





# **POST-WAR DEVELOPMENT OF ETHNOGRAPHIC TOURISM IN UKRAINE: PROSPECTS AND MECHANISMS OF RECOVERY**

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Ethnographic tourism is a type of tourism that has similar features to cultural tourism, the objects of which are often the same. And the main goal of this type of tourism is to learn about the ethnic groups cultural heritage of the population, the visited area.






# **PROSPECTS FOR THE DEVELOPMENT OF ETHNOGRAPHIC TOURISM**

- increasing the interest in Ukrainian culture;
  - the ethnographic tourism potential of the territories (tangible and intangible resources);
  - one of the priority areas of the tourist industry development in Ukraine.
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# **MECHANISMS OF RECOVERY OF ETHNOGRAPHIC TOURISM**

- a study of the countries' experience that survived the war;
  - development and implementation of programs (both state and international) of support for subjects of the tourism sector;
  - effective use of national tourism policy and regional development opportunities;
  - formation of Ukraine's competitive advantage;
  - creation and promotion of unique Ukrainian brands.
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**THANK YOU FOR YOUR  
ATTENTION!**

