



**WYŻSZA SZKOŁA
TURYSTYKI I EKOLOGII
W SUCHEJ BESKIDZKIEJ**

**ZESZYTY NAUKOWE
tom 23, rocznik XII
numer 1/2023**

Sucha Beskidzka 2023

Rada programowa

ks. prof. zw., dr hab. Maciej Ostrowski, Uniwersytet Papieski Jana Pawła II, Kraków
prof. dr hab. Andrzej Matuszyk, Wyższa Szkoła Turystyki i Ekologii, Sucha Besk.
dr Marek Łabaj, Wyższa Szkoła Turystyki i Ekologii, Sucha Besk.
dr hab., prof. AWF Zygmunt Kruczek, AWF Kraków
dr hab. Jacek Olszewski-Strzyżowski, AWFIS Gdańsk
Doc. RNDr. Branislav Nižnanský, CSc., Technická univerzita, Liberec, Czechy
Prof. PhDr. Amantius Akimjak, PhD., Katolícka univerzita, Ružomberok, Słowacja
doc. Ing. Emília Janigová, PhD., Katolícka univerzita, Ružomberok, Słowacja
Prof. Dr. Bosse Lagerqvist, University of Gothenburg, Szwecja
Prof. Dr. László Dinya, Károly Róbert University College, Węgry
Dr. Sándor Némethy, Kaposvár University/University of Gothenburg, Szwecja
Dr. Giovanni Ruggieri, Associate Professor, University of Palermo, Włochy

Redakcja czasopisma

dr Jadwiga Sobczuk (przewodnicząca Kolegium Redakcyjnego)
dr hab. Joanna Sondel-Cedarmas
dr Bartłomiej Walas
dr Marek Nocoń

Redaktorzy tematyczni:

dr Krzysztof Borkowski
dr Adam Drosik

ISSN 2084-8722

Numer rejestracji sądowej: Nr Rej Pr 2603

Indeksacja w bazach czasopism naukowych:

IC Journals Master List

© **Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej**

34-200 Sucha Beskidzka, ul. Zamkowa 1

tel. 048 33 874 54 25, 874 20 80

fax: 048 33 874 46 05

e-mail: szkola@wste.edu.pl

<http://www.wste.edu.pl>

Spis treści

Od Redakcji 5

Anna Serdinova

ECONOMIC ANALYSIS OF TAX INCENTIVES
IMPACT ON ECONOMIC GROWTH: EVIDENCE FROM TURKEY 6

Vitalii Strilchuk, Svitlana Kostenko

EXISTENCE OF DIRECT DEMOCRACY:
UKRAINIAN POLITICAL AND LEGAL REALITY 14

Liudmyla Hryhorieva

MARKET FEATURES OF THE
ORGANIZATION OF PILGRIMAGE TOURS IN UKRAINE 23

Anna Shestakova, Olga Vikarchuk, Lyudmila Belogor

DIGITAL PROJECT SOLUTIONS FOR BUSINESS
AND HOSPITALITY INDUSTRY: MODERN CHALLENGES
FOR THE PERSONNEL 32

Liudmyla Chvertko, Iryna Kyryliuk

PREVENTION OF SOCIO-ECONOMIC EXCLUSION
OF UKRAINIAN WAR REFUGEES BY MEANS OF TOURIST
ACTIVITIES: THE EXPERIENCE OF POLAND 48

Wiktoria Drogoś Ligenza, Krzysztof Borkowski

ZJAWISKO ESKAPIZMU W TURYSTYCE JAKO
ODPOWIEDŹ NA CYWILIZACYJNE ZAGROŻENIA ZDROWIA
– PILOTAŻ PROBLEMU 62

Leszek Mazanek, Zygmunt Kruczek

KRAKÓW JAKO TURYSTYCZNA METROPOLIA 115

Liliana Kowalczyk „W BUNKRZE” – BADANIA DOTYCZĄCE NARRACJI HISTORYCZNEJ PREZENTOWANEJ W PAŃSTWOWYM MUZEUM AUSCHWITZ-BIRKENAU	150
Magdalena Różycka KULTURA SŁUCHANIA W MARKETINGU – PODCAST DIGITAL.....	173
Wytyczne dla autorów publikujących w <i>Zeszytach Naukowych WSTiE</i>.....	199
Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej	205

OD REDAKCJI

W najnowszym numerze naszego czasopisma znajdziecie Państwo artykuły o zróżnicowanej tematyce. Rozpoczynamy od analizy ekonomicznej, dotyczącej wpływu zachęt podatkowych na wzrost gospodarczy na podstawie doświadczeń tureckich, opracowanej przez Annę Serdiukową z Narodowego Uniwersytetu Technicznego “Politechnika Dniprowska”. Vitalii Strilchuk oraz Svitlana Kostenko, naukowcy z Poleskiego Uniwersytetu Narodowego w Żytomierzu, przygotowali opracowanie dotyczące tematyki z zakresu ukraińskiej demokracji bezpośredniej. Całość zamyka artykuł Magdaleny Różyckiej (Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej) o kulturze słuchania w marketingu, czyli kulturze podcastów.

