

## SOCIAL PROBLEMS OF TOURISM DEVELOPMENT IN CONDITIONS OF INSTABILITY

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Globally, tourism is a driver of the socio-economic development of states and regions, which is gaining significant importance and is fixed in the public consciousness as an integral component of modern life. But at the same time, tourism activity in all its forms and types is highly susceptible to threats and challenges of the global origin or spread. Because of this, the development of tourist destinations, especially in international tourism, must necessarily be based on guaranteeing the safety of tourists, tourist organizations, and resources [2].

The development of tourism, based on the priority of solving security problems, should be based on three principles – systematicity, humanism, and sustainability [1]. Based on the above mentioned principles, tourist destinations in conditions of instability must perform several essential functions - recreational (restoration of the physical and mental strength of tourists), social (ensuring effective interaction of various social groups - foreign tourists, tourism employees, and local population), economic (receiving income from tourism activities by both enterprises and territorial communities).

Global threats and challenges are key factors affecting the functioning of destinations, especially in crisis circumstances. While threats require a response, challenges require adaptation first [3].

In general, tourism development in conditions of instability can give rise to several social problems.

1. Displacement and disruption of local communities. Such a problem can occur due to the construction of tourist infrastructure or the acquisition of land for tourist development. It can result in the loss of livelihoods, social networks, and cultural heritage.

2. Increased crime and violence: Instability can create an environment conducive to increased crime and violence. During periods of political and social instability, tourists can become targets of crime, and local communities may resort to crime to cope with economic and social pressures.
3. Social stratification. Tourism development can lead to social stratification, where particular groups benefit from tourism development while others are left behind. It can lead to social tension and resentment.
4. Environmental degradation. Tourism development can lead to environmental degradation, including damage to the environment, pollution, and waste. Tourism also can have negative social impacts, such as the loss of biodiversity, health problems, and reduced quality of life for local communities.
5. Cultural erosion. Tourism development can lead to the deterioration of local cultures as communities adapt to the demands and expectations of tourists. This process can lead to the loss of traditional practices, languages, and values, which can profoundly impact the social structure of communities.

Solving social problems associated with tourism development in conditions of instability requires a coordinated effort by different stakeholders, including governments, local communities, tourism operators, and visitors.

The main directions for solving such problems are empowering local communities, enhancing safety and security, promoting inclusive tourism development, protecting the environment, and preserving local culture. But the main activity at the national and global level should, of course, be aimed at getting out of the crisis and reducing instability. Although, as the experience of Ukraine shows, domestic tourism can develop even during martial law period in the country, tourist activity does not stop. It continues to bring income to businesses and budgets of various levels.

## References

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