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# Education and Economy in the Digital Age

**Katowice 2024**

# EDUCATION AND ECONOMY

# IN THE DIGITAL AGE

*Monograph*

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The authors bear full responsible for the text, data, quotations, and illustrations.

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## 2.8. MEMORY TOURISM – AN INNOVATIVE VECTOR OF DEVELOPMENT IN UKRAINE

The ongoing war in Ukraine has undoubtedly affected the country's tourism industry. However, Ukraine finds ways and continues to share its history and tells the world about the events that take place on its lands.

Military tourism includes the following destinations: military museums; museums of individual military battles and entire wars; memorials, monuments, battlefields and historical battles, as well as veterans and relatives of fallen soldiers; visits to existing and historical military facilities and training grounds, warships, submarines.

Ukraine is becoming an increasingly popular destination for foreign travellers. Despite the full-scale war, tourists continue to come to the country. Of course, tourists are attracted by Ukraine's rich nature, UNESCO World Heritage sites, turbulent history and delicious cuisine. However, it is also worth noting a new type of tourism that is just emerging in the country – military or memory tourism.

Military tourism has a significant impact on the formation of national consciousness and patriotism. Visiting battlefields, memorials and museums allows citizens to better understand the importance of preserving the independence and sovereignty of the state. In addition, this type of tourism helps to strengthen ties between generations by passing on the history of the modern struggle for freedom to the younger generation.

Military tourism also has significant economic potential. The creation of tourist routes that include visits to combat zones, military museums, memorials and other military facilities can help develop local infrastructure and attract investment to the regions. This, in turn, creates new jobs and improves the living standards of the local population.

Military tourism (memory tourism, or military tourism, military tourism, weapons tourism) is a type of tourism aimed at visiting places related to military affairs and military operations.

The concept of military tourism is not new: since the war became a part of our history, it has become very popular to visit not only historical sites, but also various military facilities (which, in turn, are closely related to the history, nature and architecture of the area), which makes military tourism an integral part of cultural tourism.

The idea of military tourism is to collect as much information as possible about different historical periods. Military tourism includes castles and related military operations, as well as fortifications, famous battlefields, anti-aircraft positions, bunkers, trenches, remnants of equipment, shelters, large defensive structures from the First and Second World Wars, weapons museums, tanks and military equipment, and cemeteries of fallen soldiers.

Many researchers believe that tourism in Ukraine can be considered a global phenomenon with economic, social and international political implications. The country has 170,000 attractions, 65 historical and cultural reserves and 6 UNESCO World Heritage sites.

Prior to the Russian invasion, tourism was one of the most dynamic sectors of Ukraine's economy, stimulating the development of related activities, a source of foreign exchange earnings, a positive contribution to job creation, etc.

It is well known that Ukraine has all the historical, geographical, natural, socio-demographic and economic prerequisites for the development of domestic and inbound tourism. Instead of developing domestic tourism, after the start of the full-scale invasion of Ukraine by the Russian army, there was a multi-million internal displacement of the population, as well as a massive departure of Ukrainian citizens not related to tourism (7.7 million people became internally displaced, i.e. one in six Ukrainians is an internally displaced person).

Currently, there are no areas in Ukraine that are completely safe during the war, which has a direct negative impact on the country's tourist attractiveness, which is currently close to zero.

The current reality is that full-scale hostilities in Ukraine are leading to the reorganization of the entire tourism industry, and it is expected that new popular tourist destinations will emerge after the end of hostilities.

One of the ways to revive Ukraine's tourism industry is to develop memory tourism, which is gaining in popularity today (Batychenko et al., 2021). One of the reasons for the popularity of memory (military) tourism is the desire to learn more about the history of certain events and feel part of them. This type of tourism is very diverse, as it meets the needs of tourists of all ages and tastes.

There are many examples in the world of countries that have quickly recovered from large-scale conflicts and offer tourists a variety of tourist products. The most popular countries for military tourists are the United States, Israel, France, Germany, the United Kingdom, China, Poland, the Czech Republic, and Ukraine (Dzhyndzhoian & Dubova, 2023).

Table 1 shows the classification of memory (military) tourism, i.e. types of tourism aimed at visiting places related to the armed forces, their activities and military operations (Kushnarov & Polishchuk, 2016).

*Table 1. Classification of memory tourism (military tourism)*

| | | |
|---|---|---|
| **Memory tourism (military tourism)** | *Military and historical tourism* | Visiting historical sites and museums. |
| | *Зб Gunsmithing tourism* | Shooting from different types of weapons - streetball or paintball, visiting gun and knife shops. |
| | *Military tourism* | Life in the army: participation in military training programmes, scouting, visiting various facilities and training grounds, riding on military equipment, flying military aircraft and helicopters, and fighter jets. |
| | *War tourism* | Visits to 'hot' spots of the planet and places of combat operations. |

Another type of military tourism that has recently gained popularity is illegal tourism, which involves travelling directly to military conflict zones. This type of tourism is characterised by high costs, as the safety of tourists must be guaranteed by responsible companies due to the high level of danger to tourists. Thus, to a certain extent, such trips are illegal.

However, it would be inappropriate to call travel to war zones 'military tourism'. It is difficult to call it 'tourism' in principle, because the lives of the 'tourists' are under direct threat. However, for ordinary citizens, such trips are associated with an extreme subtype of military tourism. The motivation of military tourism consumers can be explained by the following reasons: getting new impressions and emotions; honouring the memory of the dead; exploring new destinations; interest in new military tourist sites; a sense of patriotism; and the search for thrills.

