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## UKRAINE IN THE GLOBAL TOURISM SPACE: ANALYSIS OF INTERNATIONAL COOPERATION AND ADAPTATION TO EUROPEAN UNION STANDARDS

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**INTRODUCTION AND RESEARCH OBJECTIVE.** At the current stage of development of international relations and economic globalization, the concept of international cooperation in the tourism sector, integration into the European tourism space, and adaptation of national legislation to European Union standards are critically important for ensuring the competitiveness of the national tourism industry. Factors necessitating the deepening of international tourism cooperation include the globalization of tourist flows, the need to harmonize legal standards for tourist rights protection, implementation of unified quality systems for tourism services, as well as the transformation of international cooperation priorities under conditions of full-scale war. International cooperation and European integration play a crucial role in the development of the national tourism industry and in achieving the objectives of tourism enterprises. Under martial law conditions, international cooperation acquires special significance as an instrument for preserving Ukraine's tourism potential, attracting international support for infrastructure restoration, and promoting the concept of tourism as a peacebuilding instrument. The aforementioned outlines the relevance of this research and reflects the objective of this article as a comprehensive analysis of the mechanisms and forms of Ukraine's international cooperation in the tourism sector within the context of European integration processes and determination of prospects for adapting national legislation to European Union standards.

**RESEARCH METHODS.** The article employed the following scientific general economic methods: the method of systemic analysis, the method of comparative (legal-comparative) analysis, the formal-legal method, the method of generalization, and the statistical method.

**RESULTS.** It has been established that Ukraine is consistently integrating into the international tourism space through participation in the World Tourism Organization (UNWTO) (since 1997) and the European Travel Commission (ETC) (since 2022), with the election as chair of the UNWTO European Commission in 2023–2025 demonstrating growing international recognition. The normative-legal framework of international cooperation has been analyzed, which is based on the Law of Ukraine "On Tourism" and establishes a comprehensive mechanism for regulating the activities of foreign tour operators through mandatory creation of local representative offices. Progress has been identified in adapting Ukrainian legislation to Directive (EU) 2015/2302 of the European Parliament and of the

Council of 25 November 2015 on package travel and linked travel arrangements through harmonization of requirements for informing tourists and a system of financial responsibility guarantees (minimum €20,000 for tour operators), however a critical problem has also been identified in implementing European standards for hotel classification: as of 2025, only 220 facilities (less than 10%) have Hotel Stars Union certification. The strategic significance of integration into the European Union Single Market Programme and the Ukraine Facility financial mechanism (€50 billion for 2024–2027) for tourism infrastructure modernization has been confirmed, and transformation of international cooperation priorities under conditions of full-scale war has been identified – from infrastructure development to cultural heritage preservation and promotion of the concept of tourism as a peacebuilding instrument.

**CONCLUSIONS.** Ukraine's international cooperation in the tourism sector is implemented through diversified mechanisms of institutional integration (UNWTO, ETC), normative-legal regulation, and adaptation to European standards, which provides a platform for promoting national interests and exchanging experience with the international community. The legislative framework creates a balanced mechanism for protecting the national tourism market through regulation of foreign operators' activities while maintaining openness to international cooperation, with the harmonization process with European Union norms demonstrating progress in the sphere of tourist rights protection and financial guarantees, however the problem of slow implementation of European hotel classification standards remains due to outdated normative framework. Participation in European Union financial support programs (Single Market Programme, Ukraine Facility) opens opportunities for industry modernization and investment attraction, while the full-scale war has dramatically changed the priorities of international tourism cooperation, reorienting them toward cultural heritage preservation and preparation for post-war recovery, yet European integration processes continue to deepen even under martial law conditions.

**KEYWORDS:** international cooperation in tourism, European integration, United Nations World Tourism Organization, European Travel Commission, legislative adaptation, tourist rights protection, Hotel Stars Union, Association Agreement, tourism policy.

