



# **DEVELOPMENT OF GREEN TOURISM IN THE BALTIC SEA BASIN (UKRAINE), TAKING INTO ACCOUNT THE INCREASED DEMAND OF UKRAINIANS FOR LOCAL TOURISM DURING THE PERIOD OF WARTIME**

Baltic Sea Tourism Forum 2024  
Oulu, Finland, 04 June 2024





# TOURISM IN UKRAINE IS:

01

TOURISM IN THE MOST MINED COUNTRY IN THE WORLD! 176,000 SQ KM OF UKRAINE'S TERRITORY IS MINED.

This is how: 4 of Denmark, 4 of Estonia, almost 3 of Latvia, almost 3 of Lithuania, 40 per cent of Sweden, half of Finland, the Republic of Poland and Germany.

02

TOURISM IN A COUNTRY WHERE ONE SEA IS OCCUPIED (THE SEA OF AZOV) AND ENEMY MINES ARE DRIFTING IN THE OTHER (THE BLACK SEA)

03

TOURISM IN A COUNTRY WHERE 20% OF THE NATURAL RESERVE FUND WAS AFFECTED BY THE WAR

04

TOURISM IN A COUNTRY WHERE HUNDREDS OF TOURIST INFRASTRUCTURE FACILITIES HAVE BEEN DESTROYED: HOTELS, TOURIST COMPLEXES, CATERING FACILITIES, ROADS...

05

TOURISM IN A COUNTRY WHERE NO AIRPORT HAS BEEN OPERATING FOR MORE THAN 2 YEARS

06

TOURISM IN A COUNTRY WITH 6.5 MILLION FORCED MIGRANTS AND MORE THAN 4.8 MILLION INTERNALLY DISPLACED PERSONS



## Changes in the composition of foreign tourists

- international diplomats
- public activists
- journalists from all over the world
- volunteers

For example, in 2022, almost 2 million foreigners entered Ukraine

- Reduced income and increased expenses for the majority of citizens
- restrictions on border crossing for men of military age
- difficulties with logistics
- Moral component: Ukrainians cannot afford to travel while the country is at war

## FACTORS THAT INFLUENCE on the reformatting of Ukrainians' travel preferences



# NEW travel trends:

- wellness holidays
- travelling for one person or for a family
- hotels, guesthouses or hostels with electricity, water, communication and shelter
- ethno and gastrotourism (study of national identity)
- spontaneous holidays - 'for tomorrow'



## THE TOURISM SECTOR IS HEAVILY DEPENDENT ON THE THREAT OF SHELLING, EXPLOSIONS AND AIR RAID ALARMS

Since the beginning of the war, more than 40,000 air raid alarms have sounded over Ukraine.

The western region of Ukraine is the least likely to hear these terrifying sounds, which is why it is an attractive area for tourism and recreation.

At <https://air-alarms.in.ua> you can see how often and where there is danger.



# THE WAR MOTIVATED UKRAINIANS TO LEARN MORE ABOUT THEIR HISTORY



01 Many Ukrainians visited such cities of western Ukraine as Lviv, Chernivtsi, Uzhhorod, Ivano-Frankivsk for the first time in their lives.

They visited the Ukrainian Carpathians for the first time.



02 People have tried a variety of traditional crafts and rich ethnic cuisine.

Actively developing master classes such as pottery, Easter eggs, carving, and quilt making relieve stress.



03 Philanthropy and industrial tourism are becoming increasingly popular.





**Psychological tourism makes it possible to change the stressful environment and restore the mental health of Ukrainians in modern conditions.**



# PSY-TOURISM

Psychological tourism, known as PSY-tourism, is becoming increasingly popular in the tourism industry - a holiday with a psychological component for moral and physical recovery.



In Ukraine, there is already an urgent need for rehabilitation of the military and their families, which can be carried out both individually with a psychologist and using psychological methods in the field of tourism.



The average Ukrainian 'tourist' no longer wants to live on the 15th floor of a five-star hotel, but he or she also doesn't want to sleep in a tent.