During the period of the full-scale invasion, domestic tourism became the basis of tourism for the whole country. In particular, it was a way to support the country's economy, which today serves exclusively for national defence.

In 2023, representatives of the Ukrainian tourism industry paid UAH 1.5 billion in tourist tax. This is 31% less than in 2022. Back then, the state budget received UAH 2.2 billion.

Last year, the number of taxpayers engaged in tourism activities decreased by 17%. Among them, the number of legal entities decreased by 14% and individuals by 18%.

The main reason for the decline in budget revenues was the destruction caused to the tourism infrastructure by the war. The purchasing power of the population has also decreased, people can only meet their basic needs, and the demand for tourism is gradually disappearing.

In the first quarter of this year, taxes on hotels, tourist bases and campsites increased in 10 regions of Ukraine. The biggest increase was in Chernivtsi region, where the tourism industry paid UAH 5.1 million in taxes. This is 98% more than in the same period in 2023.

The western regions of Ukraine were also among the leaders. Taxes paid by hotels and campsites in Rivne region increased by 17% to UAH 3.4 million. The hotel business in Lviv region paid UAH 60.4 million, and in Zhytomyr region – UAH 2.2 million. In each of these two regions, revenues increased by 16% year-on-year.

The biggest drop in budget revenues from tourism occurred in the regions that are in the active hostilities zone. Luhansk region fell by 100%, Kherson region by 97%, Donetsk region by 87% and Zaporizhzhia region by 79%. At the same time, government agencies are working

to establish partnerships and collect data on destroyed facilities so that tourist attractions can receive compensation from the Ukrainian Reconstruction Fund 3.

To date, 99 damaged tourist sites have been officially registered, but this data is of course incomplete, as some areas, especially in eastern and southern Ukraine, are simply inaccessible for inspection and damage assessment. For example, in the Donetsk region alone, 25 hotels have officially applied to the Reconstruction Fund. The city of Sviatohirsk alone, which had 33 hotels before the war, has been almost completely destroyed. Today, we can say that the following regions have suffered the most from the damage to their tourist infrastructure: Donetsk – 25, Kherson – 21, Kharkiv – 16, and Kyiv – 13.

In 2023, the state budget will lose about 30 per cent of tourism revenues. Compared to 2022, the number of foreign nationals arriving in Ukraine has roughly halved - from 4 million in 2021 to 2 million in 20235.

It is clear that these are not tourists at all, but officials, delegations, representatives of international organisations, foreigners bringing humanitarian aid, volunteers, journalists, etc. Tourism itself has come to a standstill (outbound tourism activity has dropped by 80%).

Unfortunately, the south of Ukraine has temporarily lost its tourist appeal. Tourism in the Carpathians remains at least at the level of last year and is growing slightly. This year, tour operators plan to offer Ukrainians holidays in central Ukraine.

We believe that after our Victory, millions of tourists from all over the world will come to us. We must be ready to welcome them in a high-quality, Ukrainian-style hospitality.

After the Victory, our travel agencies will welcome tourists as warmly as they did before the war. However, after the war, the presentation of the country will change: new routes, new monuments, new stories and military names will appear.

Excursions will become less classic, and there will be more war stories to include in the memory routes. There are already many requests to include objects of the Russian-Ukrainian war in tourist routes. In order to update tourist routes in the regions, guides, tour operators and businessmen are working to develop new historical and military tour products. Currently, in Kyiv, the Tourist Board and the Kyiv Tourism Development Centre have developed a new 2-hour route called Kyiv Unconquered. This route runs from Dorohozhychi metro station to Lukianivska metro station via Babyn Yar and is in great demand.

In cooperation with the Centre for Anti-Terrorist Assistance, we are developing special tourist routes to the sites of the Russian-Ukrainian war for our soldiers who wish to visit military facilities (including equipment and weapons) and recreational sites. After the Victory, the cities with a tragic history of the war of aggression will become gateways to Ukraine.

The development of military tourism in Ukraine provides an opportunity to see first-hand the hardships that took place in Mariupol, Bucha, Borodyanka, Irpin, Kharkiv, Izyum and other cities and villages, as well as to honour the memory of certain places in Ukraine, such as Debaltseve, Chornobaivka, Zmiinyi Island and others, which can become a kind of symbol of glory.

Table 2 shows the structure of the resource infrastructure for organising military tourism in Ukraine at the current stage of the Russian-Ukrainian war (Smyrnov, 2017).

Based on the data presented in the table, it should be noted that the available potential objects of the military tourism resource base (as of the beginning of 2024) are concentrated in five regions (Donetsk, Kyiv, Kharkiv, Kherson and Odesa). We hope that the list of potential sites will be supplemented only by symbols of the death of Russian tyranny on Ukrainian soil.

The value of raising public awareness of the objects and events of Russian atrocities goes hand in hand with the social significance of declaring the eternal memory of the events of the Russian-Ukrainian war. Ukraine has a huge resource potential for the development of all types of military tourism: Numerous defensive structures of different periods, battlefields, museums of military history, monuments to fallen soldiers of different periods, monuments to famous military figures; military training grounds, military units, shooting clubs, hunting grounds, activities of patriotic organisations that organise training camps; museums of military history, monuments

of military history, monuments to famous military figures, military training grounds, military units, shooting clubs, hunting grounds, activities of patriotic organisations that organise training camps, activities of military history re-enactment clubs, numerous military history festivals (Lushchyk & Moskviak, 2021).

