



DOI: 10.31866/2410-1915.25.2024.312673
UDC 008:[33.02-027.542:338.48(477)(049.32)

State Policy in the Tourism Field of Ukraine: Socio-Humanitarian Priorities of Development and Post-War Recovery

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Abstract. In the reviewed monograph “State policy in the tourism field of Ukraine: socio-humanitarian dimension”, the author Alla Havryliuk offers to use the marketing paradigm of promoting domestic tourism as a national ideology, as well as a tool of management and territory development. New directions of state policy implementation in conditions of decentralisation, focused on promoting key tourist identifiers of the locality are presented, such as types of tourism, image, brand, reputation, souvenir branding and intangible cultural heritage.

For citation

Petroye, O. (2024). State Policy in the Tourism Field of Ukraine: Socio-Humanitarian Priorities of Development and Post-War Recovery [Review of the book *Derzhavna polityka u sferi turyzmu v Ukraini: Sotsiohumanitarnyi vymir*, by A. Havryliuk]. *Culture and Arts in the Modern World*, 25, 192–197. <https://doi.org/10.31866/2410-1915.25.2024.312673>.

The publication of the monograph “State policy in the tourism field of Ukraine: socio-humanitarian dimension” by Alla Havryliuk coincided with the beginning of the full-scale invasion of Ukraine by the Russian Federation in 2022.

The preparation and republishing of this scientific work became a kind of a challenge for the author, able to accumulate creative energy in a research way within extremely difficult survival conditions, and opportunities to do here and now what you can do best.

The focus of this research is a complex socio-humanitarian approach to the formation of state policy in the tourism field of Ukraine at the national, regional and local levels, which grounds on the principles of tourism human-centeredness, humanism, sustainable development, inclusion, social cohesion, multiculturalism, etc. In the monograph, the author offers to use the marketing paradigm of promoting domestic tourism as a national ideology, as well as a tool of management and territory development. New directions of state policy implementation in conditions of decentralisation, focused on promoting key tourist identifiers of the locality are presented, such as types of tourism, image, brand, reputation, souvenir branding and intangible cultural heritage.

The offered author's approach initiated forming a new research vector in the field of science "Public Administration", which focused on the study of the role of tourism as a phenomenon that affects the personality's spiritual development, who changes in value under the travelling influence, and requires innovative approaches to the development and implementation of the industry state policy.

The author of the reviewed monograph pays tribute to her predecessors, whose works are carefully analysed in the study, and claims that the social and humanitarian influences in the field of tourism are so interdependent that it is quite difficult to draw a line between them and determine the primacy of the social or humanitarian aspects.

At the same time, based on thorough factual material, it is proved that the social properties of tourism correspond to the signs of a social phenomenon being, and are a tool capable of developing the country's economy, stimulating regional development, ensuring progress in relevant spheres of social life, meeting needs of the person-traveller with a wide range of tourist services.

It is researched and substantiated that the humanistic component of the national sphere of tourism develops through activities that are focused on meeting the needs of a traveller as a spiritual, conscious, patriotic, active biosocial being who is aware of his own existence, a set goal and means for its achievement.

In view of this, the main quintessence of the peer-reviewed scientific work is the grounding of a radically new scientific and practical approach to the formation and implementation of the state policy in the tourism field of Ukraine through the prism of the socio-humanitarian dimension, the focus of which is *Homo viator*, a person who travels (Marsel, 1999).

This is the image of a new type of tourist service consumer, who enriches his inner world while travelling, expands horizons of the surrounding reality perception, forms and deepens the interethnic culture of social tourist reciprocity, acquires the experience of establishing local and national identities, patriotism and other qualities. Aiming to learn about interethnic and intercultural features of his own and other countries through tourism, such a traveler primarily emphasises the socio-humanitarian dimension. As a result, this motivational component builds a chain of personal influence of the tourist service consumer on the economic development of visited tourist destinations in Ukraine and abroad, and on the economy of the visited country and the world community in general.

