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FORMATION OF A FINANCIAL MECHANISM OF PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF TOURISM UNDER WAR CONDITIONS

ABSTRACT

The main purpose is a theoretical and methodological substantiation of the formation of a financial mechanism of public-private partnership in the field of tourism in the context of ensuring sustainable development of the country's economy under war conditions. The research question posed within the framework of the article is what type of modern financial mechanism of public-private partnership in the field of tourism should look like in order to meet the requirements for ensuring sustainable development of the economy in a state of war. The object of the study is a public-private partnership in the field of tourism. The subject of the study is the theoretical, methodological, and scientific provisions for the formation of the financial mechanism for the process of public-private partnership in the field of tourism. The research methodology includes a scientific approach, including the use of a number of methods that allow achieving the set goal: the goal tree method, abstract-logical, graphical, analysis and synthesis, non-parametric statistical, and mathematical modelling methods. The state of public-private partnership in the field of tourism under martial law is substantiated. The main result of the study is the construction of a financial mechanism for public-private partnership in the field of tourism, which, unlike those existing in the scientific community, is characterized by taking into account the military situation in the country and a methodological approach to the formation of its main components: an algorithm for conducting financial planning, a methodology for assessing financial and credit risks, theoretical and scientific approach to assessing the effectiveness of financial instruments, a model for the implementation of financial control, characteristics of the institutional and legal framework for ensuring public-private partnerships in the field of tourism.

Keywords: martial law, financial mechanism, public-private partnership, tourism sector, economic development, financial control, financial planning, financial and credit risks, financial instruments, institutional and legal support

JEL Classification: E60, H10, P43, Z31, Z32

INTRODUCTION

Sustainable development of the economy, improvement of the standard of living of the population, successful integration into the global economic space, and accumulation of large volumes of financial resources, all these are desirable aspects for every state. However, this is very difficult to implement with low investment opportunities and existing monetary constraints. Then the government is looking for other opportunities to implement certain projects. One of these areas is attracting private resources in the form of public-private partnerships (PPP). PPP is not a new phenomenon and has come a long evolutionary way today represents a modern system of pooling resources and proper distribution of economic and financial risks between its participants in order to achieve the desired socio-economic effect. PPP is inherently a unique process, which allows the implementation of socially important projects while stimulating private business and minimizing a number of critical financial and economic risks. All this in theory looks correct and effective, but in practice, it does not always give its subjects the desired socio-economic effect due to the choice of the wrong financial mechanism.

With the deepening of economic and financial problems as a result of the war started by the Russian Federation back in 2014, our state actively tried, through joint financial

efforts with enterprises, to contribute to the achievement of state policy goals with minimal costs and risks. However, the peak of problems arose in 2022, when the aggressor country moved to a new stage of aggression and carried out a full-scale invasion of our sovereign territory. At the time of writing, the war lasted more than a year and a half and there is a real threat of continuing for a certain period of time. This requires scientists to gradually search for new ways to ensure sustainable economic development, even under the condition of constancy as such, a task that is extremely difficult to achieve in conditions of military aggression. Partnership with business has always been a way to implement critical projects that contribute to victory over the aggressor. In the tourism sector, it will strengthen the economy and support the tourism business, which is already experiencing the second major crisis in the last 3 years.

In war conditions, the emphasis is on the development and preservation of businesses that directly or indirectly affect the country's defence capability, but the transition to a longer phase of military operations requires consideration of the implementation of projects in other areas that do not have a significant impact on the country's defence capability or the course of hostilities. In a protracted conflict, even tourism as a business are new job, a psychological outlet, part of the information policy for covering the consequences of aggression, preventing isolation and the ability to continue to earn income. Before a full-scale war, along with such industries as transport and energy, tourism, with appropriate investments, had a real chance of becoming an economic factor in ensuring sustainable economic development. Tourism, like any other sector of the economy, is inherently a source of foreign exchange earnings (which forms the basis of foreign exchange security as part of financial security) and creates the desired jobs. This sector of the economy is not only travel but also routes, infrastructure, hotels, restaurants, transport, etc. In this way, the state and the private sector can pool their existing resources to implement truly significant large-scale projects to improve tourism logistics and tourism infrastructure.

Tourism in Ukraine is experiencing a second large-scale crisis (the COVID-19 pandemic was the first crisis challenge for the whole world) as a result of the war and the problems of optimizing tourism logistics and infrastructure in such a way that protection and safety can be ensured are extremely urgent. Another aspect is the problem of the tourist attractiveness of Ukraine as such as a result of the war, and here we have two sides of the problem: the first is that as a result of the deployment of military operations in part of the country and constant rocket attacks on the western part, the problem of protecting infrastructure and tourists themselves requires government intervention; the second side represents a high increase in demand to see Ukraine after a year and a half of war; the whole world is ready to come and see with their own eyes the consequences of a full-scale war. When we have such acute and acute problems, neither side of the partnership is able to cope with the implementation of projects on its own. Businesses will not financially and organizationally bear such financial expenses, and the state is entrusted with a significant number of additional functions as a result of a full-scale invasion. Working together (partnership) will reduce the burden on both one side and the other while increasing the number of innovative solutions to improve project implementation. But unification requires the formation of a modern financial mechanism, which today requires rethinking taking into account modern realities.

LITERATURE REVIEW

In reviewing the literature, it should be noted that PPP itself and tourism activities have attracted much attention among the scientific community around the world. The reason for this attention is the request for the formation of new mechanisms to ensure sustainable development of the economy of a particular region, search for financial resources for the implementation of projects, etc. The modern tourism sector is one of the main drivers of sustainable development of the economy in different countries, including Ukraine, and most scientists believe (Akteruzzaman, (2001) and Franco (2010)) that it is government regulation and private initiatives that can lead to optimization of the potential this industry.

According to Dewatriponit (2005), Grout (1997) and Siemiatycki (2006), for a long stretch of time in the creation and operationalization of PPPs, the financial aspect is the key one, without the coordination of which no interaction between the state and business is possible. So, the author's opinion is that first we need to regulate the formation of the financial mechanism of PPP, and then other aspects. A similar opinion is shared by Liu et.al. (2015) and Ye (2018) who point out that the life cycle of PPP in any field is that it starts with financial planning and minimizing financial risks. However, in our opinion, the issue cannot be resolved by financial risks alone.