*Table 2. Resource base of memory tourism in Ukraine (2014-2024)*

| Region | City/Village | Landmark |
|--------|--------------|----------|
| Donetsk | Debaltseve | Debaltsiv kotel |
| Donetsk | Ilovaisk | Ilovaisk kotel |
| Donetsk | Donetsk | Battle for Donetsk airport (emergence of the cyborg phenomenon) |
| Donetsk | Slavyansk | Battles for Slavyansk |
| Donetsk | Kramatorsk | Battles for Kramatorsk, genocide of Ukrainians (attack on the railway station with a point-U missile in April 2022) |
| Donetsk | Severodonetsk | Battles for Severodonetsk |
| Donetsk | S. Pisky | Battles for the Pisky |
| Donetsk | Mariupol | The battles for Mariupol, the story of survival and rescue from Mariupol, the genocide of Ukrainians (air strike by the occupiers in the drama theater), heroism and indomitability - the feat of the defenders of Azovstal |
| Kyiv | Butcha | Buchach massacre (city of dead and burned tanks) |
| Kyiv | Borodyanka | The most ruined city of Kyiv region |
| Kyiv | Gostomel | Destruction of the Russian landing force, battles for the airport Antonov, the destruction of the Ukrainian dream (the world's largest aircraft An-225 Mriya) |
| Kyiv | Irpin | Destruction of the bridge of life |
| Kharkiv | Izyum | Mass murders of civilians by the russians |
| Kharkiv | Kharkiv | Scars of war – the results of missile strikes and shelling |
| Kherson | Chernobaivka | To see Chornobayivka and die. |
| Odesa | O. Zmeinyi | «Хто контролює Зміїни The course of world history |

However, the russian-ukrainian war made adjustments to the development of tourism in Ukraine, including military tourism. In fact, as a result of the military occupation, a large part of the country's territory was excluded from tourist destinations.

Today, tourism and excursions are prohibited in some regions of Ukraine, and there are special safety rules for travel throughout the country.

When going on an excursion trip, you should find out if there is a shelter on the route. It is also necessary to make sure that the tour operator and the guide whose services you use have developed a route taking into account the location of the bomb shelters.

When planning your trip, remember that there is a curfew in the country to maintain law and order. Usually, the curfew is from 00:00 of the same day to 05:00 of the next day.

Rafting, hiking, hiking, and sightseeing on routes near critical infrastructure, military, and strategic facilities are prohibited throughout Ukraine. Tourist facilities near the Belarusian and Russian borders are also unavailable.

A number of mountain routes, water bodies and forests in the regions are also restricted. Eastern and southern Ukraine, especially the frontline areas, are very dangerous for recreation due to the high level of hostilities. As a general rule, travel to occupied territories should be avoided.

This year, like last year, Ukrainians will have to forget about vacationing on the beaches of the Black and Azov seas. The Azov coast is completely occupied by the Russians, and the Black Sea coast is inaccessible due to the danger and threat of mines.

The central and western regions of Ukraine are relatively safe. However, even in these areas there are certain restrictions that may vary from region to region.

In Kyiv and the Kyiv region, it is forbidden to visit forests and green areas outside of populated areas. Swimming on water bodies is also prohibited. The Chernobyl region remains closed to tourists. Currently, all locations that can be restored are open in the Kyiv region, including accommodation facilities, museums and estates.

In the Cherkasy region, you can relax near water bodies, but only on those designated by the regional authorities. According to official statistics, there are 5 beaches in Cherkasy: 3 municipal and 2 private. However, it is strictly forbidden to visit forest areas.

It is forbidden to visit forests in the Poltava region. Swimming is allowed, but you can't use watercraft, except for sports events. The authorities also require coordination of the training schedule on the water, taking into account the distance of 100 meters from the bridge.

All tourist facilities in the Vinnytsia region operate as planned. However, it should be noted that some museums were closed during the war. Tourist activities are allowed on water bodies, with the exception of places with important infrastructure and border areas. Tourism in the forests of the region is prohibited. It is allowed to collect berries, mushrooms and medicinal plants in forests on the territory of Zhytomyr region, with the exception of territories located 20 kilometers from the state border between Ukraine and the Republic of Belarus, as well as territories under temporary occupation.

Excursions to the natural reserves of the region are also prohibited. Reservoirs located near important infrastructure facilities are closed, while the rest of the reservoirs can receive vacationers at any time. Of the cultural institutions in the region, only those equipped with shelters are open. Other institutions organize events online or on-site.

In the Dnipropetrovsk region, it is prohibited to swim on water bodies on small, motor, sailing, recreational vessels, sports boats and jet skis, as well as on watercraft for recreation on the water. It is also forbidden to visit the forests. Museums and theaters of the region work in accordance with the requirements of the Law of Ukraine "On the Legal Regime of Martial Law". Virtual electronic tours for active and geo-tourism have been created in the region.

In the territory of the Kirovohrad region, it is forbidden to visit forest areas and use watercraft on water bodies. It is forbidden to use motor, sports and sailing boats, as well as jet skis and other means of recreation on the water.

In Volyn, there are no restrictions on visiting exhibitions, cinemas, museums and other tourist facilities, but there are certain prohibitions on rafting on reservoirs under bridges and visiting forests near the Belarusian border.

At the same time, swimming is allowed in rivers and lakes in places of mass recreation, in particular at Lake Svityaz.

