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## **SWOT-ANALYSIS OF PERSPECTIVE DIRECTIONS OF TOURISM DEVELOPMENT OF POST-CONFLICT TERRITORIES**

*The article is about the results of the SWOT analysis of perspective directions of tourism development in post-conflict territories. SWOT analysis was used in determining the tourism opportunities of the region; analytical methods were used in summarizing the analysis. The study found that the post-conflict territory is able to develop through the implementation of the idea of restoring cultural, educational, medical, rural, green and sports tourism. SWOT analysis of possible directions of tourism development in the post-conflict period as a means of development of the post-conflict territory conditioned the novelty of the obtained results.*

**Keywords:** *post-conflict territory, SWOT analysis, development, tourism.*

**Relevance of the research topic.** Post-conflict territories are in a difficult socio-economic state. A prolonged conflict on the territory impedes its development and restrains negative destructive processes. As a result, problems with scientific research have arisen. This led to the choice of topic and its relevance.

**Formulation of the problem.** Ukraine was not ready for conflict situation, did not have experience of recovering tourism activity (like any other) after the conflict. Hence it is necessary to study theoretical and practical experience in this matter.

**Analysis of recent research and publications.** Pre-conflict period tourism opportunities of the territory were explored by O. Lyubitseva, V. Zaleschyk, G. Myshechkin, O. Anosov, and G. Zavarika [1, 2]. Scientists emphasized their prospects and the need to use them. Over the past six years of conflict we do not have any scientific work of proposed topic. This research is devoted to the analysis of perspective directions of tourism development in post-conflict territories.

Task of the article is to analyse the tourism opportunities of the Donbass by the method of SWOT analysis. It is a well-known tool that allows you to identify factors that positively or negatively affect certain metrics. It is usually used in the formation

of scenarios for the transformation of socio-economic development of the territory. Statistical and analytical methods will be used to summarize the analysis [8, 9, 10, 11].

**Presenting main material.** SWOT analysis involves building a matrix into the relevant cell that include the strengths, weaknesses of the industry, its capabilities and threats. Strengths include those features that present additional opportunities (favourable circumstances that can be used for the development of the industry), and weaknesses (elements that may adversely affect the development of tourism potential) represent the lack of something necessary for the operation of tourism in the region or those elements that adversely affect its development. According to the method of its implementation, in each group of parties there should be no more than 10 indicators, otherwise the procedure of further actions becomes complicated, becomes cumbersome, loses its objectivity and leads to inefficient use of resources. SWOT analysis of tourism potential of Donbass is presented in Table. 1.

*Table 1*

**SWOT-analysis of tourism potential of Lugansk region**

<b>Strengths of tourism industry (S)</b>	<b>Weaknesses of tourism industry development (W)</b>
<ol style="list-style-type: none"> <li>1. Availability of various natural resource potential, the historical and cultural heritage for the development of several types of the tourism: rural, green, event, ethnographic, ecological, adventure, industrial, cultural, educational, medical, sports, business.</li> <li>2. The experience in conducting exhibitions, fairs, festivals, competitions in various sports, seminars.</li> <li>3. Sufficiently diversified development of food enterprises, which allows to organize tours for different consumers.</li> <li>4. The presence of a research and production cluster in Severodonetsk, Lisichansk, and Rubizhne.</li> <li>5. Interest of a certain part of the population of the region in the development of tourism.</li> </ol>	<ol style="list-style-type: none"> <li>1. The proximity of the conflict zone, part of the territory is not under the control of the Ukrainian authorities.</li> <li>2. Non-compliance of tourist services with international standards.</li> <li>3. Low competitiveness of the hotel fund, lack of room fund in case of further development of the tourist services market.</li> <li>4. Insufficient tourism branding of the region. Lack of information on tourism potential.</li> <li>5. Obsolete transport system of the region. Lack of modern vehicles to service tourist flows.</li> <li>6. Destroyed tourist infrastructure.</li> <li>7. Ecology problems in areas close to the demarcation line.</li> <li>8. A threat to the lives of civilians as a result of landmine clearance.</li> </ol>