W numerze niniejszym znajdziecie Państwo – jak zawsze – artykuły z dziedziny turystyki:

- o funkcjonowaniu rynku wycieczek religijnych w Ukrainie pisze Liudmyła Hryhorieva z Chmielnickiego Uniwersytetu Narodowego;
- przegląd nowoczesnych cyfrowych rozwiązań dla biznesu i branży hotelarsko-gastronomiczno-turystycznej proponują Anna Shestakova i Olga Vikarchuk z Narodowego Uniwersytetu „Politechnika w Żytomierzu” oraz Lyudmila Belogor z Narodowego Uniwersytetu Inżynierii Łądowej i Architektury w Charkowie;
- Liudmyła Chvertko oraz Iryna Kyryliuk z Państwowego Uniwersytetu Pedagogicznego im. Pawła Tychyiny w Humaniu proponują aktywności turystyczne jako element zapobiegania wykluczeniu społeczno-ekonomicznemu ukraińskich uchodźców wojennych;
- Wiktoria Drogoś Ligenza z Akademii Wychowania Fizycznego im. Bronisława Czecha w Krakowie oraz Krzysztof Borkowski z Wyższej Szkoła Turystyki i Ekologii w Suchej Beskidzkiej przybliżają zagadnienie eskapizmu w turystyce w kontekście odpowiedzi na cywilizacyjne zagrożenia zdrowia;
- Leszek Mazanek i Zygmunt Kruczek z Akademii Wychowania Fizycznego im. Bronisława Czecha w Krakowie przedstawiają Kraków jako turystyczną metropolię;
- Liliana Kowalczyk (z tej samej uczelni) prezentuje badania dotyczące wycinka narracji historycznej prezentowanej w Państwowym Muzeum Auschwitz-Birkenau.

Mamy nadzieję, że tematyka poruszana w artykułach spotka się z Państwa ciepłym przyjęciem – i zapraszamy do lektury.

Liudmyla Chvertko, PhD in Economics

Iryna Kyryliuk, PhD in Economics

Pavlo Tychyna Uman State Pedagogical University, Ukraine

**PREVENTION OF SOCIO-ECONOMIC EXCLUSION
OF UKRAINIAN WAR REFUGEES BY MEANS OF TOURIST ACTIV-
ITIES: THE EXPERIENCE OF POLAND**

**Zapobieganie wykluczeniu społeczno-ekonomicznemu
ukraińskich uchodźców wojennych poprzez
działania turystyczne: doświadczenia z Polski**

Abstract

The article is devoted to the problems of socio-economic exclusion of Ukrainian war refugees. It was determined that persons who fled the aggression of the Russian Federation and were forced to migrate and received temporary protection outside of Ukraine have a high level of vulnerability and face the risks of rejection from social relations. It has been proven that the society as a whole and the host communities are interested in the rapid adaptation of forced migrants to new living conditions, and the preservation of their social activity. The significance of the use of tourist activities and museum-art meetings as means of countering the process of social exclusion of various age groups of forcibly displaced persons is outlined. Such measures contribute to the preservation of social inclusion, self-determination, and self-realization of this vulnerable category of migrants. It was noted that Poland's experience in using tourist activities and other initiatives as a means of integrating Ukrainian migrants is very valuable. Tourist activities allow the creation of positive relationships between host communities and migrants, promote mutual understanding, cultural exchange, and strengthen of social ties. Poland's experience can be valuable for studying and implementing similar practices of integration of Ukrainian war refugees in other countries.

Keywords: socio-economic exclusion, Ukrainian war refugees, forced migration, tourist activities, integration.

Streszczenie

Artykuł poświęcony jest problemom społeczno-ekonomicznego wykluczenia ukraińskich uchodźców wojennych. Stwierdzono, że osoby, które uciekając przed agresją Federacji Rosyjskiej, zostały zmuszone do migracji i otrzymały tymczasową ochronę poza Ukrainą, mają wysoki poziom wrażliwości i są narażone na ryzyko wykluczenia z relacji społecznych. Udowodniono, że społeczeństwo jako całość i społeczności przyjmujące są zainteresowane szybką adaptacją osób przesiedlonych do nowych warunków życia oraz zachowaniem ich aktywności społecznej. Przedstawiono znaczenie wykorzystania działalności turystycznej oraz spotkań muzealnych i artystycznych jako środków przeciwdziałania procesowi wykluczenia społecznego różnych grup wiekowych osób przesiedlonych. Takie działania przyczyniają się do

zachowania integracji społecznej, samostanowienia i samorealizacji tej wrażliwej kategorii migrantów. Zauważono, że doświadczenie Polski w wykorzystywaniu działań turystycznych i innych inicjatyw jako środka integracji ukraińskich migrantów jest bardzo cenne. Działania turystyczne pozwalają na tworzenie pozytywnych relacji między społecznościami przyjmującymi a migrantami, promują wzajemne zrozumienie, wymianę kulturową i wzmacniają więzi społeczne. Doświadczenie Polski może być cenne dla studiowania i wdrażania podobnych praktyk integracji ukraińskich uchodźców wojennych w innych krajach.

