СЕКЦІЯ 3. СОЦІАЛЬНО -КУЛЬТУРНИЙ ВИМІР ТУРИЗМУ ТА РЕАЛІЗАЦІЇ КОНЦЕПЦІЇ СТАЛОГО РОЗВИТКУ

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SUSTAINABLE DEVELOPMENT OF AGRITOURISM AND ITS SOCIO-CULTURAL COMPONENT IN THE CONDITIONS OF WAR AND POST-WAR RECONSTRUCTION

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The war in Ukraine was not only a national tragedy but also a serious blow to all sectors of the economy, including tourism. Agritourism, which before the war demonstrated significant potential for sustainable development of rural areas, found itself in a particularly vulnerable position. However, its unique characteristics and close ties with local communities can play a key role in the socio-cultural recovery of the country in the post-war period.

Military aggression led to the destruction of infrastructure, mass migration of the population, land pollution, and increased unemployment in rural areas. Agritourism facilities often found themselves in the epicenter of hostilities, suffering direct damage. In addition, disruption of logistical chains and general instability significantly limited the tourist flow.

In these conditions, the sustainable development of agritourism takes on particular importance. It encompasses not only the economic viability of farms but also the conservation of natural resources, the support of local cultural traditions, and social responsibility to communities. Its implementation includes the following aspects:

• *Economic sustainability through diversification and adaptation:* Rural farms can reorient their activities towards food production for domestic needs, organizing small-scale safe tourism services for internally displaced persons or volunteers, and developing online sales of artisanal products.

• *Environmental responsibility in conditions of limited resources:* Even in times of war, it is important to adhere to the principles of environmental responsibility as much as possible. This can include the economical use of resources, minimizing waste, and supporting natural ecosystems that may be affected by hostilities.

• *Social justice and inclusion in conditions of humanitarian crisis:* Agritourism initiatives can be aimed at supporting the most vulnerable segments of the population,

including internally displaced persons, people with disabilities, and families of military personnel.

• *Preserving potential for future development*: Even in war, it is important to preserve and document the cultural and natural heritage of rural areas for their future recovery and the development of sustainable agritourism after the end of hostilities.

It is the socio-cultural component of sustainable agritourism that plays a crucial role in the reconstruction of society after the war. It includes a wide range of aspects, including:

• *Preservation and actualization of cultural heritage as an element of national identity:* In the context of information warfare and attempts to devaluation of Ukrainian culture, agritourism can become a platform for demonstrating the authenticity of traditions, customs, folk crafts, and folklore. Even limited excursions, online master classes, or the creation of virtual tours can maintain interest in Ukrainian culture and pass it on to future generations [1].

• *Support for local communities and social cohesion:* Agritourism initiatives adapted to war realities (for example, volunteer programs to assist local residents, organization of small safe events for internally displaced persons) can help strengthen social ties, provide psychological support, and create a sense of community [2].

• *Preserving the rural way of life as a basis for national identity:* War can lead to an outflow of population from rural areas. Supporting agritourism, even in minimal forms, can help preserve the traditional rural way of life, which is an important component of Ukrainian identity.

• *Intercultural dialogue and countering disinformation*: Information about the real state of affairs in Ukraine, disseminated through personal contacts with foreigners visiting safe regions or participating in online events, can be a powerful tool to counter Russian propaganda.

• *Revival of traditional knowledge and practices:* Involving the older generation in the transfer of knowledge about folk crafts, agricultural technologies, and culinary recipes.

• *Creating an inclusive tourism environment*: Ensuring access to agritourism services for people with disabilities, internally displaced persons and other vulnerable groups.

• *Psychological rehabilitation and social adaptation:* Creating spaces for recreation, communication, and psychological support for people affected by the war based on agritourism farms [3].

Despite significant challenges, agritourism in Ukraine has significant potential for recovery and further sustainable development. Its implementation requires:

• *State support:* Development and implementation of state programs to support the agritourism sector aimed at infrastructure recovery, preferential lending, training, and certification.

• *Attracting international assistance:* Cooperation with international organizations and donors to attract investments and exchange experience in the field of sustainable agritourism.

• *Support for local initiatives:* Creating favorable conditions for the development of small and medium-sized agritourism enterprises, supporting cooperative associations [2].

• *Promotion and marketing*: Developing effective marketing strategies to promote Ukrainian agritourism in the domestic and international markets, focusing on its uniqueness and socio-cultural value.

• *Improving the quality of services:* Implementing quality standards for service, training personnel, and developing infrastructure.

• *Active use of digital technologies:* Using online platforms for booking, promotion, and communicating with tourists [4].

Education is of great importance in this. We propose to include training in the basics of agritourism in the curricula of universities for interested students of all specialties. To this end, we offer a new course, "Agritourism Management," with an interactive learning system. Training in agritourism will help orient students in choosing a future job. Children of farmers, and not only, will have a unique opportunity to learn how to organize and manage agritourism on farms, increasing their competitiveness.

This course will also be interesting for extension service specialists. Organizing agritourism training and cross-visits for farmers will allow them to see successful examples of running an agritourism business, get acquainted with innovative approaches, and receive practical recommendations from colleagues. Farmers who participate in such programs, as evidenced by international experience, increase their income by 20-30% due to improving the quality of service and attracting new clients and new programs [5].

Thus, the sustainable development of agritourism with an emphasis on its socio-cultural component is critically important for the economic recovery of rural areas of Ukraine after the war, preserving national identity, supporting local communities, and psychological rehabilitation of the population. Successfully realizing this potential requires coordinated efforts by the state, educators, local communities, entrepreneurs, and international partners to create a sustainable and responsible tourism industry that will work for the benefit of future generations.

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