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**LANGUAGE STUDIES CHAIR OF LEONID YUZKOV KHMELNYTSKYI
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**YOUNG SCIENTISTS' COUNCIL OF LEONID YUZKOV KHMELNYTSKYI UNIVERSITY OF
MANAGEMENT AND LAW**

**SCIENTIFIC SOCIETY OF STUDENTS, POSTGRADUATES, PHD STUDENTS AND YOUNG
SCIENTISTS**



**FOREIGN LANGUAGES
IN USE:
ACADEMIC AND
PROFESSIONAL ASPECTS**

**KHMELNYTSKYI
2025**

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Збірник розрахований на наукових та науково-педагогічних працівників закладів вищої освіти і наукових установ, студентів та аспірантів, практичних працівників та широкий читацький загал.

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Повну відповідальність за достовірність та якість поданого матеріалу несуть учасники конференції, їхні наукові керівники, рецензенти та структурні підрозділи закладів вищої освіти і наукових установ, які рекомендували ці матеріали до друку.

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LANGUAGE AND COUNTRY STUDIES ASPECTS



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THE RISING POPULARITY OF ENGLISH AMONG YOUTH: GENERATIONAL COMPARISON

The English language plays a key role in the modern world. Knowledge of this widely used language opens the door to international education, career opportunities, and cultural exchange. In Ukraine, there is a growing interest in learning English, especially among young people. This trend reflects changes in social priorities and a desire to integrate into the global community. According to a study by the Kyiv International Institute of Sociology, conducted from December 2022 to January 2023, 51% of Ukrainians have some knowledge of English. However, only 23% can read, write, and speak English at an everyday or professional level, and nearly one-third of the adult population in Ukraine (31.8%) does not know any foreign language [1].

The younger generation shows a higher level of English proficiency compared to older age groups. In fact, several studies indicate that foreign language skills are better among younger, more educated, and wealthier people. In cities with a population of over 500,000, the rate of English knowledge is 77%, while in the capital it reaches 84% [1].

The main reasons for learning English among Ukrainians include the opportunity to travel (43%), an interest in studying foreign languages (36%), more varied leisure activities (33%), and the chance to work in international companies (31%). The key barriers to learning the language are a lack of time (38%), having other important life priorities (34%), insufficient funds (33%), and a lack of motivation (31%). The full-scale invasion of Russia into Ukraine in 2022 had a significant impact on the educational priorities of Ukrainians. According to a study by the online school Englishdom, at the beginning of 2024 the number of students learning English increased by 56% compared to the beginning of 2022. This increase shows the desire of young Ukrainians to adapt to new realities and improve their competitiveness in the international job market [1].

Studies of language competence show that the level of English proficiency differs greatly between generations. The younger generation is much more motivated to learn English. Young people, especially those from Generation Z, grew up using digital technologies in their education. Modern interactive platforms, online courses, and mobile apps help them learn English through multimedia content and interactive tasks. In contrast, older generations mostly received traditional education focused on grammar and writing exercises, which limited their ability to develop communication skills [2].

Young people see English as the key to unlocking international educational and career opportunities. They understand that knowing English greatly expands access to information, scientific research, and professional connections. Older generations often see learning English as necessary due to global trends, but they do not always have enough internal motivation or opportunities to use modern teaching methods. The younger generation actively uses online platforms such as Duolingo and Coursera. The differences in learning English between older and younger generations result from changes in educational technologies and the influence of social, economic, and cultural factors [3; 4].

Thus, modern young people recognize the importance of knowing English as one of the main tools for personal and professional development. This is because it leads to more educational, career, and cultural opportunities. The spread of English among young people reflects Ukrainian society's desire to integrate into the international community and actively participate in global processes. English serves as a universal means of communication, opening access to advanced knowledge, the global labor market, and modern technologies. In the context of Ukraine's integration into Europe, knowing English becomes the basis for the competitiveness of young professionals, helping them be more mobile and adapt to the changing conditions of a globalized world. Scholars such as Tetiana Leleka, Volodymyr Vynnychenko, Nadiia Ivanenko have studied the rising popularity of English among youth, focusing on how generational shifts, as well as educational and social factors, have shaped the language preferences and attitudes of the younger generation.

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COMPARISON OF ENGLISH AND UKRAINIAN PHRASEOLOGY IN THE FIELD OF TRANSLATION

Because phraseology ties closely with culture, history, and national character, it opens up broad possibilities for research as a division of linguistics. Phraseological units are meaningful entities for linguistic and cultural researches because they reflect the outlook and mentality of a nation. A comparative study of English and Ukrainian phraseology reveals similarities and differences not only in culture, but also in people's attitudes towards various occurrences and life situations.

Comparative analysis of phraseological units has rather gained new relevance in the conditions of globalization and increase in intercultural contacts. Ukrainian, known for its rich national expressiveness, and English, globally dominant, have therefore created good prerequisites for comparing semantics and cultural meaning.

Our study aims to identify the similarities and differences in meaning between English and Ukrainian phraseological units by conducting a comparative analysis.

According to Y.I. Kovaliv, phraseological units are lexically indivisible, stable in their composition, and integral in meaning, a combination of words that is reproduced in the language [1, p. 546].

L. A. Bulakhovsky defines the following groups of phraseological units: proverbs and sayings; professionalisms that have acquired metaphorical use; established expressions from anecdotes, jokes, etc.; quotations and images from the Old and New Testaments; reminiscences of antiquity; translations of common foreign language expressions; catchphrases of Ukrainian and foreign writers; phrases of prominent people.

The origins of phraseology are often linked to the culture, religion, way of life, and thinking of people. For example, over the centuries, the Holy Scriptures have influenced not only religious but also other aspects of life. Thus, there are many expressions in the Ukrainian language from biblical texts that have English equivalents, such as “to carry your cross” – “нести свій хрест”, which means to accept your fate. The sources of phraseology are also myths (“Achilles’ heel” – “ахіллесова п’ята”), professional fields (“take the bull by the horns” – “взяти бика за роги”), and folklore (“ugly duckling” – “гидке каченя”).

Phraseological units are divided into phraseological splices (idioms) and phraseological unities.

Consistency at the phraseological level (cohesion of meaning of components) means the interconnection and interaction of the meanings of the components of a phrase, resulting in a complete reinterpretation of phrases - typical for the category of phraseological splices or idioms.

When there is no connection of meanings and we can only talk about the reinterpretation of one of the components of a phraseological unit (PU) or about the holistic reinterpretation of the entire PU based on the metaphorisation of a free combination of words, then there is phraseological unity [2, p. 75].

A.D. Reichstein distinguishes the following types of interlingual phraseological relations:

1) identity, i.e. complete coincidence of aspectual organisation and content: “step by step” – “крок за кроком”.

2) lexical variation or structural synonymy, i.e. the coincidence of syntactic organisation and meaning with incomplete identity of the component composition: “to keep one’s mouth shut” – “тримати язика за зубами”.

3) hyper-hyponymy, i.e. incomplete identity of the total signifying meaning due to the presence of additional semantic features in one of the compared FPs: “витріщити очі” – “open one’s eyes wide”.

