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MILITARY TOURISM AS A STRATEGIC DIRECTION OF INTERNAL TOURISM IN UKRAINE

Abstract. The article proves that the promising development of domestic tourism in Ukraine is military tourism. Military tourism has several directions, depending on which the consumers of tourist services are segmented. It was emphasized that there are enough locations in Ukraine that can become "places of memory", because since 2014, Russia has caused a lot of destruction and committed hundreds of other crimes on the territory of Ukraine.

Military tourism services related to warfare historical events are based on visiting former battle sites and places of military historical significance. For example, in Ukraine, these are, firstly, the territories of active military operations – from Kharkiv to Mykolayiv, including the entire Donbas region, places of military glory of the Armed Forces of Ukraine, and secondly, historical places associated with the Second World War. This direction focuses on the acquisition of passive experience and has a clearly expressed educational goal. Potential target groups are veterans who took part in the battles that took place in certain places and their families, as well as tourists interested in history.

An additional, but no less interesting direction of military tourism, which includes both directions, is the recreation of historical military events with the use of military equipment – guns, tanks, airplanes, etc. This variety also assumes a target group that suffers from mental rather than physical stress in the everyday work environment, which negatively affects their wants and needs. In general, the target market for military tourism consists of different sectors.

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Deep segmentation requires a detailed consideration of these submarkets, their requirements and characteristics. It is clear that the target market segment for a fighter jet flight and the target market segment for a military history tour differ in behavioral, psychological and profile inputs.

The main thing to understand is that the events currently taking place in Ukraine attract additional world attention to it, which must be used to support the tourism industry and the development of the tourism business as a whole. And military tourism is an extremely important part of cultural tourism that should be taken into account when developing a national tourism strategy. Advantages and disadvantages of military tourism are highlighted. The functions of military tourism are outlined, the main ones being: historical, educational, martyrological, political, ideological, cultural, entertainment, recreational, sports and adventure. It is noted that there is still no legislative basis for the organization of this type of tourism in Ukraine, but all the prerequisites for its development are there (both locations and demand), because in recent years Ukraine has been under the increased attention of foreigners, and therefore, there is confidence that the majority of them will have the desire to visit Ukraine in the post-war period.

Keywords: *tourism, military tourism, internal tourism, memorialization.*

Introduction. For recent 3 years tourism in Ukraine has significantly lost its position on the market, since 25 % of enterprises in this industry have completely stopped their activities because of the coronavirus pandemic, now there has been a war for more than a year and this business continues to lose its profits. But taking into account the positive experience of other countries, to which tourism annually brings millions of dollars of income, everyone involved in the development of tourism in Ukraine should develop and try to implement an effective and efficient Strategy for the development of tourism in our country, which has a huge tourist potential from the point of view of natural and cultural and historical places. In this study we would rather pay attention to such a type of tourism as military one, because we understand that after the end of the war and the victory of Ukraine, the tourism industry, like others, will begin to develop rapidly. In this development, in our opinion, military tourism will certainly take a worthy place, because after the terrible military actions by the Russian aggressor in Ukraine, there will be enough locations that can be visited by tourists from Ukraine and foreigners, to honor the dead's memory and to do everything possible at their level to prevent an unauthorized attack by one country on another with the aim of violating the sovereignty of an independent nation and seizing foreign territories.

Analysis of recent research and publications. There are enough definitions of the concept of military tourism in scientific publications. We will list some of them. Military tourism, according to scientists M. Klyap and F. Shandor is tourism at the sites of battles and historical battles for all interested persons, as well as for veterans and relatives of fallen soldiers, submarines, visiting existing and historical military facilities and training grounds, combat naval ships, riding on military equipment, participating in military exercises and maneuvers, shooting weapons at training grounds and shooting ranges, staying at training grounds as spectators, tours of military concentration camps and prisons. These authors propose to divide military tourism into the following subspecies: weaponry tourism, military-historical tourism, military tourism and warfare tourism (Shandor & Klyap, 2013).

