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34-a ANIVERSARE A UNIVERSITĂȚII DE STAT DIN COMRAT CULEGERE DE ARTICOLE

VOLUMUL I

Științe economice
Tehnologii informaționale, matematică și fizică
Agricultură și industria alimentară
Drept și științe politice

KOMRAT DEVLET UNİVERSİTETİNİN 34-üncü YIL DÖNÜMÜ BİLİM YAZILARI TOPLUMU

TOM I

Ekonomika bilimneri
İnformaţiya tehnologiyaları, matematika hem fizika
Küü çorbacılıı hem işletmä industriyası
Hak hem politika bilimneri

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СОДЕРЖАНИЕ

WELCOME ADDRESS OF THE RECTOR OF THE COMRAT STATE UNIVERSITY ON THE 34TH ANNIVERSARY OF THE UNIVERSITY'S FOUNDATION **16**

KOMRAT DEVLET UNİVERSİTETİNİN 34-cü YIL DÖNÜMÜNDÄ REKTORUN KARŞILAMA SÖZÜ **18**

CUVÂNTUL DE SALUTARE AL RECTORULUI UNIVERSITĂȚII DE STAT COMRAT CU OCAZIA A 34-A ANIVERSARE A FONDĂRII UNIVERSITĂȚII **20**

ПРИВЕТСТВИЕ РЕКТОРА КОМРАТСКОГО ГОСУДАРСТВЕННОГО УНИВЕРСИТЕТА ПО ПОВОДУ 34-Й ГОДОВЩИНЫ СО ДНЯ ОСНОВАНИЯ УНИВЕРСИТЕТА **22**

SECTION I. ECONOMICS SCIENCES
SEKŢİYA I. EKONOMIKA BILGILERI
SECŢIUNEA I. ŞTIINŢE ECONOMICE
СЕКЦИЯ I. ЭКОНОМИЧЕСКИЕ НАУКИ

Section 1.1. Accounting, finance and credit
Sekţiya 1.1. Muhasebe, finans ve kredi
Secţiunea 1.1. Contabilitate, finanţe şi credit
Секция 1.1. Бухгалтерский учет, финансы и кредит

PECULIARITIES OF THE DEVELOPMENT OF THE BANKING SYSTEM OF UKRAINE UNDER MARTIAL LAW
Vinnytska Oksana, Korniienko Tetiana **24**

MANAGEMENT OF THE DIGITALIZATION OF FINANCIAL INFORMATION IN THE CONTEXT OF INTEGRATION INTO THE EUROPEAN UNION
Ştahovschi Ada, Bucuci Olesea **27**

CARACTERISTICI RAMURALE CARE AFECTEAZĂ LA ORGANIZAREA CONTABILITĂȚII LA ÎNTREPRINDERILE DE TRANSPORT
Cerga Tatiana **34**

CARACTERIZAREA NOȚIUNII DE PLAN DE INSOLVABILITATE ÎN DIFERITE STATE
Curaxina Svetlana, Tatar Olga **38**

POSIBILITĂȚI DE FORMARE A UNUI PORTOFOLIU DE CRIPTOMONEDE
Batişcev Ruslan **43**

КОНЦЕПЦИЯ РАЗВИТИЯ ПРОИЗВОДСТВА И РЕАЛИЗАЦИИ ОРГАНИЧЕСКОЙ ПРОДУКЦИИ В РОССИЙСКОЙ ФЕДЕРАЦИИ
Савкин Владимир **46**

ЭКСПОРТНЫЙ ПОТЕНЦИАЛ И ТЕНДЕНЦИИ РАЗВИТИЯ ПРОИЗВОДСТВА МАСЛИЧНЫХ КУЛЬТУР В ОРЛОВСКОЙ ОБЛАСТИ
Грудкина Татьяна, Сухочева Надежда **51**

ДИНАМИКА ПОКАЗАТЕЛЕЙ ЭФФЕКТИВНОСТИ ПРОИЗВОДСТВА ГРЕЧИХИ В ГРОДНЕНСКОЙ ОБЛАСТИ
Гесть Геннадий **56**

ОПЕРАЦИОННАЯ ПРИБЫЛЬ КАК ПОКАЗАТЕЛЬ ЭФФЕКТИВНОСТИ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ **60**
Тодорич Людмила, Карабет Мария