4) stylistic synonymy, i.e. incomplete identity of the aggregate meaning due to differences in stylistic meaning, etc: “не всі дома” – “not playing with a full deck” [3].

For a translator, it is important to take into account the expressive and stylistic colouring of phraseological units and to convey it correctly. Substitutions in translation should reflect the colour of the source language [2, p. 76].

Accurate translation of phraseological units is important for a translator because they convey not only meaning but also emotional colouring.

The translator’s task is to preserve the author’s style, convey the national and cultural flavour, and assess the speaker’s attitude to the events. Presenting only the content without colouring is like telling a joke without intonation: technically correct, but not funny.

Comparing English and Ukrainian phraseology allows you to better understand the meaning of idioms, which helps you find an adequate analogue; adapt texts for different cultures; and expand translator’s toolkit.

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**THE INFLUENCE OF THE FEMINIST MOVEMENT ON THE ENGLISH
LANGUAGE**

For many years, the English language has reflected a social hierarchy in which men have come first. This is not surprising, as a similar trend can be seen in many Indo-European languages. For example, in the phrase men and women, men are mentioned first, which affects our perception of the world.

Agentic nouns also emphasize this order: waiter/waitress, actor/actress, steward/stewardess. A man is seen as the one who initially performs an action, and a woman is seen as an appendage, denoted by the suffix *—ess*. Other feminine suffixes (*—ette*, *—euse*, *—ine*, *—trix*) also emphasize the secondary position of women, and *—ette* often has a dismissive connotation (*kitchenette*, *novelette*) [4].

Over time, some of these suffixes began to disappear, and *—woman* is increasingly used to replace the masculine forms (*businessman — businesswoman*). However, words such as *chairman* still hint at male primacy, even if *madam* is added to them [3].

Feminist language activists, guided by the idea that language shapes and reflects social reality, seek to change language to achieve gender equality.

Feminism as an idea has existed for centuries, as issues of equality and justice have always been important to society. Even in ancient times, women fought for their rights, although their voices often went unheard. From the first demands for education and political participation to the modern struggle for equal pay and overcoming stereotypes, feminism has come a long way and changed the world. Although much has been achieved, this topic remains relevant, as society is constantly evolving, and the understanding of equality is changing with it.

The feminist movement, as a powerful social force, has not only fought for equal rights for women for decades, but has also had a significant impact on language, including English. This influence is manifested in various ways: from changing vocabulary to transforming syntactic structures, which reflects the desire to eliminate gender inequality in the language.

The study of the feminist movement's influence on the English language allows us not only to trace the evolution of language norms, but also to better understand the social and cultural changes taking place in society. This topic is relevant because language is not only a means of communication but also a tool for shaping consciousness and reflecting social values.

Feminism has significantly shaped modern English by promoting inclusivity and challenging linguistic biases. One of the key achievements in this direction was the introduction of the neutral *Ms.*, which does not indicate a women's marital status, unlike the

traditional Miss and Mrs. Feminists favored the term because the traditional Miss and Mrs. emphasized women's marital status, while men had a single address, Mr. Today, Ms. has become the standard, although it is still often misinterpreted or prejudiced [2].

One of the most noticeable changes is the shift toward gender-neutral language, replacing traditionally gendered terms with more inclusive alternatives, such as "firefighter" instead of "fireman", "chairperson" instead of "chairman" and "police officer" instead of "policeman". This change aims to eliminate linguistic biases that assume certain professions are gender-specific [1].

Additionally, the feminist movement has contributed to the wider acceptance of "they" as a singular pronoun, accommodating individuals who do not identify strictly as male or female and serving as a neutral alternative to "he" or "she". Feminism has also challenged sexist language by replacing expressions that reinforce gender stereotypes, such as "mankind" with "humankind" and "manpower" with "workforce" [2].

Feminist discourse has also contributed to the emergence of new terms to describe social phenomena related to gender inequality. For example, "mansplaining" refers to a situation when a man explains something to a woman in a superior manner, while "glass ceiling" refers to invisible barriers that hinder women's career advancement. Some terms, such as "womxn", have been coined to encompass a wider range of gender identities. Other relevant expressions include "toxic masculinity", which highlights the damaging effects of rigid male norms, "pink tax", referring to the higher prices women often pay for products, and "glass cliff", describing situations where women are placed in leadership roles during times of crisis. These terms enrich the ongoing dialogue around gender equality and the challenges embedded in patriarchal systems [3].

Furthermore, many dictionaries have updated their definitions of gender-related words to remove outdated, male-centric explanations, while style guides emphasize gender-neutral writing and institutions encourage inclusive language policies.

So, the feminist movement has had a profound and lasting impact on the English language, challenging deeply ingrained gender biases and advocating for more inclusive and equitable linguistic practices. By introducing gender-neutral terms, redefining traditional expressions, and creating new vocabulary that reflects gendered experiences, feminism has changed the way language is used and perceived in modern society. These changes not only promote equity in communication, but also reflect a broader cultural shift toward gender equality. As language continues to evolve alongside societal values, the feminist movement remains a vital force in ensuring that the words we use reflect a more just and inclusive world.

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THE ROLE OF ENGLISH IN INTERNATIONAL BUSINESS COMMUNICATION

Nowadays, clear communication plays a crucial role in international business — whether it's about building connections, closing deals, or working across borders. While many languages are spoken globally, English has taken a leading position in business conversations that go beyond national boundaries. This happened not just because of past historical events or global politics, but also because today's economic landscape is strongly influenced by English-speaking countries. As a result, knowing English is no longer just an advantage — it's often a must-have for professionals involved in international work. It helps avoid misunderstandings, makes negotiations smoother, and supports strong partnerships across cultures and languages.

The main purpose of this study is to explore the role of the English language in international business communication. It aims to show why English has become the most used language in global business and how it helps people from different countries work together. The study also looks at the advantages English brings to business professionals and the difficulties non-native speakers may face. Finally, it suggests ways to improve communication in English in international business situations.

The global dominance of English in business communication can be traced back to the historical influence of the British Empire during the 18th and 19th centuries. As the empire expanded, English was established as the language of administration, trade, and education in many of its colonies across Africa, Asia, and the Americas. This historical foundation laid the groundwork for English's global role in communication [1, p. 59].

The decline of the British Empire and the subsequent rise of the United States as a global economic superpower further solidified English as the international language of business. The economic and cultural influence of the United States, particularly in the 20th century, led to the widespread use of English in global commerce and industry. American dominance in fields such as technology, finance, and media reinforced English's status as a common language in international business [2, p. 45]. This shift marked a fundamental change in the way business was conducted globally, with English providing a shared linguistic foundation that facilitated cross-border transactions and collaboration.

The historical trajectory of English as a global business language illustrates how language can become a tool for power and influence. It is not only the product of imperialism and economic dominance but also an ongoing process that adapts to global needs. Today, English continues to evolve as it absorbs influences from various regions, reinforcing its role as a universal medium of communication in business.