<b>Strengths of tourism industry (S)</b>	<b>Weaknesses of tourism industry development (W)</b>
<p>6. Significant potential of agro-industrial complex development due to fertile soils and farming traditions.</p> <p>7. The presence of international and humanitarian missions providing economic, technical and social assistance to the region.</p> <p>8. The favourable ecological situation in the north of the region, due to the lack of industrial production, creates conditions for the development of rural, green tourism.</p>	<p>9. Violation of human rights and freedoms.</p>
<b>Opportunities (O)</b>	<b>Threats (T)</b>
<p>1. The development of various types of tourism after the conflict.</p> <p>2. Development of tourist infrastructure by attracting investments.</p> <p>3. Increasing the attractiveness of the territory on the basis of a stable trend of marketing strategy implementation.</p> <p>4. Attracting highly qualified specialists from other regions.</p> <p>5. Possibility of attracting additional financial resources through participation in international projects of socio-economic development of territorial communities.</p>	<p>1. Continuation of the conflict.</p> <p>2. Imperfection of the legal framework.</p> <p>3. Unsatisfactory state of infrastructure development.</p> <p>4. Low population demand for tourist services.</p> <p>5. Fierce competition from other regions of Ukraine.</p> <p>6. Lack of support programs for tourism firms.</p> <p>7. Migration of the population, especially young people to other regions.</p> <p>8. Negative image of the region as dangerous for visiting the territory.</p> <p>9. Low level of investment attractiveness.</p>

*Source: Developed by author on the basis of [1–11].*

The results of the SWOT analysis are presented as a matrix in Table. 2. The field where the strengths intersect shows the opportunities that can be amplified under the influence of the strengths. The field of intersection of strengths and threats shows which of them can be neutralized by certain strengths. The field of intersection of weaknesses and opportunities demonstrates what opportunities are reduced under the influence of specific weaknesses. The last box shows what threats are exacerbated by certain weaknesses.

Table 2

**SWOT matrix analysis of tourism development in the post-conflict period**

	1	2	3	4	5	1	2	3	4	5	6	7	8	9
1	■					■								
2	■		■		■					■		■		
3			■			■		■					■	
4		■		■	■							■		■
5					■		■		■					
6		■			■								■	
7					■	■	■							
8			■							■			■	
1			■			■								
2		■		■				■						
3					■					■				
4			■						■		■	■	■	
5	■	■											■	■
6		■			■							■	■	■
7	■				■				■				■	
8						■	■					■		
9						■						■		

■ Impact of relevant strengths, weaknesses on relevant opportunities and threats.

Source: Developed by author on the basis of [1-11].

Based on the results of the analysis, we can do the following conclusions about the possibilities of tourism development in the Luhansk region:

1. The impact of negative developmental factors is more noticeable than positive ones (30 negative versus 28 positive identified relationships). Therefore, the pessimistic scenario of development is still slightly higher than optimistic, but slightly.

2. The key strengths of tourism development include: experience in exhibitions, fairs, festivals, competitions in various sports, seminars; a sufficiently diverse development of food businesses that allows you to organize tours for different consumers; the presence of a research and production cluster in Severodonetsk, Lisichansk, and Rubizhne.

3. Key weaknesses include: insufficient tourism branding, lack of information on tourism potential; outdated transport system, poor road conditions; destroyed tourist infrastructure.

4. Based on the identified problems of tourism development in the region, the most relevant optimistic scenario, which should be formed around national ideas, emphasize the uniqueness, specificity and exclusiveness of the territory.

5. World experience should be taken into account, innovative tools used for development.

**Conclusions.** Taking into account the results of the analysis, the following conclusions can be drawn regarding the strengths and weaknesses of some specific tourist destinations. The strengths of the development of cultural and cognitive tourism include: the presence of cultural, religious and historical monuments, among which are: Svyatogorsk Lavra (Svyatogirsk), Starobilsky Monastery (Starobilsk), St. Nicholas Cathedral (m. Starobilsk), the Church of Equal Apostles Cyril and Methodius (Tyshkivka village, Markiv district), Derkulsky Horse Factory, Holy Trinity Church (Belovodsk), etc.

The advantage of the development of medical tourism is the presence of a considerable number of medical establishments, preventive hospitals, sanatoriums in Donetsk region, in the Luhansk region their number was still insignificant. The unsatisfactory condition of some tourist objects, the lack of investment, the deterioration of the material and technical base, the employment of medical facilities by military units and displaced persons complicate the development of this important for the region direction.

The strengths of ecology tourism and green tourism include the presence of important natural sites, natural monuments, businesses providing various types of tourism services. Absence of a perfect legal and regulatory framework governing the activities of enterprises providing such services, lack of a comprehensive marketing policy, insufficient number of developed tourist routes do not contribute to the rapid development of green and green tourism.

Post-conflict territory can become a place of military tourism development, which has become very popular in the world.

The availability of natural resources for the development of hiking, skiing, water, bicycle tourism makes it possible to develop sports tourism. But the deterioration of the material base and the lack of promotional materials for the promotion of tourism products in the Ukrainian market significantly hinder this process. Based on the results obtained, it can be argued that tourism development will contribute to the recovery of post-conflict territories.

The analysis of perspective directions of tourism development in post-conflict territories will be useful for strategic planning in the future.

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