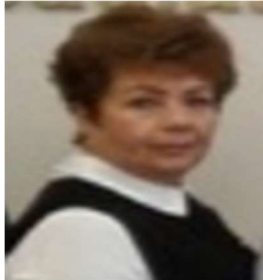
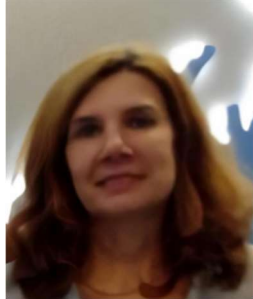


INTERNATIONAL TRANSPORT IN TOURISM

МІЖНАРОДНІ ТРАНСПОРТНІ ПЕРЕВЕЗЕННЯ В ТУРИЗМІ



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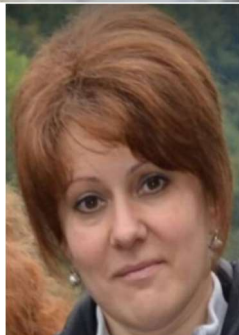
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Abstract. This article explores the role of international transport in the development of the tourism sector, emphasizing its importance in ensuring tourist mobility, facilitating economic growth, and fostering international cooperation. The research identifies key challenges that hinder the effective functioning of international transport in tourism, including environmental concerns, security threats, infrastructure destruction, and rising operational costs. Special attention is given to the impact of geopolitical crises,

particularly the war in Ukraine, on international transport and tourism, as well as the subsequent disruptions in global travel patterns.

The study analyzes statistical data on the recovery of international tourism and transport in recent years, highlighting trends in air, rail, road, and maritime travel. Additionally, the article examines emerging forms of tourism, such as military and solidarity tourism, which have gained relevance in conflict-affected regions. The findings suggest that the future development of international transport in tourism depends on the modernization of infrastructure, the adoption of digital and eco-friendly technologies, and strategic policy adjustments to enhance global mobility and sustainability.

The study concludes that despite ongoing challenges, the tourism and transport sectors hold significant potential for recovery and growth. Investment in smart transport systems, green transportation solutions, and cross-border cooperation will be crucial in shaping a resilient and adaptive international tourism industry in the coming years.

Keywords. international transport, tourism, economic development, security, infrastructure losses, military tourism, environmental challenges, transport innovations.

Introduction. The significance of the tourism industry worldwide is constantly growing due to its crucial role in the economic development of regions and entire countries, the expansion of international relations, and foreign currency inflows. With the implementation of appropriate cultural and economic policies, tourism serves as a stabilizing factor, strengthening interstate relations and positively contributing to the country's image and prestige on the global stage [1].

International transport plays a key role in the development of the tourism industry by ensuring tourist mobility and accessibility to various regions of the world. An efficient transport system promotes tourism growth, enhances the economic development of countries, and improves the quality of tourism services.

However, despite the importance of international transport in tourism, there are several challenges that hinder its development. These include issues related to logistics, transportation costs, environmental concerns, regulatory frameworks, and ensuring the safety of tourists during travel.

This issue is critical not only for tourism companies but also for government authorities responsible for transport and tourism policies. Addressing these challenges will not only enhance the tourist experience but also contribute to the sustainable development of the global economy and transport infrastructure.

Purpose and methods. The objective of this study is to analyze the functioning of international transport in the tourism sector, identify key challenges and development prospects, and develop recommendations for improving the efficiency of transport infrastructure in the face of global challenges.

The object of the process of using international transport services in tourism.

The research methods are statistical - to determine real changes in the transport industry; systems analysis - to determine dynamic changes in the tourism industry under the challenges of war.

Results and explanations. The topic of the development and recovery of international transport in tourism is currently relevant and attracts significant interest from the scientific community. An analysis of research on international transport in tourism reveals several key trends and findings:

In the article *"Peculiarities of the Formation of Innovative Trends in the Tourism Sector Based on Modern Consumer Needs"* [1], the authors explore the formation of innovative trends in tourism, taking into account modern consumer demands. They emphasize the importance of adapting tourism services to new conditions.

Vyhovskyi D.S. analyzes trends and prospects for the development of tourism in Ukraine and globally [4]. The study indicates that international tourism is gradually recovering after the pandemic but faces new challenges, particularly economic and geopolitical issues.

According to Melnyk K., in 2024, the tourism industry has almost fully returned to pre-pandemic levels, with over 1.4 billion people traveling worldwide [5]. This highlights significant growth in international transport within the tourism sector.

Kompanets K.A., Horodetskyi M.Ya., and Miska V.G. [15] examine strategies for the innovative development of the hotel business during the COVID-19 pandemic. These strategies directly influence international transport, as the hotel industry is closely linked to tourism.