For his part, the scholar D. Ventera considers military tourism as "military heritage tourism", that is, it is travel, research or participation in visiting military heritage sites or military events that have personal historical

significance, resonance or interest for a certain visitor or tourist, and do not provide for any remuneration (Venter, 2017).

Researchers M. Hrasovsky and K. Noeres, studying military tourism, point out that this is a recreation that necessarily has a military background. These authors distinguish two components of this type of tourism: the first one is considered as a segment of adventure tourism, the second one is that which is focused on historical events and belongs rather more to the educational segment of tourism (Hrusovsky & Noeres, 2011). A. Melnyk rightly defines military tourism as a type of tourism, the purpose of which is to visit an area associated with military and warfare actions (Mel'nyk, 2011; 2012).

On the whole, it is possible to generalize military tourism according to three types: military-educational tourism, which involves visiting military museums and exhibitions; military adventure tourism – that is, the purchase of a tour that includes all services for providing active recreation with the use of military machinery and equipment, visiting the territories of historical battles, naval warships, submarines, participation in military exercises and maneuvers, tours with a specified period of stay in army; military-historical reconstructions of combat operations means, basically, visiting reconstructions of historical battles (Kushnar'ov & Polishchuk, 2018).

Scientists D. Kadnichansky and M. Kadnichanska distinguish the concepts of "military" and "warfare" and point out that the concept of "warfare" (refers to war, related to it) is much broader than "military" (refers to troops, military personnel). And the priority object for the development of tourism is war and its destructive consequences, therefore, tourism that takes place on the basis of war events and has a wider range of logistics should be called warfare tourism. We also agree with this opinion. They suggest that the general type of tourism associated with visiting war-historical and military sites be called war or warfare tourism. In turn, warfare tourism can be divided into war-historical, military-adventure and military-event tourism (Kadnichans'kyi & Kadnichans'ka, 2020).

Other scholars propose to classify military tourism as follows: military-historical (visiting places of former battles); military club (uniting into military-historical clubs and traveling to places of historical battles, as well as their reconstruction); military sports (tank biathlon, military sports games); military-extreme and military-adventure (flying combat aircraft, driving military equipment, shooting, trips to combat zones); military-cognitive, when the tourist directly participates in military training programs (Levchenko, 2022).

As for tourists visiting military sites, they can be tentatively divided into three categories: tourists for whom military heritage sites have personal and emotional significance and carry a sense of connection with their heritage; tourists who do not have a personal relationship with the sites of military heritage and consider their visit only as a leisure activity with a cognitive purpose; tourists who visit objects of military heritage in order to "see and believe" (Magee & Gilmore, 2015).

Undoubtedly, tourism performs a number of functions in a human life, developing and maintaining his/her physical and mental health. Regarding military tourism, the scientist A. Kovalchuk believes, and we fully agree with him, that military tourism performs historical, educational, martyrological,

political, ideological, cultural, entertainment, recreational, sports and adventure functions (Kowalczyk, 2009).

As foreign experience shows, military tourism in other countries is quite popular. Thus, the USA, Israel, China, Spain, France, Great Britain and others annually gain millions of dollars from this type of tourism (Hao, 2017; Smith, 1998; Ratnayake & Hapugoda, 2016; Zwigenberg, 2016). Military tourism in Ukraine can become a mean of getting acquainted with the military-historical heritage of the people and the country, which will serve as a tool for patriotic education of youth (Vynnychenko, & Rudnichenko, 2016).

The purpose of the article is to substantiate the development of military tourism as a strategic direction of tourism in Ukraine.

Formulation of the main material. The recent hostilities taking place in Ukraine show us all the greatness and heroism of the Ukrainian people, who for a long time not only resisted a large army of invaders, but also reclaimed its own territories, rebuilt the destroyed infrastructure, and performed social duties in difficult conditions of limited resources and the reduction of the real sector of the economy.