In the Lviv region, you can travel to the forests, but entering them by car is prohibited. Exceptions are only transit routes or bicycle routes through the forest. Bonfires are allowed only in designated areas. Excursions, hiking and rafting on routes near important infrastructure facilities, military and strategic facilities are prohibited. Tourist facilities are open, and swimming and sunbathing are allowed only on beaches inspected and recommended by the State Emergency Service.

In the Zakrpatsky region, you can walk in the forest, but some routes are closed to tourists. In particular, parts of the Uzhan National Park and the Carpathian Biosphere Reserve bordering other countries. In particular, Mount Pip Ivan and the Yalinsky Waterfall, located on the territory of the Tribushan Nature Conservation Research Agency, are not open to tourists. Tourist attractions such as single-engine aircraft flights are also prohibited.

In the Ivano-Frankivsk region, excursions to the mountains and forests are allowed. Jeeps, all-terrain vehicles, off-road vehicles and motorcycles are prohibited from entering the forest on the territory of the Bukovel resort.

In addition, other temporary restrictions have been approved for the Verkhven district, as well as for villages on the border territories of Zelenska and Biloberizka village councils. The ban applies, in particular, to recreational activities on the territory of communities bordering the border.

Access to forests is also allowed in the Ternopil region. All tourist facilities there are working as usual according to the approved schedule. Currently, new pedestrian and bicycle routes are being developed in the region, as well as existing ones are being improved.

Tourist information centers in Ternopil, Terebovla, Chortkiv and Zalishchyki promote local tourism products and open local tourist itineraries that include excursions, workshops and gastronomic elements.

In the Rivne region, the military administration recently allowed people to enter the forests to collect berries, but not in the entire region. Trips to the northern parts of six communities are prohibited: Loknytsia, Zarichenska, Vysotska, Milyatka, Starosilska and Berezivska.

In the Khmelnytskyi region, all tourist facilities operate as usual according to the approved schedule. It is not forbidden to visit the forests, but there are some restrictions: it is forbidden to build fires, and it is also forbidden to enter the forests for all vehicles except bicycles.

In the Chernivtsi region, all tourist facilities operate as usual according to the approved schedule, and tourists can visit them in accordance with the requirements of the Law of Ukraine "On the Legal Regime of Martial Law". There are no decisions on the prohibition of visiting forests. Tourist facilities located at a distance of more than 5 kilometers from the border zone can be visited only with the permission of the border guards.

Especially in areas unsuitable for tourism development, I would like to emphasize the great potential of settlements of Bashtansky and Snigurivskyi districts of Mykolaiv region. The natural features of the region, especially water resources (the Verevchyna River, on which the Lyubyn reservoir was built), create very attractive conditions for the development of active tourism. The surrounding landscape has significant biodiversity, which will contribute to the development of recreational tourism.

At the same time, as a result of the intense hostilities that took place in the vicinity, a number of field fortifications remained, which, if properly arranged, could also become an object of military tourism.

However, the limitations mentioned above are related to the need to clear large areas of land, dispose of unexploded shells and missiles, restore infrastructure, etc. After the Victory, we are obliged to create a network of military tourism facilities to honor the heroes who gave their lives for the freedom of the Ukrainian people, and to educate the next generation of Ukrainian patriots.

Taking into account the course of hostilities from February to August 2022, the following zoning is proposed, based on the suitability of the territory of Ukraine for military tourism:

- suitable – does not undergo large-scale shelling, does not require demining of the territory, restoration of infrastructure (Lviv, Ivano-Frankivsk, Ternopil, Volyn, Rivne, Zakarpattia, Khmelnytskyi, Chernivtsi, Vinnytsia, Zhytomyr, Cherkasy, Kirovohrad, Poltava regions);

- unusable – heavily bombarded, requiring considerable time to restore infrastructure and demining (Odesa, certain areas of Kherson, Mykolaiv, Zaporizhzhya, Dnipropetrovsk, Chernihiv, Sumy, Kharkiv, Kyiv regions);

- short-term inaccessibility (5 years) – territories with a high level of hostilities, most of which are occupied by Russian troops (Donetsk, Luhansk, Zaporizhzhya, Mykolaiv, Kherson, occupied part of Kharkiv oblast, Krim).

Russian military aggression against Ukraine caused significant changes in the Ukrainian mentality, destruction of infrastructure, numerous victims, etc. However, after the Victory of Ukraine in the liberation war, a huge potential for military tourism will be formed. After the end of the war, it will be possible to create new destinations for military tourism – battle sites, field fortifications and military cemeteries of Ukrainian soldiers.

Thus, the strategic goal of the development of military tourism is not only of purely economic importance (supporting the international image of Ukraine), but also of civilizational and humanistic importance.

Not only Ukrainians, but also the whole world should be informed about the real causes and consequences of the war. To achieve this goal, it is necessary to make joint efforts with the financial support of the Government and international technical assistance, with the participation of stakeholders and with the assistance of the State Tourism Development Agency to develop the central object of the Ukrainian military tourism potential – memory routes, which include a number of objects destroyed by the occupiers. objects that will be preserved as evidence of crimes committed by the aggressor country.

Undoubtedly, the revival of tourism should begin with the regions least affected by the war. This will form the main base for attracting tourists. In the territorial section, the dynamics

of the liberation of territories should be taken into account, and the development of tourist potential should be flexibly supported by financial and human resources.

