction of landmarks, roads, airports, train stations, hotels and other tourist infrastructure destroyed during hostilities, creation of memorial museums, exposition objects, navigation, formation of military tourism, involvement of Ukrainian households in tourism entrepreneurship, expansion of the network of rural green tourism estates taking into account the experience of the EU and Great Britain).

## **ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ ЕФЕКТИВНОСТІ ТУРИСТИЧНОГО РИНКУ РЕГІОНУ**

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Забезпечення економічної ефективності туристичного ринку будь-якого регіону – це важлива задача для розвитку туризму та підвищення економічного благополуччя регіону.

Економічна ефективність туристичного ринку регіону визначається такими показниками [1, с. 109]:

1. Обсяг туристичних доходів. Цей показник характеризує загальну суму грошових коштів, які були отримані від туристів.

2. Рівень рентабельності туристичної діяльності. Цей показник характеризує співвідношення прибутку від туристичної діяльності до витрат на її здійснення.

3. Створювані робочі місця. Туризм є однією з найбільших галузей економіки, яка забезпечує створення великої кількості робочих місць.

4. Вплив на розвиток регіону. Туризм сприяє розвитку регіону, зокрема, через створення нових робочих місць, розвиток інфраструктури та підвищення рівня зайнятості населення.

Для забезпечення економічної ефективності туристичного ринку регіону необхідно здійснити ряд заходів, зокрема: розробити та впровадити ефективні маркетингові стратегії, які повинні бути