Kompanets K.A., Lytvyshko L.O., and Ilchenko V.Yu. [16] explore innovative marketing technologies and business analytics in foreign economic activity for managing risks in transport enterprises. This study is particularly relevant to international transport in tourism, as it helps optimize processes and mitigate risks.

Overall, the studies indicate a gradual recovery of international transport in tourism following the pandemic, though new challenges require the implementation of innovative approaches. The authors emphasize the importance of adapting to new conditions, utilizing technology, and effectively managing risks to ensure the sustainable development of the sector. However, the post-war recovery and development of international transport in tourism, along with the dynamics of changes in this field, remain insufficiently explored. Therefore, further analysis of these unexplored issues is necessary.

Before the COVID-19 pandemic and the full-scale invasion, the tourism sector accounted for 2.3% of Ukraine's GDP and provided approximately 375,000 jobs. However, the real contribution of tourism to the quality of life and well-being of Ukrainians was even greater, as its multiplier effect stimulated spending in related industries such as transportation, trade, and food services. This indirect impact amounted to 7% of GDP and 1.2 million jobs in 2019 [2].

Currently, the situation in the tourism market is not very positive. Domestic tourism remains an advantage, but due to the war, international tourism has become a rather expensive type of leisure. We have examined global statistics on the development of international tourism in recent years. Over the past few years, international tourism has shown a gradual recovery following the COVID-19 pandemic, although it has also been affected by other factors, including the war in Ukraine. The key data for the period 2022–2024 are as follows:

- In 2023, the number of international tourists reached 1.286 billion, which is 88% of the 2019 level [3].
- In 2024, global tourism almost fully recovered, reaching 1.4 billion tourists (99% of the 2019 level) [4, 5].
- Total tourism revenue in 2023 amounted to \$1.6 trillion, while in 2024, it increased to \$1.9 trillion [3].
- The war has impacted Eastern European tourism: the Baltic states and Finland experienced a significant decline in tourist flows (up to -32% in Lithuania) [3].
- Despite martial law, a record tourist tax of 47.95 million UAH was collected in Kyiv in 2024 [4].
- Tourism in Europe has almost completely recovered to pre-pandemic levels due to high travel demand [7].
- An increase in the popularity of destinations with a good price-to-quality ratio: Serbia (+15%), Portugal (+11%), Montenegro (+10%) [7].

International transport plays a key role in the development of the tourism industry. It ensures tourist mobility, contributes to the economic growth of countries, and facilitates cultural exchanges between nations. The primary modes of transport used in international tourism are air, rail, road, and water transport.

International transport is an integral part of the tourism industry. It establishes connections between countries, stimulates economic development, and promotes cultural exchange. For the further advancement of this sector, it is essential to consider contemporary challenges and implement innovative solutions to improve service quality. A particular trend in the global tourism market is emerging regarding the use of different types of transport (Table 1).

International transport continues to play a key role in the recovery of tourism, although regional conflicts and economic challenges impact its development.

International tourism in Ukraine has undergone significant changes from 2022 to 2024 due to war and economic challenges. However, despite these difficulties, the tourism industry is showing signs of recovery and growth. Statistics on international transport in Ukraine (2022–2024) (Tables 1, 2).

Table 1 – Global tourism trends, regarding the use of modes of transport.

Таблиця 1 – Глобальні тенденції в туризмі щодо використання видів транспорту.

Types of transport	Features of use in international tourism
Air transport	- The main mode of transportation for international tourism. - In Europe, in the last quarter of 2023, the flow of tourists via air transport was only 1.6% lower than the 2019 level[7]. - Growth in air transportation in countries with developed infrastructure, such as Qatar (+137% in 2024)[4].
Road transport	- Popular for domestic and short international trips. - In European countries, it remains important for regional tourism.
Rail transport	- Used primarily in Europe for intercity and international travel. - Demand is growing due to environmental benefits.
Water transport	- Cruises and ferry transportation remain popular, especially in the Mediterranean region.

Source: compiled by the authors.

Table 1 – Statistics of international transport in Ukraine (2022–2024)

Таблиця 1 – Статистика міжнародних перевезень в Україні (2022–2024)

Indicator	2023 (billion UAH)	2024 (billion UAH)	2024 (billion UAH)
Net income of tourism companies.	16,3	5,8 (First half of the year)	+29% (First half of the year)
Tax revenues (First half of the year)	-	0,616	+61%
The server is busy. Please try again later.	0,9	1,25	+39%

Table 2 – Distribution of revenues by region (1 half year 2024)

Таблиця 2 – Розподіл доходів за регіонами (1 півріччя 2024 року)

Region	Revenue (billion UAH)	Share (%)
Kyiv	3,1	54%
Lviv Region	1,1	19,1%
Ivano-Frankivsk Region	0,852	15%

Source: compiled by the author [8-10].