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## УКРАЇНА У ГЛОБАЛЬНОМУ ТУРИСТИЧНОМУ ПРОСТОРІ: АНАЛІЗ МІЖНАРОДНОГО СПІВПРАЦІ ТА АДАПТАЦІЇ ДО СТАНДАРТІВ ЄВРОПЕЙСЬКОГО СОЮЗУ

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**ВСТУП І МЕТА ДОСЛІДЖЕННЯ.** На сучасному етапі розвитку міжнародних відносин та глобалізації економіки концепція міжнародної співпраці у туристичній сфері, інтеграція до європейського туристичного простору та адаптація національного законодавства до стандартів Європейського Союзу є критично важливими для забезпечення конкурентоспроможності національної туристичної галузі. До факторів, що викликають необхідність поглиблення міжнародного туристичного співробітництва, необхідно віднести глобалізацію туристичних потоків, необхідність гармонізації правових стандартів захисту прав туристів, впровадження єдиних систем якості туристичних послуг, а також трансформацію пріоритетів міжнародної співпраці в умовах повномасштабної війни. Міжнародна співпраця та євроінтеграція відіграють найважливішу роль у розвитку національної туристичної галузі та у досягненні цілей діяльності туристичних підприємств. В умовах воєнного стану міжнародна співпраця набуває особливого значення як інструмент збереження туристичного потенціалу України, залучення міжнародної підтримки для відновлення інфраструктури та просування концепції туризму як інструменту миротворення. Вищезазначене окреслює актуальність даного дослідження та відображає мету даної статті як комплексний аналіз механізмів та форм міжнародної співпраці України у туристичній сфері в контексті євроінтеграційних процесів та визначення перспектив адаптації національного законодавства до стандартів Європейського Союзу.

**МЕТОДИ ДОСЛІДЖЕННЯ.** У статті було використано такі наукові загальноекономічні методи як: метод системного аналізу, метод компаративного (порівняльно-правового) аналізу, формально-юридичний метод, метод узагальнення та статистичний метод.

**РЕЗУЛЬТАТИ.** Встановлено, що Україна постійно інтегрується до міжнародного туристичного простору через участь у Всесвітній туристській організації Організації Об'єднаних Націй (ЮНВТО) (з 1997 року) та Європейській туристичній комісії (ЄТК) (з 2022 року), при цьому обрання головуючою у Європейській Комісії Всесвітньої туристської організації Організації Об'єднаних Націй у 2023–2025 роках засвідчує зростання міжнародного визнання. Проаналізовано нормативно-правову базу міжнародного співробітництва, що ґрунтуються на Законі України «Про туризм» та встановлює комплексний механізм регулювання діяльності іноземних туристичних операторів через обов'язкове створення локальних представництв. Виявлено прогрес у адаптації українського законодавства

до Директиви (ЄС) 2015/2302 Європейського Парламенту і Ради від 25 листопада 2015 року про пакетні туристичні поїздки та пов'язані туристичні послуги через гармонізацію вимог щодо інформування туристів та систему фінансового забезпечення відповідальності (мінімум €20 000 для туроператорів), проте також встановлено критичну проблему впровадження європейських стандартів категоризації готельних закладів: станом на 2025 рік лише 220 об'єктів (менше 10%) мають сертифікацію Hotel Stars Union. Підтверджено стратегічне значення інтеграції до Програми єдиного ринку Європейського Союзу та фінансового механізму Ukraine Facility (€50 млрд на 2024–2027 роки) для модернізації туристичної інфраструктури, а також виявлено трансформацію пріоритетів міжнародного співробітництва в умовах повномасштабної агресії – від розбудови інфраструктури до збереження культурної спадщини та просування концепції туризму як інструменту миротворення.

**ВИСНОВКИ.** Міжнародна співпраця України у туристичній сфері реалізується через диверсифіковані механізми інституційної інтеграції (ЮНВТО, ЄТК), нормативно-правового регулювання та адаптації до європейських стандартів, що забезпечує платформу для просування національних інтересів та обміну досвідом з міжнародною спільнотою. Законодавча база створює збалансований механізм захисту національного туристичного ринку через регулювання діяльності іноземних операторів при збереженні відкритості для міжнародної співпраці, при цьому процес гармонізації з нормами Європейського Союзу демонструє прогрес у сфері захисту прав туристів та фінансових гарантій, проте залишається проблема повільного впровадження європейських стандартів категоризації готельних закладів через застарілість нормативної бази. Участь у програмах фінансової підтримки Європейського Союзу (Програма єдиного ринку, Ukraine Facility) відкриває можливості для модернізації галузі та залучення інвестицій, водночас повномасштабна війна кардинально змінила пріоритети міжнародного туристичного співробітництва, переорієнтувавши їх на збереження культурної спадщини та підготовку до післявоєнного відновлення, проте євроінтеграційні процеси продовжують поглиблюватися навіть в умовах воєнного стану.

