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**Regulatory impact of the state on the development of the recreational sector of Ukraine within the paradigm of sustainable development under martial law**

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**Abstract.** The article is devoted to the theoretical substantiation and conceptualization of the regulatory influence of the state on the development of Ukraine's recreational sector within the paradigm of sustainable development under martial law and wartime economic restructuring. The relevance of the study is determined by profound spatial, institutional, and socio-economic transformations experienced by the recreational sector as a result of armed aggression, as well as by the growing role of public policy in ensuring its adaptability, resilience, and security governance.

The purpose of the article is to provide a theoretical justification and conceptualization of the state's regulatory influence on the development of the recreational sector of Ukraine within the sustainability paradigm under conditions of martial law and wartime economic restructuring, taking into account spatial, institutional, and socio-economic transformations. To achieve this purpose, the article analyzes theoretical approaches to state regulation of the recreational sector and concepts of sustainable development in the context of crisis and wartime conditions; examines the impact of martial law on the functioning of Ukraine's recreational sector, in particular the transformation of its territorial structure and resource potential; and determines the role of state policy in ensuring the adaptability and resilience of the recreational sector during wartime restructuring and post-war recovery.

The methodological framework of the study is based on a combination of general scientific, special, and interdisciplinary research methods. Methods of analysis and synthesis were used to systematize scientific approaches to state regulation of the recreational sector and sustainable development; a systems approach was applied to consider the recreational sector as a complex socio-economic system interacting with the natural environment and institutional structures; comparative analysis was employed to compare the functioning of the recreational sector in the pre-war and wartime periods; methods of scientific abstraction and generalization were used to formulate conceptual conclusions; and a territorial-geographical



approach was applied to assess the influence of spatial factors on the development of recreational activities.

The results of the study indicate that under martial law the recreational sector of Ukraine is transforming from a model of mass leisure toward an adaptive, socially oriented, and resilient model. It is demonstrated that the effectiveness of state regulation in crisis and wartime conditions is determined by the ability to combine legal, economic, strategic, managerial, environmental, and resilience-oriented instruments within an integrated regulatory framework. The study substantiates that state policy in the recreational sector during wartime restructuring and post-war recovery should perform a system-forming function, ensuring a balance between security priorities, preservation of natural resource potential, and stimulation of economic activity at the territorial level.

The practical significance of the research lies in the possibility of using its results in the development and adjustment of state and regional policies for the development of Ukraine's recreational sector under prolonged security challenges and in the context of post-war reconstruction.

**Keywords:** state regulation; recreational sector; sustainable development; martial law; wartime economic restructuring; resilience; public policy; post-war recovery; territorial transformation; natural resource potential.

## **Регуляторний вплив держави на розвиток рекреаційної сфери України в парадигмі сталого розвитку в умовах воєнного стану**

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**Анотація.** Наукову статтю присвячено теоретичному обґрунтуванню та концептуалізації регуляторного впливу держави на розвиток рекреаційної сфери України в парадигмі сталого розвитку в умовах воєнного стану та воєнної перебудови економіки. Своєчасність дослідження визначається суттєвими просторовими, інституційними та соціально-економічними змінами, що відбулися у рекреаційній сфері України внаслідок збройної агресії, а також посиленням значення державної політики у формуванні її адаптивності, стійкості та ефективного безпекового управління.

Метою статті є теоретичне обґрунтування та концептуалізація регуляторного впливу держави на розвиток рекреаційної сфери України в парадигмі сталості в умовах воєнного стану та воєнної перебудови економіки з урахуванням просторових, інституційних і соціально-економічних трансформацій. Для досягнення поставленої мети проаналізовано теоретичні підходи до державного регулювання рекреаційної сфери та концепції сталого



розвитку в контексті кризових і воєнних умов; досліджено вплив воєнного стану на функціонування рекреаційної сфери України, зокрема трансформацію її територіальної структури та ресурсного потенціалу; визначено роль державної політики у забезпеченні адаптивності та стійкості рекреаційної сфери в умовах воєнної перебудови та післявоєнного відновлення.