Słowa kluczowe: *wykluczenie społeczno-ekonomiczne, ukraińscy uchodźcy wojenni, przymusowa migracja, działalność turystyczna, integracja.*

Introduction

Russia's full-scale armed attack on Ukraine caused the forced migration of the Ukrainian population both inside and outside the country. The current Ukrainian forced migration crisis has no analogues in the world in terms of its scale, geography of coverage, quantitative indicators and time frames, and its consequences are quite tangible. Due to the influence of destructive factors, forcibly resettled persons are forced to change their usual way of life and integrate into a new environment. Forced displacement caused significant changes in the established way of life of the displaced people, affected both themselves and their social environment due to security, economic, financial and social problems.

Integration and socialization of immigrants in new places of residence is an important and complex process. For the most part, forcibly displaced persons are in a state of social exclusion and need support from the state and civil society. The vast majority of them found themselves in difficult life circumstances, feel constant fear, confusion, stress and need adaptation to the new reality.

The vulnerability of forcibly displaced persons is due to the loss of both their permanent place of residence and basic material resources and the spiritual environment that is significant for each of them (settled life, usual place of work, established ties with relatives and loved ones). Under these circumstances, the need to use all possible means aimed at ensuring the social inclusion and social integration of these persons in a new environment, in particular through the organization and holding of various tourist activities, museum and art meetings, etc., becomes particularly important.

For more than half a century, the issue of socio-economic inclusion of vulnerable categories of the population has been unchanged and relevant in the development of representatives of various scientific fields. Inclusion and an inclusive approach are currently one of the key strategies of the EU to ensure sustainable economic growth and social development. Inclusive development involves the creation of a society that ensures that each person has

equal opportunities for self-realization and participates in the life of society on an equal basis with others. It is based on the idea that every person has the right to full and complete participation in the life of society, regardless of their status, disability, religion, ethnic origin and other characteristics.

The study of the problems of forced migrants, in particular the issue of their integration and inclusion, remains in the center of attention of modern economists, political scientists, sociologists, psychologists, teachers, etc. In particular, scientists consider the impact of forced migration on those who are forced to migrate and the impact of displacement on host communities¹, enter into the controversy regarding the legal regulation of temporary protection for modern refugees, determining the advantages and disadvantages of using the status of temporary protection². Ukrainian researchers began to focus their attention on the problems of forced migrants since 2014 – after the illegal annexation of Crimea and Russian aggression in the East of Ukraine and, as a result, the appearance of a significant number of displaced persons in the country. Thus, M. Karpyak singles out internally displaced persons and migrants when assessing social exclusion by categories of excluded social groups in modern Ukrainian society³. Nikitina V., substantiating the need for social work with internally displaced persons, emphasizes the high level of vulnerability of representatives of this group to adverse social changes and the risk of their social exclusion in the near future⁴. The National Report, prepared by a team of scientists from leading scientific institutions of Ukraine, outlines the main directions of the state policy of promoting the social adaptation and integration of internally displaced persons, preventing their social rejection, realizing the professional, entrepreneurial, and social potential of IDPs⁵. The issue of forced migration became especially acute after the beginning of the full-scale aggression of the Russian Federation against Ukraine and the emergence of a new wave of migration, including the mass movement

¹ Ruiz I., Vargas-Silva C., *The Economics of Forced Migration*, “The journal of development studies”, 2013, vol. 49, No. 6, pp. 772-784, <http://dx.doi.org/10.1080/00220388.2013.777707>

² Dzubur M., *Temporary Protection Status: A Yugoslavian Precedent*, “Indiana journal of global legal studies”, 2020, vol. 27, iss. 2, article 9, <https://www.repository.law.indiana.edu/ijgls/vol27/iss2/9> [01.06.2023].

³ Karpyak M., *Social exclusion in Ukraine: features and forms of manifestation in modern society*, “Regional Economy”, 2020, No. 2, pp. 144-152, <https://doi.org/10.36818/1562-0905-2020-2-11>.

⁴ Nikitina V., *Social vulnerability of internally displaced persons as the basis of social work with them*, “Scientific Bulletin of Uzhhorod University. Series: “Pedagogy. Social Work””, 2021, no. 2(49), pp. 120–123, <https://doi.org/10.24144/2524-0609.2021.49.120-123>.

⁵ Libanova E. (Ed.), *The policy of integration of Ukrainian society in the context of challenges and threats of events in Donbas (national report)*, NAS of Ukraine, Kyiv 2015; https://idss.org.ua/monografii/2016_dopov_Donbas.pdf [20.05.2023].

of Ukrainians to European countries⁶. Currently, a special place in the works of scientists is devoted to the study of the prospects for the stay of Ukrainian war refugees abroad and the return of this category of forced users of temporary protection as an important component of the post-war recovery of Ukraine⁷. The issue of social inclusion and integration of forcibly displaced persons into host communities does not lose its relevance.

The purpose of the article is to outline the experience of using the means of tourist activities to prevent the socio-economic exclusion of Ukrainians who, escaping from the aggression of the Russian Federation, were forced to migrate from Ukraine and received temporary protection in Poland.

Own research

Forced migration involves the migratory movement of the population in which there is an element of coercion, in particular, a threat to life and livelihood due to natural or unnatural causes⁸. The International Organization for Migration defines a forced migrant as any person who migrates to escape persecution, conflict, repression, natural and man-made disasters, environmental degradation, or other situations that threaten their life, liberty, or livelihood⁹.