ИНФОРМАЦИОННО-РЕСУРСНОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ «УПРАВЛЕНЧЕСКИЙ УЧЕТ»: ИННОВАЦИОННЫЕ ПОДХОДЫ
Грабаровски Людмила **68**

ПРОБЛЕМНЫЕ АСПЕКТЫ СОСТАВЛЕНИЯ ФИНАНСОВОЙ ОТЧЕТНОСТИ НА ПРЕДПРИЯТИИ
Герасимов Михаил **74**

К ИСТОРИИ БУХГАЛТЕРСКОГО УЧЕТА И ЭКОНОМИЧЕСКОГО АНАЛИЗА В ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ
Щербатюк Василий, Моисеева Анна **77**

НАУЧНОЕ СООБЩЕСТВО И МЕЖДУНАРОДНЫЕ НАУЧНЫЕ ПЛАТФОРМЫ: СРАВНИТЕЛЬНЫЙ АНАЛИЗ НА ОСНОВЕ ДАННЫХ ПЛАТФОРМЫ INSTRUMENT BIBLIOMETRIC NAȚIONAL
Кюркчу Виталий **83**

ОСНОВНЫЕ ТРЕНДЫ УПРАВЛЕНЧЕСКОГО УЧЕТА В 2025 ГОДУ
Свириденко Лидия **90**

Section 1.2. Marketing and Tourism
Sekţiya 1.2. Pazarlama ve turizm
Secţiunea 1.2. Marketing şi Turism
Секция 1.2. Маркетинг и туризм

CONVERGENCE AND HYBRIDITY OF MARKETING APPROACHES IN A LEAN MANUFACTURING ENVIRONMENT **97**
Sadchenko Olena

SUSTAINABLE DESTINATION SYSTEMS AS THE BASIS OF TOURIST TERRITORIAL COMPETITIVENESS
Levitskaia Alla **101**

APPLYING DESIGN THINKING IN EXPERIENTAL LEARNING: INNOVATIVE METHODS FOR COMPETENCE DEVELOPMENT IN GREEN TOURISM
Buzdugan Adriana **105**

MARKETING TARGETING OF POST-AVC PATIENTS IN PUBLIC HEALTHCARE INSTITUTIONS OF THE ATU GAGAUZIA AS A STIMULATING FACTOR FOR THE IMPLEMENTATION OF MODERN TELEMEDICINE TECHNOLOGIES
Ghenova Svetlana, Rusu Elena **115**

MECHANISM FOR SECURING TOURIST TRAVEL IN THE CONTEXT OF GEOPOLITICAL CHALLENGES
Kyryliuk Iryna, Chvertko Liudmyla **119**

INTERNAL MARKETING AS A TOOL FOR IMPROVING QUALITY IN TOURISM
Aricova Zinovia, Aricova Liubov **124**

STAFFING OF HOSPITALITY INDUSTRY ENTERPRISES
Lytvyn Oksana **128**

WORKERS' LABOR RIGHTS GUARANTEES IN THE TOURISM SECTOR IN THE CONDITIONS OF TRANSITION TO GREEN TECHNOLOGIES
Shchukina Natalia **131**

EXPERIENCE ECONOMY AND MARKETING STRATEGIES FOR CREATING CUSTOMER VALUE USING ARTIFICIAL INTELLIGENCE
Trifonova Larisa **135**

COGNITIVE AND EMOTIONAL ASPECTS OF PERCEPTION OF TOURISM ADVERTISING: PSYCHOLOGICAL APPROACHES
Trifonova Larisa **141**

THE BRAND "UKRAINE NOW" AND ITS ROLE IN SHAPING UKRAINE'S INTERNATIONAL IMAGE
Tiurina Dina, Mykhailiuta Oleksandr **147**

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MECHANISMS OF SECURITY OF TOURIST TRAVEL IN UKRAINE IN THE CONDITION OF MODERN GEOPOLITICAL CHALLENGES

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Abstract. The purpose of the article is to substantiate the peculiarities of tourism development in Ukraine, which have been formed in the context of geopolitical challenges, and to outline the measures which, if implemented, will allow overcoming the existing negative trends. The author identifies a set of circumstances that indicate the need to address the problems of ensuring a sufficient level of security for tourism development in the context of modern challenges. The problems of ensuring security in tourism that hinder the development of the tourism industry are characterized. It is substantiated that the peculiarities of the functioning of the tourism industry largely depend on coordinated government actions on travel safety, harmonization of security protocols and effective communications, in the context of which the measures of the State policy of ensuring the security of tourism development are implemented. The author considers the measures implemented to minimize the negative consequences in the tourism industry and ensure its further functioning and adaptation to modern conditions of development.