As Ivashova (2018) and Wijaya (2021) rightly note, the PPP promotes the innovative development of infrastructure and services that can satisfy all the needs of tourists in the region. One cannot but agree, adding that in addition, PPP minimizes a number of financial risks for the state. Therefore, to summarize the views of Kumar (2015) and Grigorescu (2008), any PPP model for any industry begins with a financial issue.

In general, we can highlight several key problems of modern scientific and practical literature in the field of forming an effective mechanism for PPP (Table 1).

Table 1. List of the main problems of modern scientific and practical literature in the field of formation of an effective PPP mechanism.

№	Name	Characteristic
1	Dynamics of the external environment	Inability to fully take into account the dynamism of the external environment and, as a result, the lack of a sufficient amount of scientific research in a state of war
2	Industry specifics of the partnership	Not all studies in the field of PPP are devoted specifically to the development of tourism logistics or infrastructure
3	A financial issue	Modern mechanisms found in the literature focus on organizational, legal or security approaches, but ignore the emphasis that the first is financial. In our opinion, it is the financial mechanism that triggers the work of other types of mechanisms in the first place, and therefore it should be considered first.

An important objective of our research is to establish what modern approaches exist regarding the definition of the concept of "financial mechanism of PPP". Filipova N. and Starchenko G. (2019) note that the financial mechanism of PPP is the formation of effective sources of resources for innovative projects and the creation of conditions for the successful implementation of strategic plans for the innovative and sustainable development of the national economy. According to Shluik (2023), the financial mechanism of public-private partnership is a set of forms, methods and tools for organizing financial relations in the field of cooperation between the state and the private sector for the purpose of implementing joint projects. Thus, attention to the issue of the formation of a financial mechanism among scientists exists, but this is not enough, since each type of business has its own characteristics and financial and credit risks, which should be taken into account individually.

AIMS AND OBJECTIVES

Based on the text above in the previous sections and the relevance of rethinking the interaction between the government and the private sector, in this article, we propose the formation of a financial mechanism for PPP in the tourism sphere while taking into account the military situation in the country. Thus, the object of study will be PPP in the field of tourism and its characteristic features today in Ukraine. Let us determine what tasks should be performed:

- to analyze the current state of PPP in the sphere of tourism and the dynamics of the evolvement of the tourism sphere in war conditions;
- to form a financial mechanism for PPP in the tourism sector with a rethought vision of its structure through martial law;
- to formulate a theoretical and methodological approach for each structural element of the financial mechanism;
- to present methods by which these objectives will be achieved.

METHODS

Research methodology involves the use of various methods, which in combination allow the achievement of objectives and entire articles. Each method performs a specific function in the holistic picture of the presented research results, and its use may not always be of central importance; it may be an auxiliary participation. For example, the article uses the goal tree method in order to form the basic conditions for the formation of the financial mechanism of the PPP in the field of tourism and determine the process itself. These methods have repeatedly shown their effectiveness when it comes to creating financial security (Sylkin et.al., 2019) or for modelling the information aspects of the financial mechanism of private sector e-commerce (Alazzam, 2023).

The use of an abstract logical method for summing up results, and forming generalizing scientific thoughts and conclusions is obvious. Also, briefly, let us note the use of a graphical method to visualize the author's opinion and key characterizing features of the modern structure of the financial mechanism of PPP in the field of tourism. In our opinion, it is difficult to achieve the set goal without it. Methods of analysis, synthesis and non-parametric statistical ones allow us to demonstrate the evolution of the evolvement of the tourism industry and the current state of PPP in the field of tourism both in the world and in Ukraine, in particular. A number of mathematical methods were also applied. In particular, the method of mathematical modelling "Monte Carlo simulation", which consists of generating scenarios based on random variables to model uncertainty, makes it possible to obtain the distribution of possible losses and determine the risk itself. The discounted cash flow (DCF) model was also used to evaluate financial instruments.

This number of proposed methods has its own justified application and each is interconnected. The author's vision of the formation of a financial mechanism for PPP in the tourism sector will include a significant number of components that are impossible to present separately but using just one method.

RESULTS

The author's interpretation of the essence of the financial mechanism of public-private partnership in the field of tourism under martial law is a set of institutional, legal and financial instruments aimed at ensuring interaction between the state and the business sphere to minimize financial and credit risks in the operationalisation of economically and socially important projects, ensuring sustainable development of the economy using an adaptive approach to countering the threats of martial law and the restrictions it imposes. The financial mechanism should define the key principles of financial planning and control.

Today, the market for tourism services and logistics is completely dominated by small businesses. Thus, consideration of the interaction between the state and the private sector in the field of tourism in Ukraine should be viewed through the prism of small business (Figure 1).

