

than political instability, let alone a full-blown invasion and a war from a neighbouring country such as Russia. Ukraine is no stranger to this. In 2014, the country saw a huge drop-off in tourist arrivals after Russia's 2014 annexation of Crimea. Despite military actions in some regions of our country, which lasted for 8 years, an average of 13 million international tourists per year still visited Ukraine and contributed to the economy of our country. Now a full-scale invasion of Russia on the territory of Ukraine has been going on for a year, even in spite of this, Ukraine does not plan to stand aside and will begin to develop international tourism with even greater progress. Right now, the foreigners associate Ukraine with the war. It is important to keep also another image of Ukraine: that of a well-developed country with a good infrastructure and with a lot of things to do. We have huge tourism potential and a rich culture and history. With the world looking at Ukraine, we want to tell that story now. Tourism in Ukraine will definitely recover quite quickly after the war is over and troops have been withdrawn. Tourists will return as soon as it is completely safe. New locations will be added, as there is surely going to be interest in such cities as Bucha, Irpin, Borodyanka, and Mariupol. The western part of Ukraine has not been touched much by the war. The eastern and southern parts have suffered horrible damage and they will need rebuilding of tourism establishments. Certainly, there will be new requirements for tourist trips on the territory of the state. Every tourist destination must be provided by bomb shelter or basement with a supply of food and water. Some attractions like forests and fields will be restricted in visiting because of the possible mining of territories. It's applies to such cities like Izum, Kherson and Donetsk area. We tend to think, that foreign tourists will be interested in culture and history of Ukraine. The point is that Ukraine had been associated with Russia while both were parts of the USSR. The majority of the population around the world could not perceive Ukraine as an independent state. Therefore, after our victory we will have a great opportunity to show others our unique culture and history. We can tell them about the uniqueness of vyshyvanky according to the region. We can cook traditional Ukrainian meals like borsch and varenyky for the tourists. To sum up, it will be hard to return tourism in Ukraine to its pre-war level, but possible. Our country has a fantastic potential. The tragic events of the previous year forced the world to talk about Ukraine and pray for it. Almost everyone was concerned about the future of our country and was impressed by the heroism of Ukrainians. Today, many investors from all over the world have expressed their desire to participate in the reconstruction of Ukraine. Thanks to such a positive trend we believe in the further reconstruction of Ukraine and its further development as an independent state and a tourist country.

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## **ESSENCE, POPULARITY AND DEVELOPMENT OF BACKPACKING TOURISM**

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### **СУТНІСТЬ, ПОПУЛЯРНІСТЬ ТА РОЗВИТОК БЕКПЕКІНГ-ТУРИЗМУ**

Tourism is an important cultural symbol of our world and it is widespread in all countries. Some people choose tourism as a way to escape the alienation of modern society and turn it into a tourist lifestyle.

Global tourism is constantly changing, as new forms of tourism and types of tourist movements emerge, including backpacking, which is popular among young people. Backpackers are looking for adventure and local culture, and they try to do it at a minimal cost.

Backpackers are a kind of subculture, they strive to travel as close as possible to local people, culturally moving around the country on local transport and staying with local residents, in hostels and guest houses.

Backpackers usually choose non-typical and “non-touristy places” for their trips, and their trips differ in time constraints, so backpackers can spend months or even years exploring the world.

Backpacking often takes the form of adventure or eco-tourism, because quite often backpackers’ routes include trekking and hiking routes, rafting, kayaking, etc.

Couchsurfing, a free overnight stay with local residents is quite popular among backpackers, which helps a backpacker to fully immerse himself in the culture of the host country and its colour.

Backpacking tourism, which is one of the forms of tourism, is becoming more and more popular in the modern world. Therefore, there are many advantages of this type of travel, one of them is cost savings. Travelling with a minimal budget, backpackers are looking for budget options for accommodation, food and transport. This allows them not only to save money, but also to see more countries, visit new places and stay longer on their trips.

Backpackers have the opportunity to conquer the world independently and without any restrictions. The absence of tour operators or guides allows backpackers to choose freely their route, explore different parts of the world, move from one place to another and visit the places they want to see and explore. They can enjoy the beauty and uniqueness of each location without restrictions and feel like real travelers exploring the world on their own way.