In the context of international business, English has become a *lingua franca*—a common language used by individuals from different linguistic backgrounds. English is regularly used in multinational corporations, international trade, finance, and digital communication. It is the preferred medium for business meetings, emails, contracts, and presentations, enabling professionals from various countries to communicate effectively [3, p. 367].

This widespread use of English is not limited to native speakers, as non-native English speakers are increasingly relying on it as a neutral language in global interactions. Business English, often referred to as Business English as a Lingua Franca (BELF), prioritizes mutual intelligibility and pragmatic communication over strict adherence to native-speaker norms [4,

p. 7]. This pragmatic approach underscores the functional nature of language in business, where the primary goal is effective communication, rather than linguistic perfection.

One of the significant implications of English as a lingua franca is that it democratizes access to international markets and professional opportunities. Non-native speakers, who constitute the majority of English users globally, now have a platform to engage in global business without being constrained by their linguistic background. This phenomenon underscores a shift in the global economy, where communication barriers are increasingly seen as surmountable, and cultural diversity is embraced within business environments.

Proficiency in English offers several key advantages for business professionals. First, it enables clear and effective communication in international settings, reducing misunderstandings and fostering collaboration. English proficiency allows individuals to navigate global meetings, negotiations, and conferences, which are often conducted in English [5, p. 264]. In many instances, English is not just the medium of communication but also a symbol of professionalism, signaling an individual's capacity to engage with the global business community.

Moreover, English provides access to a wealth of global business knowledge, including market trends, industry research, and academic publications.

Professionals with a strong command of English are better positioned to stay informed about developments in their industries and make data-driven decisions [6, p. 87]. As many of the leading journals, reports, and technological innovations are published in English, those proficient in the language are more likely to have a competitive advantage in their respective fields.

Furthermore, English proficiency plays a significant role in expanding professional networks. Global business is increasingly about relationships and collaboration across borders, and English serves as the bridge that connects professionals from diverse regions. Effective communication in English facilitates smoother partnerships and international collaborations, opening doors to new opportunities and markets [7, p. 117].

Finally, as the demand for multilingual professionals grows, English has become a crucial tool for career advancement. In many industries, English is no longer seen as a foreign language but as a business necessity. Professionals who are fluent in English often have access to higher-paying roles and leadership positions, as they can manage international teams and negotiate across linguistic and cultural divides.

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THE ROLE OF FOREIGN LANGUAGES IN THE LEGAL PROFESSION: CHALLENGES AND ISSUES

The aim of this study is to conduct a comprehensive analysis of the role of foreign languages in the professional activities of lawyers, identify key problems and challenges faced by legal professionals when using a foreign language in their practice, and justify the need to improve methods of teaching legal foreign languages. This research seeks to highlight the importance of linguistic competence for effective legal practice in the context of international cooperation and to develop recommendations for improving foreign language proficiency among lawyers.

In today's world, where globalization and international cooperation have become integral to professional activities, proficiency in foreign languages is particularly important for lawyers. It not only expands professional horizons but also facilitates the effective resolution of legal issues on an international level. A modern lawyer must be able to work with international legal instruments, treaties, agreements, as well as conduct negotiations and provide legal advice to clients from different countries [1]. One of the most important languages of international law is English, which is used in international organizations, courts, arbitrations, and serves as the language for official correspondence between government institutions of different countries. A lawyer who is proficient in English or another foreign language has more opportunities for professional development, as they can participate in international conferences, internships, and work in international companies and organizations [2, p.210].

Moreover, knowledge of a foreign language provides access to a vast amount of literature and legal sources, which is essential for enhancing qualifications and gaining a deeper understanding of legal systems in other countries. Prominent scholars such as V.P. Andrushchenko, P.O. Bekh, and many others specializing in the role of foreign languages in the legal profession share the opinion that English is the primary means of international communication, and its knowledge opens new professional opportunities for lawyers. Future legal professionals should not only be fluent in spoken and written language but also be able to correctly use specialized terminology, persuasively argue their position, and clearly explain legal nuances to clients and courts. An important aspect is the ability to analyze legal texts in other languages, identify possible legal conflicts, and find the most precise interpretation of legal norms. However, even excellent language skills require continuous improvement, as legal systems evolve and terminology changes in response to modern challenges. In our opinion, knowledge of legal English is not just an advantage but a necessity for lawyers who aspire to work at the international level. However, it is not enough to simply know general English- lawyers must deeply understand legal terminology, the logic of legal constructions, and the cultural features of different legal systems.

Therefore, law faculties should actively implement specialized courses in legal foreign languages to help future lawyers better navigate the global legal environment. However, there are several problems and challenges associated with learning legal foreign languages.

Firstly, legal texts are characterized by complex structures, specific terminology, and differences in legal systems across countries. Often, legal terms do not have exact equivalents in another language, which can lead to incorrect translation or misinterpretation of legal

norms. For example, the concept of “equity” in the British legal system has no direct equivalent in continental law, creating difficulties in translation and application.

Secondly, most law school curricula do not pay sufficient attention to the study of legal foreign languages. Students typically learn general English or another language, but this is not enough for professional legal practice [4]. Therefore, it is necessary to introduce specialized courses focused on learning legal terminology, understanding the legal systems of other countries, and applying language skills in professional activities.

Legal English is a specialized linguistic form used in the field of law and international law. It is designed for legal professionals such as judges, lawyers, and attorneys, and it has specific terminology and stylistic features. Since even native English speakers find it challenging, learning legal English requires a special approach. By mastering legal English, legal professionals not only acquire professional terminology but also gain a deeper understanding of legal concepts, which is a key factor in their competence in the international legal environment.

Thus, the role of foreign languages in the legal profession is extremely important, especially in the context of globalization and international cooperation. Proficiency in legal English significantly expands professional opportunities, allowing lawyers to work with international legal instruments, court decisions, and contracts, as well as effectively communicate with foreign clients and colleagues. However, learning a foreign language for lawyers comes with challenges, including mastering specialized terminology, understanding the peculiarities of different legal systems, and applying language structures correctly in professional activities. To improve foreign language proficiency among law students in Ukraine, educational programs should be reformed with an emphasis on practical application in the legal field. It is crucial to integrate the analysis of real legal documents into the learning process, expand the teaching of legal subjects in English, create more opportunities for international exchange, and engage native-speaking lecturers. Thus, continuous improvement of language competencies is an integral part of a modern lawyer’s professional development. Implementing a comprehensive approach to foreign language education will contribute to the preparation of competitive specialists capable of working in the international legal environment and effectively defending the rights and interests of their clients at the global level.