**КЛЮЧОВІ СЛОВА:** міжнародна співпраця у туризмі, євроінтеграція, Всесвітня туристська організація Організації Об'єднаних Націй, Європейська туристична комісія, адаптація законодавства, захист прав туристів, Hotel Stars Union, Угода про асоціацію, туристична політика.

**Problem Statement.** The article analyzes Ukraine's international cooperation in the tourism sector through the prism of membership in international tourism organizations, as well as European integration processes. Ukraine's participation in the United Nations World Tourism Organization (UNWTO) and the European Travel Commission has been examined, emphasizing the strategic significance of Ukraine's chairmanship of the United Nations World Tourism Organization European Commission in 2023–2025. The legal foundations of foreign tour operators' activities on Ukrainian territory and mechanisms for protecting the national tourism market have been characterized. Particular attention has been devoted to the processes of adapting Ukrainian tourism legislation to European Union norms in the context of the Association Agreement between Ukraine, of the one part, and the European Union, the European Atomic Energy Community and their Member States, of the other part, specifically the harmonization of the tourist rights protection system in accordance with Directive (EU) 2015/2302 of the European Parliament and of the Council of 25 November 2015 on package travel and linked travel arrangements, implementation of European hotel classification standards through integration into Hotel Stars Union, as well as Ukraine's participation in the European Union Single Market Programme. The challenges and prospects for developing international tourism cooperation under martial law conditions have been examined, including the transformation of international cooperation priorities following the outbreak of full-scale aggression by the Russian Federation, with emphasis on restoring tourism infrastructure and attracting international support for reconstruction of cultural heritage sites.

**Presentation of the Main Material.** The Ukrainian scholarly community demonstrates significant interest in researching international cooperation and European integration processes (including the adaptation of Ukrainian legislation to European and international standards) in the tourism industry. Domestic scholars investigate the impact of the Russian Federation's full-scale invasion on Ukrainian tourism within the context of international cooperation and how the armed aggression by the Russian Federation influences the formation of Ukraine's new image on the international stage.

O. Dolynska, I. Shorobura and O. Binytska emphasize that in a globalized world, isolated development of the national tourism industry without international cooperation is impossible (Dolynska, Shorobura and Binytska, 2024). O.H. Chyrva and O.V. Lytvyn examine international cooperation in tourism as a specific instrument for regulating global tourism activity, emphasizing that the tourism industry as an important economic sphere acts as a catalyst for international cooperation and integration processes (Chyrva & Lytvyn, 2020).

H. Chepudra, O. Starynets and O. Shestel focus attention on the fact that countries need to consider international tourism development trends, and for Ukraine, as a country directing its development toward the European Union, it is necessary to clearly and consistently implement the European model of tourism sector regulation (Chepudra, Starynets & Shestel, 2024). N. Barvinok emphasizes that the most significant challenge for international tourism development in Ukraine is the full-scale armed aggression by the Russian Federation (Barvinok, 2022). At the same time, N. Habchak in her research (Habchak, 2025) argues that the tourism industry is capable of becoming one of the key factors in Ukraine's post-war recovery and its integration into the European socioeconomic and cultural environment.

The Ukrainian state demonstrates active integration and consistently implements comprehensive measures to deepen integration processes in the international tourism space through engagement in the activities of specialized organizations and conclusion of bilateral and multilateral international legal agreements. The normative-legal foundations of international cooperation in the tourism sector are defined by Article 35 of the Law of Ukraine "On Tourism" (hereinafter – the Law "On Tourism"), which directly establishes that the legal basis for international cooperation in this industry consists of international treaties of Ukraine concluded in accordance with the provisions of the Law of Ukraine "On International Treaties of Ukraine". The state purposefully promotes the expansion and strengthening of such international cooperation, guided by "the principles and norms developed by the United Nations World Tourism Organization (UNWTO)" (hereinafter – UNWTO) (Law of Ukraine "On Tourism", 1995).

It is worth emphasizing that the UNWTO is the only specialized agency within the United Nations system framework that carried out the cancellation of the Russian Federation's membership in 2022 (SATD, n.d.a).