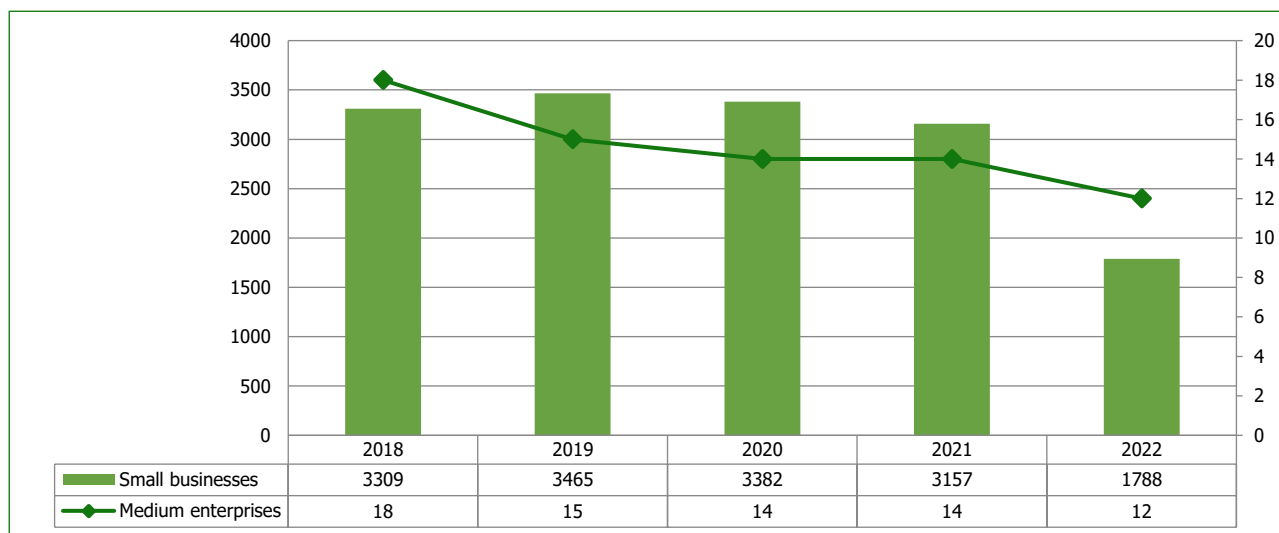


Figure 1. Trend analysis of the number of enterprises involved in tourism activities and the development of tourism logistics in Ukraine.
 (Source: formed by the authors with data from State Statistics Service (2022))

We have established from Figure 1 above that the state of the private sector in tourism in 2022 has declined significantly, and at the same time, almost the entire domestic market is only small businesses. The war provoked the formation of regions with an increased risk of experiencing the impact of war on which tourism as such is problematic. But that doesn't mean it can't be there. Interaction between the government and the private sector in tourism can provide significant benefits to both parties. For example, in times of war, there is always a risk of the decline of cultural objects. Effective PPP in tourism can lead to its preservation. Well, the most important advantage is the information openness of events in such regions. Tourism as an area of economic activity is a powerful tool for conveying truthful information about events in Ukraine to the international community. The financial performance of tourism enterprises decreased significantly after the war began (Figure 2), but PPP can change this for the better. Collaboration with the government can, for example, facilitate lending programs, and stimulate new investments, and, in general, the private sector from such partnerships will increase access to finance.

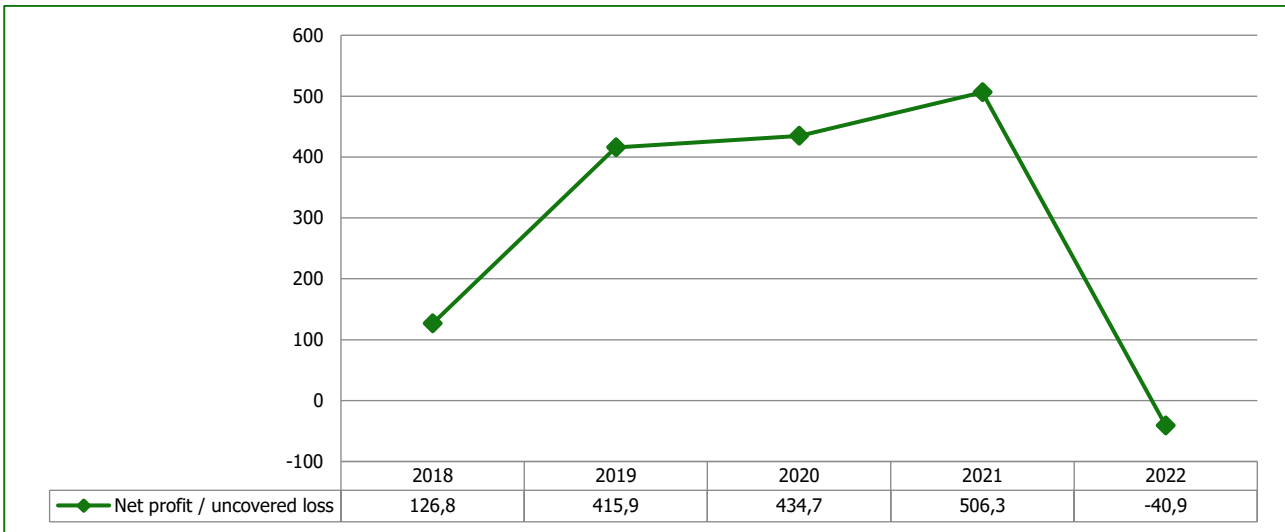


Figure 2. Analysis of dynamics of the net profit of small businesses in the tourism sector in Ukraine, million UAH. (Source: formed by the authors with data from State Statistics Service (2022))

To begin with, we need to understand through the tree of goals what goals we are pursuing when forming the financial mechanism of the PPP in the field of tourism. Such a process as the formation of a PPP financial mechanism cannot take place without a target. In our opinion, thanks to the goal tree method, we can best visualize this (Figure 3).

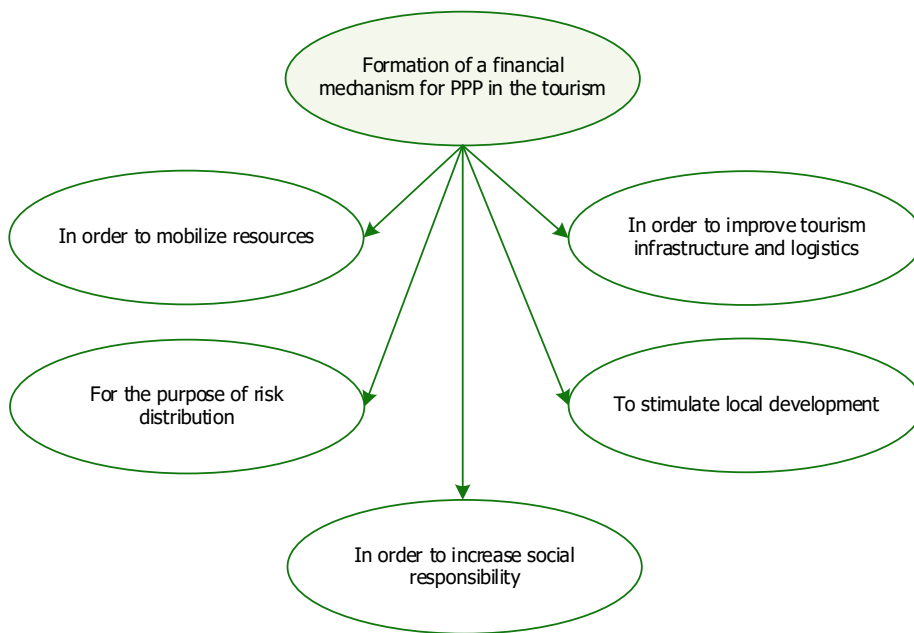


Figure 3. The main goal of forming a financial mechanism for PPP in the field of tourism.