Since the beginning of the Russian-Ukrainian war, the number of displaced persons and their share in the composition of the permanent population of the settlement territories has increased dramatically. According to researchers' estimates, by mid-April 2022, the number of those who were forced to change their place of residence within Ukraine as a result of the Russian invasion is 5.0–5.5 million people, most of them in the western regions¹⁰. As of mid-September 2022, in search of safety and assistance, more than 4.5 million people registered for temporary protection in OECD countries (Fig. 1).

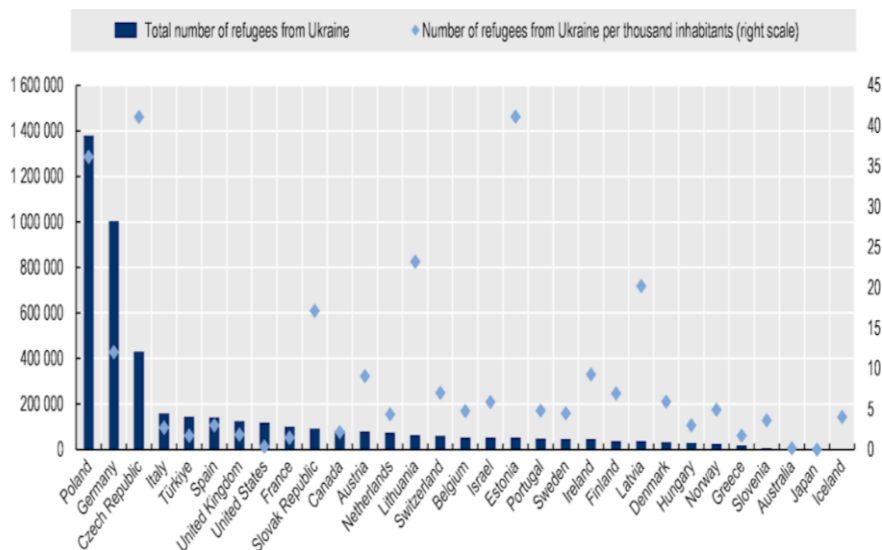
⁶ Kravchenko I., Zhuk R., *The new migration wave from Ukraine to EU countries: scale, factors, consequences*. "Financial and Credit Activity Problems of Theory and Practice", 2022, vol. 6, no. 47, pp. 458–468, <https://doi.org/10.55643/fcaptop.6.47.2022.3931>.

⁷ Malynovska O., *How temporary is temporary protection: the example of forced migrants from the former Yugoslavia*, "Demography and Social Economy", 2023, vol. 51, No. 1, pp. 53–72, <https://doi.org/10.15407/dse2023.01.053>.

⁸ *International Migration and Human rights: Challenges and Opportunities on the Threshold of the 60th Anniversary of the Universal Declaration of Human Rights*; <https://digitallibrary.un.org/record/642516> [12.04.2023].

⁹ *Glossary on Migration. International Migration Law*; <https://publications.iom.int/books/international-migration-law-ndeg34-glossary-migration> [20.04.2023].

¹⁰ Libanova E., Pozniak O., Tsymbal O., *Scale and consequences of forced migration of the population of Ukraine as a result of armed aggression of the Russian Federation*, "Demography and Social Economy", 2022, vol. 48, no. 2, pp. 37–57, <https://doi.org/10.15407/dse2022.02.037>

Fig. 1. Number of refugees from Ukraine recorded in OECD countries, absolute numbers and per thousand of total population, mid-September 2022

Source: OECD Secretariat calculations¹¹.

We note that in Europe, war refugees from Ukraine received temporary protection thanks to the adopted «Decisions Council implementing decision» (EU) 2022/382 of March 4, 2022¹². Directive 2001/55/EU on minimum standards for providing temporary protection in the event of a mass influx of displaced persons became the legal basis for granting such status to forced Ukrainian migrants, which, in addition to the right to stay, provides access to the labor market, social assistance, medical and educational services.

According to the data of the international migration department of the OECD, the largest number of Ukrainians registered for temporary protection is in Poland (1.38 million people). Women with children and people of older age groups predominate among the emigrants because the general mobilization in Ukraine does not allow most men aged 18 to 60 to leave the country. According to the estimates of the Union of Polish Metropolises, two-thirds of

¹¹ International Migration Outlook 2022; https://www.oecd-ilibrary.org/sites/30fe16d2-en/1/3/4/index.html?itemId=/content/publication/30fe16d2en&_csp_=97175d429ae5e4e04cd3ccbbfc84945&itemIGO=oecd&itemContentType=book#section-d1e26333 [20.05.2023].

¹² Council Implementing Decision (EU) 2022/382 of 4 March 2022 establishing the existence of a mass influx of displaced persons from Ukraine within the meaning of Article 5 of Directive 2001/55/EC, and having the effect of introducing temporary protection, “Official Journal of the European Union”, 04.03.2022, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32022D0382> [1.06.2023].

forcibly displaced persons live in the 12 largest cities of Poland. The largest concentration of Ukrainian migrants is observed in such cities as Warsaw – 267 thousand, Wrocław – 187 thousand, Krakow – 177 thousand, and Gdansk – 158 thousand people. Interestingly, the share of the urban population increased the most (by 35%) in the city of Rzeszow, which is located closest to the Ukrainian border. According to analysts, this indicates the willingness of forcibly displaced persons to return home as soon as possible¹³.