Wars destroy tourist cities, damaging their cultural and natural attractions. However, post-war cities have great potential for development thanks to careful and comprehensive planning of the tourism business.

Tourism is a tool of expanding the human living space (Martseniuk & Charkina, 2017). In these difficult times, military tourism can become a new modern trend in the tourist industry. There are a large number of people who want to see with their own eyes what is currently happening in our country, immerse themselves in hostilities, get an impression of the destroyed houses, destroyed cities, touch the war, and most importantly, there are many people who want to provide the country with financial and physical assistance. Effective complex planning of this process makes it possible to attract both domestic and foreign tourists from all over the world, and thus bring additional income to the country.

The term military tourism does not refer to a specific type of recreation. More precisely, this is a general definition of tourist services, the competitive advantage of which has a military background. Some researchers (Boyko & Dalevs'ka, 2022; Zayachkovs'ka & Sikul, 2022) define military tourism as a segment of cultural tourism and find what can be considered resources of military tourism, for example, military units, military museums and enterprises related to warfare, battlefields, documents and military weapons.

This type of tourist business should be divided into two main directions: 1) focused on the use of military equipment, and 2) services directly related to war historical events. Military tourism, focused on the military equipment use, can be considered in the adventure tourism segment. Tourists can choose from a variety of military activities, such as shooting military weapons, riding a tank or flying by war planes.

The experience gained with these services has mostly entertainment rather than educational goals. Potential target groups are individuals interested in specific military equipment or those seeking extraordinary impressions. Since the price difference in this segment is huge, the target group of consumers of travel services varies from individuals with average to very high wealth.

Military tourism services related to military historical events are based on visiting former battle sites and places of military historical significance. For example, in Ukraine, these are, firstly, the territories of active military operations – from Kharkiv to Mykolayiv, including the entire Donbas region, places of military glory of the Armed Forces of Ukraine, and secondly, historical places associated with the Second World War. This direction focuses on the acquisition of passive experience and has a clearly expressed educational goal. Potential target groups are veterans who fought in specific locations and their families, as well as tourists interested in history.

An additional, but no less interesting direction of military tourism, which includes both directions, is the reconstruction of historical military events with the use of military equipment – canons, tanks, airplanes, etc. This variety also assumes a target group that suffers from mental rather than physical stress in the everyday work environment, which negatively affects their desires and needs.

In general, the target market for military tourism consists of different sectors. Deep segmentation requires a detailed consideration of these submarkets, their requirements and characteristics. It is clear that the target market segment for a fighter jet flight and the target market segment for a military history tour differ in behavioral, psychological and profile output data.

The main thing to be understood is that the events currently taking place in Ukraine attract additional world attention to them, which must be used to support the tourism industry and the development of the tourism business as a whole. And military tourism is an extremely important part of cultural tourism, which should be taken into account when developing a national tourism strategy (Charkina et al., 2022).

Here we should note that there are already positive developments in this direction. Thus, the Ukrainian Institute of National Remembrance sees two important areas of work related to places of memory: renewal of the forgotten and creation of new places of memory of the Ukrainian people. The forgotten places of memory include the destroyed graves of fighters for the Ukrainian independence; burial of unregistered war victims, political repressions and the Holodomor; monuments and memorial signs in honor of Ukrainian heroes destroyed during the years of occupation.

The arrangement of new memorial places involves the commemoration of today defenders of Ukraine and outstanding Ukrainians, and the immortalization of heroes of the past whose memory was destroyed. The process of creating new places of memory can be called: the appearance of single graves, sectors of military burials, memorial cemeteries, the construction of monuments, memorial signs. The entire complex of actions listed is called memorialization.