In recent years, cooperation between Ukraine and the UNWTO has reached a qualitatively new level, and Ukraine's status in this organization has significantly increased. In June 2023, during the 68th meeting of the UNWTO European Commission, which took place in Sofia, Bulgaria, Ukraine was elected for the first time as chair of this body, which undoubtedly opened new horizons for Ukraine for cooperation with countries of the European continent and the global community at a professional international level in the tourism industry (MCTDU, 2023). In June 2025, Ukraine presented the final results and achievements of its chairmanship period during the 71st meeting of the UNWTO European Commission: attracting international support, promoting the concept of tourism as a peacebuilding instrument, restoring the tourism industry, as well as emphasizing the latest trends: artificial intelligence integration,

attracting investment resources, and challenges related to climate change (UN Tourism, 2025).

The presented results demonstrate Ukraine's focus on the military conflict as a global threat posing danger to the entire European continent (its consequences, ways to minimize negative impact, particularly in the tourism sector), on building Ukraine's positive image (popularizing the concept of tourism as a peacebuilding instrument will facilitate promoting Ukrainian experience as a universal solution on the international stage), as well as on current trends and needs of the tourism industry (such as artificial intelligence, inclusivity, climate change, etc.).

In 2021, the State Agency for Tourism Development of Ukraine (hereinafter – SATD) initiated the procedure for joining the European Travel Commission (hereinafter – ETC) – an international organization that unites national tourism organizations of European countries with the aim of promoting Europe as an attractive tourism destination to increase the competitiveness of European tourism on a global scale. In May 2022, SATD received an official invitation from the ETC to acquire membership status in the organization. During the General Assembly, ETC members – heads of national tourism organizations of European states – expressed full solidarity with Ukraine – a decision was made to begin the procedure for granting SATD membership for at least a three-year period on a complimentary basis (SATD, n.d.b). This decision provided SATD (which is the sole official state-level body implementing state policy in the tourism sector) with the opportunity to use the full spectrum of the organization's resources, deepening integration into the European community.

In November 2022 in Prague, within the framework of the European Tourism Forum, an ETC meeting took place at which SATD was present for the first time in the role of a new organization member. Present members exchanged experience with Ukrainian partners and showed interest in how the Ukrainian tourism sector overcomes challenges related to the full-scale invasion; they analyzed how the armed conflict in Ukraine affects the tourism industry of the European continent; they identified two main priorities: refusal to accept russian tourists and marketing measures aimed at popularizing Europe as a tourism destination in new markets (SATD, n.d.c). Such results from the first meeting of ETC members with participation of the new representative from Ukraine – SATD – demonstrate a high level of interest from European partners in Ukrainian experience in overcoming crisis situations caused by armed aggression by the russian federation, including challenges and responses in the tourism industry.

In November 2024, the ETC by unanimous decision of members at the General Assembly, which took place in Luxembourg, extended SATD's membership in the organization on a complimentary basis for another three-year

period, meaning until 2028. This step is strategically important for the development of Ukrainian tourism on the international stage, since membership in the ETC also provides the opportunity to track all trends in behavior and preferences of modern tourists, which contributes to bringing Ukrainian destinations to a new global level of competitiveness, even under martial law conditions (SATD, n.d.d).

With the aim of expanding international cooperation, strengthening Ukraine's positions in the global tourism market, and effectively utilizing its tourism resources, certain powers regarding representation of Ukraine's interests in the tourism sector beyond the country's borders are assigned to its trade representative offices (Article 36 of the Law of Ukraine "On Tourism", 1995). The Law "On Tourism" also provides for the possibility of opening tourism representative offices of Ukraine in other states through submission by the central executive body ensuring formation of state policy in the sphere of tourism and resorts to the Cabinet of Ministers of Ukraine of a proposal to create such a tourism representative office (Law of Ukraine, 1995). Ukrainian legislation contains normative requirements also for foreign subjects of the tourism market (Article 37 of the Law of Ukraine "On Tourism", 1995). Foreign legal entities and individuals may conduct tour operator or travel agent activities exclusively through establishment of an enterprise in accordance with Ukrainian legislation and obtaining a license for conducting tour operator activities in Ukraine (Law of Ukraine, 1995). This means that a foreign tour operator does not have the right to directly provide tourism services in the Ukrainian market without creating a local representative office (branch) – such a mechanism has been created to protect consumer rights and ensure fair competitive conditions.

Additionally, the Law "On Tourism" establishes that tourism accompaniment on Ukrainian territory (excursion activities, guide activities) may be provided by tourism accompaniment specialists, citizens of Ukraine, and persons permanently residing on Ukrainian territory, unless otherwise provided by an international treaty of Ukraine, consent to the binding nature of which has been granted by the Verkhovna Rada of Ukraine (Law of Ukraine, 1995). Accordingly, foreign guides are obligated to conduct their activities in cooperation with Ukrainian guides who have the appropriate license. Direct conclusion of intermediary contracts between domestic tourists and foreign tourism companies is not permitted – provision of such services must occur exclusively through Ukrainian tour operators (Law of Ukraine, 1995). These norms are aimed at preventing uncontrolled activities of foreign companies in the Ukrainian market and at stimulating local business development.