The forced displacement of such a significant number of migrants and the uncertainty of the term of their stay in the places of temporary settlement, actualize the issue of socio-economic inclusion of this vulnerable category of persons. It is obvious that the people who came to a new place of temporary residence and the community that receives them found themselves in new realities. This necessitated the development of systemic solutions and the implementation of integration initiatives aimed at the socialization of forced migrants, both from the central government and local self-government bodies, and from public organizations.

For people who have fallen into difficult life circumstances, experienced a crisis situation, it is important not only to enter a new social environment, but also to restore their psychological state. The factors of the military situation, the large-scale information war, and the forced resettlement cause states of anxiety and fear in the entire civilian population, even in the part that lives at a distance from hostilities. Extreme situations lead to significant objective and psychological difficulties, therefore they require the optimal implementation of personal capabilities through the activation of a complex of adaptive behavior for entering a new social environment and restoring the psychological state. Therefore, social support is an important resource for maintaining the psychological stability of an individual in stressful situations.

The conceptual vision prevailing in the literature today reduces the essence of the process and situation of social exclusion to the degree of relative and multidimensional deprivation of capabilities, which arises as a result of the exclusion of a person or a social group from social relations¹⁴. Accordingly, social inclusion means reducing and overcoming relative deprivation¹⁵.

Socio-economic alienation (rejection, exclusion) of forcibly displaced persons is considered by us as a social phenomenon or situation in which forcibly displaced persons are unable to enjoy social rights (rights to work, de-

¹³ *Urban hospitality: unprecedented growth, challenges and opportunities*; https://metropolie.pl/fileadmin/user_upload/UMPRaport_Ukraina_ANG_20220429_final.pdf [5.05.2023].

¹⁴ Sen A., *Social exclusion: concept, application, and scrutiny*, “Social Development Papers”, no. 1, Asian Development Bank, June, 2000, <https://www.adb.org/sites/default/files/publication/29778/social-exclusion.pdf> [10.05.2023].

¹⁵ Savelyev Yu., *Social inclusion and exclusion as a form of interaction in society: heuristic potential of sociological concepts*, “Ukrainian Society”, 2015, No. 4(55), pp. 61-74.

cent living conditions, access to social services, medical assistance, education, services in the field of culture, etc.), which are guaranteed to them by international legislation or internal legislation of the state. Inclusion is a process that ensures the involvement and acceptance of representatives of this social group by society, the organization of access to resources that will enable them to build a life strategy for success, and to consolidate of positive life opportunities.

Society as a whole and host communities are interested in immigrants adapting to new living conditions as quickly as possible, maintaining social activity, and realizing their intellectual and labor potential. Access to EU labor markets and opportunities for social integration is open to Ukrainian temporary protection seekers. At the same time, despite the favorable and generally positive attitude of the population towards Ukrainian seekers of temporary protection in European countries, the migrants faced many problems due to their lack of knowledge of the host country's language. After all, almost 65% of refugees do not know the language of the country that granted them temporary shelter¹⁶.

The authorities of the majority of recipient countries and non-governmental organizations have initiated a variety of measures aimed at helping forced migrants acquire the necessary conditions for operating in a foreign cultural environment, such as basic knowledge of the language; familiarization with culture and traditions; orientation in the legislation of the host country, etc. Under such conditions, it is the organization of language courses that is one of the most sought-after systemic solutions that currently allow for the rapid integration of refugees and their involvement in the labor market of the countries of temporary stay. The urgent need for such training and its importance is confirmed by the results of sociological surveys of Ukrainians fleeing the war in Ukraine (for example, this was noted in the «Report on the diagnosis of the needs of people fleeing the war in Ukraine»)¹⁷. At the same time, the organization of all kinds of activities, including tourist activities, became a tool for the successful social adaptation of immigrants and an effective factor in overcoming psychological stress caused by the fact of moving to a new place of residence¹⁸.

¹⁶ *Attitudes and assessments of Ukrainian refugees (July-August 2022)*; <https://razumkov.org.ua/napiamky/sotsiologichni-doslidzhennia/nastroi-ta-otsinky-ukrainskykh-bizhentsiv-lypenserpen-2022p> [11.05.2023].

¹⁷ *Report on the diagnosis of the needs of people fleeing the war in Ukraine*. Part 2. The perspective of the Ukrainian community in Poland; <https://adobeacrobat.app.link/Mhhs4GmNsxb> [1.06.2023].

¹⁸ Kyryliuk I., Chvertko L. *Volunteer tourism as a tool for social integration of forcibly displaced persons during the russian military invasion*, "Economies' Horizons", 2023, no. 1(23), pp. 80–91, [https://doi.org/10.31499/2616-5236.1\(23\).2023.273362](https://doi.org/10.31499/2616-5236.1(23).2023.273362).

Tourism is a component of the social sphere, since this activity, as a form of leisure travel, a way of organizing recreation, or a type of business involves contacts between people and is the basis of the personal development of an individual, contributes not only to the restoration and development of his physical conditions but also to the expansion of ways of realization own potential in society¹⁹. According to the researchers, tourism as a modern «disciplinary tool» primarily allows for observation, production of knowledge, and encouragement of internationalization and implementation of social norms²⁰.