Backpacking tourism is constant adventures and new experiences, discovering something completely new and unusual for yourself. They almost never plan their trips, on the contrary, they let everything go, trusting fate, and this is what makes this type of tourism untypical, adventurous and interesting.

The opportunity to expand your horizons is an equally important advantage of backpacking. As a rule, they can visit different countries and continents, dive headlong into the culture, traditions and mentality of the host nation, explore new places that are not typical for ordinary tourists. This allows backpackers to expand their outlook and understanding of a particular country.

Although backpacking tourism is attractive due to its economy and independence, it has several disadvantages, among which one can highlight the security risk. When travelling in new and unfamiliar places, backpackers can become victims of theft and other crimes and they may not know the local rules and cultural norms, which can lead to unpleasant situations.

An equally significant disadvantage of backpacking is fatigue and stress, travelling can be very tiring and stressful especially for those who travel long distances. Due to the lack of comfortable conditions and unstable graphics, backpackers can experience significant stress.

Despite the fact that backpackers visit a lot of incredible and interesting places, the lack of comfort during the trip is a significant disadvantage, their travel conditions are not as comfortable as those of ordinary tourists, which also affects the emigration status of the tourist.

In summary, we can say that backpacking tourism is an exciting and economical way to travel, which allows you to immerse yourself in a new culture and save money, but before you go, you need to learn local and cultural norms, be prepared for security risks and less comfort.

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## **UKRAINIAN TELEVISION AFTER THE REGAINING OF INDEPENDENCE**

*М. Руденко, К. Смаль*

### **УКРАЇНСЬКЕ ТЕЛЕБАЧЕННЯ ПІСЛЯ ВІДНОВЛЕННЯ НЕЗАЛЕЖНОСТІ**

The history of Ukrainian television after the restoration of Ukraine's independence in 1991 is mainly a story about the struggle for the Ukrainian language on the air, about how in the 1990s, Ukrainian television started as Ukrainian-language television, but in the 2000s, there was less and less Ukrainian-language content on Ukrainian television, and only at the end of the 2010s, after the introduction of language quotas for Ukrainian-language TV products, there was a gradual return to the Ukrainian-language TV space and the first Ukrainian TV series were created.

Two stages are distinguished in the history of Ukrainian television: 1951–1991 and 1991–2005. First, broadcasting in the large industrial centres of the republic developed intensively. The construction of a system of radio relay lines created conditions for the unification of the Ukrainian television network and the creation of a joint television channel. However, the obligation to receive a television signal from Moscow in the regional centres of Ukraine did not help but hindered the development of new television studios.

The 1990s were marked by radical changes in the social and political life of Ukraine.

Independence was proclaimed on August 24, 1991, and the Constitution of our country was adopted in June 1996. In the first years after the declaration of independence, there was a stratification of society, the formation of political elites and their subsequent confrontation, due to the violation of constitutional rights and freedoms, and protest sentiments were formed, which later manifested themselves in the Orange Revolution of 2004. Mass media have an important place in covering the complex processes of state, political, economic, social, and cultural reformation of the country.

Free and independent mass media guarantee the transparency of society. Having received a lot of political freedom, the mass media found themselves under the pressure of financial and economic insufficiency. The remnants of the recent totalitarian system suggest to the current representatives of power only one main way of building these relations: to keep journalists in their hands, that is, to have the levers of press management. Currently, these are mostly financial and economic levers

In early October 2002, a group of well-known Ukrainian journalists spoke out against political pressure and censorship. An appeal to the authorities entitled "Political Censorship in Ukraine", which was signed by about a hundred journalists, testified to the beginning of an organized movement of domestic mass media workers. The public discourse on the problems of political censorship, the causes and the course of the protest movement of 2002 were covered in detail at the time<sup>38</sup>. In the autumn of 2002, domestic journalism, it seems, for the first time during its existence not only in independent post-Soviet Ukraine but also in general during its existence, managed to mount a collective, public and organized resistance in response to political pressure from interdependent powers and financial and political groups.