Places of memory are not only material monuments that remind of certain historical events. Each place of memory performs the function of consolidating the Ukrainian people around heroic or tragic pages of Ukrainian history. Such places may have local or nation-wide significance. So, places of memory are material markers of Ukrainian identity, which will perform the function of consolidating the Ukrainian people around important events and personalities of national history. The Institute offers a valid three-level model of the functioning of memorial places: a) the Ukrainian national pantheon;

b) national military memorial complex; c) sectors of military burials, individual graves, monuments and memorial signs (uinp.gov.ua).

In addition, work on the building of "memory routes" has already begun in Ukraine. These will be places of memory, i.e. memorialization of the russian-Ukrainian war. One of the main initiators of this idea is the State Agency of Tourism Development of Ukraine, it is under its auspices and with the support of the Ministry of Culture and Information Policy that meetings of leading tourism agencies, representatives of public authorities, potential investors and other participants interested in the implementation of the project take place. If the readers of this article have sufficient competence to help develop military tourism in Ukraine, then you can contact the initiative group at the address: memory@tourism.gov.ua (<https://mkip.gov.ua>).

At the same time, it should be noted that there are currently no favorable conditions for the development of military tourism in Ukraine. If in other countries of the world the objects of military tourism are made accessible to visitors (13,000 fortifications have been preserved in the mountains of Switzerland since the Second World War. Now several hotels have been opened in bunkers: from expensive ones like "Claustra" in the St. Gotthard mountain massif on 2,500 meters of altitude, to the hotel "Zero Stars", in the canton of St. Gallen), then in Ukraine, for example, the unique bunker in the former Himmler headquarters "Hegewald", located near Zhytomyr, is inaccessible to those who wish to visit it, because it is located on of the territory of the military unit, Ukraine can currently boast only one military hotel "Gringof", although the potential for creating such establishments is much greater than in Switzerland (Vynnychenko, 2013).

There are also six military lines of defense on the territory of Transcarpathia – four Hungarian ones: the Arpad Line, the Gunyadi Line, the Laszlo Line and the Eugenia Line, and two Czechoslovak lines – the Beneš Line and the Masaryk Line. The most popular among them is the Arpad Line. This is a several-kilometer fortification structure (Mel'nyk, 2011).

These and many other facilities can receive tens of thousands of tourists every year who are ready to leave their own money for getting the appropriate services. Museums specializing in military topics are quite popular and even unique in Ukraine. In particular, the Museum of Strategic Missile Forces in Pervomaysk (Mykolaiv Oblast), established on October 30, 2001, has only one analogue – The Strategic Air Command & Aerospace Museum in the USA (Vynnychenko, 2013).

The enterprises of "Ukroboronprom" are quite interesting resources of military tourism in Ukraine. In particular, at the plant named after V. Malyshev (Kharkiv), the Oplot tank was built, which is one of the most protected tanks in the world. And the specialists of the Kyiv Design Bureau "Luch" have designed a unique anti-tank weapon ("Corsair" ATGM), which has no analogues in the world (Mel'nyk, 2011).

At today's stage of development, resources continue to be formed on the territory of Ukraine, which will be the basis for the development of military tourism in the future. The beginning of the russian-Ukrainian war back in 2014 (annexation of the Autonomous Republic of Crimea, occupation of the Donetsk and Luhansk regions and the conduct of active hostilities there) and the full-scale invasion of russia into the territory of Ukraine on February 24, 2022

caused the large-scale destruction of cities and villages, the building of defense structures, the emergence certain landscape formations in the course of active hostilities (explosions, burning, flooding, etc.), remains of destroyed weapons and large-scale victims burials, which causes curiosity and a desire to honor all war victims.

War-historical tourism is featured by visits to defense structures, battle sites, monuments, military cemeteries, memorial complexes, and museums. Therefore, taking into account the active hostilities currently taking place on the territory of Ukraine, the mass destruction of populated cities and villages, mass burials of civilians and soldiers who defended this territory, the creation of mass graves, defensive structures and places of outstanding battles in the post-war period will have an important significance for the development of such a direction of military tourism as war-historical tourism.