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LINGUISTIC AND LEGAL ASPECTS OF THE ENGLISH LANGUAGE IN INTERNATIONAL LAW

English serves as the dominant language in international law, playing a crucial role in treaties, legal agreements, and diplomatic communication. Its prevalence stems from historical, linguistic, and legal factors, shaping the way international legal frameworks function [1, p. 23]. The dominance of English in global governance can be attributed to the legacy of British colonial influence and the contemporary role of the United States in international relations, economics, and law [3, p. 45]. One of the key linguistic aspects of English in law is its precision and adaptability. Legal English relies on standardized terminology, which ensures consistency in interpretation across different jurisdictions [3, p. 56]. However, variations in legal traditions between common law and civil law countries can sometimes lead to discrepancies in understanding [5, p. 78]. For instance, certain legal terms in English may not have direct equivalents in other languages, leading to difficulties in legal translation and interpretation [2, p. 90]. Furthermore, the use of archaic expressions, passive voice, and complex syntactic structures in legal English can make legal texts challenging even for native speakers, raising concerns about accessibility and transparency [4, p. 17].

From a legal perspective, the use of English facilitates international trade, arbitration, and dispute resolution. Many international courts and arbitration panels, including the International Court of Justice and the London Court of International Arbitration, operate primarily in English, reinforcing its status as the *lingua franca* of global law [4, p. 12]. Furthermore, international organizations such as the United Nations, the European Union, and the World Trade Organization rely on English for drafting key legal documents, ensuring clarity and accessibility in multilingual environments [2, p. 34]. However, in legal proceedings, the exclusive use of English can sometimes create barriers for non-native speakers, leading to concerns about fairness and linguistic bias in judicial decision-making [5, p. 102]. Despite its advantages, the dominance of English in international law also raises concerns about linguistic inequality and potential misinterpretations in multilingual legal contexts. While English is widely spoken, it is not the first language for the majority of legal professionals and policymakers worldwide. This linguistic gap can lead to misinterpretations of legal texts, contractual obligations, and international treaties, affecting the outcomes of legal disputes [2, p. 89]. To address these challenges, legal translators and interpreters play a crucial role in ensuring that multilingual legal documents preserve their intended meaning and legal validity [1, p. 67]. In addition, efforts by international institutions to promote linguistic diversity and legal harmonization help mitigate the risks associated with English-centric legal frameworks [4, p. 25].

Thus, understanding both the linguistic and legal dimensions of English in international law is essential for maintaining transparency, efficiency, and justice in global legal systems. While English remains a powerful tool for legal communication, it is important to recognize the challenges posed by linguistic dominance and work towards greater inclusivity in international legal practice. Future research in this field should focus on improving legal translation techniques, standardizing multilingual legal terminology, and ensuring equal linguistic representation in global legal proceedings.

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THE ROLE OF CONTEXT IN THE CHOICE OF TRANSLATION EQUIVALENTS

In the process of translation, it's crucial to take into account not just the meaning of separate words, but also their context. The same word can have many definitions depending on the situation, style, genre, intentions, and cultural background. The problem of accurately conveying meaning in translation is intimately related to the consideration of situational and linguistic context. Ignoring the context can lead to distortion of meaning, stylistic inconsistencies, or even a complete loss of communicative intent. This topic is relevant because it shows how a translator should not only be a linguist, but also a careful interpreter of the text. This study will examine the role that context plays in translation choices, using examples from fiction, journalism, and colloquial speech.

Context in translation is variable:

- 1) Lexical context is the set of words surrounding a particular word. It helps determine its meaning, especially if the word has multiple meanings.
- 2) Syntactic context is the structure of a sentence, the order of words, and the grammatical relationships between them. It also affects the meaning of words and phrases.
- 3) Semantic context is the overall meaning of a text, its theme and idea. It helps us understand the meaning of words and phrases in their relationship.
- 4) Pragmatic context takes into account the communicative purpose, audience, and communication situation.
- 5) Cultural context is the most important aspect of translation. It takes into account the cultural characteristics of languages and countries, idioms, proverbs, and other cultural nuances [1].

The example of the cultural context is displayed in the song "Wellerman". It has to do with the usage of "she/her" pronouns for the ship, which is conditioned by local folklore and traditions in New Zealand. Example: "The name of the ship was the Billy o' Tea The winds blew up, her bow dipped down".

The usage of the lexical context can be seen in the song "He Missed Me". Example: "Devil took another shot, but he missed me". Here the second part of the sentence provides vital context for the phrase "took a shot", which in this context means "to fire a gun" and without context it would mean "to drink the shot (of alcohol)" or "to attempt to do something".

As for the semantic context, we can reference to William Shakespeare — "Hamlet". In this poem the prime example of it is in this passage: "Frailty, thy name is woman!" [2].

Here, 'frailty' is not about physical frailty, but about moral vulnerability, betrayal, and impermanence. Also, while translating, we can see how the syntactic context affects the translation style.

This means that the placement of words in the text is different, but the meaning remains the same. This is clear from the translation of "Pride and Prejudice". The original text reads: "It is a truth universally recognized that a single man in possession of a good fortune, must be in want of a wife." Ukrainian translator Volodymyr Horbatko presents it as follows: "Загальноовизнаною істиною є те, що одинак — та ще й при грубеньких грошах — неодмінно мусить прагнути одружитися." [3]. But we also have a translation done by Tetiana Nekriach: "Існує незаперечна істина: молодий одинак при великих статках зобов'язаний шукати собі дружину." [4].

The easiest aspect to understand is the pragmatic one. When translating, you need to take into account the genre of the work, the audience and the purpose for which it will be interpreted. One short phrase "We did it" can have a different purpose depending on the pragmatic context. Example: in science - reporting and proof of success, in literature - an emotional culmination, in advertising - a motivational slogan, a challenge to trust.

In conclusion, the study showed that context is a key factor in the translation process, as it ensures accuracy, stylistic conformity, and preservation of the communicative intent of the original expression. The choice of a translation equivalent is impossible without taking into account the lexical environment, grammatical structure, general meaning of the text, target audience, and cultural background. Thus, a translator must act not only as a language specialist, but also as an analyst, interpreter, and cultural mediator. Taking into account the context is not an additional condition, but a necessary component of professional translation, which allows not only to convey words, but also to convey the meaning, mood and intention of the author.

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LINGUISTIC COMPETENCE OF NOTARIES IN UKRAINE: ASPECTS OF PROFESSIONAL ACTIVITY AND SIGNIFICANCE

The relevance of the topic lies in the growing importance of linguistic competence in the professional activities of notaries, particularly within the context of Ukraine's integration into the international legal framework. Knowledge of foreign languages has become increasingly essential for performing notarial acts related to foreign-origin documents. In

today's world, where legal relations between countries are becoming more complex, notaries must possess the necessary language skills to ensure the legal accuracy and authenticity of international agreements, contracts, and translations. Given the expansion of international legal relations and the need for Ukraine to align its legal system with European and global standards, the issue of notary language competence has gained particular significance [1, p. 47].

The aim of the research is to determine the significance of linguistic competence for notaries in Ukraine and to analyze the aspects influencing their professional activity within the context of international legal relations. The study focuses on examining the role of foreign languages in notarial practice and identifying the specific features of notaries work with foreign documents. Additionally, the goal is to analyze the legal and regulatory requirements for notaries' language competence in Ukraine and explore the prospects for the development of linguistic skills in the context of European integration and the globalization of the legal environment [2, p. 113].

