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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

ENVIRONMENTAL RESPONSIBILITY OF BUSINESS IN THE RESORT ECONOMY: THE POST-WAR CONTEXT

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Today, the importance of the population`s health and development, the quality of its life, requires the availability of the most important recreational and resort services from certain sanatorium-resort and recreational facilities, as well as the availability of natural healing and recreational resources for self-organization of rest, development, and travel.

As can be seen from the State Agency for Tourism Development of Ukraine data, the recreational, tourist and resort infrastructure suffered significant losses: the total number of taxpayers engaged in tourism and related activities decreased by 17% over the year. Also, the number of legal entities decreased by 14%, and the number of individuals – by 18%. In the economic aspect, it should be noted the increase of the paid tax by 46% from the activities of guesthouses and hostels, which were used as temporary shelter for temporary replaced people due to the war. And a 57% reduction in the share of tax paid from the activities of camping sites, camping sites, and children's recreation camps compared to 2021. Hotels paid the significant share of state budget revenues last year among temporary accommodation facilities – UAH 898 million, which is 30% less than in 2021 (State Agency for Tourism Development of Ukraine, 2023).

The Recovery Plan of Ukraine presented in 2022 in Lugano is based on 5 main principles: quick start and systematic development; increasing fair welfare; integration into the EU; reconstruction according to the "build back better"

principle at all levels; stimulation of private investments. We believe that post-war reconstruction efforts should be focused not simply on reconstruction of the destroyed infrastructure elements, but rather on investing in the future – investments that should be transformative and sustainable, fit for the future in line with international standards and nature-friendly, climate-smart and inclusive reconstruction. The result of reconstruction can have 2 options: 1. Ukraine, which rebuilds what was destroyed during the war, with the aim of returning the country to its potential before the war; 2. A principal other state that looks and acts like an EU member state, which may become a member state when a political decision is made.

The realization of the Recovery Plan tasks and projects will ensure the implementation of the business ecological vector in accordance with the Ukrainian course on European integration and the European Green Deal, as well as the projects integration for the country recovery in accordance with the European course and principles of sustainable development. The implementation of the Recovery Plan main principles will bring Ukraine's regulatory framework closer to EU norms, improve the health of the population, promote the development of small businesses, etc. This will provide an opportunity to build the country's strategic development, focusing on the regions' strengths and investing in their weaknesses. Supporting small and medium-sized businesses is an important part of the new economic model (Ukraine Recovery Conference, 2022).

It is appropriate to consider the introduction of environmental responsibility of business on the basis of inclusiveness as a trend of socio-economic and ecological development of sanatorium-resort and recreational activities in the conditions of post-war recovery. Its conceptual principles correspond to the modern needs for the environment and its components protection (healing resources), and should also serve to form directions for the resort economy development of Ukraine (recreation, restoration of psychophysical condition, comprehensive cultural development of the personality, etc.); at the basis of sanatorium-resort, health, rehabilitation and recreational activities are social values formed by social needs for restoration, recreation and rehabilitation; the organization of resort, health or other related activities involves the use of natural healing resources of public, not individual level of use. In particular, geographical features (comfortable climatic conditions) and a unique set of natural healing resources contributed to the formation and development of large resorts with a developed network of sanatoriums and health facilities, which are located mainly on the coast of the sea and estuaries (Cherchyk, L. et al, 2021; Cherchyk, L. &Khumarova, N., 2022).

In authors opinion, since the consumer is interested in ensuring that his environment remains safe and ecological, the guidelines for the further development of socially responsible business in Ukraine (in particular, its

environmental component) in the conditions of post-war recovery should be its systematic implementation and full information of society based on digitalization about advantages of such a "build back better" model. The systematic nature of the proceedings means its popularization at all levels – among large, medium and small businesses with the help of a motivation system. It is necessary to inform society about successful companies that are socially oriented in their activities in order to stimulate the demand for environmentally responsible business.

Among the areas of ecologically responsible business activity that correlate with the European Green Deal and the Recovery Plan are the fight against climate change, resource conservation and quality water resources. These areas are key to preserving resources for a sustainable future. Many resorts and closely related businesses such as hotels and serviced apartments are now looking to improve their environmental performance.

In the resort economy, one of the areas of ecological responsibility can be the implementation of wastewater reclamation and recycling systems as an alternative source of water supply, the effects of which will be aimed at ensuring the population social protection, increasing the investments economic efficiency in the drainage of resort facilities; reduction of energy consumption related to the intake, purification and distribution of water for health and rehabilitation needs, etc.; preservation of fresh water sources; avoiding excessive exploitation of water resources; climate change mitigation, etc. (Khumarova, N. &Mahats, N., 2022).

The introduction of information awareness about the environmentally responsible aspect of the resort business contributes to the positive image formation of their establishments and popularization. For example, in the work «Understanding the Global Spa Industry: Spa Management» (Cohen M. &Bodeker G., 2008) were formed several directed messages of "Green resorts", which create a vision of an ecologically responsible resort area among the population. Though, Green resorts are:

- good business – although the investment costs of some greening initiatives are high, they usually pay for themselves and provide savings within a year or two;
- more relaxing – offering a more relaxing and balanced experience by removing the stressors of our modern lives such as pollution, noise, sense of unsafe etc.;
- contribute to the harmonization of the human body with nature;
- procedures are more effective – artificial and chemical products can cause harm during wellness or rehabilitation activities, while procedures using natural products are gentler.

Large resort health, rehabilitation and recreational facilities may have more opportunities for immediate implementation of environmentally responsible measures. However, smaller facilities may lack the resources to plan and implement short-term environmental solutions. The first priority will be to conduct

an environmental audit, and then to prepare a plan to achieve sustainable development.

The expected demand growth in the post-war period for the resort sector services (rehabilitation, recovery, restorative treatment, etc.) is a prerequisite for the implementation of the "build back better" principle of the Recovery Plan in the development of health and wellness and other resort infrastructure, as also the positive image formation of environmentally responsible business among the population and possible investors. Thus, restoration projects plan not only the creation of new modern medical, rehabilitation and restorative centers, wellness complexes, but also the restoration of tourist routes and resort destinations.

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