Thus, we move on to the structural construction of the financial mechanism of PPP in the tourism sector. In our visionary financial mechanism, the PPP in the field of tourism in conditions of martial law and to promote sustainable development of the country's economy must provide for mandatory structural components: financial planning, financial control, assessment of financial and credit risks, effective financial instruments and institutional and legal support for the development of tourist logistics and infrastructure. Additionally, there should be effective institutional and legal support, which will create an environment for the implementation of each of the components (Figure 4).

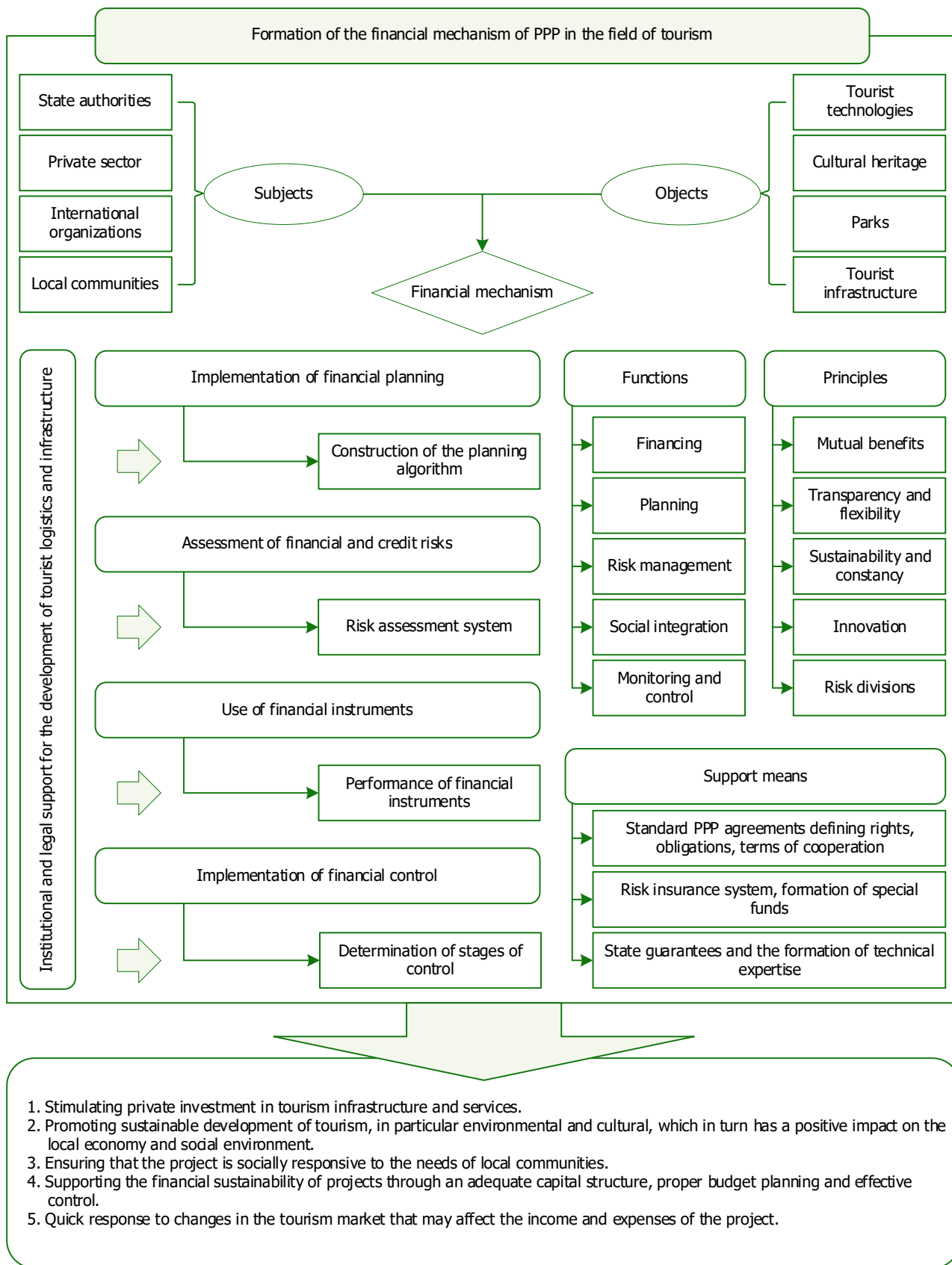


Figure 4. Components of the PPP financial mechanism in the field of tourism.

First of all, a component of every mechanism is proper planning. In our case, we are talking about the PPP financial planning system in the tourism sector. The goal of financial planning, in the opinion of the authors, should include the

formation of a sufficient financial base for all participants in the state enterprise. In these circumstances, the main object should be the financial resources pledged to the PPP in the implementation of a particular which directly relates to the formation and recovery of tourism. As the collective of Ukrainian scientists rightly noticed, Motornuik et al. (2023), ensuring the sustainable development of the country's economy begins with financial planning. This thesis also works for PPPs in the sphere of tourism. To better understand the PPP financial planning system in the field of tourism, we will present an appropriate algorithm that will ensure the sustainable development of tourism for regions with an increased risk of experiencing the impact of military operations (Figure 5).

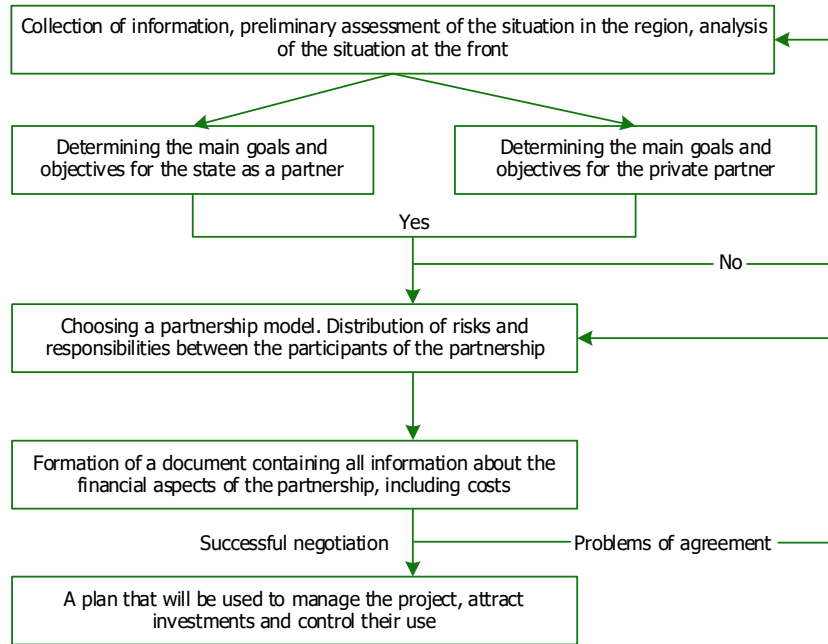


Figure 5. Algorithm for financial planning of PPP in tourism.

The fundamental principle of any PPP is to conduct a comprehensive assessment and analysis of possible risks. In the sphere of tourism, the interaction between the state and the business sector must necessarily include the formation of a risk assessment system. Within our mechanism, the emphasis is on financial and credit risks, as the main ones that should be paid attention to. Under martial law, we highlight the following financial and credit risks of PPP in the tourism sector: inflation risk; risk of changes in the interest rate on the loan; risk of loss of international financial assistance; risk of return on invested capital; and currency risk. We chose the mathematical modelling method Monte Carlo simulation (Generating a large number of scenarios based on specified parameters allows you to determine indicators such as Value-at-Risk (VaR) or Conditional Value-at-Risk (CVaR)), which includes a number of stages presented in Figure 6.

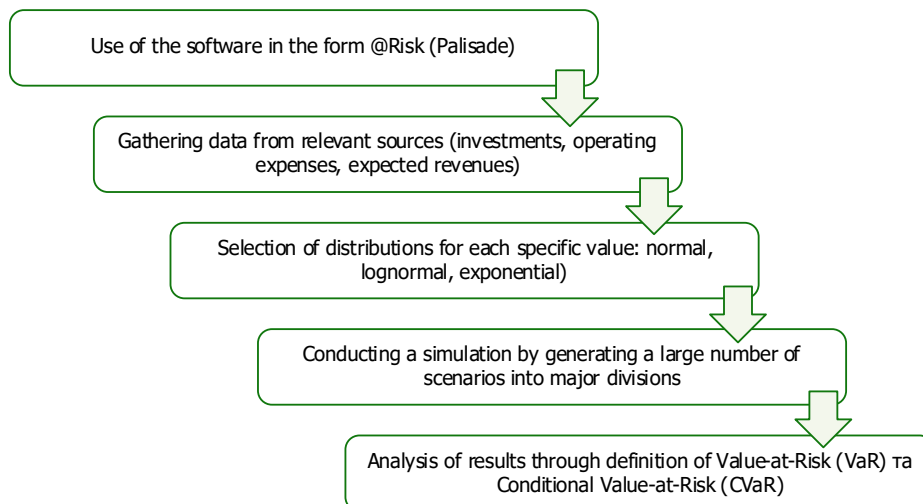


Figure 6. Stages of mathematical modelling for assessing financial and credit risks of PPP in the tourism sector.

In addition, when it comes to assessing the financial and credit risks of PPPs, several methods should be combined. According to Figure 6, we propose to use the Value-at-Risk (VaR) to estimate the maximum possible losses over time (1-2 years of active military operations) with a certain confidence probability. As an example, within the framework of PPP in the tourism sectors, such losses could be non-fulfilment of a contract or changes in market conditions through military action (1):

$$\text{VaR} = \mu - Z_{\alpha} \sigma \quad (1)$$

where: μ – the expected value of profitability; σ – standard deviation of profitability; Z_{α} – is the critical value of the normal distribution for a given confidence level.

If the VaR value is high, it may indicate a high level of risk for the PPP project in the tourism sector.

Let's consider a specific example of modelling financial and credit risks in a PPP project in the field of tourism based on the Value at Risk (VaR) method. The results will be presented in a simplified form, as our goal is only to demonstrate how it can look and work:

1. Definition of a specific situation: Suppose the government of Ukraine plans to build a large tourist complex (a large entertainment area in the western part of Ukraine, which will not only interest the ordinary tourist but will also include thematic zones with the development of partisanship and will become part of rehabilitation for families in need psychological relief due to military actions) at a popular resort based on the PPP model. A private partner builds and operates this complex, receiving revenue from the sale of tickets, accommodation and other services for, say, 15 years.
2. Financial and credit risk for our model: The main financial risk for a private partner is the uncertainty regarding the number of tourists visiting the complex and, accordingly, the income from the services provided, due to the fact that foreign tourists may not dare to come or the population of Ukraine simply will not like the idea of building it in such conditions.
3. Data: average income from tourist complex services for past years: USD 100,000. Standard deviation: USD 10,000. Confidence level: 95%.
4. Calculation of VaR: To calculate VaR at the 95% confidence level, we use the z-score for the normal distribution, which is 1.645. Therefore, with a 95% probability, a private partner can expect that his daily losses will not exceed USD 16,450 of the average income.
5. Conclusion: VaR calculation can provide a lot of valuable information for making the right management decision about participating in the project or not. The Government of Ukraine, in turn, can use this information when solving issues regarding the provision of additional guarantees or incentives for a private partner, as well as when determining the strategy for promoting the tourist complex on the market.

In the financial mechanism formed above, institutional and legal support are also noted, which have a significant impact on all its components. This should be looked at more carefully. It is no secret that the implementation of any project in which the state participates directly depends on institutional and legal support. That is, in other words, we are talking about creating a favourable institutional environment in the regions to attract resources for sustainable economic development. From the legal aspects of ensuring the financial mechanism of PPP in the field of tourism, we highlight the following:

- a general basis, which includes: the Constitution, Codes of Ukraine, and Laws that are indirectly involved in the formation of the basis for the implementation of interaction between the state and the tourism business;
- a special individual basis, which includes: the legislative framework directly related to PPP;
- industry base, which includes regulatory legal acts regulating tourism activities, tourism logistics and the development of tourism infrastructure.