У результаті дослідження встановлено, що в умовах воєнного стану рекреаційна сфера України трансформується від моделі масового відпочинку до адаптивної, соціально орієнтованої та резильєнтної. Доведено, що ефективність державного регулювання в кризових і воєнних умовах визначається здатністю поєднувати правові, економічні, стратегічні, управлінські, екологічні та резильєнтні інструменти в межах комплексної моделі регуляторного впливу. Практичне значення отриманих результатів полягає у можливості їх використання під час формування та коригування державної і регіональної політики розвитку рекреаційної сфери України в умовах тривалих безпекових викликів і післявоєнної відбудови.

**Ключові слова:** державне регулювання; рекреаційна сфера; стабільний розвиток; воєнний стан; воєнна перебудова економіки; резильєнтність; державна політика; післявоєнне відновлення; територіальна трансформація; природно-ресурсний потенціал.

**Introduction.** The development of Ukraine's recreational sector has traditionally been based on the country's excellent geographical position, its diverse natural and climatic conditions, and its extensive recreational resources (including the Black Sea and Azov Sea coasts, the Carpathians, Polissya forests and wetlands, and a large number of balneological and resort facilities), as well as on the exposition of these features through their combination with Ukraine's cultural, historical, and landscape resources. All of these resources together create the conditions for developing recreational activities as one of the major components of Ukraine's economy and the country's social recovery and spatial development. Unfortunately,



Ukraine's full-scale armed aggression and warfare and the implementation of martial law have significantly affected each of these elements and conditions under which recreational activities occur throughout these territory and the number of recreational activities has decreased dramatically and their patterns and flows have also changed substantially. With this economic military restructuring, emphasis on security, and attention to defence, there is a need to rethink the role of recreation in the context of the continuing crisis situation in Ukraine.

Therefore, it is imperative that the Ukrainian state's regulation of the country's leisure industry takes place within the framework of the above-mentioned factors. The purpose of this regulation is twofold: first, to deal with the immediate effects of the war; and second, to create a solid foundation for the long-term development of sustainable leisure. Regulation by the state will help to achieve a balance between restoring economic activity; maintaining the natural potential for recreation; provision of social assistance to the internally displaced persons and those affected by the war; and the integration of the recreational sector into the post-war recovery of territory.

During wartime, the concept of sustainability is amplified in terms of the safety of the environment, the stability of the social system, and the economical adaptation to extreme circumstances. To accomplish this, there must be knowledge of current state regulatory processes, their efficiency/flexibility, and how they can assist in transforming the recreation sector according to wartime demands and post-war rebuilding plans. Researching how the state's regulations have affected the growth of the recreational industry in Ukraine related to sustainability is currently important and impactful for science. This research will provide us with theory, method and applied science so that we can enhance state policy surrounding the development of recreation as we continue to rebuild and restructure the military.

**Literature Review.** Scientific literature considers the issue of state regulation of the recreational sector in Ukraine through the prism of institutional, spatial, economic, and environmental challenges. Thus, A. Yu. Aliyeva focuses on defining



the tourism and recreation sector and its development potential in the context of cross-border cooperation. She emphasises the importance of interregional and international coordination for territorial competitiveness [1].

The local researcher K. Bezverkhyi [2] has investigated the application of European guidelines for reporting on sustainable development.

R. P. Dudyak is studying the growth of tourism at the global level and establishing a base for evaluating public policy tools and adapting best practices to their country's specific context [4].

V.S. Zagorsky is expanding on the theoretical and methodological foundation of sustainable development as a guide to making managerial decisions, demonstrating how the management of environmental and economic systems are interconnected and provide a basis for managing recreation area resources that are vulnerable to loss of supply [5].