Taking into account the experience of informatization of tourism during the pandemic, some elements of the strategy for developing the potential of military tourism can be implemented already now in electronic form. Speaking about the revival of tourism in the liberated cities, we must emphasize that all projects related to war events should primarily be a part of memorial tourism in our country.

Therefore, state bodies, the public, local authorities, and professional research centers should be maximally involved in solving the issue of ethical and economic rationality of military tourism projects (Yavorskyi M., 2017).

It is clear that it is unethical and unacceptable to place certain sights on memorial tourism routes, and it is also unacceptable to ignore the monuments of the people's heroic struggle against the Russian occupation when planning memorial tourism.

The development of memory tourism in Ukraine faces a number of challenges, among which ethical issues occupy one of the central places. The use of war zones as tourist attractions requires special attention to respect the memory of the dead and the uniqueness of such places. It is important to ensure that tourism activities do not disturb the peace of the memorial sites and do not lead to their commercialization without due respect.

Military tourism in Ukraine has significant development prospects due to its rich historical and modern military heritage (Vynnychenko & Rudnichenko, 2016). Innovative approaches to the creation of tourist products, the use of modern technologies for the visualization of combat operations, the organization of thematic tours and excursions can become an important element in strengthening national identity and increasing tourist attractiveness.

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# ANNOTATION

## Chapter 1. INNOVATIVE APPROACHES AND DIGITAL INTEGRATION IN MODERN EDUCATION: TOOLS, TECHNOLOGIES, AND PEDAGOGICAL STRATEGIES

**1.1. Khrystyna Bilynska, Iryna Ladanivska, Nataliya Shandra. EDUCATIONAL PLATFORMS IN LEARNING FOREIGN LANGUAGES IN THE IMPLEMENTATION OF BLENDED LEARNING**

The article defines the concept of blended learning which combines traditional face-to-face instruction with online learning. This study investigates the role of artificial intelligence (AI) and educational platforms in facilitating effective blended learning environments for foreign language ac-quisition. AI has introduced innovative strategies to digital learning that are much more interesting and attractive compared to traditional ones. By examining the peculiarities, benefits, and challenges of different platforms, this article aims to identify the main factors contributing to successful im-plementation and learner outcomes. Moodle platform is the main tool for foreign language learners. This article presents the analysis of listening, speaking, reading and writing activities in Moodle.

**1.2. Natalia Bobro. MOBILE APPLICATIONS IN THE CONTEXT OF TRANSFORMING THE ELECTRONIC INFORMATION AND EDUCATIONAL ENVIRONMENT OF THE UNIVERSITY INTO A CUSTOMER-ORIENTED DIGITAL ECOSYSTEM**

The integration of digital technologies into educational activities has become a modern trend, covering all levels of education, including universities. This article explores the process of transforming the electronic information and educational environment of universities into a customer-oriented digital ecosystem using mobile applications. The article analyses the role of mobile applications in improving access to educational resources, interaction between students, teachers and administration, as well as in increasing the efficiency and quality of educational services. Particular attention is paid to the introduction of intelligent information systems and artificial intelligence technologies that facilitate the automation of administrative processes, and gamification of learning and provide a personalized approach to learning. The main advantages and challenges of implementing digital ecosystems in educational institutions are highlighted.

**1.3. Alla Kozhevnikova, Peter Kozhevnykov. MODERN TEACHER'S INNOVATIVE CULTURE OF PROFESSIONAL COMMUNICATION**

The article deals with examining the essence and significance of modern teachers' innovative culture of professional communication. The authors analyzed the main components of innovative culture – culture, innovation, innovative culture, communication, professional communication. It has been proven that an important element of the conceptual foundations of a modern teachers' innovative culture of professional communication is the definition of systemic, informational, scientific, personal, cultural, activity, and subject-subject approaches that can optimize this process, make it more effective and such that meets the needs of society. The article can be useful for scientists, teachers, and educators who seek to increase the level of their professional competence and ensure a high level of the educational process.

**1.4. Yuliia Nadolska, Larysa Yepifantseva, Yevhen Topalov. THE ROLE OF PODCASTS AND ARTIFICIAL INTELLIGENCE IN THE EDUCATIONAL PROCESS OF HIGHER EDUCATION STUDENTS**

The article analyzes the impact of information and innovative technologies on the study of foreign languages, explores the potential of podcasts, which can be effectively integrated into the educational process to enhance students' listening skills in foreign language classes, improve foreign language communication, and develop critical thinking skills. The article also examines the use of artificial intelligence in classes, specifically ChatGPT, at various levels of educational activities corresponding to Bloom's Taxonomy, with provided examples.

**1.5. Oleksandr Nepsha. USE OF CASE-STADY METHOD IN TEACHING SCHOOL GEOGRAPHY COURSE IN THE CONDITIONS OF NEW UKRAINIAN SCHOOLS**

From a methodological point of view, a case is a specially prepared educational material containing a structured description of a life situation related to a problem that requires individual or group solution. The case method (or case study method, case analysis, case study) is a means of active problem-situational analysis based on learning by solving problem-situations (cases). Its main purpose is not to provide ready-made knowledge, but to develop students' ability to solve problems and find solutions on their own. According to practitioners, the effectiveness of the case method is achieved by combining innovative and traditional teaching methods. This connection contributes to the formation of normative, basic knowledge in students, which is tested and consolidated by practice, search, discussion and ensures the development of a set of analytical, creative, social, and communication skills.