Kyiv is the leader in tourism business revenue, generating more than half of all industry income.

Transport and tourism are closely interconnected: the development of one sector directly affects the other. For example, the growing popularity of air travel stimulates the development of tourism infrastructure in destination countries. Tourists require comfortable and safe travel conditions, making the quality of transport services critically important.

The full-scale war in Ukraine has significantly impacted international transport, which is an integral part of the tourism industry. The changes have affected both infrastructure and demand for transport services. At the same time, the crisis has opened new opportunities for tourism development even under challenging conditions.

According to current information, domestic air passenger transportation in Ukraine has not operated since 2022 due to the war. The main modes of transport for passenger travel are rail, road (buses and private

vehicles), and international bus transportation. The main types of passenger transportation in Ukraine (2022–2024) are presented in Table 3.

Table 3 – Main types of passenger transportation in Ukraine (2022–2024)

Таблиця 3 – Основні види пасажирських перевезень в Україні (2022–2024 роки)

Mode of transportation	2023 year	2024 year (forecast)
Rail transport	25 million (domestic) 2 million (international)	25.2 million (domestic) 2.3 million (international)
Bus transportation	8 million international passengers	Restoration of domestic routes
Private transport	20 million people crossed the border in their own vehicles	-

Source: compiled by the authors [11-13].

Ukrzaliznytsia remains the key operator of passenger transportation. An increase in the number of passengers transported has been observed, both domestically and internationally. The launch of new international routes (e.g., Vienna – Chop – Vienna) indicates improvements in international rail connections.

In 2023, more passengers crossed the border by bus than in the pre-war period, indicating growing demand for international bus travel. A significant increase in the number of international carriers (178 new companies) has contributed to the accessibility of bus transportation. Domestic bus routes have not yet recovered to pre-war levels due to military actions.

In 2023, 20 million people crossed the border in their own vehicles, demonstrating the high mobility of the population and the significant role of personal transport during wartime.

Despite the challenges posed by the war, passenger transportation in Ukraine is showing signs of recovery. Rail transport continues to increase its capacity, the bus sector is adapting to international demand, and private vehicles remain an important means of transportation for millions of Ukrainians.

Additional facts:

- In 2023, JSC Ukrzaliznytsia launched a new international route, Vienna – Chop – Vienna.
- Since 2022, 178 new international bus carriers have emerged [12].

Thus, under wartime conditions, the main modes of transport remain rail and bus. Passenger air transportation is not operational.

The prospects for the development of international transportation in tourism include the implementation of new technologies, such as electric vehicles and high-speed railways, which could reduce the negative environmental impact and improve transportation efficiency. Based on the conducted research, we have generated all opportunities, threats, and prospects for the development of international transportation in tourism. For this purpose, experts in the transport and tourism sectors were involved, namely specialists from the National Transport University, Department of Tourism and Management. The expert assessment is presented in Table 5, which includes ranking (1 – least impact, 5 – greatest impact). The ranks are assigned based on the degree of importance and impact on the tourism and transport sectors.

The highest rank (5) was assigned to security threats, particularly shelling and landmine contamination. This is the primary barrier to international tourism, as the risks to tourists' lives are critical. The destruction of tourist sites and the decline in household incomes (rank 4) further complicate the industry's recovery. Without adequate funding, the restoration of transport and tourism infrastructure will be slow. Although some factors received lower rankings (3-4), they remain significant. In other words, the war has led to infrastructure destruction, the loss of traditional markets and logistical routes, resulting in a significant reduction in passenger transport volumes in 2022 [17].

The increase in CO₂ emissions and rising competition among transportation modes may hinder the development of environmentally sustainable transport solutions.

Table 4 – Expert opinion on the development of international transport services in tourism

Таблиця 4 – Експертна думка щодо розвитку міжнародних транспортних послуг у сфері туризму

Criteria	Description	Rank (1-5)
CHALLENGES AND OPPORTUNITIES		
Challenges for International Transport in Tourism		
Environmental Issues	The increase in transport volume leads to higher CO2 emissions.	4
Safety	Increased security requirements due to global threats.	5
Competition	Growing competition between different modes of transport.	3
Challenges for International Tourism		
Safety	Ongoing attacks, mined territories, and the risk of assaults deter foreign tourists.	5
Infrastructure Losses	The destruction of hotels, resorts, museums, and natural sites complicates tourism recovery.	4
Economic Difficulties	Declining household incomes and funding shortages hinder tourism development.	4
New Opportunities for Development		
Solidarity Tourism	Foreign visitors travel to support the country by participating in volunteer initiatives or donation tours.	3
Military Tourism	Visiting de-occupied territories and war memorials as a new attraction for international tourists.	4
Business Tourism	Representatives of governmental and non-governmental organizations visit for aid coordination and humanitarian missions.	4
Post-War Prospects		
Infrastructure Reconstruction	Restoring destroyed facilities with international investment.	5
War Tourism Development	Creating war memorials and museums as tourist attractions.	4
Strengthening Cultural Image	Promoting Ukraine's history and traditions on a global scale.	4