Ukraine's European integration into the European Union (hereinafter – EU) constitutes a priority of state policy and undoubtedly one of the most important aspects of the state's comprehensive development, both internally (through

adoption of best European experience and practices, implementation of European legislation norms into national law) and externally (through integration into the European community, entry into new markets, establishment of strong international connections, etc.). The tourism sector, as one of the leading economic industries, and its development must also be harmonized with European norms and requirements within the framework of the Association Agreement between Ukraine, of the one part, and the European Union, the European Atomic Energy Community and their Member States, of the other part (hereinafter – the Association Agreement) (International document, 2014).

Ukrainian legislation is gradually being brought into compliance with the provisions of EU directives on tourism packages (specifically, with Directive (EU) 2015/2302 of the European Parliament and of the Council of 25 November 2015 on package travel and linked travel arrangements) (Directive (EU) 2015/2302). Primarily, this manifests in requirements for providing comprehensive information to tourists before selling a tourism product (Article 19-1 of the Law of Ukraine "On Tourism" is detailed analogously to European rules) – information about the location of tourism services provision, characteristics of transport vehicles used, types and methods of food provision during travel, the price of tourism services, etc. (Law of Ukraine, 1995). Mandatory financial responsibility guarantees for tour operators and travel agents, provided by Article 15 of the Law of Ukraine "On Tourism," practically perform the same function as guarantee funds, insurance bonds, and bank guarantees in the EU for protecting tourists in case of operator bankruptcy (Directive (EU) 2015/2302). The minimum amount of financial guarantees is set at €20,000, while for small travel agents a reduced amount of €2,000 is provided, which corresponds to the scale of potential risks of their activities. At the same time, tourists from Ukraine have the legal right to compensation for damages in case of non-fulfillment of obligations by the tour operator (Law of Ukraine, 1995) – such provisions are consistent with European norms regarding protection of consumers of tourism services.

Regarding compliance with requirements of international certification and quality standards for hotel establishments and hospitality industry enterprises, Ukraine acquired participant status in HOTREC (an international association that unites national self-regulatory organizations of the hospitality sector from European countries) and Hotel Stars Union (harmonized star award standards applied by European states) back in 2021 (SATD, n.d.e), however only in spring 2024 did the Ukrainian Hotel and Resort Association (UHRA) in partnership with the Hoteliero club conduct a nationwide inventory of temporary accommodation facilities. During the research process, information was collected on approximately 3,700 facilities, which included not only hotel enterprises but also hostels, camping sites, guest houses, entertainment

complexes, and suburban resort facilities (Interfax-Ukraine, n.d.). However, as of 2025, only 220 temporary accommodation facilities have an official certified category (in the range from one to five stars), which constitutes less than 10% of the total number of such establishments. President of the Ukrainian Hotel and Resort Association Iryna Sidletska explains this situation by the obsolescence of current "non-motivating" criteria and imperfection of the legislative framework regulating the hotel industry – and therefore the urgent task is to carry out reform of the hotel establishment categorization system through implementation of modern European standards and expansion of the scope of application of such classification to additional categories of accommodation facilities (hostels, recreational complexes, camping sites, guest houses) (Interfax-Ukraine, n.d.).

In 2024, SATD worked on developing a draft resolution of the Cabinet of Ministers of Ukraine "Certain Issues of Determining Types of Hotels, Establishing, Reviewing and Changing Categories for Hotels and Other Temporary Accommodation Facilities," which would replace the outdated resolution of the Cabinet of Ministers of Ukraine dated July 29, 2009 No. 803 "On Approval of the Procedure for Establishing Categories for Hotels and Other Facilities Designated for Providing Temporary Accommodation (Residence) Services" (SATD, n.d.f). And although the draft resolution declares the goal of "ensuring recognition of Ukrainian categories at the international level" and taking into account EU recommendations, as of 2025 it has still not been adopted.