Current publications continue to put greater emphasis on a regional orientation and strategic instruments of development. I. Ya. Kulinyak examines how smart specialisation can facilitate the development of sustainable tourism in Ukraine's regions, while emphasizing the role of innovation policy, clustering and prioritizing territory [6]. Y.O. Yukhnovska synthesizes methods of developing potential within the tourism sector at the regional level in her monographic analysis, while P.V. Romaniv elaborates on the mechanisms employed in the development of state and regional tourism management systems, and describes the collaborative efforts between authorities and various stakeholders.

N.V. Pavlikha has assessed contemporary problems concerning sustainable development of tourism and recreation, addressing the need to balance economic expectations with ecological limits, as well as the societal function of recreation at large [7].

D. Toropova's proposal for promoting the sustainable development of tourism businesses highlights the importance of market participants' support and their resilience [10].



The emerging research on the impact of war includes: N. T. Goncharuk & I. M. Shapran's assertions regarding the role of public tourism management in wartime and post-war periods relating to economic security and sustainable development [3]; and N. E. Pankiv's exploration of ecotourism's role during wartime, as well as issues pertaining to territory security, environmental threats, and restrictions on access [7].

D. F. Tyshko discusses the government's system of supporting medical tourism through examining how certain areas are expected to produce future health care enhancements that will assist in recovery and rehabilitation [16].

The research of V. L. Filipova concerning the country's economic geography within the global tourism industry [11,] is complemented by the work of A. V. Shlapak, O. A. Ivashchenko, and O. A. Yurichenko [13,] as well as by O. Yurichenko [14]. Overall, the spatial and economic context provided by this research illustrates the importance of agglomeration, conurbation, and resilient places to sustainable development (necessary as a basis to rethink spatial arrangement of recreation in emergency situations).

According to an analysis of academic literature, several major issues exist today regarding the security factor's poor inclusion in state level policies relating to redevelopment and continuation of recreation. There is a lack of alignment between how sustainability tools (i.e., environmental standards, resource restoration) are utilized to adapt quickly to the changing economic landscape of affected areas. Methods for estimating losses and their recoverability in areas destroyed by warfare or mined are severely lacking. Institutional coordination between state entities, communities and businesses to implement infrastructure redevelopment is extremely weak. As a result, geographic areas are experiencing unevenly dispersed development as well as an over-concentration of lifestyle development (i.e., recreational) within relatively safe areas. Developing niche tourism (i.e., medical and eco-tourism) and resilient management models will require further state level regulation of Ukraine's recreation sector guided by a sustainability oriented paradigm, while also factoring in the impact of the present and future conditions of war and recovery from war.



This article will provide a theoretical foundation for the analysis of the role of the state in regulating Ukraine's recreational sector under the concept of sustainable development, given the ongoing conflict and concurrent restructuring of the economy. The analysis will also consider the spatial, institutional and socio-economic impacts of martial law on the recreational sector in Ukraine; and address the following objectives:

- to determine theoretical approaches to state regulation of the recreational sector and the concept of sustainable development during times of crisis and in military conditions.
- to assess the effects of martial law on the recreational sector in Ukraine with a focus on the transformation of its territorial structure and resource potential.
- to identify how the state uses policy to ensure adaptability and sustainability in the recreational sector during the process of military re-structuring, and post-war recovery.

**Research Methodology.** This research used standard cognitive (scientific, special, interdisciplinary) methods to research and analyze the effect of the government of Ukraine via the regulatory framework (the 'regulatory effect') on recreation while considering all three factors: sustainability, martial law, and restructured wartime economy. The research was completed using the methods of analysis and synthesis to define scientific approaches to (a) state regulation of the recreation sector; (b) sustainable development in the recreation sector; and (c) public policy, as well as the generalization of the theoretical basis of transformed recreational activities in times of war and crisis. Therefore, using these methods provided me with a general understanding of regulatory mechanisms and their operating principle.