A large number of defense structures are being created in the areas of active hostilities in the russian-Ukrainian war on the territory of Ukraine, which play an important role in saving soldiers' lives and in the course of battles. It is worth noting that each such defensive structure is already accompanied, and in the future there will be even more, stories of the course of battles and the preservation of the lives of either residents or soldiers. Such defense objects went down in history as fortresses and in the post-war period should become historical monuments that through the years will convey the memory of the strength and courage of Ukrainian defenders, who steadfastly defended not one fortress, but the whole of Ukraine.

Such defensive structures include check-points, trenches, dugouts, which played an important role in the defense of settlements or strategic objects and occupy not the last place in the history of the war. The metallurgical plant in Mariupol "Azovstal" has the full right to be called a defense object, where a significant number of the city's civilian population hid and lived for several months, and the fighters of the "Azov" regiment held its defense for 82 days, thanks to which the Ukrainian army was able to regroup, train more personnel and receive a large amount of weapons from partner countries (Barvinok, 2022).

Another important defense facility that should not be forgotten is the Donetsk airport, the defense of which began on May 26, 2014, after the militants of the self-proclaimed "Donetsk people's republic" seized the infrastructure and the Armed Forces of Ukraine conducted a special operation to clear the territory. After that, the fighters defended the DAP facilities for 242 days. On January 3, 2015, the tower of the Donetsk airport fell, on which the Ukrainian flag was flying, after which the saying appeared: "The people stood up – the concrete did not stand up" (Barvinok, 2022).

A defense structure with a thousand-year history, which also took part in the course of the russian-Ukrainian war, is the Snake ramparts near Bilohorodka (Kyiv oblast, Buchanskyi district), which the russian enemy army could not force. Snake ramparts in the Ukrainian-russian war began to be called ancient russian defense systems against the Horde with a guarantee of 2000 years (<https://lb.ua/society>).

In the organization of war-historical tourism, the places of battles occupy not the last place, especially if they are the places of the biggest bloody battles, where certain historical turning points took place. However, taking into

account the pre-war development of military-historical tourism, such places were not given a special place, and the maximum that could be seen there was a memorial sign hidden in the bushes. However, trips to such places are of particular importance in reproducing the valor and courage of the defenders of Ukraine, therefore it is important to establish memorials and museums in such places, where historical events and battles that took place in this area will be preserved and reproduced in more detail.

During the Russian-Ukrainian war, since 2014, the battles for Debaltseve, Donetsk airport, Ilovaysk, Mariupol, Slovyansk, Kramatorsk and others have taken a special place. In 2022, during the full-scale invasion of Russia on the territory of Ukraine, the geography of such battles expanded, and today such battles can be distinguished in the Kyiv, Chernihiv, Kharkiv, Donetsk, Luhansk, Mykolaiv, Kherson, Zaporizhzhia regions and others where it is worth highlighting the battle near Severodonetsk and Mariupol from this list. An important place here is also occupied by Chornobayivka, which even before the Russian-Ukrainian war was full of legends and stories about the victories of the Ukrainian army (Cossacks), and today it is the object of victories, where Ukrainian troops in turn defeat the troops and ammunition of the occupying army.

Of course, every war, and therefore the places where important battles were fought, are always accompanied by victims, so the creation of monuments, mass graves, burials, and memorials always take place. Such objects are extremely important, because they are of historical significance in preserving and honoring the memory of both the dead and injured, as well as the events that took place here in general. Also, memorial complexes are important objects for commemorating dead civilians, that is the evidence of the terrible consequences of war and the mass of unjust murder. The creation of such memorial complexes in the future in Bucha, Irpin, Borodyanka, Hostomel, Okhtyrka, Izyum, Mariupol and other places should show the brutality of war to the whole world.