Keywords: tourism, tourism risk, security in tourism, security threats, insurance of tourism activities.

Modern tourism is developing under the influence of globalization and integration processes, which increase and deepen the economic differentiation of countries and peoples, and create contradictions in political, social, and cultural development. Society is witnessing the acceleration of global transformations, which create very controversial and often far from desirable changes, and turn challenges into risks, the realization of which can lead to the formation of significant barriers to the civilized development of mankind [1].

Tourism as a form of socio-economic activity is closely related to the relationship between society and geospace, which makes it an effective tool for achieving various geopolitical goals. Scholarly research shows that tourism has gained recognition as an important component of geopolitics that makes a significant contribution to the global order A. Franklin [2], J. Tribe [3], L. Tkachuk [4]. The modern geopolitical system is dynamic and open, and geopolitical interests, which reflect the socio-economic needs of a geopolitical entity, are in a state of great acceleration.

Tourism as a complex socio-economic system is directly related not only to economic, technological, and demographic changes, but also to global political changes and expected trends in the development of the global political space. One of the peculiarities of this type of economic activity is its extreme vulnerability to any shocks, including economic and political crises, wars, military unrest, terrorist attacks, natural disasters, etc., as security and confidence in the absence of threats are essential conditions for tourist travel.

The purpose of the article is to substantiate the peculiarities of tourism development in Ukraine, which have been formed in the context of geopolitical challenges, and to outline the measures which, if implemented, will allow overcoming the existing negative trends.

The study used dialectical and abstract-logical methods, methods of systematic approach, comparison, observation, analysis, synthesis, induction, deduction, etc.

The development of tourism in Ukraine in recent years has been critically affected by the destructive factors of the geopolitical and economic space (Figure 1).