## CREATING 'TOURIST MAGNETS'

Currently, the tourist is looking for a short-term holiday in nature, not far from a big city with convenient transport logistics, but in a quiet place where the sounds of air raid warning are not heard.

He will be happy to stay for one, two or three days in a private authentic estate with the smell of local herbs and the croaking of a 'frog choir', where he will be served local dishes made from regional products and organised a pottery masterclass, or a walk in the woods or along the river.



### POTENTIAL FOR THE DEVELOPMENT OF ECOTOURISM

The western region of Ukraine offers significant potential for ecotourism development and favourable infrastructure and logistical conditions.



### CREATION OF A NEW DIRECTION IN THE TOURISM SECTOR

The creation of 'tourist magnets' can be a powerful step in restoring or creating a new destination in the tourism sector.

## CASE 1



### **RESTORING THE ECO-TOURISM POTENTIAL OF THE KRASNOSILKA RIVER**

Community: Belzka ATC, Sokal ATC, Chervonohrad ATC.

Activities: Development of a regional eco-tourism strategy, restoration of aquatic ecosystems, creation of tourist infrastructure, and an information and awareness component.

## CASE 2



### **ECO-MAGNETS OF LVIV REGION**

Community: Lviv agglomeration, Lviv city council

Activities: Development of a programme of activities to create eco-magnets in Lviv and search for partners to implement these activities.

## CASE 3



### **ESTABLISHMENT OF A COORDINATION CENTRE FOR COOPERATION BETWEEN PROVIDERS OF VARIOUS TYPES OF TOURISM SERVICES**

Communities: Zolochivska ATC

Activities: organisation of communication and cooperation between different sectors and different entrepreneurs

## CASE 4



### **CONSTRUCTION OF AN INCLUSIVE CENTRE FOR ROWING ON LAKE NAVARIYA**

Communities: Lviv agglomeration, Lviv city council

Activities: development of a working project for the arrangement of the lake territory for recreation and restoration, restoration of a natural recreational area, implementation of measures to create a modern rowing centre with a focus on welcoming inclusive tourists.

# AN ETHNO-ECO-TOURIST ROUTE ALONG THE DNIESTER ESTUARY IN THE AREA ADJACENT TO ONE OF UKRAINE'S LARGEST NATURAL NATIONAL PARKS, THE LOWER DNIESTER NATIONAL PARK

Creating an eco-ethno-tourist route along the Dniester Estuary (20-25 km) as an example of 'soft nature management' will demonstrate that the use of coastal areas for the needs of the population can have a positive effect on both society and the environment.



## OUR MOTIVATION TO BE HERE:

- **Getting positive experience and potential partners for the creation of tourism infrastructure in ecotourism.**
- **Development of modern tourist infrastructure in ecotourism**
- **Development of ecotourism as an effective tool for physical and psychological rehabilitation of Ukrainian military personnel and their families**

## OUR PARTNERS:

- Lviv agglomeration
- Ecobereg LLC
- Basin Department of water resources of Zakhidnyi Buh and Sian Rivers



## CONTACT US

### **Liliia Grychulevych,**

founder of NGO Vruna,  
NGO Black Sea Women's Club

Email Address:

[liliyagrighulevich@gmail.com](mailto:liliyagrighulevich@gmail.com)

Phone Number:

+380963195528 (WhatsApp, Signal)

### **Melnyk Sophia,**

representative of the Basin  
Department of water resources  
of Zakhidnyi Buh and Sian Rivers,  
NGO Vruna,

Email Address:

[sofiamelnik827@gmail.com](mailto:sofiamelnik827@gmail.com)

Phone Number:

+380686650953 (WhatsApp, Signal)



**THANK YOU VERY MUCH FOR  
YOUR ATTENTION!**

**We sincerely look forward to further cooperation.**

**Glory to Ukraine! Glory to the heroes!**



We highly recommend  
watching the videos  
recommended here:

