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**Jahanvi Naik**  
Undergraduate Student ITM-  
IHM, ITM Skills University,  
Navi Mumbai, Maharashtra,  
India

**Meenakshi Nadar**  
Assistant Professor,  
Department of General  
Management, ITM Skills  
University, Navi Mumbai,  
Maharashtra, India

**Corresponding Author:**  
**Jahanvi Naik**  
Undergraduate Student ITM-  
IHM, ITM Skills University,  
Navi Mumbai, Maharashtra,  
India

## Analysing the socio-economic impact of war-induced displacement on Ukraine's hospitality and tourism sector

**Jahanvi Naik and Meenakshi Nadar**

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### Abstract

War-induced displacement has significant socio-economic consequences, particularly on the hospitality and tourism industries. The Russia-Ukraine conflict, which escalated in 2022, led to the mass displacement of civilians, foreign nationals, and businesses, resulting in economic instability. This study examines the impact of displacement on Ukraine's hospitality and tourism sectors, analyzing disruptions in service processes, market behavior, and operational factors. Additionally, it explores the role of these industries in economic recovery and social reintegration post-war.

**Keywords:** War-induced displacement, hospitality industry, tourism sector, Ukraine-Russia war, socio-economic impact, economic recovery

### Introduction

Displacement is "when people are forced to leave the place where they normally live" as per Cambridge Dictionary quotes. War-induced displacement is one of the most serious humanitarian problems today, as millions of people around the world have to endure severe pain and disorders. Warfare frequently causes people and families to abandon their homes seeking security, which leads to refugees and internally displaced persons who live in harsh conditions. According to the data published by Michel, in *The Transformative Role of the Private Sector in Forced Displacement* it states that the number of forcibly displaced people continues to grow annually, with 117 million people currently being displaced in 2023 (Botzung M., 2024) [2]. When the infrastructure and cultural heritage is destroyed it adds to the difficulties, making the provision of services too difficult and the security unstable. Most of the population is usually traumatized by war related displacement and its aftermath is more frightful for the populations within the affected areas. People living in such conditions also face physical and mental consequences.

According to Glion Institute of Higher Education situated in Switzerland founded in 1962 by Swiss Professors Walter Hunziker and Frederic Tissot, states that "Hospitality includes a range of businesses, such as hotels, restaurants, bars, resorts, cruise ships, theme parks, and other service-oriented businesses that provide accommodations, food, and beverages" whereas "Tourism is traveling for leisure, pleasure, education or business purposes and visiting various destinations, such as cities, countries, natural attractions, historical sites, and cultural events, to experience new cultures, activities, and environments" (The Insider, E-Magazine, 2023) [22]. The hospitality and tourism industry for a nation influences the socio-economic conditions in many positive ways such as creating jobs, uplifting quality of life and generating tax revenues to local and state governments. It helps in increasing the retail revenues and generating both primary and secondary revenues. Furthermore, tourism helps in enhancing development and inter-cultural relationships through economic growth (Kasongo L., 2023) [12]. However, displacement can affect tourism flows, induce unemployment, damage infrastructures, and degrade living conditions. This leads to a considerable drain of revenue. Displacement due to war brings violence and has a tremendous physical effect like Death, Injury, Sexual Violence, Malnutrition, Illness, and Permanent Disability. It also causes emotional and mental consequences like Depression, Anxiety, Post Traumatic Stress Disorder (PTSD) (Zavgorodnia A., 2023) [25].

Here the researcher has analyzed the impact of Ukraine-Russia Conflict as a catalyst for economic and social change, with focus on the impact of Displacement of Millions of Civilians and Foreign Nationals affecting the tourism in Ukraine; causing disruption in the

service process, operational factors, and market behavior of the hospitality and tourism business. It additionally intends to demonstrate the significance these sectors are to the economy's recovery with the aim of either reestablishing or integrating society.

### Materials and Methods

This research utilizes data from international organizations, government reports, and scholarly articles to analyze the economic impact of war-induced displacement on Ukraine's hospitality and tourism sectors. Statistical data on GDP decline, unemployment, and business closures have been reviewed to assess the broader consequences of displacement.

### Displacement due to Ukraine-Russia War 2022

Initially after the independence of Ukraine in 1991, there has been a growing tendency of disharmony between Ukraine as a nation and Russia. In 2022, however, the war between Russia and Ukraine escalated. There was a rise in fighting, which had begun back in 2014 after Russia illegally took over Crimea (Hoponenko S. *et al.*, 2023) <sup>[10]</sup>. The territorial problems between Russia and Ukraine remain critical driving forces along with Russia's dissatisfaction with NATO expansion toward the east which is in Russia's view a threat to its own security and Ukraine's aspirations to remain part of the continent and further integrate with NATO and the EU (Gierczak B., 2020) <sup>[9]</sup>.