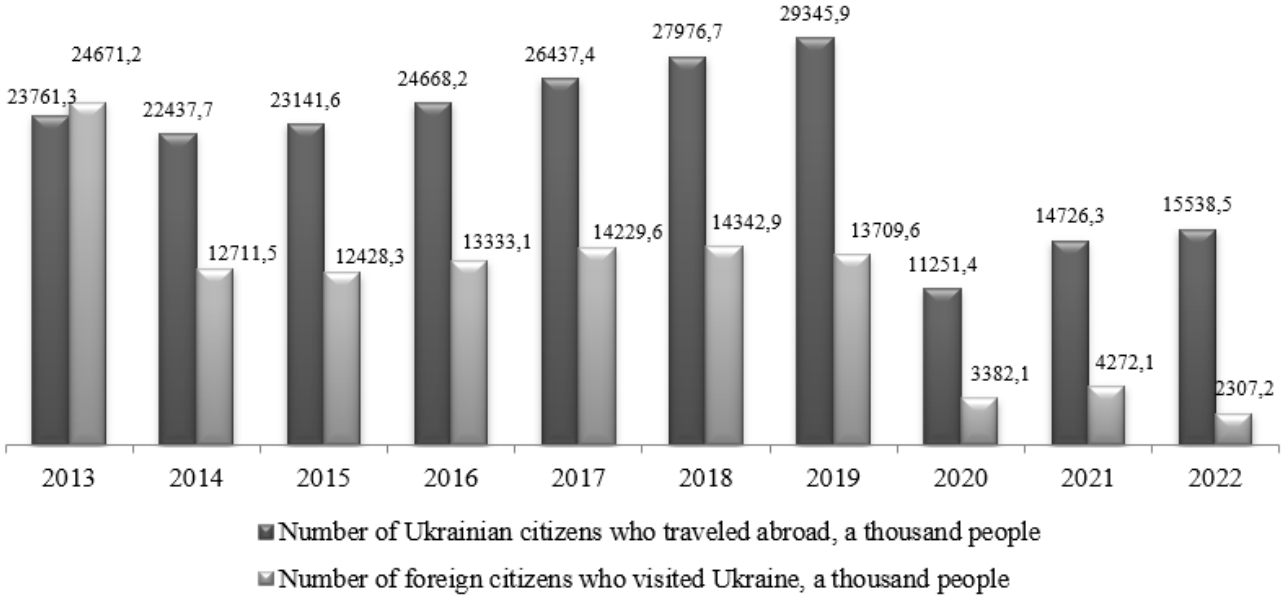


Figure 1. Dynamics of tourist flows in Ukraine in 2013–2022, thousand people
Sources: developed by the authors based on information from [5]

In 2014, the development of tourism was adversely affected by the military actions of the Russian Federation and the temporary occupation of the Autonomous Republic of Crimea, parts of Luhansk and Donetsk regions. The dynamics of tourist flows has undergone significant changes. Starting in 2014, the growth rate of outbound tourist flows exceeded inbound tourist flows: the outbound tourist flow increased by more than 1.3 times in 2014-2019, while the inbound tourist flow increased by only 1.1 times. The share of the number of travelers who traveled abroad in 2019 amounted to 68.2%, which indicates a significant increase in this indicator compared to the beginning of the analyzed period (49.1%). Such changes in the structure of tourist flows are the result of Ukraine's promotion in the international tourism market and the introduction of a visa-free regime between Ukraine and the EU in 2017.

The COVID-19 pandemic was another factor that negatively affected the economic processes and security of the tourism business. Ukraine's tourism industry suffered large-scale losses due to the introduction of measures aimed at overcoming the coronavirus pandemic and the unstable environment that created relevant threats and dangers for all tourism market participants [6]. The total contribution of travel and tourism to the country's GDP in 2020 almost halved compared to 2019: from UAH 257.5 billion to UAH 143.6 billion, and the share of the industry in the GDP structure decreased from 6.3% to 3.4%, respectively. There was a negative trend in the overall contribution of tourism to employment. In particular, the number of jobs in the industry decreased by 11.9%: from 1.15 million people in 2019 to almost 1.02 million people in 2020, and the share of the total contribution of tourism to employment decreased from 6.9% to 6.3%, respectively [7]. Overall, the losses of the tourism industry in Ukraine were estimated at more than $1.5 billion. US dollars [8]. Since May 2021, tourism has been on an upward trend due to the gradual lifting of travel restrictions

in certain countries, the resumption of international flights, and the relaunch of some domestic and inter-regional markets. The tourism industry has gradually begun to recover.

However, Russia's full-scale armed attack on Ukraine on February 24, 2024, has created new challenges in the tourism industry. Terrorist attacks and military operations in the country have created a high-risk environment in the tourism industry, which has significantly affected the decisions of tourists and, accordingly, led to a reduction in foreign and domestic tourist flows. Currently, the constraining factors for tourism development in Ukraine are military operations, the loss of a significant part of tourist facilities, the destruction of infrastructure in the areas of active hostilities, the closure of airspace for civil aviation; the deployment of occupation troops in the territories that are important tourist centers in Ukraine, etc.

In the face of modern challenges, security factors are becoming crucial for all participants in the tourism process. Ensuring security is a key condition for maintaining the sustainable development of the industry, increasing tourist confidence and the effective operation of tourism sector enterprises.

The Law of Ukraine "On Tourism" defines security in the field of tourism as a set of factors that characterize the social, economic, legal and other state of ensuring the rights and legitimate interests of citizens, legal entities and the state in the field of tourism [9]. Therefore, ensuring the safety of tourist travel requires a comprehensive approach that includes coordinating the efforts of government agencies, the private sector and international partners, developing legal mechanisms to protect tourists, and introducing modern technologies to prevent risks and respond quickly to emergencies.

