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TRANSFORMATION AND DEVELOPMENT PROSPECTS OF YOUTH TOURISM IN THE POST-PANDEMIC PERIOD: MACROECONOMIC AND SOCIO-CULTURAL ASPECTS

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Introduction

The global crisis caused by the COVID-19 pandemic has had an unprecedented destabilizing impact on the development of the entire global economic system [1]. One of the most affected sectors, which demonstrated the highest capacity for adaptation, was the tourism sector. In modern conditions, youth tourism is not merely a segment of the travel market, but a crucial driver of macroeconomic recovery and structural modernization. The post-pandemic reality requires a rethinking of the role of tourism as a catalyst for socio-economic processes, where the activity of young generations forms new vectors for the development of the service economy.

The impact of digitalization and human capital development: Global digitalization is a determining factor in the transformation of youth tourism in the new reality, changing the mechanisms for selecting, booking, and consuming tourism products [6]. The innovative format of tourism activities dictates the need to transform the labor market in this field. Managing modern digital tourism platforms and infrastructure requires attracting highly qualified personnel, which is an integral part of the successful functioning of an innovative economy [3].

In this context, the integration of educational processes and tourism serves as a powerful factor for innovative development, contributing to the creation of new jobs and the effective reduction of youth unemployment [2]. When forming tourism offers for young people, it is also critically important to consider



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economic realities, relying on a scientifically grounded methodology for determining threshold values for income differentiation [5]. This allows for the creation of a flexible pricing policy and makes high-quality tourism accessible to various segments of the youth.

Recreation as an institution for health preservation and cultural revival: The post-pandemic period has sharply raised issues of the nation's physical and mental well-being. Modern state policy and constitutional norms are based on the priority of protecting human health and ensuring the stability of the family institution [13]. In this regard, youth tourism performs a crucial health-improving function.

To effectively realize recreational potential, it is necessary to consider the regional characteristics of recreational needs, integrating them into the overall system of individual human needs [4]. Today, recreation is moving beyond mere recreation; it is positioned as a fundamental foundation for the spiritual and cultural revival of the nation and the long-term socio-economic development of the country [9]. Youth tourism contributes to socialization, patriotic education, and the strengthening of cultural ties within society.

Innovative formats: military-recreational and militaristic tourism One of the most promising and dynamically developing niches in the youth segment is active tourism with elements of military-patriotic education. As the evolution of theoretical approaches shows, the concepts of recreational-tourism and military-recreational activities are today closely intertwined, creating new in-demand products [8].

Conducted research and practical experiments convincingly prove that the application of military-recreational elements has a tremendous impact on youth, particularly contributing to a significant increase in the motivation of cadets and students toward education and research activities [7, 10]. The development of militaristic tourism has strong socio-economic prerequisites and broad prospects,



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as it fosters discipline, leadership qualities, and interest in the country's history among young people [12].

Implementing this potential requires targeted development and investment in creating specialized recreational-tourism and military-recreational zones, taking into account territorial specificities (for example, on a regional scale) [11].

Conclusion: The prospects for developing youth tourism in the post-pandemic period are inextricably linked to digitalization processes, educational integration, and the diversification of tourism products. Refocusing on the domestic market, creating innovative recreational formats, and supporting youth health are of strategic importance. Ultimately, stimulating the military-economic sphere through the lens of developing domestic militaristic tourism and patriotic education plays a crucial role in ensuring the comprehensive economic security of the state [14]. By investing in youth tourism today, the national economy creates a sustainable foundation for innovative, social, and cultural prosperity in the future.

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