The basis of grounding the offered socio-humanitarian paradigm is the humanistic values and beliefs of a travelling person, such as human-centeredness, humanism, spirituality, patriotism, collective identity, national unity, enlightenment, sustainable development, etc. Among the defining social principles that form this component of tourism, the researcher singles out the following: the right to work, rest, health care, free movement, tourist education, social protection, clean environment, social responsibility, inclusion, social cohesion, etc.

Thus, the author notes that the influence of social and humanitarian components in the sphere of tourism is impossible without an economic background, and proves the necessity to develop and implement state policy in the field of tourism of Ukraine based on a multi-paradigmatic socio-humanitarian approach.

It is worth mentioning that the reviewed monograph was published twice during rather stormy times in the development of the modern Ukrainian state. Its first edition

was published in 2020, when humanity was gripped by the COVID-19 pandemic. At that time, the scientific work became a kind of tourist compass pointing to unique Ukrainian places and locations, visiting of which gave a *Homo viator* (a travelling person) an opportunity to fill his life with new meanings and contents, as well as escape from the lack of active social communications. At the same time, strict anti-epidemiological restrictive rules became a new impetus for the domestic tourism development in Ukraine, and discovering new tourist destinations for many compatriots.

For state and local self-government authorities, it was time of new challenges, which should be reoriented in the sphere of providing tourist movement participants with effective forms of multiage, multidisciplinary social ties and contacts, which contributed to giving the processes and phenomena, which had their influence on the traveller, a real situational value.

The key principle of the socio-humanitarian dimension of forming and implementing the state policy in the tourism field of Ukraine A. Havryliuk defines *tourist human-centrism*. This principle grounds on the formation of a new person's worldview in the process of tourist practices; filling it with a humanistic content by all social institutions, personalities and other subjects related to the provision of tourist services, and ultimately "getting" a new type of consumers and producers of tourist services with their needs, views, ideas, beliefs, knowledge, values, experience, etc.

The idea of forming modern state policy in the field of tourism on the basis of *socio-humanitarian development* is highlighted within the entire study. It combines normative-legal, functional-organisational, programme-targeted, financial-economic and social-psychological mechanisms of state management, as well as tools, methods, principles and means that take into account social, humanitarian, economic, geographical, political and other factors of the territory development.

Offered by the author, the synergistic toolkit for the use of the mentioned mechanisms involves the application of a comprehensive approach to the development and implementation of policy in changes regarding domestic and inbound tourism of Ukraine on a multilevel basis, using the principles of decentralisation, sustainable development, social, sectoral and territorial inclusion, civic cohesion, preservation of the national memory and collective identity; improvement of marketing means of tourism promotion in Ukraine, particularly, national, regional, local tourist and souvenir branding of the territory, etc.

It is emphasised that the state policy in the tourism field of Ukraine should be formed and implemented in the format of rapid response to public requests regarding crisis phenomena and innovative processes; should be reflected in goals, tasks, principles, methods, priorities, tools, mechanisms of understanding economic, political, social, humanitarian and other transformations in society.

It is worth noting that the second edition of the reviewed monograph was published in 2022, when the Ukrainian state faced a new challenge, such as a full-scale invasion of Ukraine by the Russian Federation. Therefore, each of the six sections of this scientific publication is especially valuable. They present a structured vision of the socio-humanitarian dimension of the state policy in the tourism sphere at the national, regional and local levels, embodied by the state and local self-government authorities, as well as offered by the author, like a recorded historical fact to the beginning of the martial law state.

The thorough approach of A. Havryliuk in implementing the tourism discourse of the socio-humanitarian dimension of tourism in *the first chapter* of the monograph is worth special attention. The scientist grounds the essence of tourism as a socio-humanitarian phenomenon, which at all stages of the human civilisation development evolves as a social institution and social practice, acquired features of a multifunctional global phenomenon in modern realities. The researcher also notes that the socio-humanitarian space of tourism has developed as an environment for the formation and use of national tourism resources, and has all the prerequisites for studying as a separate area of the “economy of impressions”, and a component of the spiritual life of society.

