

Petrova M, Sushchenko O, Dekhtyar N, Shalbayeva S. The Prospects of Sustainable Development of Destroyed Tourism Areas Using Virtual Technologies. *Sustainability*. 2025; 17(7),

Abstract

The development of restorative tourism in post-war countries is crucial to economic recovery, cultural preservation, and social stabilization. While various nations have adopted different reconstruction strategies following conflicts, Ukraine's situation requires an innovative and large-scale approach due to the extensive damage inflicted on infrastructure, cultural heritage, and tourism assets. This study explores the role of virtual and augmented reality technologies in restoring tourism potential, particularly in preserving destroyed cultural heritage through digitalization. Virtual tourism is increasingly relevant to maintaining cultural identity, attracting investment, and fostering international engagement. This study examines the evolution of digital tourism solutions, consumer behaviour shifts towards online leisure, and the integration of geoinformation systems for post-crisis planning. The findings emphasize that Ukraine's tourism sector must adapt to digital trends while developing physical infrastructure, ensuring a comprehensive, resilient, and future-oriented restoration strategy. This study provides recommendations for leveraging innovation in post-crisis tourism development. It explains how the change in the paradigm of consumption of recreation and leisure services in the modern world impels the restoration of the destroyed tourism infrastructure. Furthermore, it highlights the importance of strategic migration policies to rebuild the labour market, which is essential for sustainable recovery.

Keywords:

sustainable development; restoration strategies; restorative tourism; tourism recovery; virtual technologies; digital tourism solutions; strategic migration policies; cultural heritage digitalization