

Valentyna Demko
PhD in Economics, Associate Professor of the
Department of Economics and Business,
Olena Vasylichenko
Senior Lecturer,
Department of Economics and Business,
Dmytro Motornyi Tavria State Agrotechnological University,
Zaporizhzhia, Ukraine

SUSTAINABLE GREEN TOURISM ROUTES AS A TOOL FOR POST-WAR REGIONAL RECOVERY IN UKRAINE

Relevance of the research. Sustainable tourism is increasingly recognized as one of the strategic instruments for regional recovery and environmental transformation in post-crisis economies. In modern conditions, green tourism combines ecological preservation, local economic development, community participation, and innovative destination management approaches. For Ukraine, the issue of sustainable tourism development becomes especially important in the context of post-war recovery, territorial transformation, decentralization processes, and integration into the European tourism space.

Global tourism trends demonstrate growing demand for environmentally responsible tourism products, authentic travel experiences, nature-based tourism, and sustainable tourism destinations. International organizations such as UNWTO, UNEP, and GSTC emphasize the necessity of implementing sustainability criteria, ecological monitoring systems, and evidence-based tourism management practices.

Ukraine possesses significant natural, cultural, and recreational resources suitable for the development of sustainable green tourism routes. However, the current state of tourism development is characterized by fragmented coordination, insufficient infrastructure, weak monitoring systems, and limited implementation of international sustainability standards. These challenges require new institutional and digital approaches to tourism route management.

The purpose of the study is to substantiate the role of sustainable green tourism routes in the regional recovery of Ukraine and to determine institutional mechanisms for implementing international sustainability standards within tourism destination management.

The methodological basis of the research includes systematic analysis, comparative analysis of international sustainability standards (GSTC, UNEP, UNWTO), structural-functional analysis, and analytical generalization. GIS technologies, tourism carrying capacity approaches, and digital monitoring tools are considered as important elements of sustainable tourism management.

Modern green tourism routes should be based on several interconnected sustainability principles:

- conservation of natural ecosystems;
- community participation;

- economic viability;
- adaptive management;
- digital monitoring;
- ecological responsibility.

An important component of sustainable tourism development is the integration of digital technologies into tourism management systems. GIS analysis, drone monitoring, mobile applications, digital tourism platforms, and citizen science approaches significantly improve tourism flow management and ecological monitoring of sensitive natural territories.

Table 1

Key barriers to sustainable green tourism development in Ukraine

Aspect	Current situation	Main barriers
Tourism infrastructure	Uneven regional development	Insufficient investments
Sustainability standards	Partial implementation	Lack of certification systems
Environmental monitoring	Fragmented monitoring initiatives	Weak data systems
Institutional coordination	Limited cooperation between stakeholders	Management fragmentation
Financial sustainability	Dependence on local funding	Limited grant accessibility
Ecological protection	Local ecosystem degradation risks	Weak carrying capacity regulation

One of the key directions for improving sustainable tourism management in Ukraine is the establishment of regional coordinating platforms. Such platforms can integrate local communities, tourism businesses, environmental institutions, NGOs, and regional authorities into a unified tourism management system.

The functional tasks of regional tourism coordination platforms may include:

- route standardization;
- sustainability certification;
- tourism flow monitoring;
- GIS analytics integration;
- destination marketing;
- educational programs for local communities;
- support of eco-friendly tourism infrastructure.

The implementation of regional coordinating platforms creates opportunities for forming integrated tourism ecosystems based on sustainability principles and evidence-based tourism management.

The practical implementation of sustainable tourism routes may provide significant socio-economic and ecological benefits for Ukrainian regions. Green tourism stimulates local entrepreneurship, creates employment opportunities, supports small businesses, strengthens local identities, and contributes to environmental protection.

Additionally, sustainable tourism routes may become an important component of Ukraine's integration into the European tourism market. The adaptation of GSTC sustainability criteria and European eco-certification standards can significantly improve the competitiveness of Ukrainian tourism destinations.



Figure 1. Conceptual model of sustainable green tourism management

Conclusions. The study confirms that sustainable green tourism routes can become an important driver of post-war regional recovery in Ukraine. The implementation of international sustainability standards, digital monitoring systems, and regional coordination mechanisms creates favorable conditions for improving tourism competitiveness and preserving natural ecosystems. The development of sustainable tourism requires integrated institutional support, investment in low-impact infrastructure, implementation of GIS-based monitoring systems, and active involvement of local communities in tourism management processes. Therefore, sustainable green tourism should be considered not only as a tourism activity but also as a strategic instrument of environmental protection, regional economic development, and long-term territorial resilience in Ukraine.

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