The partnership between Ukraine and the EU in the tourism sector is based on the provisions of Articles 401-402 of the Association Agreement, which establish the priority of promoting and developing tourism products and markets, infrastructure provision, human resources, and the institutional environment (International document, 2014). In 2023, Ukraine integrated into the European Union Single Market Programme, having ratified the corresponding Agreement between Ukraine and the European Union on participation in the EU "Single Market" Programme (Law of Ukraine, 2023), which provided access to specialized grant programs for small and medium-sized enterprise (SME) subjects (KMU, 2023). At the same time, ratification of this Agreement guarantees Ukraine's involvement in the EU Financial Support Programme (hereinafter – the Programme) for the period 2021-2027 with a budget of 4.2 billion euros. Integration into the Programme will create additional incentives and prospects for enterprises, particularly for strengthening their competitiveness (MEU, 2023). In parallel, the Ukraine Facility financial mechanism in the amount of €50 billion (2024–2027) provides systemic financing for rebuilding damaged infrastructure (Pillar II) and technical assistance for harmonizing sectoral legislation (Pillar III) (Ukraine Facility, 2024).

A significant advantage in the negotiation process regarding EU membership could be the implementation of Regulations (EU) 692/2011 and 2019/1243 concerning tourism statistical accounting, which indirectly follows from the norms of the Association Agreement (Section V, Chapter 5 – "Statistics") (International document, 2014), as well as from the requirements of the EU acquis, which Ukraine is obligated to comply with within the framework of negotiations on EU accession (EC, 2025). Such a decision would ensure integration of Ukrainian indicators into the Eurostat system and the EU Tourism Dashboard digital monitoring platform.

In the sphere of mobility, expansion of the visa-free regime continues, which since 2017 has provided Ukrainian citizens with the opportunity to travel more freely throughout EU territory. From October 2025, operation of the ETIAS travel pre-authorization system began through introduction at the European Union's external borders of a new entry-exit registration system – EES (Entry/Exit System) (Embassy of Ukraine in Spain, 2025), and from January 1, 2026, the "Roam like at Home" regime officially entered into force, which will allow Ukrainian tourists to use mobile communications on EU territory at domestic rates (KMU, 2026). Thus, adaptation of the tourism industry to EU standards is occurring in multivector directions. These trends increase the quality level of tourism products and services, facilitate opening of new markets, and bring Ukraine closer to European tourism standards.

**Conclusions and Prospects for Further Research.** Ukraine demonstrates a systemic approach to building international tourism cooperation through active participation in leading international organizations. Membership in the UNWTO since 1997 and joining the ETC in 2022 created an institutional foundation for integration into the global tourism space. Ukraine's election as chair of the UNWTO European Commission in 2023 demonstrates international community recognition of Ukrainian experience and opens opportunities for promoting national interests. A promising direction is comparative analysis of the experience of other EU candidate states in the sphere of tourism legislation adaptation and identification of best practices for Ukraine.

The full-scale aggression by the Russian Federation has dramatically changed the priorities of international tourism cooperation. Denunciation of cooperation agreements with unfriendly states and reorientation toward European and allied states reflects a pragmatic approach to protecting national interests. Issues of cultural heritage preservation, attracting international support for infrastructure restoration, and promoting the concept of tourism as a peacebuilding instrument have come to the forefront. Further research into mechanisms for attracting international financial support for reconstruction of tourism facilities, taking into account the experience of post-conflict regions

(Croatia, Bosnia and Herzegovina), and development of a comprehensive strategy for post-war recovery of the tourism industry is critically important.

Normative-legal regulation of international cooperation is based on Article 35 of the Law "On Tourism," which establishes the priority of international treaties and UNWTO principles. Ukrainian legislation establishes clear requirements for the activities of foreign tour operators, obligating them to create local representative offices and obtain licenses, which is aimed at protecting consumer rights and stimulating development of the national tourism business. Legal mechanisms for regulating foreign operators' activities in the context of balancing between protecting the national market and fulfilling obligations under international agreements on liberalization of trade in services require further research.

Ukraine demonstrates consistent policy of integration into the international tourism space through diversified cooperation mechanisms. The effectiveness of international cooperation depends on the pace of implementing European standards, modernizing the normative framework, and creating a favorable institutional environment. Under martial law conditions, international cooperation acquires special significance as an instrument for preserving Ukraine's tourism potential and preparing for large-scale recovery of the industry in the post-war period. Implementation of the outlined directions for further research will contribute to deepening scientific understanding of mechanisms of international tourism cooperation and ensuring successful integration of Ukraine into the European tourism space.

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