**1.6. Noorsidi Aizuddin Mat Noor, Farhana Diana Deris. INTEGRATING SMART LEARNING ENVIRONMENTS: THE EFFECTS OF REAL ESTATE DEVELOPMENT ON SECONDARY EDUCATION STRUCTURES IN MALAYSIA**

This research seeks to establish the effects of smart real estate on the creation of efficient secondary education infrastructure in Malaysia. The study, that included 150 questionnaires and interviews with school administrators teachers and developers highlighted institutions that incorporated smart technologies like the interactive white boards, efficient energy system enhance student attention, academic performance and efficiency and decreased expenses. But these technologies could not be implemented in the rural schools as there were no proper facilities and financial resources to invest. The study's implication is the need for collaboration with a view to fostering organizational relationships between government departments, schools, and property developers to make available relevant modern-day learning facilities. The study also recommends the need to provide solutions on the policies that widen the rural-urban income gap and more emphasis on eliminating infrastructural barriers in the rural regions. The findings are beneficial for those involved in policy-making and development of new learning institutions and upgrading schools in Malaysia.

**1.7. Alla Palii, Tetiana Yelchaninova, Valentyna Habryk. PSYCHOLOGICAL AND PEDAGOGICAL ASPECTS OF THE ORGANIZATION OF PEDAGOGICAL INTERACTION IN THE VOCATIONAL TRAINING SYSTEM**

The article examines the psychological and pedagogical aspects of the organization of pedagogical interaction in the process of professional training. The essence of the concept of "pedagogical interaction" as a process of mutual influence of the participants of the educational process, which involves their mutual conditioning by common tasks, interests, joint activities and mutually oriented reactions, is clarified. The psychological and pedagogical requirements for the organization of interactive interaction are defined. In the characteristics of the content of the psychological foundations of pedagogical interaction of the subjects of the educational process, its main principles are defined. The role of communication in the process of organizing interaction is specified.

**1.8. Olena Tkachuk, Soslan Adyrkhaiev, Lyudmyla Adyrkhaieva. ORGANIZATION OF INCLUSIVE PHYSICAL EDUCATION IN THE EDUCATIONAL PROCESS: CHALLENGES AND PROSPECTS**

The integration of physical education into the educational process has long been recognized as a vital component of holistic development. However, ensuring that physical education is inclusive, accessible and beneficial to all learners, regardless of ability, presents significant challenges. The research identifies the obstacles encountered during the organization of inclusive physical education, and substantiates possible strategies for overcoming them, contributing to the creation of a fairer and more favorable educational environment. The purpose of the study is a comprehensive analysis of the state of organization of inclusive physical education in the educational process. Achieving the specified goal is focused on conducting a review of the domestic and foreign experience of organizing inclusive physical education in the educational process, conducting an analysis of the normative and legal framework that regulates the issue of inclusive education in Ukraine; analysis of potential benefits and opportunities associated with inclusive physical education and potential ways of improvement.

**1.9. Volodymyr Tovstohan, Oksana Patlaichuk, Yevhen Kozlov. INFORMATIZATION AND DIGITALIZATION AS MEANS OF IMPROVING THE QUALITY OF THE EDUCATIONAL PROCESS OF THE INSTITUTION OF HIGHER EDUCATION**

The article analyzes the key theoretical and methodological aspects of the transition from traditional pedagogy to a digital model of education by organizing the educational process with the use of modern information, communication and digital technologies. The essence of the concepts "technology", "technologicalization", "innovation", "innovative activity" has been clarified. The current tasks of informatization of education were defined and the essence of digitization was clarified, which is defined as a fundamentally new format of the educational environment, based on digital technologies, which provide convenient and accessible services and platforms for more effective interaction of all participants in the educational process, increasing its transparency, and developing digital skills.

**1.10. Andrii Trihub, Lyubov Kibenko, Olha Ilishova. MODERN ASPECTS OF TECHNOLOGICAL SUPPORT OF DISTANCE EDUCATION**

The article considers distance education as one of the most effective in the field of higher education, emphasizes the problem of using interactive technologies in the distance education process, analyzes its advantages and disadvantages. Ways to increase the effectiveness of the introduction of distance learning technologies into the process of professional training are substantiated (the use of various types of software for distance learning technologies is analyzed). The essence of e-learning, which is characterized by the interactivity of the interaction between the teacher and the student, as well as the individualization of learning, has been specified. It has been proven that distance learning at the current stage is transformed into a new form of obtaining education in accordance with the level of development of equipment and technologies with the provision of high-quality organization of the educational process.

**1.11. Vanda Vyshkivska, Yevhen Prokofiev, Iryna Briukhovetska. DESIGN AND MODELING IN THE PROFESSIONAL COMPETENCE FORMATION SYSTEM OF THE FUTURE SPECIALIST**

The article updates the problem of modernizing the modern system of professional training, focused on the competence approach, on the informatization and technology of the educational process, on the development of the personal potential of the future specialist. The essence of the concepts "professional competence", "pedagogical technology", "design", "modeling" is specified and their relationship is substantiated. It has been proven that the formation of professional competence should be carried out on the basis of design and modeling processes with the active use of innovative, interactive and integrative educational technologies, which will ensure the structural logic of the educational process and scientifically balanced transformation of the content and goals of education with the mandatory entry of students into real educational and practical space of professional activity.