Institutional principles are revealed through the work of government bodies (Cabinet of Ministers, Ministry of Economy, Project offices, etc.) and local government bodies. But when we are talking about regions with an increased risk of experiencing the impact of military actions, we include military administrations here. The areas in which institutional support should be carried out are the following: formation of the financial environment (security of the work of banks, insurance companies and investment funds); formation of the scientific environment (safe functioning of research institutions); formation of a public environment (a safe environment for associations of citizens, councils and users of tourism services).

In addition to risks, the effectiveness of the proposed financial instruments is also subject to assessment. No mechanism can work without proper tools. As part of the formation of the financial mechanism of PPP in the field of tourism, we offer the following tools:

1. Income financial instruments in the form of taxes to the budget and income from tourism services or goods provided.
2. Budgetary financial instruments through subsidies.
3. Grants and private investments.
4. Debt financial instruments in the form of government loans, international loans, bonds, and commercial loans.
5. International financial assistance, investments to restore tourism logistics and infrastructure, and investments in ensuring the physical security of assets and people.

Although the country's financial resources are limited, there are alternative ways to attract financing, such as international support, grants, investments from international financial institutions or private investors. This can help reduce the financial burden on the national budget. It is not necessary to use only one tool exclusively. Given the complexity of the situation, our research aims to develop potential solutions that can be adapted and applied depending on changing circumstances. It is important to remain flexible and innovative in approaches to supporting tourism, especially in times of war.

Using the discounted cash flow (DCF) method, we will build a model for evaluating the proposed financial instruments, which can be used within the framework of PPP in the tourism sector. It should be clarified that financial instruments can be assessed by their performance. That is, here we are trying to propose a mathematical model that will become an indicator that the selected financial instruments for the implementation of a tourism destination project are effective. Consider this model:

1. Output parameters:
 - Project cash flows for each year of the tourism PPP project (CF);
 - Discount rate (WACC);
 - Duration of the PPP project in the tourism sector (n);
 - Investment costs (IC).
2. NPV is an indicator of the economic efficiency of a certain list of financial instruments for a project, and therefore can be used when assessing the financial stability and profitability of a project within the framework of the PPP within the framework of this model (2):

$$NPV = (\sum_{t=1}^n CF / (1 + WACC)^t) / IC \quad (2)$$

3. Analysis of results:
 - $NPV > 0$, tools will lead to the fact that the PPP project in the tourism sector will be financially feasible;
 - $NPV < 0$, the instruments of the mechanism will not lead to the financial feasibility of a PPP project in the tourism sector.

Neglect of financial control may be one of the reasons for the unprofitability of a PPP project in the tourism sector. The problems of financial control are simply one of the well-known ones regarding the increase in the unprofitability of such a project. To date, the number of cancelled or unprofitable PPPs in the world has decreased significantly, which indicates various reasons not only for the ineffective financial control system (Figure 7). As for termination or cancellation, there may be other reasons, for example: the suspension of small business activities, and therefore a reduction in the financial obligations of the private sector due to the same war or the COVID-19 pandemic. In Ukraine, at the same time, all attention is now focused on defence, but at the same time, options for helping businesses are possible, one of which we see is the PPP. Unfortunately, today in Ukraine there is not a single operating PPP in the field of tourism and this is precisely the problem. With our research, we strive to illuminate it and show through the financial aspect how this can be realized.

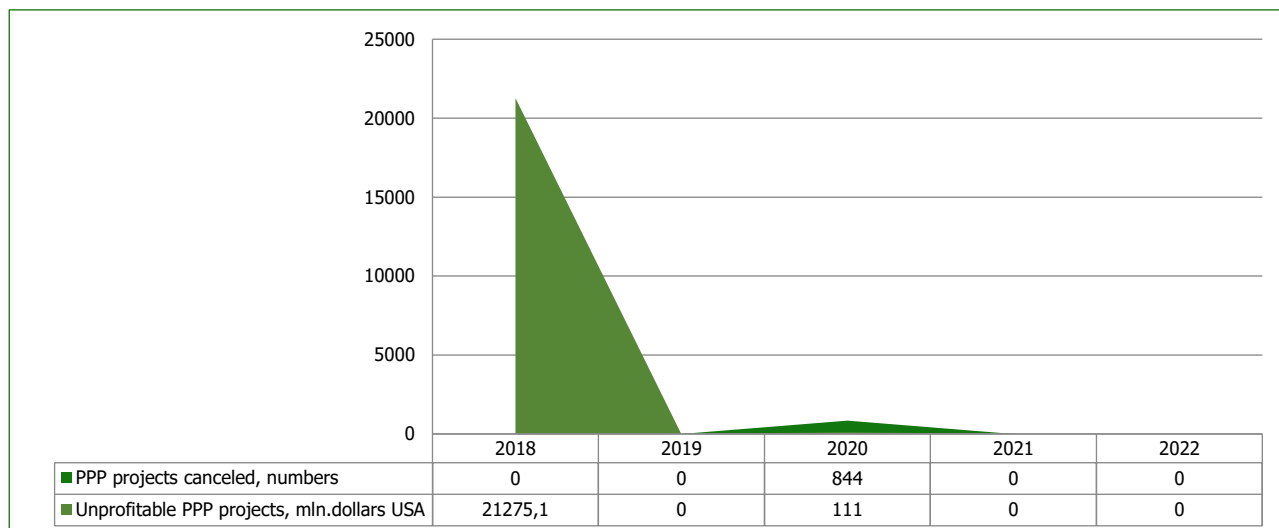


Figure 7. Dynamics of the number of unprofitable and cancelled PPPs in the world. (Source: formed by the authors with data from World Bank (2022))

Thus, for Ukraine, especially within the framework of ongoing international assistance in order to prevent misuse of funds, financial control should be a mandatory component of any PPP mechanism in the tourism sector. Financial control of PPPs in the tourism sector should be considered in terms of several stages. According to the authors of the article, such stages should be those depicted in Figure 8.