A systematic approach to tourism security management involves not only the development and implementation of appropriate standards, but also continuous risk monitoring and the development of adaptive measures to new challenges. Coordinated actions aimed at harmonizing security protocols, effective communication, and implementing measures to ensure the protection of tourists at all stages of their travel are key to minimizing risks and creating conditions for safe and comfortable travel in the face of current geopolitical challenges (Figure 2).



Figure 2. Mechanisms for ensuring the safety of tourist travel in Ukraine in the context of modern geopolitical challenges

Sources: developed by the authors

The formation of an effective threat management system, both at the national level and at the level of individual tourism entities, involves the creation of mechanisms for identifying, assessing and neutralizing potential risks. An important task of preventing risks in the tourism sector is to ensure preventive measures, such as the preparation of crisis plans, the creation of early warning systems, regular training of security personnel, enhanced monitoring of situations in high-risk regions, and the development of recommendations for tourists on safe travel behavior.

According to the Law of Ukraine "On Tourism", state authorities and local self-government bodies and their officials, within the limits of their powers, must take measures aimed at ensuring the rights of citizens to a safe environment for life and health during tourist trips, as well as the protection of Ukrainian citizens abroad, as enshrined in the Constitution of Ukraine. The development of specific measures to ensure the safety of tourists, sightseers participating in tourist trips, hikes, competitions, prevention of injuries and accidents and the responsibility for their implementation is assigned to tourism entities [9].

The key element in the tourism security system is the safety of tourists. The responsibility for ensuring the safety of tourists, informing them about the likely risks of each specific service and preventive measures lies with travel companies, which must be guided by applicable regulations in their activities. Under martial law, ensuring safe conditions for tourists while traveling is a top priority. In this regard, all routes are designed to take into account possible threats, such as air raids or other emergencies, and are organized in such a way that in the event of danger, tourists can quickly and safely move to the nearest shelter.

Insurance mechanisms play a significant role in preventing and minimizing the negative consequences of the risks that accompany the tourist activity of citizens and the risks of tourism entities [10]. Insurance coverage for tourists in Ukraine is provided on a voluntary and compulsory basis. In particular, in accordance with the requirements of the current legislation, namely the Law of Ukraine "On Tourism", tourism entities are obliged to provide life and health insurance for tourists [9]. Compulsory insurance coverage for tourists includes health insurance and accident insurance for insurance classes 1 and 2 [11] and is provided on the basis of contracts concluded by tour operators, travel agencies and other entities providing travel services with insurers. Such insurance is provided once for the entire period of a tourist trip. At the same time, it should be noted that travelers have the right to insure themselves by entering into appropriate insurance agreements. In doing so, they must notify the tour operator or travel agent in advance of a duly concluded insurance contract. The tourist insurance contract must provide for the provision of medical care and reimbursement of expenses in the event of an insured event directly in the country (place) of temporary stay.

At the request of a tourist, a tour operator or travel agent shall also insure other risks associated with a tourist trip. In addition, at the request of the tourist, an insurance contract may be concluded to cover the costs associated with the termination of the travel services contract at the initiative of the tourist, or an insurance contract to cover the costs associated with premature return to the place of residence in the event of an accident or illness.

The formation of insurance relations in the tourism sector makes it possible to implement an insurance protection mechanism for tourism industry enterprises. Insurance of insurance business entities is aimed at reducing financial losses in the event of unforeseen events that may adversely affect their operations. These may include traditional property risks, risks of civil and professional liability of tour operators and travel agents, life and health insurance of staff, as well as cyber risks and other potential threats inherent in modern social development.

Today, insurance companies have a wide range of products to insure travel industry participants, enabling them to adapt to changing market conditions and minimize risks. One of the current challenges for insurance companies operating in Ukraine is the need to insure against the risks of losses associated with military operations. These losses pose a threat to the security of all business entities in our country. In our opinion, it would be advisable to change the approach of insurers to covering such risks and revise the terms of insurance products to include coverage of both the direct impact of war risks and the "secondary" consequences of war, such as the triggering of mines and other munitions [12, p. 47].

Consequently, in the context of geopolitical challenges, there is a need to form a special threat management system that should operate both at the national level and at the level of individual tourism entities. Creating mechanisms to identify, assess, and neutralize potential risks will ensure timely response to threats, minimize their impact on tourism activities, and ensure the safety of tourists at all stages of their travels.

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