After using a systematic approach, the recreation sector was determined to be a complex socio-economic system engaged with other natural resources (the ecosystem) and other forms of institutional structures and regional economies. This resulted in the identification of an interrelationship among the recreation regulatory



elements of state regulation, the instruments of policy, and the resulting development of the recreation sector under military restrictions. A comparative study of the recreational sector in Ukraine was conducted before and during the war. The findings were used to assess the degree to which the state's wartime effects on the recreational sector have changed. The geographical distribution of the recreational facility locations, demand for services and the institutional priorities associated with a recreational sector have shifted significantly.

Scientific methods of abstraction and generalization were used to summarize empirical data and draw conclusions regarding the impacts of the state's regulatory role on the recreational sector's development in terms of sustainability as well as providing a basis to create conceptual approaches to improving the sector. A territorial-geographic methodology was also used to assess the impact of spatial factors by evaluating the location, accessibility, and functional changes to Ukraine's recreational facilities resulting from the implementation of martial law.

The systematic approach enables us to view the recreational sector as an integrated and complex socio-economic system that functions in conjunction with the natural environment, institutional structures and regional economies, which also provided for a consideration of elements of state regulation, policy instruments and the outcomes of the recreational sector development as impacted by uses of martial law.

**Results.** Public authorities regulate the recreational sector by defining the conditions under which recreational resources can be used, how the market for recreational services operates, and some of the important social goals of the sector, including accessibility, safety, preservation of natural resources and regional development. The role of the state in relation to the recreational sector is enhanced during times of crisis and war because the sector is compromised by the loss of its resource base (e.g. damage to an infrastructure, mining and occupation of specific regions), restrictions on mobility and demand, the need to shift their focus from an international to domestic market, the need to focus more on their social rehabilitation



responsibilities, and the need to integrate into the process of restoring regions and supporting community resilience. As a result, there is growing pressure to evaluate different theoretical frameworks on the basis of their ability not only to "develop" the sector but also to provide for greater resilience, adaptability, security management and the balance of economic priorities against environmental constraints.

Sustainable development gives us a basis for evaluating the recreational sector as a whole and must continue to be used in innovation/recreation development such that: natural ecosystems and landscapes are maintained (ecological), there are people employed in recreation and local authorities' budgets supported (economic), and there is access for all people to participate in recreation and recreation play a role in the recovery of communities (social).

Within the context of a state of martial law, "sustainable development" can also refer to the following priorities: the safety of people and minimising the risk of harm to them, flexible management of resources, rapid repair of damaging infrastructure, enhancing community support, and cross-sectoral coordination.

Characteristics found in table 1 define how Ukraine regulates its recreational sector while implementing sustainable development principles during times of crisis and in wartime conditions.

Table 1

**Regulating Ukraine's recreational sector and the concept of sustainable development in times of crisis and war**

№	Approaches	Instruments of the state	Focus on sustainable development	Suitability in crisis/war conditions
1.	Legal	Laws, rules, standards, licensing procedures, regulatory restrictions, control and supervision	Environmental standards, safety, protection of territories	It allows you to implement access restrictions quickly, identify risk areas and regulate resource usage and security requirements
2.	Economic	Tax incentives, grants, subsidies, loan programs, and compensation, incentive tariff policy	Economic viability, employment, investment, economic recovery	It supports business survival, relocation and infrastructure restoration, as well as domestic demand. There is a possible focus on social recovery programmes



3.	Strategic	National and local programs, roadmaps, coordination of implementers	Balance of three components of sustainability through measurable goals	It allows for the integration of recreation into reconstruction plans, the prioritisation of territories and the pooling of donor and state resources
4.	Management	Transparency, capacity of the state and communities for partnership	Long-term sustainability through effective institutions	It is critically important during wartime, when quick decisions, community involvement and transparent resource allocation are essential
5.	Ecological	Protection of ecological systems, zoning, restoration of natural areas	The environmental component as a basic condition for recreation	This is relevant due to environmental damage related to war, such as the destruction of critical infrastructure and the pollution of water, air and land. It is important to assess the damage caused by environmental disasters
6.	Reseliet	Flexible rules and scenario planning, risk management, rapid adjustment of national and local policies	System stability and resilience	The most relevant topics during wartime are risk management, safe routes, temporary regimes and the prioritisation of critical infrastructure

