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СПРАВА: АСПЕКТИ РОЗВИТКУ ДЕРЖАВИ, РЕГІОНІВ,
ПІДПРИЄМСТВ ТА БІЗНЕСУ**

**Sustainable development of tourism in the ivano-frankivsk region within
the framework of crisis impacts from the environment**

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The sustainable development of tourism in the Ivano-Frankivsk region is one of the pillars of economic stability in the region amid the crisis-ridden external environment. The persistence of full-scale military operations on the territory of Ukraine, economic instability, declining investment activity and migration processes within the country necessitate the adjustment of management approaches in the field of tourism to the present day circumstances. The focus should be on creating a safe, eco-balanced, and cost-effective tourism environment. The alignment of interests between local communities, businesses, and authorities is also crucial to ensure synergy in the development of the industry.

Given the challenges of today, the implementation of the regional target programme for the development of tourism in the Ivano-Frankivsk region for 2022–2026 takes on particular importance. In addition to serving as a strategic guideline, it also acts as a tool for restoring the industry and increasing its resilience to crises. Its implementation makes it possible to maintain the positive image of Ivano-Frankivsk as a developed tourist region in Ukraine and Eastern Europe, ensures an increase in the number of tourists and revenues to budgets at all levels, the development of tourist infrastructure, and growth in employment in tourism and related sectors of the economy [1].

Ivano-Frankivsk region remains one of the most popular tourist regions in Ukraine. Data from the Department of International Cooperation and European Integration of Communities of the Ivano-Frankivsk Regional State Administration confirm an increase in the number of trippers. In 2023 and 2024, the region was visited by approximately 2.5 million people, which is 0.2 million more than in 2021 and 2022 and 0.7 million more than in 2020. The bulk of visitors comes from neighbouring

regions, Kyiv and the Kyiv region. Among tourists, mountain communities are the most popular, in particular, Polianytsa, Yaremche, Vorokhta, Verkhovyna, Kosiv, and Vyhoda. Other top destinations include the cities of Ivano-Frankivsk and Kolomyia, as well as the communities of Zelene, Solotvyno, and Bohorodchany [2].

In 2020–2024, tourism tax revenues increased. While in 2020 this figure was UAH 5.6 million, in 2021 it was UAH 10.4 million, in 2022 – UAH 17.9 million, in 2023 – UAH 20.4 million and in 2024 – UAH 33.1 million, i.e. an increase of UAH 27.5 million. Data for 2024 indicate that approximately 81.5% of tourist tax revenue comes from the Polianytsia and Yaremche territorial communities, amounting to UAH 21.9 million and UAH 5.1 million, respectively. If we consider the tourist tax revenues of the Ivano-Frankivsk region for 2024 with reference to the cluster distribution, Bukovel accounted for 66.26% of the total revenues and the Hutsul Carpathians accounted for 23.27%. Notably, in 2024, revenues from Bukovel tourist tax increased by 12% compared to 2023, while revenues from the Hutsul Carpathians decreased by 9%. [2; 3]. Based on the results of 2024, the tourism industry of the Ivano-Frankivsk region was among the four largest taxpayers in the country, second only to the city of Kyiv and the Lviv and Kyiv regions. Over the year, tourism businesses paid 248 million 469 thousand UAH in taxes, a rise of 109 million 627 thousand UAH compared to 2023 and 116 million 514 thousand UAH compared to 2021. The dynamics of tax payments suggests an increase in the economic contribution of the tourism sector to the development of the region in particular and Ukraine in general [4].

In terms of the priority lines of tourism development in Ivano-Frankivsk region, there is a special focus on the development of tourism infrastructure, preservation and management of natural and cultural heritage, creation and support of competitive tourism and resort products/attractions, and expansion of the network of tourist information centres. Every year, various events are held to enhance the region's tourism potential and increase its appeal to both domestic and foreign visitors. Traditionally, on St. Nicholas Day, the seven major tourist events in the Ivano-Frankivsk region are announced as part of the Ivano-Frankivsk Region Tourism Awards (IFTA). The winners of 2024 are: 1. Vorokhta – winner of the international competition 'Best Tourism Villages 2024' by UN Tourism. 2. The project 'Opillia: Treasures of the Nation'. 3. Opening of the 'City and Weapons' museum in Ivano-Frankivsk. 4. Creation of a fashion collection by the CHERNIKOVA brand with the elements of traditional Boiko ornaments based on the results of participation in the 'Boiko Carpathians' tourism project. 5. Setting up the 'Roverove Pokuttia' network of bicycle routes. 6. Creation of the tactile art catalogue 'See the treasures together!'. 7. Release of the photo album 'Yaremchanshchyna' by Vitalia Myroniak and Yurii Ukraintsev [5]. The development of tourism and the celebration of the best tourism initiatives are evidence of the dynamic growth of the region's tourism sector, even in the face of the crisis-induced impact of the external environment. These achievements demonstrate the region's growing competitiveness at the national and international levels and confirm its ability to remain an alluring and sustainable tourist destination despite the current challenges.

Thus, the study found that the tourism industry in Ivano-Frankivsk region maintains

strong growth even under martial law and economic instability, demonstrating its ability to withstand the effects of the crisis. The growth in tourist flows, tourist tax revenues and tax revenues confirms the strengthening role of tourism as a strategically vital component of the regional economy. The implementation of the regional tourism development programme for 2022–2026 ensures the consistency of management decisions and allows for the formation of a positive image of the region as a competitive tourist destination. The achievements of 2024, in particular the IFTA awards and the successful implementation of a number of cultural and tourism projects, testify to the region's significant potential and its ability to develop sustainably even in times of social and economic upheaval.

The prospects for the development of the industry suggest the widespread introduction of novel approaches – digital tourism services, environmentally friendly routes, inclusive interactive spaces and the expansion of cultural and recreational tourism formats. An area of focus should be the development of specialised rehabilitation tourism for servicemen, including mountain wellness programmes, art and eco-therapy, recovery camps and family trips. The development of up-to-date infrastructure and partnerships between communities, businesses and state institutions will facilitate the integration of rehabilitation services into the region's tourism products. In the long term, this will contribute to strengthening the social role of tourism, increasing its economic efficiency and establishing Ivano-Frankivsk as a centre for innovative and socially significant tourism in Ukraine.

Keywords: sustainable development of tourism; external environment; region competitiveness.

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