**1.12. Tetiana Zenchenko, Iryna Kopytko, Anastasiia Burakova. PREPARATION OF FUTURE PRIMARY SCHOOL TEACHERS FOR THE FORMATION OF STUDENTS' COMMUNICATIVE COMPETENCE IN THE CONTEXT OF IMPROVING THE QUALITY OF DISTANCE LEARNING**

The article examines the current state of the problem of improving the quality of primary education, in particular its linguistic and literary component, the preparation of future primary school teachers for the formation of communicative competence with the help of innovative technologies in the conditions of distance (and mixed) learning. An analysis of the methodological foundations of the use of electronic linguodidactics, the possibilities of computer training, the use of monologue and dialogical communication of students in social networks is carried out. This contributes to the creation of an innovative educational environment that serves as a source of information, a platform for interactive communication and a platform for the personal development of the language personality. Modern computer educational games are characterized as an important tool for increasing motivation to study the linguistic and literary educational field, providing an innovative approach and improving the quality of language and communicative training of students, revealing their creative potential and creative thinking.

**Chapter 2. INNOVATIONS AND EMERGING TECHNOLOGIES IN GLOBAL ENTREPRENEURSHIP, TOURISM, AND FINANCE**

**2.1. Iryna Anhelko. INNOVATIVE ENTREPRENEURSHIP AS A PROGRESSIVE FORM OF ECONOMIC DEVELOPMENT**

In modern business conditions, innovative entrepreneurship is a key component of the modern economy that ensures its dynamic development and competitiveness. It is aimed at the creation and introduction of new products, services, technologies and business models, which allows enterprises to adapt to rapidly changing market conditions. Through innovation, businesses can not only meet the growing needs of consumers, but also create new markets and industries, contributing to overall economic growth.

**2.2. Iryna Arsenenko, Olena Arabadji, Iryna Donetc. MODERN CHALLENGES AND INNOVATIVE ASPECTS OF INTERNATIONAL TOURISM DEVELOPMENT IN TOURIST MACRO-REGIONS OF THE WORLD**

The purpose of the study is to analyze the current challenges and problems of international tourism development, as well as to identify innovative aspects of its gradual recovery in the world's tourist macro-regions.

The main current challenges that hinder the development of international tourism are: the COVID-19 pandemic, political instability and terrorism, wars and armed conflicts, the economic crisis, rising prices for tourism services, transportation services, organization of accommodation, catering and creative industries, environmental issues, etc.

The study characterizes the priority, strategic directions of development of international tourism, provided that innovative technologies are introduced into the functional activities of tourism industry enterprises, new types and forms of organization of tourism activities within the tourist macro-regions of the world.

### 2.3. Iryna Farynovych. PERSONNEL POLICY AS A TOOL FOR MANAGING THE MOTIVATIONAL COMPONENT OF MEDICAL PERSONNEL

The essence and principles of personnel policy of health care institutions investigated. Recommendations for the formation of an effective personnel policy of a medical institution are considered. It is determined that an important tool of personnel policy is to stimulate the work of medical workers through a system of motivation. The motivational mechanism of stimulation of work of medical workers is considered. The mechanism consists in the formation of a system of incentives for the effective work of medical workers through tools: bonuses to the official salary and bonuses. The award of medical workers based on an integral indicator of the level of quality of medical care. The proposed scale of premium for quality medical care.

### 2.4. Tetiana Khrystova, Vladyslav Pyurko, Dmytro Khrystovoi. INFORMATION FOCUS ON STUDENT YOUTH HEALTH

The health level of young people studying at different educational institutions under the educational process conditions has been analyzed. It has been found out that influence of unfavorable social-hygienic factors during the education period results in negative tendencies in students' health. Core factors of noninfectious diseases rate are over-nutrition, low physical activity, neuro-emotional stress, bad habits. The comprehensive rehabilitation program is proposed. It includes such components as units of diagnostic and organizational measures, informational and preventive measures, treatment and correctional activities, effectiveness evaluation of the taken actions. The program implementation will make it possible to improve the students health level, form firm healthy lifestyle motivation.

### 2.5. Lev Kloba, Nazar Dobosh. INVESTMENT BANKING IN THE SECURITIES MARKET

The authors of the article discuss the role of the bank investment activity. It aims to attract and utilize financial resources to generate profit and meet client needs for investment funding. Key participation forms include investing bank funds and managing client investments in securities. Prioritizing securities operations can enhance efficiency by activating internal reserves and attracting external resources. In Ukraine, banks seek to maximize profitability while minimizing risks, focusing on high-yield corporate securities. The development of the securities market encourages banks to diversify income sources and improve financial conditions. Future research should address strategies for increasing the share of securities in bank assets, reducing investment risks, and fostering innovation in banking investment products.

### 2.6. Olha Kryshevych, Serhii Zadnichenko. CRYPTOCURRENCY AS A COMPONENT OF THE SUBJECT MATTER OF CRIMINAL OFFENCES AGAINST PROPERTY AND IN THE FIELD OF OFFICIAL ACTIVITY AND PROFESSIONAL ACTIVITY RELATED TO THE PROVISION OF PUBLIC SERVICES