*Source: developed by the authors*

An examination of regulatory methods for recreational development and how those compare with sustainable development practices in crisis and conflict reveals that no single regulatory method will provide necessary support for effective operation of recreation during times of martial law.

Using the legal approach to create safe and protected recreation areas will result in constraints on an entrepreneur's ability to conduct business. Conversely, the economic approach allows for recreation activities to occur and to rebuild infrastructure but relies upon the state's ability to fund these initiatives. The strategic approach creates synergies between the recreation policy and the post-war reconstruction goals, as well as with sustainable development principles; however, the means of implementing these policies must be based on measurable indicators. The scheduled or managerial approach and the environmental or holistic approach



provide the necessary institutional and environmental infrastructure for the long-term sustainability of the recreation industry; however, their implementation primarily depends upon the skills of the workforce and on balancing economic demands with environmental restraints. In times of war, the most effective approach to the recreational industry is a resilient one focused on adaptability and risk management, which requires the continuous monitoring and coordination of decision making. When combined, these approaches can be used to support a comprehensive state regulation model for the recreational sector of Ukraine that incorporates sustainable development principles while addressing the issues created by military reorganization.

The introduction of martial law throughout Ukraine altered greatly the dynamics of the recreation sector. Recreation itself is highly dependent on geographic features such as coasts, hills, forests, bodies of water and resorts - all of which also have a high dependency upon security, accessibility for transport and built infrastructure. The existence of hostilities, occupation, missile threats, mine hazards have materially changed the territorial structure of recreation. Traditional recreation centres located in the southern and eastern parts of the country have lost their functionality entirely, or lost functionality to a major degree. At the same time, the western part of the country, and partially the centre of the country, have solidified their roles as more "secure" areas or "hubs" for domestic demand for recreation, resulting in a redistribution of recreation activities, change in business orientation, changing seasonality of recreation activities, and increasing number of short-term trips.

In terms of resource potential perspective, the following were the primary outcomes:

- direct losses to resources/infrastructure (i.e., damage to accommodation/leisure/transport hubs);
- temporary inaccessibility of certain areas due to mine fields, destruction and/or restrictions on movement within areas; and,



- increased significance of natural resources to 'domestic' recreation use (i.e., forest areas for recreation, mountain landscapes for recreation, resort's water/land), with concomitant increasing risks relative to ecological/pollution/fire degradation of ecological systems due to military activity.
- change in the functional purpose of some recreational facilities (e.g. repurposing for the needs of internally displaced persons or rehabilitation).

Table 2 presents the main directions of transformation of Ukraine's recreational sphere under martial law.

Table 2

**Directions and manifestations of the transformation of Ukraine's recreational sphere under martial law**

№	Territory of Ukraine	The essence of transformation	Manifestation of military influence
1.	Carpathian region (Transcarpathia, Subcarpathia)	Growth in domestic recreational demand and pressure on natural locations	Shifts in flows from the south and east; changes in seasonality; short-term trips
2.	Black Sea coast	Reduction in mass marine recreation, restricted use of certain areas	Shifts in flows from the south and east, changes in seasonality, short-term trips
3.	Health resorts and spa centers	Strengthening health and rehabilitation functions	Reorientation towards recovery programs, social and medical rehabilitation services
4.	Frontline and deoccupied territories	Temporary «shutdown» of recreational activities	Mine danger, destruction of infrastructure, environmental damage
5.	Kyiv region	Restoration of local recreational demand	The return of short trips and family leisure activities after stabilization

*Source: developed by the authors*

Presented earlier is data that indicates the implementation of Ukraine's martial law has created a significant spatial and functional transformation of the recreational sector. Evidence of the recreational sector's transformation comes in many forms including the redistribution of domestic recreational demand, changes in the territorial specialisation of domestic recreational supply, and how the role of recreation has been redefined in society.