For forcibly displaced persons, the social function of tourism plays a key role. The need for tourism is especially acute at critical stages of life when a person needs to step outside of everyday life at least for a certain time, get into a different situation, and get new emotions. In this way, the process of transition from the previous state to a new one is activated and stimulated²¹. A forced temporary stay in a different sociocultural and communicative environment requires tourist cross-cultural communication, which significantly accelerates the interaction of value systems and mutual understanding, and promotes motivation and coordination of further actions. Through participation in tourist activities, forcibly resettled persons get the opportunity to familiarize themselves with the history, culture, and traditions of the country in which they live, which allows them to better understand the surrounding environment and interact with it in the future²².

Tourism as a type of human activity must expand communication channels between different societies²³. It is during participation in tourist activities that a person is mostly in an emotional state, ready to perceive information, feel new emotions, impressions, etc.

The practice of using tourism to strengthen informal contacts makes it possible to consider it as a tool for psychological adaptation and social integration of displaced persons. Social interaction and self-realization during such activities contribute to a significant improvement of the socio-psychological mood, prevent the emergence of emotional frustration arising as

¹⁹ Tkachuk L., *Tourism as a multidimensional phenomenon*, "Bulletin of Taras Shevchenko National University of Kyiv, Geography", 2017, No. 1-2(66-67), pp. 109-113, <http://doi.org/10.17721/1728-2721.2017.66.17>.

²⁰ Elliott A., Milne D., *War, tourism, and modern japan: introduction*, "Japan Review", 2019, vol. 33, special iss., pp. 3-28, <http://id.nii.ac.jp/1368/00007262/> [19.05.2023].

²¹ Horskii S., *Sociology*, KUTEL, Kyiv 2003.

²² Chvertko L., Kyryliuk I., *Social inclusion of forcedly displaced persons through tourist activities in the conditions of the russian-ukrainian war*, "The Actual Problems of Regional Economy Development", 2023. vol. 2, iss. 19, pp. 243-255, <https://doi.org/10.15330/apred.2.19.243-255>.

²³ Felenchak Yu., Graftska O., Pidvalna O., *Tourism as a sphere of human socialization: essence and scientific approaches*, "Innovative Economy", 2021, No. 1-2, pp. 114-119, <https://doi.org/10.37332/2309-1533.2021.1-2.16>.

a result of the destruction of the usual way of life, everyday difficulties and uncertainty of expectations regarding the duration and results of the war.

Deep and radical changes took place in the lives of Ukrainians who, escaping from Russian aggression, found refuge in Poland. Living in an unfamiliar environment and a different culture complicates the process of their social integration. For a certain period, forcibly resettled persons are in a state of culture shock, which arises as a result of the inability to understand, control and predict the behavior of others. In order to get rid of stress, anxiety, and apathy, they need to understand another culture and develop appropriate behavior patterns. Positive stress coping mechanisms of forced migrants are facilitated by targeted and specialized support.

Adopted by the Polish Parliament on March 12, 2022, the Law on assistance to citizens of Ukraine in connection with the armed conflict in that country provides Ukrainian war refugees with access to the labor market, health care, and social benefits, including monthly child support. Even though more than a year has passed since the beginning of Russian aggression, the level of support and willingness to help remains high among Poles. At the same time, according to the results of sociological surveys, among other things, the language barrier remains the biggest obstacle for many forced migrants. Ignorance of the language does not allow Ukrainians to get a job in their profession. Therefore, the majority of Ukrainian refugees work in low-skilled and medium-skilled positions. However, during the period from the beginning of the Russian-Ukrainian war, a large part of Ukrainian refugees not only found employment but also began to conduct their activities on the territory of Poland.

To prevent socio-economic exclusion of Ukrainians who fled the war in their homeland, various tourist activities are organized in all regions of Poland. Such activities contribute to their inclusion in an active life, acquaintance with the culture and traditions of the region, spiritual development, etc. The involvement of specialists who are able to provide professional psychological assistance in carrying out integration activities has a positive effect on the results of work with refugees. An example of such a combination can be the successful implementation of the idea of synergy of psychological knowledge and efforts and professional knowledge and experience of employees of one of the largest museums in Poland - the National Museum in Warsaw. In particular, the implementation of many projects in the museum is invaluable for preventing the social exclusion of Ukrainians who were forcibly resettled on the territory of Poland at the beginning of the full-scale Russian-Ukrainian war. For example, at the call of the Polish government, which provided comprehensive support for the temporary stay of forced migrants from Ukraine, and at the call of the soul, museum workers organize a series of "Emotions in Art" meetings. During these meetings, conversations are held

about feelings and their shared reading in the works of art presented both in the collections of the National Museum and in its temporary exhibitions. Each event is devoted to different emotions (respect, guilt, love, peace, fear, etc.), their analysis, and determination of the project participants' attitude to these emotions and their ability to cope with them. In addition, the museum regularly organizes themed tours for adults and young people.

