


# Chapter 12

## Heritage–Oriented Agrotourism as a Driver of Agricultural and Cultural Ecosystem Recovery in War– Affected Ukraine

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### **ABSTRACT**

*The article examines current conditions and trends in the development of rural and agrotourism in Ukraine. Emphasis is placed on the institutional and economic foundations for shaping a competitive agrotourism product and integrating local*

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*communities into tourism activities. The potential of small and medium-sized agricultural enterprises to diversify income through tourism services is explored. Key factors influencing the effectiveness of rural tourism development are identified, including resource availability, infrastructure, legislative support, and rural entrepreneurship. Special attention is paid to strategic directions for improving state support policies, developing rural tourism clusters, and enhancing the competitiveness of tourism services in rural areas. Recommendations are proposed regarding the institutionalization of rural tourism within regional development programs and the sustainable use of territorial resources.*

## **INTRODUCTION**

The ongoing full-scale war in Ukraine has profoundly reshaped the country's socio-economic, cultural, and environmental priorities, particularly in rural areas. Amid the breakdown of traditional economic linkages, massive internal displacement, and an increasing demand for safe, environmentally clean, and resilient spaces, agricultural ecosystems are acquiring renewed importance. These ecosystems are now recognized not only as critical components of national food security but also as potential foundations for sustainable tourism development and long-term community resilience.

In this context, agrotourism emerges as a promising and multifunctional tool for post-crisis recovery. It holds potential to stimulate economic diversification, facilitate employment opportunities, preserve intangible cultural heritage, and support environmental stewardship (Ohorodnyk et al., 2024). Moreover, agrotourism promotes solidarity-based practices and community-driven innovation, which are particularly valuable in the context of war and post-war reconstruction. The development of solidarity tourism – centered on mutual aid, ethical responsibility, and participatory engagement – aligns well with the needs of war-affected rural communities and contributes to rebuilding trust and cohesion (Dolnicar et al., 2022).

In the aftermath of conflict, agrotourism could further serve as a platform for social integration of displaced populations, psychological rehabilitation of war survivors, and the enhancement of Ukraine's international reputation. Tourism initiatives grounded in rural traditions and sustainable practices offer a soft power instrument for cultural diplomacy, enabling Ukraine to demonstrate resilience and foster global solidarity.

Ukraine remains one of the world's leading agricultural producers and exporters, especially of sunflower oil, wheat, barley, and corn (Nivievskyi et al., 2022). Despite facing the devastating impact of Russia's full-scale invasion, the country continues to rely on its agricultural potential as a strategic resource. However, the

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