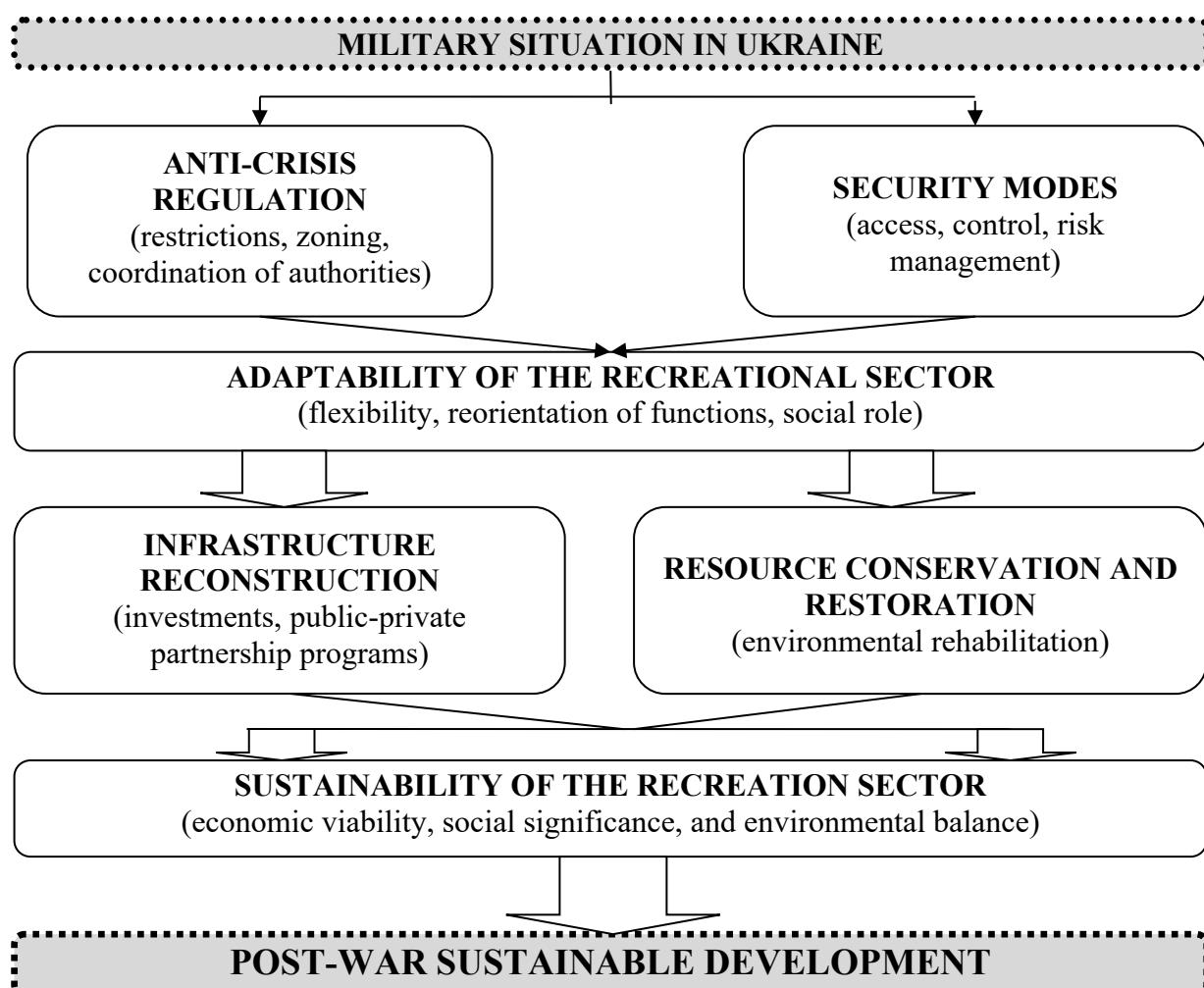
There are several indicators of the shift from the model of mass recreation to adaptive, socially-oriented, and resilient recreation including: increased domestic demand for relatively safe areas of the country, recreational activities in regions that have been deemed unsafe for domestic and international tourists being restricted or temporarily suspended, and the heightened emphasis on the health & rehabilitation functions of resorts.