On February 24<sup>th</sup> 2022, Russia launched a full-scale armed attack on Ukraine bringing only death and destruction along its path (Brunk I., Hakimi M., 2022) <sup>[3]</sup>. 70,000 Ukrainian soldiers had died in the conflict (Reuters, 2023). As attested by the United Nations Human Rights Monitoring Mission in Ukraine (HRMMU) 10,000 civilians, including more than 560 children, have been killed and over 18,500 have been injured (Janowski K., 2023) <sup>[11]</sup>. In accordance to The International Organization for Migration (IOM) 35 percent of the population that is over 14M people have been driven to escape their homes and are also seeking for safety both inside and outside of Ukraine. Currently 9.7M are displaced among which 3.7M are internally displaced, 6M have sought refuge in other European Countries and about 4.5M have returned to Ukraine. As per the latest international migrant stock estimates, almost 5M foreign nationals were present in Ukraine before the war (Federico S., 2024) <sup>[6]</sup>.

As stated by the Eurostat Data of September 2023, temporary protection was provided to over 4.2M refugees in the EU and about 50,000 in Norway. In the EU 60% of Ukraine's displaced population was hosted by 3 main nations, Germany, Poland and Czechia. While Czechia hosted over 432,000 displaced people, Germany and Poland hosted over 1M (Foti K., 2024) <sup>[8]</sup>.

As per an analysis by the European Parliament the Gross Domestic Product (GDP) of Ukraine fell by 30% in 2022. (Rakic D., 2024) Ukraine's contribution to the GDP by the tourism sector was about 1.4% (Onur Y., Sayar R. & Stryhak O., 2022) <sup>[15]</sup>. There is an identification of the regions with the biggest potential for competitiveness in tourism and recreation. They include Lviv, Odessa, Zakarpattia, and Ivano-Frankivsk regions with abundant natural resources and historical and cultural potential for tourism and leisure activities; they also include the city of Kyiv, Dnipropetrovsk, Zaporizhzhia, Kharkiv, and Kyiv regions with developed infrastructure and high economic

and demographic potential (Kravtsiv V. and Zhuk P., 2024) <sup>[13]</sup>.

### Displacement Effect on Tourism Economically

Tourism taxes are typically minor charges that are collected indirectly via lodging or travel service providers. Due to displacement the tourism tax fell by as much as almost 24% in 2022 compared to 2021, and some areas have dropped by as much as 50%. Specifically, the tax portion paid by travel agencies, tour operators, and camping and kid-recreation sites dropped by 27%, 35%, and 57%, respectively. Displacement caused the overall quantity of taxpayers who participated in tourism activities to drop by 17%. The area of Odessa (46%) and the city of Kyiv (58%) both saw a notable decline in tax receipts. Tourism taxes are typically minor charges that are collected indirectly via lodging or travel service providers. The revenue from the tourist tax fell in the oblast of Kherson, the oblast of Mykolaiv, in the oblast of Donetsk and in the oblast of Luhansk by 95%, 90%, 83% and 80% respectively. The loss of \$6.9 billion in 2022 was recorded by Euromonitor International.

However, 763 cultural heritage buildings and objects were either harmed or destroyed between a timeframe of 1 year specifically between February 24, 2022, and July 25, 2023. The destruction was closely and regularly monitored by The Ministry of Cultural and Information Policy. Out of those destroyed 105 were national and 596 had local significance and 3 had been recently found.

### Displacement Effect on Hospitality Industry Economically

Due to displacement of civilians, foreign tourists and students, 23% of the hospitality industry representatives which provide food, accommodation, transportation and excursion services have suspended their activities and about 54% are working partially. Right from the time the war changed to a full-blown war, there have been overwhelming challenges to Ukraine's restaurant and hotel business due to security concerns due to ongoing air strike and military attack, lack of demand due to displaced population, and challenges of operational activities due to loss of displaced civilian and foreign employees. The market, in general, has witnessed a decline of almost 25% from the market level of February 2022, being the most affected Kharkiv Mykolaiv Zaporizhzhia and Luhansk which even saw dips of up to 50%.

### Unemployment and Housing Problems due to Displacement

Destruction and Displacement due to war has caused unemployment. Many regions have experienced destruction and loss of establishments, wealth, and economic activities due to the armed aggression of the Russian Federation. Subsequently, the earnings of the constituents have plunged significantly and the rate of unemployed persons in Ukraine has escalated to 30%. Not less than 109 businesses', both major and medium-sized, of different ownership structures suffered direct loss from the aggressor. By the end of 2022, the figure reveals at least 5 million jobs were lost from the fighting in Ukraine and an additional about 7 million jobs were lost as its citizens were displaced to other countries. There were about 10 million people in employment in the areas of the hostilities and where fighting was presently ongoing (Mygal M., 2023) <sup>[14]</sup>. According to the Info

Sapiens research agency the unemployment rate by June 2023 was reduced to 21.4% which gradually reduced to 13.9% by August 2023. With unemployment people were forced to save food leading to food insecurity which was 26.4% in June 2023 and now is decreased to 19.7% in August 2024 (Samoiliuk M., 2024) <sup>[19]</sup>.