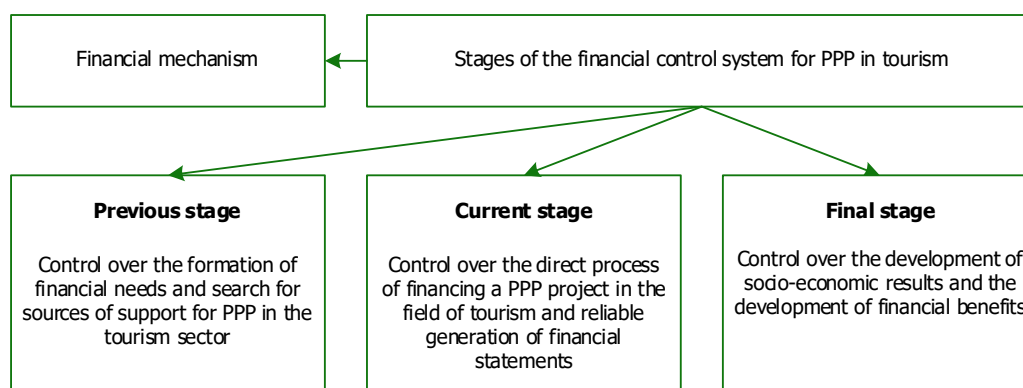


Figure 8. Stages of the financial control system for PPP in tourism.

Thus, as can be seen in Figure 8, financial control should be during the entire implementation cycle of PPPs in the tourism sphere and, accordingly, on the basis of openness and transparency. Let us highlight several areas for improving the financial control system of PPPs in the tourism sector for regions with an increased risk of war:

- expansion of powers for regulatory authorities through strengthening their role in the PPP system in the tourism sector;
- rethinking the punishment system: strengthening penalties in cases of violation of financial discipline during PPP in the tourism sector;
- the formation of new special audit groups with experience working in war conditions and in which security troops are involved;
- use of digital platforms for monitoring and control to avoid physical danger.

As a result, we must evaluate the effectiveness of the constructed financial mechanism. Of course, the best assessment indicator is the result of the implementation of the PPP project in the field of tourism, for which this mechanism was formed. However, we offer several key indicators to enable this assessment:

1. Budget efficiency index. Characterizes the effect for the state within the framework of a PPP project in the tourism sector (the ratio of budget revenues to the volume of expenses from implementation) (3):

$$BEI = BR/CI \quad (3)$$

where: *BR* - Budget revenues received from the implementation of the project in the field of tourism; *CI* - Costs for the implementation of the project in the field of tourism.

2. Index of monetary results. Allows to understand the feasibility of implementing projects but for the private sector/partner (calculation of net cost and rate of return) (4):

$$IMR = \text{Net profit in the year of project implementation} / \text{Expenses in the year of project implementation} \quad (4)$$

3. Social effect index. This indicator is already aimed at society and the effect it has (calculation of the change in the provision of the population and the jobs created) (5):

$$SEI = PPB/PPA \quad (5)$$

where: *PPB* - provision of the population with certain goods and services before the implementation of PPP (the number of people with access to tourism services or the number of tourist places in the region before the start of the project); *PPA* - provision of the population with certain goods and services after the implementation of the PPP (the number of people with access to tourism services or the number of tourist places in the region after the construction of a new hotel, the development of tourism infrastructure).

Thus, we note that the financial mechanism of PPP in the tourism sector is important for all of the above to work as one integral organism and for the proper institutional and legal environment to be formed, which will determine the vector for such a mechanism.

DISCUSSION

Discussing the research results we obtained, we should compare them with similar ones and establish what new we can bring to the development of theoretical and scientific provisions regarding PPP in the field of tourism in the scope of sustainable development of the economy. To do this, in our opinion, it is necessary to characterize the results obtained by other scientists. For example, if we talk about the global level of solving problems of sustainable economic development through the implementation of PPP projects, then most scientists, like us, focus on a specific country and national economy. For example, Jakaitis et.al. (2011) presented the conceptual object of PPP in the scope of sustainable development of the Lithuanian economy. In our opinion, it is the right direction to narrow our scientific attention to the sustainable development of the economy of a particular country, since for each country the interaction between the state and the private sector is unique and special. Zheng, et.al. (2021) carefully analyzed the key financial issues of both sides of the PPP using modern mathematical modelling methods. Thus, most scientific results note the significant impact of PPP on ensuring the sustainable development of the country's economy as a whole.

PPP in Ukraine has also received significant scientific attention. For example, Grytsyshen et.al. (2020) presented their own vision of the system of interaction between the state and the private sector and the key aspects of improving this cooperation in such a way as to allow economic development. In most cases, studies in Ukraine focus on the general problems of PPPs, without taking into account the resource aspect. In our opinion, it is from the financial aspect that one should enter into the PPP process, especially when there is a war in the country. Pavlyuk et. al. (2010) note that it is the financial mechanism that should become a catalyst for launching the process of interaction between the state and the private sector for the implementation of joint projects.

However, in Ukraine, there are also enough research results directly related to PPP in the tourism sector. Pochernina (2010) skillfully reveals the key aspects of PPP in the tourism sector specifically to ensure sustainable development of the economy. Zima (2014) also reveals how projects with active interaction between the state and the private sector can affect financial and economic development and take into account hybrid and time war. However, it should be noted that most of such studies may simply not be relevant due to the significant dynamism of the external environment, in which the tourism business should already be rethought taking into account the conditions of martial law. But compared to similar ones, our society is implementing an innovative approach to the formation of a financial mechanism and its key components (Table 2).

Table 2. Similarities and differences between the theses of our research results in comparison with other scientific works.

