

**BUILDING THE
FUTURE OF TOURISM**

**VOL
01**

FUTURE TOURISM TRENDS

**TOURISM IN THE
CHANGING WORLD**

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Future Tourism Trends Volume 1: Tourism in the Changing World

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Chapter 16

How Does the Russia–Ukraine War Pave the Way to Diaspora Tourism in Ukraine?

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Learning Objectives

After reading and studying this chapter, you should be able to:

- understand the meaning of diaspora and how it manifests as a type of tourism;
- be familiar with the definition and characteristics of diaspora tourism;
- be aware of the impact of the Russia–Ukraine war on Ukrainian tourism;
- know how the Russia–Ukraine war paves the way for diaspora tourism in Ukraine.

Abstract

Diaspora tourism primarily refers to various population groups, including migrants, foreign workers, political refugees, ethnic and religious minorities and overseas communities living away from their ancestral homeland for various reasons. Throughout history, people have been forced to leave their original homeland due to various factors ranging from economic crises to natural and human-made tragedies, including war. The 24 February 2022 unjustified and unprovoked Russia's war of aggression against Ukraine, which started on the heels of the two-year COVID-19 pandemic, has resulted in massive and terrible consequences for many domains of political, economic and social life. The Russian invasion of Ukraine has generated the largest historical migration flows at a scale unforeseen in Europe since World War II.

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Since Russia invaded Ukraine, at least 12 million people have been displaced from their homes, according to the United Nations. The unprecedented influx of the Ukrainian people raises concerns about future developments, issues and challenges associated with Ukrainians' presence in other countries, particularly neighbouring ones. Therefore, this chapter analyses the possibility of diaspora tourism for Ukrainians shortly by utilising a critical approach when the situation stabilises in Ukraine. To begin with, this chapter first explains diaspora tourism with its definition and characteristics. Furthermore, it reviews the literature on the Russia–Ukraine war and its impact on Ukrainian tourism. In conclusion, it discusses the new Ukrainian diaspora wave soon.

Keywords: Diaspora; diaspora tourism; Russia–Ukraine war; impact of war on tourism; Russia; Ukraine

Introduction

International tourism began to develop on a massive scale in the twentieth century and gained the fastest growth rates, mainly in countries where appropriate economic and organisational conditions were created. At the same time, favourable factors led to the leadership of specific regions and countries in global tourism, and conversely, undesirable factors reduced the tourist flow. In addition to internal factors (market conditions, market segmentation, advertising, human resources, seasonality, etc.), tourism development is also influenced by external factors (geopolitical, economic, socio-demographic, scientific and technical), among which we should pay attention to geopolitical factors (political upheavals, terrorist attacks, military conflicts) which affect the dynamics and distribution of tourist flows (Barvinok, 2022a). An example of such a damaging process is the Russia–Ukraine war which affected the development of tourism in Ukraine and stopped it.

From 2000 to 2014, Ukraine has been steadily increasing its tourism activities while not fully utilising its tourism and recreational potential, and the number of tourist flows has been increasing annually (Quirini-Popławski et al., 2022). However, geopolitical factors – the beginning of the Russia–Ukraine war in 2014 (Romanova, 2018), the COVID-19 pandemic in 2020 (Rutynskyi & Kushniruk, 2020), and since 2022 the outbreak of a full-scale war and hostilities – have hindered this development, leading to a decrease and, in some regions, the disappearance of tourist flows (Bashchak, 2022). Since 24 February 2022, Russia's armed aggression in Ukraine has been ongoing, resulting in substantial human losses and significant damage to infrastructure and economic sectors, including tourism. The war devastated the tourism industry, disrupted financial, energy and food markets, and caused rampant inflation. As a result, tourism in central, eastern and southern Ukraine has completely stopped. Instead of developing domestic tourism in Ukraine, millions of people have migrated, and massive departures of Ukrainian citizens abroad are unrelated to tourism (Motsa et al., 2022).

After the war, Ukraine has a big chance to restore its tourism potential by attracting foreign investment and opening new destinations, cultural monuments