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ACTUAL PROBLEMS OF MILITARY TOURISM DEVELOPMENT IN UKRAINE UNDER COVID-19 PANDEMIC CONDITIONS

The aim of the study is to reveal the problems of development of the tourist potential of military tourism in Ukraine in modern conditions, including the influence of the Covid-19 pandemic.

Research methodology. It consists first of all in finding analysis and generalization of materials of relevant sources in both Ukrainian and foreign languages (English, Polish). The method of

comparison is also used, in particular in the characterization of the tourist potential of the Arpad Line and the Molotov Line. Statistical methods were used in the preparation of tables.

Results. The research reflects, first, the potential tourist resource of the period of Kamianets-Podilskyi's stay in the status of the capital of the United Ukrainian State (UPR and WUPR) during the liberation struggles of 1917-1920; secondly, the tourist potential of World War II defense facilities on the example of the Arpad Line (which was built by the Hungarians but is now in Ukraine) and the Molotov Line (which was built by the USSR in the then territory of Ukraine, but is now in Poland); thirdly, the impact of the Covid-19 pandemic on the development of the restaurant business as a component of the tourism industry in Ukraine, Kyiv and other cities.

Scientific novelty. It consists in characterizing the resource potential of military tourism on the example of Kamianets-Podilskyi, as the capital of United Ukraine during the liberation struggle in 1917-1920, as well as in performing a comparative characteristic of the Arpad Line and the Molotov Line as a resource bases for military tourism development in Ukraine. and neighboring countries (Poland, Hungary). This material is considered in connection with the impact of the Covid-19 pandemic on tourism, in particular on the restaurant industry.

Practical significance. Implemented through the characterization of events and objects of military history of Ukraine for the development of military tourism as its resource base and more active use in domestic and cross-border tourism exchange, in particular under the Covid-19 pandemic influence. The practical significance of the article is directly related to the development of tourism in Kamianets-Podilskyi, where it is recommended by us to more actively use the past of this city as the capital of the United Ukraine during the liberation struggle for tourism development in the city and Podillya region, in particular in excursion activities (new excursions on relevant topics), military-historical reconstructions and games, etc. with appropriate marketing and advertising support. The same can be recommended in the case of tourist use of the Arpad Line in Ukraine (for Ukrainian, Hungarian and tourists from other countries) and the Molotov Line (to intensify the Ukrainian-Polish tourist trans-border exchange).

Keywords: military tourism, tourist resource potential, the capital of the United Ukraine, Arpad Line, Molotov Line, restaurant business, Covid-19 pandemia.

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