Source: Compiled by the Authors

The war has stimulated the emergence of unique tourism segments, such as military tourism and solidarity tourism (rank 3-4). These could become key drivers for attracting international tourists and supporting the economy. The reconstruction of tourism and transport infrastructure (rank 5), the development of war tourism (rank 4), and the strengthening of Ukraine's cultural image (rank 4) create opportunities to shape a new national tourism identity on the global stage.

Based on this study, we propose several recommendations and measures for the further development of tourism:

- Ensuring the security of tourist zones and transport routes should be a top priority.
- Investors should be engaged in rebuilding infrastructure and developing new tourism destinations.
- Niche tourism sectors, such as military and volunteer tourism, should be promoted to attract international attention.
- Efforts should be made to reduce the environmental impact of transport, as this will be a crucial trend in the post-war period.

Thus, despite significant challenges, the prospects for tourism development after the war remain promising, especially with active international support and strategic planning.

Conclusions and recommendations. International transportation in wartime conditions has undergone significant changes, yet at the same time, it has opened new opportunities for tourism development. After victory, Ukraine has every chance to become a model of successful tourism industry recovery through innovative approaches and international support.

International transportation plays a crucial role in the development of the tourism industry by ensuring tourist mobility, contributing to economic growth, and fostering international connections. However, this sector faces numerous challenges and opportunities that must be considered when planning future transport and tourism policies.

The war in Ukraine has significantly impacted international tourism and transportation, restricting access to certain regions. Since 2022, domestic air travel in Ukraine has ceased, leaving rail and road transport as the primary modes of transportation.

The destruction of transport and tourism infrastructure, including airports, hotels, and tourist sites, greatly complicates the industry's recovery process and the return of international tourists.

The war has led to a decline in household incomes, negatively affecting the frequency of tourist trips. Simultaneously, rising transportation costs make international travel more difficult. Increasing competition among different modes of transport, especially in the context of environmental regulations and the adoption of "green" technologies, presents a significant challenge for the transport sector.

Despite these difficulties, the tourism industry and international transportation have growth prospects if innovative solutions and effective policies are implemented. The war has spurred the development of new tourism segments, such as volunteer tourism and visits to de-occupied territories. These could become important avenues for attracting international tourists. The adoption of modern technologies, including high-speed rail and electric transport, will enhance the sustainability and efficiency of international transportation. After the war, international investments can aid in rebuilding transport and tourism infrastructure, facilitating the return of tourist flows. Promoting Ukraine's historical and cultural heritage on the global stage can help attract tourists and create new opportunities for economic growth.

International transportation remains a critically important factor in tourism development. Despite the challenges Ukraine faces, the prospects for industry recovery remain positive, provided there is effective planning, investment attraction, and the development of modern tourism and transportation strategies.

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МІЖНАРОДНІ ТРАНСПОРТНІ ПЕРЕВЕЗЕННЯ В ТУРИЗМІ

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Анотація. У цій статті досліджується роль міжнародного транспорту в розвитку туристичного сектору, наголошується на його важливості для забезпечення мобільності туристів, сприяння економічному зростанню та розвитку міжнародного співробітництва. Дослідження визначає ключові проблеми, які перешкоджають ефективному функціонуванню міжнародного транспорту в туризмі, включаючи екологічні проблеми, загрози безпеці, руйнування інфраструктури та зростання операційних витрат. Особлива увага приділяється впливу геополітичних криз, зокрема війни в Україні, на міжнародний транспорт і туризм, а також наступним порушенням глобальних моделей подорожей.

Дослідження аналізує статистичні дані про відновлення міжнародного туризму та транспорту за останні роки, висвітлюючи тенденції авіаційного, залізничного, автомобільного та морського транспорту. Крім того, у статті розглядаються нові форми туризму, такі як військовий та солідарний туризм, які набули актуальності в регіонах, постраждалих від конфлікту. Отримані дані свідчать про те, що майбутній розвиток міжнародного транспорту в туризмі залежить від модернізації інфраструктури, впровадження цифрових і екологічно чистих технологій і коригування стратегічної політики для підвищення глобальної мобільності та стійкості.

Дослідження робить висновок, що, незважаючи на поточні проблеми, сектори туризму та транспорту мають значний потенціал для відновлення та зростання. Інвестиції в розумні транспортні інфраструктури, військовий туризм, екологічні виклики, транспортні інновації.

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