At the National Museum, the Polish language through art course for adults is ongoing, where the focus is on conversations about art, as well as vocabulary and grammar related to various topics. Learning a language through art is innovative not only organizationally (classes take place not in a classroom, but in museum halls), but above all in terms of content. After all, the participants of such a course have the opportunity to learn the living Polish language through acquaintance with works of art. The existing approach ensures the acquisition of new skills and the development of such internal qualities as flexibility and respect for others, openness to the perception of new things, and willingness to learn, which is extremely important for the successful socialization of Ukrainian war refugees.

Special attention should be paid to the activities carried out for the most vulnerable group of war refugees, which are recognized as persons of older age groups. Thus, the Warsaw National Museum has organized a series of meetings «Let's get to know (ourselves) in the Museum». This is an integration program for Polish and Ukrainian men and women. During such meetings, there is a conversation about art in the museum halls, there is a comparison of works from the National Museum in Warsaw with exhibits from Ukrainian museums, a discussion together with a master class over tea and coffee. It is worth noting that all these meetings are held in Polish with Ukrainian translation.

Supporting Ukrainian refugees who have arrived in Poland, Polish museums offer free visits to their spaces. In particular, they invite you to join excursions adapted for people who do not know the Polish language. Currently, the practice of holding similar events and other tourist activities aimed at integrating different age categories of Ukrainians temporarily living or visiting Warsaw into Polish culture has found wide application among museum workers and other event organizers (Table 1). The constant coverage of information about the planned events on the websites of organizers and organizations that interact with the displaced makes it possible for everyone who wants to join them.

Table 1. Tourist activities for Ukrainian war refugees in Warsaw

The organizer	Name and content of the event
National Gallery of Art	Art and movement classes taking into account the needs of children; workshops inspired by current exhibitions in the gallery for children aged 4-12
Museum of Modern Art in Warsaw, non-governmental organization «Polish Migration Forum»	Tour of the exhibition «Who will write the history of tears. Mysteries about women's rights»
Warsaw Cultural Research Center, Museum of the University of Warsaw	Thematic tours of Warsaw, thematic master classes, dance master classes, master classes for children and adults in Royal Lazienki
Cinematography Development Fund in Warsaw	Excursion walks in Warsaw. Handicraft master classes for children and teenagers
Museum of Warsaw	Family excursions around the city Classes for children: «Museum Detective», «Crazy Collecting», «Color Form». Fairy tales, fables, animations (film lesson) «Kinolyub» festival – watching animated films for ages 2-6
Copernicus Science Center	Space of free experiments. Watch Experiment. Construct.
Planetarium of the Copernicus Science Center	Watching movies: «Polar Planet», «We Are Aliens», «Cosmonaut»
Museum of Modern Art in Warsaw, Society of Friends of the Museum of Modern Art in Warsaw, Spasinnia Foundation	«Refugees Welcome» charity art auction. Artists for refugees
Polin Museum of the History of Polish Jews	Tour in Ukrainian of the permanent exposition of the Polin Museum «1000 years of the history of Polish Jews», author's tours by A. Marchenko «On Sunday for a visit», «From the kitchen. Jewish Culinary Culture»
The Royal Lazienki Museum	Informative lectures «Become a court artist», «In the royal foundry», «Bath gardens»
Warsaw Zoo	Educational activities, zoo walks

Source: compiled by the authors

Conclusions

The situation with Ukrainians, who fled the war and found temporary protection outside their homeland, is characterized by uncertainty, risks and challenges and requires quick response, flexibility and adaptability.

Integration and socialization of forcibly resettled persons in new places of residence is an important and complex process. For the most part, forcibly displaced persons are in a state of social exclusion and need support from the state and civil society. The development of systemic solutions and the implementation of integration initiatives aimed at the socialization of forced migrants by the central authorities and local self-governments of the recipient countries, public organizations, contributes to the socio-economic inclusion of war refugees in a new environment.

For people who have fallen into difficult life circumstances, experienced a crisis situation, it is important not only to enter a new social environment, but also to restore their psychological state. Tourist activities are a tool for successful social adaptation of immigrants and an effective factor in overcoming psychological stress caused by the fact of moving to a new place of residence. To prevent socio-economic exclusion of Ukrainians who fled the war in their homeland, various tourist activities are organized in all regions of Poland. Such activities contribute to their inclusion in an active life, acquaintance with the culture and traditions of the region, spiritual development, etc.

It was noted that Poland's experience in using tourist activities and other initiatives as a means of integrating Ukrainian migrants is successful and very valuable. Such experience can serve as an example and object of study and implementation of similar practices of integration of war refugees for other countries faced with the reception of refugees.