Unemployment was not only affected to internally displaced people but also to those displaced in other countries. Main key barriers that prevent them from getting into the labor market are language barriers, slow recognition of qualifications, potential skills mismatches and limited job opportunities (Foti K., 2024) <sup>[8]</sup>.

Additionally, a substantial housing crisis aggravated from the displacement of Ukrainian refugees. As these refugees have to remain for a longer duration than anticipated, there is a growing need for affordable, long term, and secure housing options. Displacement has revealed and exacerbated problems that are already present in housing, such as deficiency, high costs, and costly rent. Some countries were already facing challenges of housing deficits before the forced displacement of Ukrainians, and the sudden influx of these refugees has escalated these challenges (Foti K., 2024) <sup>[8]</sup>.

For displaced people, the dwelling problem were adequately covered in all its dimensions including even in the housing policy measures. General social security measures, such as minimum income level schemes were implemented for displaced populations to be able to attain satisfactory housing. One of such measures also guarantees the use of other essential services such as transport that are crucial in enabling refugees to settle within host communities. The provision of housing units is coupled with integrating measures for the displaced populations. This is especially critical for families with children because their stability directly depends on their housing. The impact of forced displacement from inadequate or provisional housing is wide on the mental wellbeing of children in displacement, such as in Poland where Impact and Save the Children International Studies showed that forced migration and frequent relocations due to lack of stable housing made even children lose their mental competences and cohesion in the new local school systems (Foti K., 2024) <sup>[8]</sup>.

The displacement crisis has also shown other weaknesses in the provision of public services such as education, health care and social support. Displaced families tend to face other challenges in trying to access these services e.g. deficits of teachers, healthcare workers or social security programs and benefits. Despite the fact that many concerns have been raised about these issues and several actions have been undertaken especially by Non-Governmental Organizations, these efforts are often seen as short-term responses due to lack of funds. Such instability along the financial line makes it impossible for populations displaced to have a constant response (Foti K., 2024) <sup>[8]</sup>.

### **Social Impact due to Displacement**

Children in Ukraine are bearing an immense burden, facing devastating losses and disrupted lives. Children have also been displaced on their own without adult supervision which subjected them to risks like abuse, sexual exploitation and human trafficking (Anonymous, 2023) <sup>[1]</sup>. The conflict is severe, protracted, extremely traumatic, and it sets off stress-related syndromes, mainly Post Traumatic Stress Disorder (PTSD), Depression and Anxiety (Yafit L. *et al*,

2024) <sup>[24]</sup>. Furthermore, as per the report on Rights of persons with disabilities during the war in Ukraine, it was analyzed that along with death and injuries, disabilities among people have increased due to shelling, bombing and other military actions (Rights of persons with disabilities during the war in Ukraine Report, 2023).

According to Amnesty International organizations report, 349,355 cases of domestic violence were registered (Report on Ukraine 2023). The United Nations Human Rights Monitoring Mission in Ukraine documented 86 conflict-related crimes, particularly against women, men and girls. These included forced public nudity, solitary and group rape, sexual repression, forced sex, and other sexual crimes. Such cases occurred in various places in Ukraine and even in a prison in the Russian Federation. It is striking that most of the violations were committed by representatives of the Russian armed/border forces or law enforcement structures. 53 cases of sexual violence are claimed to have been committed as punishment or maltreatment in the course of imprisonment (Bureau of Democracy, Human Rights, and Labor, 2023).

Displacement had an effect on access to the school. It was mostly in government observed regions that offered classrooms for students. Students from schools with no bomb shelters and those nearer to the frontlines were instructed virtually only. Others limited their offerings to both virtual and face-to-face instructions. Because of energy deficits and a deficiency in adequate IT facilities, students have been left with an unstable internet connection due to online learning. This has also increased pressure for teachers as they have to cope with their own trauma from the conflict combined with that of their students (Report on Ukraine 2023).

According to the International Journal of Mental Health System, most people in Ukraine have suffered mental health issues especially due to displacement. As a result of displacement psychological anguish has increased as many find it difficult to stay in touch with their loved ones, generating fear, loneliness, depression. There are high rates of Post-Traumatic Stress Disorder (PTSD) due to the trauma they have experienced, including witnessing violence, losing family members, and being torn from their homes. PTSD, despair, and extreme psychological suffering are prevalent in internally displaced people. These mental health problems are made worse by economic hardships, such as job losses and income reductions (Feldman I. *et al*, 2023) <sup>[7]</sup>.