To effectively develop the recreational sector under these conditions requires striking an appropriate balance between: meeting security obligations; preserving resource potential; and promoting economic activity in those areas of Ukraine that retain viable recreational resources. Achieving this balance is critically important for the successful sustainable recovery of the country's recreational sector in the post-war period.

The significance of state policy in Ukraine's recreation sector must be critically assessed against its evolution as a result of martial law and economic military restructuring. The traditional view of recreation in Ukraine encompassed primarily the tourism and resort complex and its contribution to regional development. During times of war, however, new functions will arise for recreation including fulfillment of social stability, improvement of citizens' health and through rehabilitation, support for domestic demand, and conservation/stabilization of the natural capacity of territory. From this perspective, state policy functions as a catalyst affecting the adaptability of the sector i.e. its ability to react quickly to security, economic and spatial threats while maintaining the sustainability of the sector over time.

During the period of military restructuring, the state's main role is to stabilise the recreational sector's functioning through the use of crisis and resilience regulatory tools. This involves introducing restricted access to recreational areas, spatial zoning based on safety levels, coordination between central and local authorities, and integrating recreational infrastructure into the social protection and medical-psychological rehabilitation systems. At the same time, state policy should minimise the degradation of recreational areas' resource potential, particularly by controlling

anthropogenic pressure, monitoring the environment, and restricting the irrational use of natural resources in regions that are relatively safe. Figure 1 schematically illustrates the role of state policy in ensuring the adaptability and sustainability of the recreational sector under martial law.



**Figure 1. The role of public policy in ensuring the adaptability and sustainability of the recreational sector under martial law**

*Source: developed by the authors*

As a result of military restructuring and postwar recovery, state policies in recreation continue to perform a system-forming function by facilitating the move from a limited crisis-oriented recreational system to a sustainable socially significant recreational development model that is adaptive to change. The success of these policies will be determined by their ability to integrate security needs, environmental



concerns and economic incentives into one comprehensive management system which is focused on long-term recovery and creating improved quality of life for the citizens.

**Conclusion.** According to findings from a research project into the state regulatory processes affecting the development of recreational areas of Ukraine during the implementation of martial law and the restructuring of the economy to support a war effort, the effectiveness of state regulation of the recreation area as part of sustainable development is determined by both its ability to stimulate development and its capacity to provide adaptability; stability, and security. Evidence supports the conclusion that it is reasonable for the state to use legal, economic, strategic, managerial, environmental and resilient perspectives when attempting to create a cohesive model for regulating an area of interest. Analysis of the impact of martial law on the recreational sector of Ukraine has indicated there have been radically altered territories, reallocation of internal recreational traffic; modification of regional recreation specialisation; and enhancement of recreational health or rehabilitative value. There are multiple examples that provide evidence of the transition of Ukraine's recreation sector from a mass market recreational model, toward a more adaptive, inclusive, socially oriented recreation model. Based on military restructuring and post-war recovery, the defining aspects of state policy will constitute continuity through the merging of anti-crisis measures and long-term strategic planning directed at the restoration of infrastructures, the protection of natural resources and the development of investment activity. In the context of Ukraine's post-war situation, resilient approaches will create the foundations for a sustainable and socially significant model of the recreation industry's growth.

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