Scientific results of other works	Our results
There is a common opinion that the successful implementation of PPP contributes to the sustainable development of the country's economy	
Most of the results make the case for PPPs in general, without focusing on a specific industry	Selecting a specific industry and taking into account its operating environment
Finance and everything connected with it within the framework of the PPP is part of the existing system or model	The financial aspect of the PPP in our study comes to the fore and the relevance of the formation of a direct financial mechanism is noted

The innovation and characteristic difference of the research results we obtained lie in the proposed approach to the formation of the financial mechanism of the PPP in the field of tourism, which, unlike other similar ones, involves the skilful use of modern methods to demonstrate a rethought vision of the financial aspect of the interaction between the state and the private sector in tourism logistics and infrastructure. The novelty and characteristic difference of the research results we obtained lie in the proposed approach to the formation of a financial mechanism for PPP in the field of tourism. This approach, unlike other similar ones, involves the skilful use of modern methods of demonstrating rethinking, as well as a new vision of the financial aspect of interaction between the state and the private sector in the field of tourism logistics and infrastructure, justifying the following parameters of the components: financial planning, financial control, financial instruments, financial - credit risks, institutional support in conditions of martial law with an emphasis on regions of Ukraine that have an increased risk of the negative impact of war (closest to the conflict line).

CONCLUSIONS

We choose regions with an increased risk of experiencing the impact of war on which tourism as such is problematic. The idea is to lay the groundwork for a tourism revival when safety conditions allow it. This approach reflects not only international experience in the restoration of tourism but also assumes a flexible response to changes in the field of security and socio-economic situation. With regard to the use of budget subsidies and direct payments from the government, these measures are seen as part of a broader recovery program that will be implemented taking into account changes in the country's financial capacity and attracting international support. It is important to consider that tourism development strategies must be adapted to changing circumstances and needs and may include different sources of financing.

Our research results allow us to conclude that PPP in the tourism sector, even in war conditions, can be an effective tool for stimulating the sustainable development of the economy in regions with increased risk. Our approach, unlike others, is revealed through the presentation of the main structural elements of the financial mechanism and provides recommendations for proper financial planning, control, institutional and legal support, assessment of financial and credit risks and instruments. The article presents the author's vision of the essence of the concept of a financial mechanism of PPP in the field of tourism in war conditions and a methodology for assessing the risks and effectiveness of the tools that should form its basis. The novelty is revealed through the author's collective structural vision of how the process of developing a financial mechanism for PPP in the sphere is possible in a state of war, thanks to the disclosure of the institutional and legal basis for its provision for regions with an increased risk of experiencing the influence of war.

To summarize, it should be noted that a rethinking of the interaction between the state, business and society did not happen in Ukraine only now under martial law. The problems of sustainable development of the country's economy have also intensified significantly due to the COVID-19 pandemic, when, almost thanks to the private sector, it was possible to optimize this development. But a full-scale war change everything, and a business as sensitive to changes in the external environment as tourism is a prime example of this. We presented a theoretical and methodological approach to the formation of a financial mechanism for PPP in the field of tourism under martial law. According to words and paper, everything looks very simply: the state and the private sector pool their own resources and begin to implement certain projects. But a large number of questions arise: how to do this financially correctly, especially for the sector of the economy that is associated with travel abroad and infrastructure that is under constant fire and mined. Therefore, logical scientific steps are taken further on how to implement this financial mechanism. In our opinion, today two issues that can be resolved within the framework of PPP are the following: risk distribution in such a way that the state takes on the risk of delays in permitting documentation, and the private sector takes on the risk of demand for tourism services; return on investment should be developed in such a way that the tourism business receives direct payments from the government. The key aspect today for the introduction of tourism activities in Ukraine is the formation of the possibility of insurance on the part of the state (subsidizing insurance premiums for private partners), which will significantly allow the effective implementation of the financial mechanism of the state enterprise in this area. A separate issue is the formation of a support fund to

encourage investment in regions close to hostilities, which will provide financial compensation to the private sector in the event of negative events due to hostilities. This should form the basis of our further research on how to implement the financial mechanism of PPP in the field of tourism for regions close to military operations in Ukraine since they have high tourism potential for the international community, which wants to see with its own eyes the consequences of the actions of the aggressor country.

A separate controversial issue is the role of local communities. Above all, local communities have a deep understanding of their unique resources, and cultural and natural values. This understanding is critical to the development and implementation of effective tourism development strategies that reflect local characteristics while meeting global standards and tourist expectations. In the context of PPPs, local communities can act as active participants and beneficiaries, contributing to the creation of infrastructure, the provision of quality services and the attraction of investment. They can participate in the planning and management of tourism projects, ensuring that these initiatives meet local needs and promote sustainable development. Assessing the impact on local communities should be an area for further research.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

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ФОРМУВАННЯ ФІНАНСОВОГО МЕХАНІЗМУ ДЕРЖАВНО-ПУБЛІЧНОГО ПАРТНЕРСТВА У СФЕРІ ТУРИЗМУ В УМОВАХ ВОЄННОГО СТАНУ

Основною метою є теоретико-методичне обґрунтування формування фінансового механізму державно-публічного партнерства у сфері туризму в розрізі забезпечення сталого розвитку економіки країни при воєнному стані. Дослідницьке питання, поставлене в статті, полягає в тому, який вигляд повинен мати сучасний фінансовий механізм державно-публічного партнерства у сфері туризму, щоб задовільнити вимоги забезпечення сталого розвитку економіки при воєнному стані. Об'єктом дослідження обрано державно-публічне партнерство у сфері туризму. Предмет дослідження – теоретико-методичні, наукові положення формування фінансового механізму державно-публічного партнерства у сфері туризму. У методологію дослідження закладено науковий підхід, що включає застосування ряду методів, які вможливають досягнення поставленої мети: метод дерева цілей, метод «чорного ящика», абстрактно-логічний, графічний, аналізу й синтезу, непараметричні статистичні методи, методи математичного моделювання. Обґрунтовано стан державно-публічного партнерства у сфері туризму в умовах воєнного стану. Основним результатом дослідження є побудова фінансового механізму державно-публічного партнерства у сфері туризму, який, на відміну від існуючих у науковій спільноті, характеризується врахуванням воєнного стану в країні та методичним підходом до формування основних його складових: алгоритм проведення фінансового планування, методика оцінки фінансово-кредитних ризиків, теоретико-науковий підхід до оцінювання ефективності фінансових інструментів, модель здійснення фінансового контролю, характеристика інституціонально-правових засад забезпечення державно-приватного партнерства у сфері туризму.

Ключові слова: воєнний стан, фінансовий механізм, державно-публічне партнерство, туристична сфера, розвиток економіки, фінансовий контроль, фінансове планування, фінансово-кредитні ризики, фінансові інструменти, інституціонально-правове забезпечення

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