In the context of international legal relations, the role of notaries has become increasingly significant, as they often serve as intermediaries between different legal systems. This role requires notaries to not only possess a deep understanding of legal concepts but also to be linguistically competent, especially when dealing with foreign-language documents. The increasing global interconnectedness has led to a rise in cross-border transactions, requiring the involvement of notaries in various legal processes, such as the authentication of foreign documents, the legalization of contracts, and the certification of international agreements. In this regard, linguistic competence has become an indispensable skill for Ukrainian notaries, enabling them to navigate and ensure the accuracy and authenticity of foreign-language documents [3, p. 65].

One of the main areas in which notaries require linguistic competence is the certification of foreign documents. When dealing with documents originating from other countries, notaries must be able to verify their authenticity, ensuring that they conform to Ukrainian legal standards. This process often involves translating legal terminology and phrases that may not have direct equivalents in the Ukrainian language, requiring a nuanced understanding of both legal and linguistic structures. The ability to comprehend and convey the precise meaning of foreign-language documents is crucial, as inaccuracies or misinterpretations can lead to legal disputes or the invalidation of documents [4, p. 124].

Furthermore, as Ukraine strengthens its ties with the European Union and other international organizations, the demand for notarial services involving foreign legal documents is expected to increase. The ability to communicate in multiple languages allows notaries to engage more effectively in international legal relations, facilitating smoother legal procedures. Moreover, as global trade and cross-border business activities grow, the role of notaries in verifying international agreements, contracts, and transactions is becoming more prominent. In this context, the linguistic competence of notaries not only improves the efficiency of legal processes but also enhances their ability to provide services in accordance with international standards [5, p. 80].

In addition to the practical aspects of dealing with foreign-language documents, the development of linguistic competence among notaries also has a significant impact on the broader legal community. As international legal systems evolve, so too does the need for legal professionals who are adept at working within multilingual frameworks. This trend is particularly important in Ukraine, as the country continues to modernize its legal infrastructure in line with European standards. Therefore, strengthening the linguistic skills of notaries is not only beneficial for the individual professionals but also for the overall

effectiveness and integration of Ukraine's legal system into the international legal order [6, p. 101].

Finally, the ongoing process of European integration requires Ukrainian notaries to meet specific language competencies outlined by European Union regulations. For instance, the European Union has set specific requirements for notarial services in the context of cross-border legal matters, emphasizing the need for linguistic precision in the certification of documents and the handling of international legal disputes. As Ukraine works towards greater alignment with European standards, the ability of notaries to navigate multilingual legal environments will be essential for ensuring the proper implementation of international legal agreements and facilitating smooth interactions between different legal systems [7, p. 90].

In conclusion, linguistic competence has become an essential aspect of notarial practice in Ukraine, particularly in the context of increasing international legal relations and cross-border transactions. Notaries must possess the necessary language skills to ensure the accuracy, authenticity, and legal conformity of foreign documents, which is crucial for the successful implementation of international agreements and contracts. The growing importance of multilingual communication in notarial services is further amplified by Ukraine's European integration process, which requires alignment with international legal standards and norms.

The development of linguistic competence among notaries not only facilitates smoother legal processes but also enhances the integration of Ukraine's legal system into the broader global legal framework. As global interconnectedness continues to expand, the role of notaries in verifying foreign-language documents and participating in international legal proceedings will become even more critical. Therefore, investing in the linguistic skills of notaries is key to ensuring their effective participation in the global legal environment and strengthening Ukraine's position within international legal systems [8, p. 126].

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MACHINE TRANSLATION VS. HUMAN TRANSLATION

The main objective of this study is to compare machine translation and human translation to determine their advantages and disadvantages. The study aims to investigate how both types of translation function and in which situations one may be more effective than the other. It also aims to understand the role of modern technologies in the translation process and their impact on the work of professional translators.

This topic is very relevant today, as the use of machine translation tools such as Google Translate or DeepL, AI translation is rapidly growing in everyday life, education, business and even literature. With the development of artificial intelligence, many people doubt whether human translators will be needed in the future. At the same time, the quality and accuracy of translation remain important for international communication. Therefore, it is necessary to understand which translation will be of higher quality.

Machine translation (MT) is a subfield of artificial intelligence (AI) and computational linguistics that focuses on using computer algorithms to automatically translate text or speech from one language to another. Instead of relying on human translators, machine translation systems aim to perform the translation task quickly and efficiently. We can distinguish three types of machine translation:

1. Rule-Based Machine Translation, that rely on predefined linguistic rules and dictionaries to translate text. They often require significant manual input and are less flexible.
2. Neural Machine Translation, the most recent advancement in machine translation and the norm today. It uses deep learning techniques, particularly neural networks, to provide more context-aware and fluent translations [1].

The advantages of machine translation are as follows: the first is speed. Machine translation can process large volumes of text in seconds, making it highly efficient for quick translations, mainly if there are time constraints. MT allows you to translate high-volume projects at speed. Secondly, it's a large language selection, given that machine translation systems handle a wide range of languages, they allow organizations to communicate with a global audience without the need for language expertise. At the same time, they can be used to support human translators by automating repetitive or labor-intensive tasks, allowing human translators to focus on higher-value activities [2]. The accessibility benefits of machine translation are significant, enabling people from different languages and cultures to access information and knowledge. It plays a crucial role in spreading important information, such as scientific research, medical discoveries, and educational materials, to audiences worldwide. This cross-lingual knowledge sharing has the potential to drive progress across various fields internationally. Additionally, machine translation serves as a rapid language learning aid. It is an invaluable resource for language learners, assisting them in comprehending texts written in foreign languages. Through MT, learners can decipher unfamiliar words and phrases, support their language development and enhance cross-cultural understanding.

But there are also disadvantages to machine translation. The first disadvantage will be quality limitations. Despite significant advancements in Machine Translation technology, the quality of translations is still not on par with human translations. Lacking a direct understanding of nuance, idioms, and intercultural context, MT can struggle. As a result, relying solely on Machine Translation can lead to misunderstandings, misinterpretations, and mistranslations or critical content. Secondly, lack of contextual understanding. Context is a crucial aspect of accurate translation, but machine translating technology lacks the ability to understand the context. Different words can have multiple meanings depending on the context. Machine Translation systems may fail to interpret the intended meaning which can lead to confusion, miscommunication, and misinterpretation [3]. And finally, privacy

concerns. Sensitive information could be exposed online to third parties, raising data security issues.

Human translation (HT), also known as professional or manual translation, refers to the process of converting text or speech from one language to another by a skilled and experienced translator. Unlike machine translation, this method relies on linguistic experts who have a deep understanding of both the source and target languages, including their cultural context and subtle nuances. The process typically involves the translator carefully analyzing the original text and rendering it accurately in the target language. To enhance quality and consistency, translators often use Computer-Assisted Translation (CAT) tools [2], which help streamline the workflow, maintain uniform terminology, and improve overall efficiency. Human translation ensures high accuracy, cultural relevance, and natural-sounding results, making it essential for professional, legal, literary, and business-related content. We can distinguish several types of human translation, among which:

1. general translation, that involves the translation of everyday, non-specialized content, such as personal correspondence, general literature, casual conversations, or common website content.