Properly evaluating analysed sources which are devoted to the problems of tourism development in Ukraine, the author points to the insufficient level of highlighting problematic aspects of the formation and implementation of state policy in the domestic tourism field with an emphasis on the socio-humanitarian dimension. The search for available resources of this vector is a background of *the second chapter*. It is reflected in the analysis of modern models of state policy; implementation of a complex of state management mechanisms (normative-legal, functional-organisational, programme-target, financial-economic, social-psychological, etc.), and for the purposes of state regional policy in the national tourism industry.

On the pages of *the third chapter*, the results of the author’s research on the current state and main tendencies of the state policy development in the field of domestic tourism in conditions of decentralisation are studied; the key factors affecting the capacity of territorial communities, which receive such opportunities, particularly, due to the socio-humanitarian advantages of tourism development, and which take place for the purposes of socio-humanitarian development of territories, are identified.

The fourth chapter of this monograph deserves special attention. It is devoted to identifying the peculiarities of the elaboration and implementation of the state policy in support and development of organisational forms and types of tourism in Ukraine through the multilevel dimension prism. The author studies its formation in accordance with the available national, regional and local tourist resources. She points to significant legal gaps in the current national legislation. It is manifested in the specifics of zoning the types of domestic tourism as tools for the development of territories; affects the emergence and development of innovative types of tourism and is reflected in the socio-humanitarian directions of the state policy implementation at all management levels. Even in conditions of the martial law, these priorities are developing in some regions of Ukraine, and have the prospects of being drivers of the economic development of the territories.

In view of significant destruction of Ukrainian territories as a result of active hostilities under the martial law and the occupation of definite administrative and territorial units, the analysis of various organisational forms and types of tourism presented in the monograph in accordance with the existing regulatory and legal ground serves as fundamental analytical material, which in the future can be used as a baseline for characterising features of the national tourism development before the beginning of the full-scale phase of the Russian-Ukrainian war and its recovery after Ukraine’s victory over the Russian Federation.

The fifth chapter recognises state (non-commercial) marketing as a fundamental theoretical and practical tool for implementing the state policy in the field of domestic

tourism as a grounded modern paradigm for elaborating socio-humanitarian principles of the state policy in the tourism field of Ukraine, aimed at establishing a modern vision of forming a positive tourist image, image, brand, reputation of the territory at the local, regional and national levels, as well as a means of its ethno-tourism promotion.

The sixth chapter of the monograph seems innovative. It is devoted to the coverage of questions regarding the use of intangible cultural heritage as a valuable resource for the territory development, a factor in forming the spiritual and cultural identity, multiethnic identity of the Ukrainian people, a resource for tourism promotion of the territory, and the direction of the state policy implementation in the field of tourism in Ukraine at the community and region levels, and the country in total.

This issue becomes especially relevant in the martial law conditions in Ukraine, when every community is fighting for the preservation of its local identity, which is embodied in intangible cultural heritage, and is manifested through its bearers. Therefore, offered by the author creative approach to the development and use at the community level of the tourism portfolio of the intangible cultural heritage element is a reflection of some innovative practically oriented aspect in preservation, protection and popularisation of local culture in nowadays conditions.

Summarising the review of A. Havryliuk's monograph, it can be concluded that this publication is characterised by scientific novelty, thoroughness and persuasiveness of its presentation, practical elaborations and meaningful scientific conclusions.

Despite the fact that currently tourism in Ukraine on a national scale is "paused", at the same time, its powerful development is observed in certain regions of the country. It ensures the performance of important functions of psychological and social rehabilitation, restoration of spiritual and physical strength of military personnel and members of their families, internally displaced persons and other citizens of the country, children and teenagers, adults, and everyone who sees in tourism a great power of salvation from extremely difficult conditions of survival and a promising direction for foreigners to know Ukraine as a country of courageous, strong and free people.

I consider the presented scientific and practical research work of implementing socio-humanitarian priorities of the state policy in the tourism field for now and during the post-war reconstruction of Ukraine to be useful to a wide range of both Ukrainian and foreign citizens within the country and abroad.

References

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Анотація. У рецензованій монографії «Державна політика в туристичній сфері України: соціогуманітарний вимір» автор Алла Гаврилюк пропонує використовувати маркетингову парадигму просування внутрішнього туризму як національної ідеології, а також інструменту управління та розвитку території. Представлено нові напрями