Already beset by a shortage of funding and staff, the current mental health care system has found it difficult to keep up with the increased demand for its services. There are still numerous damaged or destroyed healthcare institutions, along with a large number of injured healthcare professionals, making it extremely difficult to provide proper mental health support (Feldman I. *et al*, 2023) <sup>[7]</sup>.

### **Financial and humanitarian Aid Provided**

However, financial and humanitarian aid has been given to Ukraine by many countries for the redevelopment and regeneration analyzed from the above research result. About \$278 million have been accrued in financial help to Ukraine as a result of this crisis from the entire world according to The Kiel Institute for the World Economy. America was responsible for over 75 billion in funding assistance out of total aid commitment which is explained to be over 75.

Recent relative performance of countries has shone America while holding its first position overall supported by the United Kingdom and Germany towards the second and third position respectively. The monetary support provided by the European Union in order to aid Ukraine has an aggregate of 93 billion dollars. Whereas in the case of the US, Ukraine has only spent 0.32% of its GDP on aid. U.K. and Germany by far outran the American commitment of GDP rate which was 0.2% (Wolf C., Davis E., 2024) <sup>[23]</sup>.

The Government of India (GoI) has given humanitarian assistance since March 2022. It included the consignments that were approximately 117 metric tons in weight and are miscellaneous like sleeping bags, multifunctional tents, field medical packs, earthquake resistant tents, etc. In the light of their efforts for humanitarian assistance and rehabilitation, the Government of India has made it clear that they will personally implement High Impact Community Development Projects in Ukraine, aimed at satisfying the needs of the local population in areas such as health, education, water supply, sanitation, and infrastructure development. Furthermore, GoI also supported the costs with regard to renovation, restoration, and reconstruction works of Kiev Gymnasium of Oriental Language No 1 School in Ukraine. In addition to that, the GoI funded the teacher's training programs in three Kyiv region schools aimed at mental health promotion and preservation for young Ukrainians (Smt. Mahua M., 2024) <sup>[20]</sup>.

## Results

The Ukraine-Russia war in 2022 led to the displacement of 14 million people, with 9.7 million still displaced and over 6 million seeking refuge in other European countries, affecting labor markets and economic stability. Ukraine's GDP fell by 30% in 2022, with tourism contributing only 1.4% to the economy post-war. Tourism tax revenue declined by 24%, with losses reaching up to 50% in some regions, particularly in cities like Kyiv and Odessa, while the destruction of 763 cultural heritage sites further weakened the sector. The hospitality industry suffered greatly, with 23% of businesses suspending operations and 54% operating partially due to security concerns, lack of demand, and workforce shortages, leading to a 25% market decline. Displacement also resulted in a 30% unemployment rate, with 5 million jobs lost, while the housing crisis worsened due to increased rental costs and strained public services. Socially, vulnerable groups such as children, women, and disabled individuals faced heightened risks, including human trafficking, sexual violence, and domestic abuse, while education access was severely disrupted due to school closures and inadequate virtual learning resources.

## Discussion

Displacement not only affects immediate economic activities but also has long-term repercussions on economic recovery. The tourism and hospitality sectors, essential to Ukraine's GDP, need strategic interventions, including foreign investments, digital tourism, and infrastructural redevelopment. Addressing labor shortages and unemployment through skill development and workforce reintegration is crucial for economic recovery.

## Conclusion

To boost its economy, Ukraine must implement a public relations strategy to attract foreign investment and expand

its tourism market. Key initiatives include developing a tourism portal, digitizing infrastructure, and promoting virtual tourism using advanced technologies like virtual and augmented reality. Enhancing broadband, digital education, and transport infrastructure will support tourism growth. Smart city development will benefit both residents and tourists, fostering economic recovery. Collaboration with local enterprises and tourism organizations is crucial for sustainable post-war industry revival (Dupliak T. *et al*, 2023) <sup>[5]</sup>.

Furthermore, there is a relatively better situation in the western part of Ukraine comprising moderate areas of Ivano-Frankivsk, Lviv, Ternopil and Zakarpattia with full occupancy of hotels and restaurants. In particular, the city of Lviv has been particularly buoyant since the hostilities began, expanding by over 500 new restaurants. Ever since the month of June 2024, the restaurants located in Kiev have been gradually returning home. The rest of the cement establishments in these cities continue to function normally as other operational industries and services.

The Temporary Protection Directive allowed Ukrainians to quickly access labor markets which enhanced employment levels among the displaced Ukrainians within a period of one year. As of April 2022, approximately 1.5 million Ukrainians had jobs in 19 countries, high rates of which are in Poland at over 60 percent. To add, partnership with international organizations will help to expand resources and mental health services in Ukraine.

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