2. specialized or technical translation, that requires deep knowledge in a specific field or industry, such as legal, medical, technical, or scientific translation.

3. legal translation, that deals with legal documents, contracts, court transcripts, and other legal materials. It requires translators who are well-versed in the legal systems of both the source and target languages to maintain the accuracy and legality of the content [1].

But human translation has both advantages and disadvantages. The advantages of human translation. Human translators are highly trained language experts who have a deep understanding of grammar, syntax, vocabulary, idiomatic expressions, and cultural nuances in both the source and target languages. They can grasp the broader context of a text, taking into account the subject matter, tone, style, and intended audience. Professional human translators often specialize in particular fields or industries, such as legal, medical, technical, or literary translation. This expertise ensures accurate and domain-specific translations. The translation then goes through a rigorous quality assurance process, including proofreading and editing, to ensure accuracy and coherence in the final translation. HT can adapt to the specific needs of a project, whether it's a legal document, a marketing campaign, a technical manual, or creative writing. This also means following strict ethical and confidentiality standards, making them a preferred choice for sensitive or confidential content [1].

The disadvantages of HT. Firstly, turnaround time can be a significant factor. Regular translation usually takes longer, especially for large-scale tasks or when working with languages that have limited translator availability. This delay can affect the overall translation process. In addition, subjectivity plays a role in human translation. Translators may unintentionally introduce their personal interpretations and writing styles, which can influence the final output and result in slight variations between versions. Moreover, human error is always a possibility. Mistakes such as typos, misinterpretations, or inconsistencies can occur—especially in complex projects with tight deadlines. Finally, scalability presents a challenge. When a project requires rapid scaling or involves a high volume of content, it may be difficult to find enough qualified translators in a short time.

In conclusion, both human and machine translation have pros and cons. Human translation ensures accuracy, context, and cultural understanding but can be slower and more expensive. Machine translation is fast and scalable but may lack precision and nuance. Therefore, the best option depends on the goal. For important or sensitive content, human translation is preferable. For speed and large volumes, machine translation works well. Often, combining both gives the most effective result. Such researchers as Yudzhyh Nida, Peter

Newmark, Martin Kay, Yordano Bar-Hillel investigated machine and human translation, both separately and in comparison.

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THE EVOLUTION OF ENGLISH VOCABULARY: FROM OLD ENGLISH TO MODERN SLANG

Today, almost everyone knows that English is one of the most popular languages in the world, and many people speak English all over the world. However, not many people think about its evolution. Therefore, the purpose of this study is to reveal the process of evolution of the English language as it changes and borrows words from other languages over the years. It is important to say that English is the official language of many countries, including the United Kingdom, the United States, Canada, Australia, and New Zealand [1]. It is the third most widely spoken language in the world after Mandarin Chinese and Spanish. Despite this fact, English has been influenced by a number of other languages over the centuries, including Old Norse, Latin, French, and Dutch.

The English language has many problems throughout its history, but it has been able to dynamically develop through key historical eras, from its Anglo-Saxon beginnings to its current global eminence. Moreover, since it has borrowed words from many other languages, it is usually very difficult to understand how to write or pronounce certain words. However, overall, English is a rich and flexible language that has adapted to the needs of a rapidly changing world. It is a truly widespread, dominant language - and one that shows no signs of slowing down. When it comes to the evolution of English, there are three main divisions in the history of the English language. These are the Old English period (5th-11th centuries), the Middle English period (11th-15th centuries), and the Modern English period (16th century to the present).

The Old English period began in 449 AD, when three Germanic tribes arrived from the continent: the Angles, the Saxons, and the Jutes. They settled in southern and eastern Britain, which was later inhabited by the Celts. The Anglo-Saxons had their own language, which was called Old English [2]. Old English was the earliest form of English, and it was rooted in the Germanic languages, Old English had distinctive grammatical structures, a complex declension system, and a vocabulary heavily influenced by Scandinavian and Latin. Already during this period of Old English, the language began to exercise its tendency to voraciously borrow words from other languages. The Old English period ended in 1066 with the Norman

Conquest. However, Old English people continued to speak it in some parts of England until the 12th century. It was later replaced by Middle English.

The history of Middle English can be divided into three periods. The first period is Early Middle English, which lasted from about 1100 to 1250. During this period, the Old English writing system was still in use. The second period is the Central-Middle English period from about 1250 to about 1400. This period was marked by the gradual formation of literary dialects, the use of an orthography heavily influenced by the Anglo-Norman writing system, the loss of the pronunciation of the final unstressed -e, and the borrowing of a large number of Anglo-Norman words. The final period is Late Middle English, from about 1400 to 1500. We could see the spread of the London literary dialect and the gradual split between the Scots dialect and the other northern dialects. During this period the main inflection lines as they appear in modern English were first established. Among the main characteristic differences between Old English and Middle English were the replacement of grammatical gender by natural gender in Middle English and the loss of the old system of declension in noun and adjective and, to a large extent, in pronouns [3].

After Old English and Middle English, we come to the third stage of the English language, known as Modern English. This began in the 16th century and continues today. The Renaissance marked the transition to Early Modern English [4]. This period is known for the standardization of spelling and grammar, and the works of William Shakespeare and the publication of the King James Bible played a key role in shaping the language.

English began to adopt words from other languages through exploration, trade, and cultural exchange. The Industrial Revolution and the expansion of the British Empire brought English to new corners of the globe. During this period, Late Modern English began to grow with standardized dictionaries, the formation of grammatical rules, and the spread of scientific and technical terms. The language became a global force as a result of colonization, trade, and the influence of the British Empire.

Understanding the evolution of English provides an understanding of the cultural, social, and historical forces that shaped one of the world's most widely spoken languages. The evolution of English vocabulary is not simply a chronological progression of word changes, but also an intensive reflection of social, cultural and cognitive transformations. There are some very important studies that emphasize that language is a living being, and it is constantly adapting to new realities. At the same time, it maintains its connection with the past. Christian Kay shows the evolution of English through structured semantic shifts and presented it in a historical thesaurus of the English language. Jonathon Green is the author of his Green's Dictionary of Slang, where each phase of the development of the language reflects its historical and social contexts. Slang is very important in the formation of identity, the expression of emotions and the reflection of contemporary trends.

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ANALYSIS OF THE PECULIARITIES OF ENGLISH IN DIFFERENT SOCIAL AND CULTURAL CONTEXTS

The relevance of this study is due to the rapid processes of globalization, affecting all spheres of society, including linguistic interaction. In the context of increasing intercultural communication, understanding the subtleties and features of the lexical composition of the English language and its development is becoming an integral part of effective international communication.

The study of the enrichment of the English vocabulary, especially its use in different social and cultural environments, provides valuable knowledge for education, translation practice, and intercultural communication. Understanding and adapting to these changes is important for professionals and all those who actively learn and use the English language [1].

