

SAFETY OF THE TOURIST REGION AS A KEY FACTOR IN TOURISM DEVELOPMENT

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The safety of a tourist region is a key factor in tourism development and affects all aspects of the tourism industry. This topic is important because tourism contributes to economic development, socio-cultural exchanges, and improving the quality of life of the local population. That is why ensuring the safety of tourists and tourist destinations is a top priority for tourism development for any country. It is worth noting that tourists usually choose safe regions for their travels. If a tourist region is famous for its safety, it attracts more visitors and promotes the growth of tourist flow.

A war or conflict creates a danger for tourists. The constant risk of terrorism, hostilities and armed conflicts can deter travelers and create a risk to their safety. The existence of constant instability and uncertainty in war zones can make travel planning unnecessarily risky. Tourists usually choose places where they can predict and control their environment. The idea of traveling in a region where war is ongoing can cause psychological instability and fear among travelers. War can also cause destruction of infrastructure, such as hotels, airports, roads and other facilities that are essential for tourism. This can lead to inconveniences for tourists and a decrease in the quality of services. Looking at the example of Ukraine, it can be noted that the closed skies over the country for civil aviation cause a lot of inconvenience for foreign tourists, as they cannot get directly by plane to their destination. [1]

The Russian military aggression in Ukraine has significantly worsened the situation in the country, leading to a decrease in tourist flows in the regions that have been attacked as a result of the conflict. As a result of this war, travel to the conflict zones has become extremely dangerous for tourists and hinders the Ukrainian army's ability to fulfill its missions. The decrease in tourist flows caused by the war has led to serious financial losses for the hospitality industry, transportation companies and other tourism-related sectors. [2] [3]

At the same time, the decline in population in some regions has

significantly affected the tourism potential of these places, leading to a decrease in the number of tourist attractions, restaurants and hotels. In addition, this demographic loss has affected the demand for domestic tourist routes in Ukraine, as fewer people have the opportunity to travel and visit new places.

These consequences of military aggression have a serious impact on the development of tourism in Ukraine and the country's economic stability. Establishing peace and restoring stability are essential to rebuild the tourism industry and other areas of life in our country.

Health threats in tourist regions can be diverse and include different types of dangers. For example, the COVID-19 pandemic in 2020-2021 has become a global health issue and a huge challenge for international tourism. Many governments have implemented rules governing the entry and exit of travelers, including mandatory testing and self-isolation protocols. The risk of contracting tropical diseases prevalent in certain regions can also deter tourists, so they should be cautious and get vaccinated before traveling to such destinations. In addition, the lack of reliable medical facilities and hospitals in certain tourist regions can act as a deterrent, discouraging potential visitors from choosing that country as a destination. But it's worth noting that information and advice from local health authorities and tourism organizations can also help in planning a safe vacation. [4]

Natural disasters can be serious threats to tourist areas and travelers. These natural phenomena can cause negative consequences, including risks to the health, life and property of tourists. Floods, earthquakes, tsunamis, lava flows, and other natural disasters can endanger tourists and damage infrastructure. To prevent and manage these natural dangers, it is important to consider their potential impacts when planning travel and to follow the safety guidelines and warnings of local authorities and reputable organizations. Tourists can also feel safer if they have adequate knowledge and skills in terms of outdoor safety and disaster response.

Also, criminal risks can significantly harm tourism development in certain regions. Tourists always prefer places where they feel safe and can enjoy their travels without fear. Problems related to crime can deter tourists and negatively affect the reputation and development of a particular region. High crime rates, such as robberies, thefts, or violence, can affect tourists' decisions to visit a country. Regions where drug activity or drug trafficking is widespread can be dangerous for tourists, who may be endangered or become victims of drug-related crime. Corruption in law

enforcement agencies and the government can create problems for tourists, who may be subject to bribery or other forms of corruption. That is why ensuring the safety and protection of tourists' rights is a key factor for the preservation and development of the tourism industry.

Almost all of these security problems in the tourist region can be solved or at least reduced. Solving these problems requires the cooperation of local authorities, tourism organizations, law enforcement agencies, and the public.

Global trends in international tourism indeed make this industry one of the most promising in the global economy. Nevertheless, the development of tourism in different countries is uneven and takes into account regional peculiarities. A well-developed tourism infrastructure helps to increase the attractiveness of a country on a global scale and enhances its competitiveness in the world. It also facilitates the country's integration into the global economy and promotes the transition from agrarian and industrial economic models to a service-based economy. But safety still remains one of the main factors in the development of tourism in a particular region or country. [5]

The safety of the region contributes to increasing trust and reputation as a tourist destination. This helps to attract more investment and develop the travel industry. High levels of safety and security in a tourist region determine its competitiveness and ability to achieve sustainable tourism growth. Regions that invest in the protection and safety of tourists usually reap significantly more benefits in the form of economic and cultural development through tourism.

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