REFERENCES

1. *Attitudes and assessments of Ukrainian refugees (July-August 2022)*; <https://razumkov.org.ua/napriamky/sotsiologichni-doslidzhennia/nastroi-ta-otsinky-ukrainskykh-bizhentsiv-lypenserpen-2022p> [11.05.2023].
2. Chvertko L., Kyryliuk I., *Social inclusion of forcibly displaced persons through tourist activities in the conditions of the russian-ukrainian war*, "The Actual Problems of Regional Economy Development", 2023. vol. 2, iss. 19, pp. 243-255, <https://doi.org/10.15330/apred.2.19.243-255>
3. *Council Implementing Decision (EU) 2022/382 of 4 March 2022 establishing the existence of a mass influx of displaced persons from Ukraine within the meaning of Article 5 of Directive 2001/55/EC, and having the effect of introducing temporary protection*, "Official Journal of the Euro-

- pean Union”, 04.03.2022, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32022D0382> [1.06.2023].
4. Dzibur M., *Temporary Protection Status: A Yugoslavian Precedent*, “Indiana journal of global legal studies”, 2020, vol. 27, iss. 2, article 9, <https://www.repository.law.indiana.edu/ijgls/vol27/iss2/9> [01.06.2023].
 5. Elliott A., Milne D., *War, tourism, and modern japan: introduction*, “Japan Review”, 2019, vol. 33, special iss., pp. 3-28, <http://id.nii.ac.jp/1368/00007262/> [19.05.2023].
 6. Felenchak Yu., Graftska O., Pidvalna O., *Tourism as a sphere of human socialization: essence and scientific approaches*, “Innovative Economy”, 2021, no. 1-2, pp. 114-119, <https://doi.org/10.37332/2309-1533.2021.1-2.16>.
 7. *Glossary on Migration. International Migration Law*; <https://publications.iom.int/books/international-migration-law-ndeg34-glossary-migration> [20.04.2023].
 8. Horskii S., *Sociology*, KUTEL, Kyiv 2003.
 9. *International Migration and Human rights: Challenges and Opportunities on the Threshold of the 60th Anniversary of the Universal Declaration of Human Rights*; <https://digitallibrary.un.org/record/642516> [12.04.2023].
 10. International Migration Outlook 2022; https://www.oecd-ilibrary.org/sites/30fe16d2en/1/3/4/index.html?itemId=/content/publication/30fe16d2en&_csp_=97175d429ae5e4e04cd3cccbbfc84945&itemIGO=oecd&itemContentType=book#section-d1e26333 [20.05.2023].
 11. Karpyak M., *Social exclusion in Ukraine: features and forms of manifestation in modern society*, “Regional Economy”, 2020, no. 2, pp. 144-152, <https://doi.org/10.36818/1562-0905-2020-2-11>.
 12. Kravchenko I., Zhuk R., *The new migration wave from Ukraine to EU countries: scale, factors, consequences*. “Financial and Credit Activity Problems of Theory and Practice”, 2022, vol. 6, No. 47, pp. 458-468, <https://doi.org/10.55643/fcaptp.6.47.2022.3931>.
 13. Kyryliuk I., Chvertko L., *Volunteer tourism as a tool for social integration of forcibly displaced persons during the russian military invasion*, “Economies’ Horizons”, 2023, No. 1(23), pp. 80-91, [https://doi.org/10.31499/2616-5236.1\(23\).2023.273362](https://doi.org/10.31499/2616-5236.1(23).2023.273362).
 14. Libanova E. (Ed.), *The policy of integration of Ukrainian society in the context of challenges and threats of events in Donbas (national report)*, NAS of Ukraine, Kyiv 2015; https://idss.org.ua/monografii/2016_dopov_Donbas.pdf [20.05.2023].

15. Libanova E., Pozniak O., Tsymbal O., *Scale and consequences of forced migration of the population of Ukraine as a result of armed aggression of the Russian Federation*, “Demography and Social Economy”, 2022, vol. 48, No. 2, pp. 37-57, <https://doi.org/10.15407/dse2022.02.037>.
16. Malynovska O., *How temporary is temporary protection: the example of forced migrants from the former Yugoslavia*, “Demography and Social Economy”, 2023, vol. 51, No. 1, pp. 53-72, <https://doi.org/10.15407/dse2023.01.053>.
17. Nikitina V., *Social vulnerability of internally displaced persons as the basis of social work with them*, “Scientific Bulletin of Uzhhorod University. Series: “Pedagogy. Social Work”, 2021, No. 2(49), pp. 120–123, <https://doi.org/10.24144/2524-0609.2021.49.120-123>.
18. *Report on the diagnosis of the needs of people fleeing the war in Ukraine. Part 2. The perspective of the Ukrainian community in Poland*; <https://adobeacrobat.app.link/Mhhs4GmNsxb> [1.06.2023].
19. Ruiz I., Vargas-Silva C., *The Economics of Forced Migration*, “The journal of development studies”, 2013, vol. 49, No. 6, pp. 772-784, <http://dx.doi.org/10.1080/00220388.2013.777707>.
20. Savelyev Yu. B., *Social inclusion and exclusion as a form of interaction in society: heuristic potential of sociological concepts*, “Ukrainian Society”, 2015, No. 4(55), pp. 61-74.
21. Sen A., *Social exclusion: concept, application, and scrutiny*, “Social Development Papers”, No. 1, Asian Development Bank, June, 2000, <https://www.adb.org/sites/default/files/publication/29778/social-exclusion.pdf> [10.05.2023].
22. Tkachuk L., *Tourism as a multidimensional phenomenon*, “Bulletin of Taras Shevchenko National University of Kyiv, Geography”, 2017, No. 1-2(66-67), pp. 109-113, <http://doi.org/10.17721/1728-2721.2017.66.17>.
23. *Urban hospitality: unprecedented growth, challenges and opportunities*; https://metropolie.pl/fileadmin/user_upload/UMP_raport_Ukraina_ANG_20220429_final.pdf [5.05.2023].