The linguistic means of any language depend on the social characteristics of the country where the language is used. Therefore, it is logical that there is a close connection between the linguistic and cultural aspects, which are embodied in each other. In addition, it should be recognized that the same language can manifest itself differently in different cultural centers [2]. For example, modern English exhibits a variety of variations, such as Standard British English, American English, and Australian English, each of which reflects its own unique linguistic features.

Lexical elements in each language are inextricably linked with socio-cultural aspects, which is confirmed by the concept of multicultural education. The socio-cultural context in which certain words are used, as well as the behavior patterns characteristic of a certain culture, contribute to a more accurate transfer of meanings and nuances in the process of communication. An example of this is the word “*studio*”, which in Ukrainian and French contexts is associated with a place of creativity, while in America the term can mean a simple student apartment. These differences show that the meaning of lexical units is formed based on the specific social and cultural characteristics of a particular language environment.

Sociocultural and linguocultural components closely interact with the traditions and customs of ethnic groups. The theory of linguistic relativity, proposed by E. Sapir and B. Whorf, states that a nation is closely connected with its language and culture and cannot exist without them [3]. Language serves not only as a means of satisfying people's physical and spiritual needs, but also as a mirror that reflects a peculiar way of life and social routine. An example is the Inuit language, which has more than two dozen terms to describe “*snow*”, which is important for their way of life.

It is well known that the relationship between language and culture is highly complex and multifaceted [4]. Key concepts such as “*language*,” “*culture*” and “*values*” are inextricably linked, since together they reflect unique worldviews, accumulated cultural experience, and the characteristics of the value system that have developed throughout the history of each nation. When cultural values are embodied in customs and traditions and become common to different cultural groups, they contribute to smoother and more fruitful intercultural interaction. The language system reflects the core values of the nation, and this is evident in the vocabulary associated with certain concepts. For example, in American English, the word “*money*” has a wide range of terms: from “*money*” to “*bucks*” and “*greenbacks*”. This diversity of verbal designations emphasizes the importance of financial topics in American culture, in contrast to Ukrainian, where there are fewer such synonyms.

Ukrainian offers a rich vocabulary for hospitality, surpassing American English in this regard. Synonyms such as “щедрий” and “зостинний” express the reverence for the tradition of hospitality that is deeply rooted in Ukrainian culture. The element of etiquette plays an important role in the success of mutual understanding between different cultures. Respect for customs and their manifestations takes on special importance in a multinational society. Particular attention should be paid to the fact that during a dialogue with representatives of the UK, it is advisable to use extended and grammatically complex sentence structures, which is part of their cultural specificity.

Therefore, it is necessary to conclude that globalization has a significant impact on the development and enrichment of the lexical composition of the English language, which leads to the formation of new words and established expressions, as well as to changes in the stylistic and etiquette norms of its use. Mutual understanding in intercultural communication requires not only knowledge of the language, but also the ability to take into account the cultural features of its use.

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THE INFLUENCE OF OLD ENGLISH ON MODERN ENGLISH VOCABULARY

The influence of Old English on Modern English vocabulary represents a significant area of study within historical linguistics. This paper explores the extent to which Old English has shaped the lexicon of contemporary English, focusing on core vocabulary, word formation processes, and semantic shifts. By analyzing linguistic data and examining etymological connections, the study highlights key Old English roots and affixes that continue to permeate Modern English. The findings contribute to a deeper understanding of the evolution of English vocabulary, providing insights into the persistence of ancient linguistic elements in a modern context.

The evolution of the English language is a multifaceted process, influenced by historical, social, and cultural factors. Among the various periods that have contributed to the development of Modern English, Old English stands as one of the most influential eras. This paper explores the enduring impact of Old English on contemporary vocabulary, presenting a series of theses that argue for the relevance of ancient linguistic roots in shaping modern lexical items, semantic structures, and morphological forms.

Martin Cutts emphasizes the importance of clarity and simplicity in modern English. Komilova explores the significant changes the English language has undergone, from its Old

English roots to its modern form. Parpiyeva discusses the origins of modern English vocabulary, noting that approximately 30% consists of native words derived from Old English. Philip Durkin in his book *Borrowed Words: A History of Loanwords in English*, examines how Old English forms the core of Modern English vocabulary, particularly in everyday terms, and how this native base has been supplemented by later borrowings from other languages.

A significant portion of Modern English's basic vocabulary is derived directly from Old English. Terms related to everyday life, nature, family, and common objects often have their origins in the language of Anglo-Saxon communities. For example, words such as "house," "father," "mother," "day," and "night" trace back to Old English. This core vocabulary forms the backbone of Modern English, underscoring the argument that Old English has provided a stable lexical foundation upon which subsequent layers of language have been built. [4, c. 94]

The evolution of meaning over time, or semantic shift, is another area where Old English has exerted a profound influence. Many words originally bearing concrete meanings in Old English have undergone significant semantic expansion or contraction, adapting to the changing needs and contexts of modern communication. For example, the Old English word "cleopan," meaning "to call out," has evolved into "call" with a wide array of modern uses—from summoning someone to designating a telephone conversation. These semantic shifts are indicative of the dynamic interaction between language and culture, demonstrating how Old English has provided a semantic framework that continues to adapt and expand in the face of new societal realities. [3, c. 78]

The study of Old English's influence on modern vocabulary necessitates robust methodological approaches, including historical linguistics, corpus analysis, and comparative philology. For example, digital humanities projects have allowed scholars to map the evolution of specific lexical items, providing empirical evidence of how words transition from archaic forms to modern equivalents. [1, c. 247]

Despite the significant strides made in understanding the influence of Old English on Modern English, several challenges remain. One major issue is the underrepresentation of regional dialects and non-standard varieties in current corpora, which can obscure the full spectrum of Old English influence. Additionally, the rapid evolution of technology-mediated communication poses new questions about how traditional linguistic influences are maintained or transformed in digital contexts. [2, c. 116]

In conclusion, the influence of Old English on Modern English vocabulary is both profound and multifaceted. From the preservation of core vocabulary and morphological structures to the dynamic processes of semantic shift and cultural identity formation, Old English continues to shape the language in essential ways. The methodological challenges and future research directions outlined herein underscore the need for a comprehensive, interdisciplinary approach to linguistic studies.

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TRANSLATION STRATEGIES FOR ENGLISH IDIOMS INTO UKRAINIAN

The richness of any language includes idioms – colorful expressions whose meaning is different from the usual meaning of the words. For translators, these special phrases are both a challenge and a chance. While they make communication lively, their non-literal nature needs careful handling to be accurate and natural in the other language. Translating English idioms into Ukrainian needs a good understanding of both languages, awareness of similar and different cultures, and a plan that is more than just translating word by word. This paper will look at the main ways translators deal with English idioms in Ukrainian, checking how they are used, what their limits are, and what is important for good translation.

The main part of this discussion will look at several key ways translators use when they encounter English idioms. One common solution is finding a similar idiom in Ukrainian. This happens when both languages have an idiom with a similar word structure and, importantly, the same figurative meaning and purpose. Examples like "to kill two birds with one stone" translating to "вбити двох зайців одним пострілом" show this perfect match. When such similar idioms exist, the translation is easy, keeping both the meaning and the style of the original idiom. However, such perfect matches are rare, often limited by different cultural experiences and ways of thinking [1, p. 64].

