

The research shows that the implementation of digital technologies helps tourism enterprises improve their efficiency, optimize business processes, attract more customers and provide better services. Digital transformation is necessary for the successful development of the tourism business [4]. It is recommended to actively use digital tools, improve digital marketing strategies, develop online communication with customers and continue the implementation of modern technologies in everyday business activities.

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RECONSTRUCTION OF TOURISM INFRASTRUCTURE IN DE-OCCUPIED TERRITORIES

War damages the infrastructure of roadways, housing, cultural institutions and leisure spaces, especially within Zaporizhzhia and along the Azov Sea shorelines. The tourism industry, once a major contributor to economic development and jobs, is currently experiencing significant drops in both due to ongoing threats to security and damage sustained to supporting infrastructure. Restoration of tourism will be a key force in revitalising economies, reconstructing communities and creating links to the

global economy; therefore, rebuilding tourism infrastructure throughout the de-occupied areas of Ukraine has become a top priority for Ukraine’s recovery after the war.

New studies have identified that tourism contributes significantly to economic development, employment and infrastructure in local economies; thus, the recovery of this sector is strategically important to Ukraine's economy.

This study seeks to explore the difficulties and opportunities for rebuilding tourism-related infrastructure in parts of Ukraine that have returned to Ukrainian control, as well as to analyse how the public feels about recovering from war through an analysis of survey data.

In addition to the damage done to physical infrastructure as a result of the war, many destinations have had their overall appeal ruined. Destroyed roads, hotels that have gone out of business and the lack of tourism-related services continue to plague areas that would otherwise be able to attract tourists. Research indicates that many tourists have ceased to visit the sites that have been affected by military action; as a result, many businesses that catered to those tourists have closed; and as a result of businesses closing down, there has been a significant loss of investment in the tourism sector. Monuments of cultural heritage and recreational sites are now severely damaged and will limit the area's tourism potential. The cost of rebuilding cultural and tourism-related assets in Ukraine has been estimated by international organisations to be in the billions of dollars, underscoring how far we are from achieving full reconstruction.

Scholars have pointed out that when rebuilding countries after war, we need to take into account more than just putting things back into place; we need to have a modern, sustainable tourism system. This will require building new digital products for tourists, infrastructure, and connecting to the major networks of tourism in Europe. There is a growing belief that new types of tourism, such as virtual, smart infrastructure, and ecological tourism, are excellent areas to explore as we work towards rebuilding the tourism industry.

A group of 70 people (students and young adults) were contacted to find out how the public perceives tourism recovery. The questions included:

1) What would be the main reason you would go to a place that was recently liberated from control?

2) What type of tourism should be prioritised once restoration has occurred?

3) When would be the earliest that you would go visit one of these areas once they have been liberated from control?

The results are found in the table.

Survey Question	Option	% of respondents
Main condition for visiting	Safety guarantees	64
	Infrastructure restoration	18
	Affordable prices	10
	Environmental condition	8
Preferred type of tourism	Eco-tourism	42
	Cultural tourism	34
	Beach tourism	24
Willingness to visit	Immediately after de-occupation	21
	After 1–2 years	49
	Not sure	30

Survey results show safety is crucial for tourism recovery. Over half of participants said security guarantees are needed before traveling, confirming research that safety significantly influences post-conflict tourism development. Participants preferred ecotourism and cultural tourism for unique, sustainable experiences over mass tourism. In the Azov Sea region, natural resources and cultural heritage will support new tourism types following regional conflict.

The point that most surveyed indicated they would only be willing to visit the de-occupied territories 1 to 2 years after they have returned from being evacuated demonstrates the lack of confidence in travelling to the de-occupied areas immediately after losing their residency in those areas. Therefore, recovery strategies must focus on supporting the gradual recovery of the region through the rebuilding of infrastructure, the promotion of tourism destinations, and the restoration of trust with potential visitors.

Infrastructure improvement must include transport access, accommodation services and the establishment of basic services to create a framework to support tourism activity in the region. Finally, the establishment of digital systems to support and provide information on the Azov Sea region will also be critical to attracting visitors and developing a positive image of the region.

Reconstructing Ukraine's tourism in de-occupied areas is complex but vital, requiring a strategic, integrated approach. It involves rebuilding assets, ensuring safety, innovating, and adapting to new tourist expectations. Survey results show security, sustainability, and trust drive tourism recovery. Addressing these can help Ukraine turn war-affected regions into competitive, resilient destinations.

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TRANSFORMATION OF MARKETING STRATEGIES IN THE HOSPITALITY INDUSTRY DURING THE WAR IN UKRAINE

Political and economic instability caused by the war creates additional challenges for the hotel and restaurant industry. Therefore, adaptation to new conditions and ensuring the financial sustainability of temporary accommodation and catering establishments are becoming urgent needs for representatives of this sector of the economy. In addition, the loss of tourist flows due to active hostilities in the east of