Let's note that the Russian-Ukrainian war memorial museums should continue to be established (some have already been created since 2014) and exist not only in places where active hostilities took place, but also throughout Ukraine, because absolutely every Ukrainian contributes to victory, and among the victims are military personnel and residents of absolutely all regions of Ukraine.

The current "Concept of visiting memorial sites of the Russian-Ukrainian war" provides for the creation of commemorative routes of the Russian-Ukrainian war. Various options are possible. At the level of small communities, these can be local places of memory rooted in the local situation. The communities will decide whether it will be the basement of the school, or a monument in the square, or a monument to the participants of the ATO, or a destroyed building. "Places of memory" should include both objects associated with the commission of crimes and places of memory associated with heroic resistance (<https://www.ukrinform.ua>; <https://www.tourism.gov.ua>).

There can be many places of memory in Ukraine. Yes, in the Donetsk region it can be: Debaltseve ("Debaltsev kettle"), Ilovaisk ("Ilovaisk kettle"), Donetsk (Battle for the Donetsk airport (birth of "cyborgs"), Slovyansk, Kramatorsk (Battles for Kramatorsk, genocide of Ukrainians (attack on the

railway station by a "point-U" missile in April, 2022), Severodonetsk, Pisky, Mariupol (Battles for Mariupol, the story of survival and rescue from Mariupol, genocide of Ukrainians (air strike of the occupiers on the drama theater, heroism and indomitability – "Azovstal")); In the Kyiv region, tourists will be able to visit Bucha ("Bucha massacre" (the city of corpses and burned tanks), Borodyanka, Hostomel (Destruction of the russian landing force, battles for the Antonov airport, destroying of the Ukrainian "dream" (the world's largest aircraft An-225 "Mriya"), Irpin (destruction of the "life" bridge), Izyum (mass murders); in the Kharkiv region (scars of the war – the results of missile strikes and shelling); in the Kherson region – Chornobayivka; in the Odesa region – the legendary Zmiyinyy Island. Of course, this is an incomplete list of possible places future visits by tourists. Ukrainians should have an understanding of what happened and at what price our struggle and victory were given to us (Malyarchuk & Chyrva, 2022).

That is why it is especially important for us to develop such a type of military tourism as "memorial tourism". Thus, with the assistance of the State Agency of Tourism Development, a project of memory routes will be developed: part of the objects destroyed by the occupiers will be preserved for history to show what crimes the aggressor country committed in Ukraine. It is very important to educate the younger generation of Ukrainians patriotically and highlight the scale of war events in the world (Davydyuk, 2022).

As for the price policy of travel companies for this type of tourism, it is not available to everyone. For example, the cost of a 25-minute MiG-29 flight was \$13,500. For 45 minutes in the air on the same plane, a tourist was offered to pay \$16,000 (Vynnychenko, 2013).

The advantages of organizing military tourism in Ukraine, in our opinion, include the following: great attention from all countries to the war in Ukraine, and accordingly, there are reasons to predict a considerable demand for visits by foreigners to memorial sites, the presence of a sufficient number of memorial sites and military equipment for equipping museums, the opportunity to provide tourists with other services in parallel with military tourism. Among disadvantages of the organization of military tourism in Ukraine are the following: the absence of a legislative framework in this direction, the absence of permanent memorialization routes that would be closely connected with today objects of tourist and transport infrastructure, the lack of necessary funds for the arrangement of memorial sites, the low level and range of total tourism services that can receive potential tourism during military tourism, ineffective advertising company related to the promotion of memorial sites.

Conclusions. Military tourism in the world is quite popular among various segments of consumers of a tourist product, because it involves both low-budget services (for example, visiting a museum) and elite tourist products (for example, driving military equipment of various types: land, water, air, etc.).