According to the Ministry of Digital Transformation of Ukraine, our country is a leader in the use of virtual assets among the population; the Ukrainian blockchain community is one of the largest in the world and is among the top 3. Cryptoassets are not a means of payment in Ukraine, but transactions with them are not prohibited and you can buy cryptoassets on specialised platforms – trade them on Ukrainian and foreign crypto exchanges, or use them as an investment instrument. Today, virtual currency is beginning to serve as a means of accumulation, a means of preserving assets, a kind of 'digital gold'. According to the coinbase.cap exchange, more than 2408 types of cryptocurrencies were registered in the world at the beginning of 2024, and according to the bitfinex exchange, the btc / usd exchange rate is more than 7932. According to Coinmap, in Ukraine, cryptocurrency can be used to pay for goods or services in some online stores, hotels and cafes, with about fifty such places in Kyiv, although many do not advertise the possibility of paying with cryptocurrency because

it cannot be legally processed through accounting. Large companies are paying attention to virtual money, for example, Tesla has purchased $1.5 billion worth of bitcoins and allowed them to be accepted as a form of payment for car sales, software developer MicroStrategy, which already owns 9,006 bitcoins, is also buying cryptocurrency, and Square has transferred about 5 per cent of its assets to cryptocurrency. Some banks and payment systems are starting to work with cryptocurrencies, including the US operations of Bank of New York Mellon, and the PayPal payment system is also joining the game. The advantage of cryptocurrencies is that neither the state nor anyone else can take away digital money, such as that in a wallet, safe at home, or on deposit in a bank. In today's world, digital technologies have become an integral part of human life, but legal aspects are not keeping pace with the emergence of new items, technological solutions or virtual currencies, and difficulties arise at the legislative level, as the legal status of this phenomenon is not defined. At present, the Law of Ukraine 'On Prevention of Corruption' includes cryptocurrency in the list of intangible assets subject to mandatory declaration by the declaring entities along with trademark rights and copyright. In addition, questions have arisen regarding the criminal law qualification of acts related to the circulation of cryptocurrencies, and in the current environment, cryptocurrencies act, on the one hand, as a means or object of criminal offences.

## 2.7. Andrii Lagun, Nataliia Kukharska. DEVELOPMENT CLIENT SERVER MONITORING INFORMATION SYSTEMS FOR THE RADIATION POLLUTION ANALYSIS

This monograph studies information systems for environmental monitoring for the analysis of radiation pollution. The authors analyze the principles of construction of environmental monitoring systems to control air quality, water and soil conditions, biodiversity indicators, and the radiation situation to improve the quality of society's life. We define the peculiarities of radiation contamination measurements and methods of their monitoring within a specific region. Emphasis is placed on the use of modern information technologies to construct radiological monitoring systems, in particular, are identified technologies and software for creating client and server parts of web-based systems.

## 2.8. Tetiana Lysiuk, Yurii Biletskyi. MEMORY TOURISM – AN INNOVATIVE VECTOR OF DEVELOPMENT IN UKRAINE

Memory tourism or military tourism is an innovative trend in Ukraine's tourism industry that involves visiting places associated with significant historical events and monuments. This type of tourism is aimed at preserving cultural and historical heritage, shaping national identity, and drawing attention to important aspects of history. The development of memory tourism contributes not only to the enrichment of tourism products, but also to the economic growth of regions with significant memorial potential. The article discusses key aspects and prospects for the development of memory tourism in Ukraine, as well as its impact on society and the economy.

## 2.9. Olena Lytvyn, Andrii Onyshchenko. ARTIFICIAL INTELLIGENCE TOOLS AND APPLICATIONS FOR FINANCIAL SERVICES IN BANKING SPHERE

Artificial intelligence is an important element of the digitalization of financial services in banking sphere. Nowadays the use of artificial intelligence is a significant advantage for banks. AI allows them to meet modern standards by offering intelligent service solutions that can be easily integrated into a single system. This research article explores the AI tools for financial services in banking and importance of AI strategies and innovations in the banks. We also provide a comprehensive and detailed bibliometric workflow on publications in the field of AI and discuss cases of successful integration of artificial intelligence in Ukrainian banks. These include optimizing the loan portfolio by analyzing clients' behavioral factors, developing personalized financial products, and monitoring their transactions to improve cybersecurity.

## 2.10. Leonid Taraniuk, Renata Korsakiene, Karina Taraniuk. RESEARCH OF MARKETING INNOVATIONS OF COUNTRIES IN THE CONTEXT OF THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS

The main objective of the research is to assess the marketing of innovations by business entities in various countries in the context of implementing the Sustainable Development Goals. In this scientific study, a bibliometric analysis of scholarly works on the marketing of innovations by companies within the sustainable business system was conducted. The study highlighted the key positive and negative factors that influence the effectiveness of marketing activities for innovative products within the sustainable business framework. An analysis of the competitiveness of the components of innovation marketing in countries with developed and developing economic systems was carried out to identify the leaders and laggards. Ranges of the integral indicator of the competitiveness level of the innovation marketing components in different countries under the conditions of achieving the Sustainable Development Goals were established.

## 2.11. Valentyna Yuskovych-Zhukovska, Oleg Bogut. FEATURES OF USING ARTIFICIAL INTELLIGENCE TO ENHANCE THE QUALIFICATIONS OF WEB DEVELOPERS

The modern development of artificial intelligence (AI) demonstrates significant potential across virtually all areas of human activity. It is anticipated that shortly, AI will automate and surpass human cognitive abilities, potentially replacing certain job positions. Already today, AI can compete with human decision-making processes. In IT companies, AI functions assist in enhancing the qualifications of web developers by evaluating their soft and hard skills. Future programmers, specifically those pursuing the first (bachelor's) level of higher education, have the opportunity to rapidly master the process of developing and testing websites and web applications with the help of an intelligent system developed by the authors. Professional web developers can also use this system to enhance their qualifications and advance to a new, higher level.

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