

ADAPTATION OF INVESTMENT STRATEGIES IN INTERNATIONAL TOURISM UNDER GEOPOLITICAL CHALLENGES

International tourism is a key driver of global economic growth and cross-cultural exchange. However, geopolitical instability significantly impacts the tourism industry's development and future prospects. As the role of international tourism continues to grow amid political changes, research on investment strategies in this sector is essential for ensuring resilience and sustainability under global uncertainty.

Effective tourism investments require consideration of several factors. First, stability and security in a destination depend on its political and economic conditions [1]. Analyzing political conflicts, terrorism threats, sanctions, legal changes, and other geopolitical factors is essential for understanding their impact on investment strategies in international tourism.

Political conflicts, for instance, can undermine security and stability, deterring international tourists. Investors may refrain from funding tourism projects in such regions due to the heightened risk of capital loss amid escalating tensions.

Terrorist attacks also pose significant threats to the tourism industry, leading to a decline in tourist arrivals and reduced demand for tourism services [2]. Investors must assess the level of terrorist risk in a country or region before committing funds to tourism projects.

Sanctions affecting tourism relations and restrictions can reduce international tourist flows to a country or region. This was evident during the COVID-19 pandemic when severe travel restrictions led to a global decline in tourism. Investors should evaluate the potential impact of sanctions on the tourism sector before making investment decisions.

Legislative changes, particularly those related to tourism, can also influence investment strategies. For example, amendments to immigration laws may affect the number of international tourists visiting a country or alter the conditions for operating tourism businesses.

A comprehensive analysis of these geopolitical factors enables investors and tourism enterprises to develop effective investment strategies that adapt to global uncertainties while ensuring stability and profitability.

Risk management strategies in international tourism are essential for maintaining stability and the success of investment projects under geopolitical uncertainty [3]. Key steps include:

- Spreading investments across different assets, locations, and business models.
- Using insurance to protect against natural disasters, terrorism, and political instability.
- Evaluating political, economic, social, and environmental risks.
- Developing crisis recovery strategies, emergency security measures, and communication plans.

Such risk management strategies enable tourism investors to effectively navigate risks, ensuring the stability and success of investment projects amid geopolitical instability. Developing contingency plans is an essential element of risk management in international tourism under uncertain conditions [4]. Some key components of these plans include:

First, crisis recovery planning involves analyzing potential crisis scenarios and formulating strategies for rapid post-crisis recovery. For example, if a tourist destination is affected by a natural disaster or terrorist attack, recovery plans may include infrastructure restoration, revitalization of marketing campaigns, and the introduction of special incentives for tourists.

Second, implementing emergency security measures is crucial. In the event of incidents such as terrorist attacks or political conflicts, immediate actions should be taken to protect tourists and staff. This may involve establishing evacuation protocols, enhancing security at hotels and other tourist facilities, and cooperating with local law enforcement to ensure safety.

Finally, communication strategies play a vital role in mitigating the impact of negative events on businesses. Effective crisis communication is key to maintaining public trust and minimizing reputational damage. This includes providing timely updates to clients and stakeholders, issuing press releases to reassure the public, and leveraging social media to disseminate positive messaging.

In conclusion, investing in international tourism during geopolitical instability demands a comprehensive and cautious approach. Effective risk management strategies are essential for ensuring the resilience and success of tourism projects under such conditions. Key tools include developing contingency plans, diversifying investment portfolios, securing insurance, and implementing emergency security measures. Given the dynamic nature of global events and the changing political and economic landscape, it is crucial to continuously update and adapt risk management strategies to address emerging challenges and opportunities.

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