After the end of the war, Ukraine should focus attention in the tourism sector on the development of military tourism, because it is this type of tourism that will help Ukrainians and foreigners to see all the horrors caused by the russian aggressor. Military tourism aims at the educational, patriotic function of the younger generation, so that young people understand how cruel war and its consequences are. It is necessary to make a large-scale commemoration of the war of russia against Ukraine, which will include: the arrangement of

"memorial places", the establishment of museums, tourist locations and transport accessibility to places of visit, the attraction of national and foreign investors for the arrangement of relevant tourist locations, the implementation of a large-scale marketing company to attract visitors from around the world.

We believe that military tourism is a powerful tool for the development of internal tourism, which will bring significant income to the budget of Ukraine.

Conflict of Interest and other Ethics Statements

The authors declare no conflict of interest.

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**Лариса МАРЦЕНЮК, Тетяна ЧАРКІНА,
Наталія ЧЕРНОВА, Камерон БАТМАНГЛІЧ**
**ВІЙСЬКОВИЙ ТУРИЗМ ЯК СТРАТЕГІЧНИЙ НАПРЯМ
РОЗВИТКУ ВНУТРІШНЬОГО ТУРИЗМУ В УКРАЇНІ**

Анотація. В статті доведено, що перспективним розвитком внутрішнього туризму в Україні є військовий туризм. Військовий туризм має декілька напрямів, в залежності від чого сегментовано і споживачів туристичних послуг. Наголошено, що в Україні є достатньо локацій, що можуть стати «місцями пам'яті», адже з 2014 року росія завдала чимало руйнувань та здійснила сотні інших злочинів на території України.

Послуги військового туризму, пов'язані з бойовими історичними подіями ґрунтуються на відвідуванні колишніх місць битви та місця військово-історичного значення. Наприклад, в Україні це по-перше, території активних воєнних дій – від Харкова до Миколаєва, включаючи весь донбаський регіон, місця військової слави ЗСУ, та по-друге – історичні місця, пов'язані з Другою світовою війною. Цей напрямок зосереджується на отриманні пасивного досвіду та має чітко виражену освітню мету. Потенційними цільовими групами є ветерани, які приймали участь у боях, що відбувалися в певних місцях та їх сім'ї, а також туристи, які цікавляться історією.

Додатковими, але не менш цікавим напрямком мілітарі-туризму, що включає обидва напрямки, є відтворення історичних воєнних подій із застосуванням військової техніки – гармат, танків, літаків і ін. Цей різновид також передбачає цільову групу, яка страждає радше від психічного, ніж від фізичного стресу в повсякденному робочому середовищі, що негативно впливає на їхні бажання та потреби. Взагалі, цільовий ринок для військового туризму, складається з різних секторів. Глибока сегментація потребує докладного розгляду цих субринків, їхніх вимог та особливостей. Зрозуміло, що цільовий ринковий сегмент для польоту на літаку-винищувачі і цільовий ринковий сегмент для військово-історичного туру відрізняються за поведінковими, психологічними та профільними вихідними даними.

Головне, що потрібно зрозуміти – це те, що події, які зараз відбуваються в Україні, привертають до неї додаткову світову увагу, чим обов'язково треба скористатись для підтримки туристичної галузі і розвитку туристичного бізнесу в цілому. А військовий туризм є надзвичайно важливою частиною культурного туризму, яку слід враховувати під час розробки національної туристичної стратегії.

Обґрунтовано переваги та недоліки військового туризму. Окреслено функції військового туризму, основні серед яких: історична, освітня, мартирологічна, політична, ідеологічна, культурна, розважальна, оздоровча, спортивна та пригодницька. Зауважено, що в Україні поки що немає законодавчого підґрунтя для організації подібного виду туризму, але всі передумови для його розвитку є (і локації, і попит), адже в останні роки Україна знаходиться під підвищеною увагою іноземців, а отже, є впевненість, що більшість з них матиме бажання відвідати Україну у післявоєнний період.

Ключові слова: туризм, військовий туризм, внутрішній туризм, меморіалізація.

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