When a similar idiom is not available, translators often try to find an idiom in Ukrainian that has the same meaning and effect, even if the words are very different. For example, the English idiom "to bite the bullet," meaning to face a difficult situation bravely, might be translated into Ukrainian as "брати себе в руки" (to take oneself in hand) or "стиснути зуби" (to clench one's teeth). While the pictures these idioms create are different, they effectively communicate the same idea of dealing with hardship. This works well if the translator deeply understands the meaning of the English idiom and can find a Ukrainian expression that has the same impact in the Ukrainian culture.

When there is no easy idiom equivalent, translators might explain the meaning of the idiom in plain Ukrainian. This way focuses on clarity over keeping the idiomatic feel. For example, the English idiom "to let the cat out of the bag," meaning to reveal a secret, might be translated as "розкрити таємницю" (to reveal a secret) or "видати секрет" (to give away a secret) [2, p. 125]. While this makes sure the message is clear, it often loses the shortness, vividness, and cultural connection of the original idiom. Explaining is often needed when clarity is most important, like in technical or legal translations.

Another useful way is changing the idiom to fit the Ukrainian language and culture better. This might involve changing the words of the idiom while keeping its main figurative meaning. For example, an English idiom about an animal or object not common or important in Ukraine might be changed to use something more familiar. This needs careful handling, making sure the changed idiom still sounds like an idiom in Ukrainian and clearly conveys the intended meaning without sounding strange.

Also, translators must pay close attention to the context where the idiom appears. The words around it can give important clues about the meaning and help choose the best translation method. An idiom used in a formal situation might need a more literal translation or explanation, while the same idiom in casual conversation might be better translated with a Ukrainian idiom that has the same meaning. The people who will read the translation are also

important. A translation for everyone might prioritize sounding natural, while a translation for language learners might choose a clearer or explained version [3, p. 62].

Finally, the translator's creativity and feeling for language are very important. Sometimes, none of the usual methods give a perfect answer. In such cases, the translator might need to use their deep knowledge of both languages and cultures to create a new or unusual translation that captures the essence of the English idiom while sounding natural and idiomatic in Ukrainian. This might involve some risk, but if done well, it can lead to translations that are both accurate and well-written.

In conclusion, translating English idioms into Ukrainian is difficult and complex, needing more than just knowing both languages. It needs a planned and careful approach, using different techniques from finding similar idioms to explaining and changing them. The choice of method depends on many things, including whether there are similar idioms, the context, the audience, and the overall goals of the translation. In the end, the best translations are those that not only accurately convey the meaning of the English idiom but also capture its style and sound natural in the Ukrainian language and culture. By carefully dealing with the complexities of translating idioms, translators help bridge cultural understanding and improve communication between English and Ukrainian speakers.

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THE IMPACT OF LINGUISTIC NUANCES ON TREATY INTERPRETATION IN INTERNATIONAL LAW

The English language is rightfully regarded as the primary language of international law and diplomacy. Its pivotal role in the drafting and interpretation of international treaties stems from its widespread use and universal applicability. The principle of *pacta sunt servanda* underscores the necessity of adhering to treaty provisions, which, in turn, demands precise and clear interpretation. However, linguistic nuances in English, such as lexical, grammatical, and stylistic peculiarities, may lead to ambiguity in the translation and understanding of treaties. This, in turn, poses significant risks of serious conflicts in international relations. Thus, studying the impact of linguistic characteristics of English is highly relevant for ensuring the stability of international cooperation.

Lexical nuances are among the key aspects influencing treaty interpretation. In legal contexts, the terms "shall" and "may" have fundamentally different meanings: "shall"

typically denotes an obligatory action, while "may" implies permission or possibility. However, in international law, these terms can be interpreted differently, leading to ambiguity. For example, the use of "shall" in the obligations of the Kyoto Protocol of 1997 sparked debates regarding the binding nature of certain provisions, ultimately affecting the implementation and enforcement of the protocol [1]. A similar issue arose in *United States v. Iran* (1980), where differing approaches to the interpretation of "shall" resulted in legal disputes [2]. Such examples highlight the importance of accurately defining the meanings of key terms in international law.

Additional complexity arises from the polysemy of commonly used words that acquire specialized meanings in legal contexts. For instance, the word "consideration" in everyday English denotes "thoughtfulness," but in legal texts, it refers to an essential element of a contract—"mutual benefit." Such polysemy often leads to errors in translation or varying interpretations of treaty provisions by parties.

Grammatical constructions are another critical factor. The passive voice is frequently employed in legal texts to emphasize actions or outcomes rather than the actors responsible. For example, the sentence "The contract was terminated" does not specify who terminated the contract, complicating interpretation [3]. Furthermore, the complex syntactic structures characteristic of legal English may be challenging to comprehend, particularly for non-native speakers. While these constructions are often used to lend formality to the text, they simultaneously reduce its clarity.

Punctuation also plays a crucial role in legal documents. Incorrect use of punctuation marks or the absence of the Oxford comma can sometimes alter the meaning of sentences. In judicial practice, seemingly minor punctuation errors have led to multimillion-dollar losses for contracting parties. For example, when lists of conditions or provisions were presented without sufficient clarity, disputes arose regarding their interpretation [4].

Examples of treaties underscore the importance of accuracy in treaty formulation. The Greco-Turkish Agreement of 1926, which supplemented the Treaty of Lausanne, illustrates how differing interpretations of Article IV of the Final Protocol led to disputes between Greece and Turkey. The parties held conflicting views on whether the Mixed Commission had exclusive authority to determine the terms of arbitration, resulting in a request for an advisory opinion from the Permanent Court of International Justice in 1928 [5]. This approach demonstrates that the absence of standardized rules for interpretation can lead to prolonged conflicts.

Under Article 31 of the Vienna Convention on the Law of Treaties, a treaty must be interpreted in good faith in accordance with the ordinary meaning of its terms in their context and in light of its object and purpose [6]. However, in international practice, the interpretation of terms such as "shall" and "may" can be ambiguous, creating legal disputes. To avoid such situations, it is recommended to use interpretative declarations and official glossaries of terms, which help prevent misunderstandings. Specifically, glossaries ratified by all parties become essential tools for ensuring clarity and precision in legal texts. Additionally, international cooperation aimed at standardizing treaty texts can significantly reduce legal disputes and ensure the more stable implementation of treaties.

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HISTORICAL AND LEGAL ASPECTS OF THE CONTEMPORARY SOCIETY DEVELOPMENT



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THE IMPACT OF THE DIGITAL SERVICES ACT ON DIGITAL PLATFORMS: VLOP AND VLOSE

The internet and online platforms allow us to easily access products and services, buy them, and enjoy a variety of content. However, these conveniences come with risks for consumers, such as illegal content, selling illegal products, posting terrorist content, manipulative design patterns, and misinformation. The European Union (next – EU) has launched active reforms of the digital services market as part of its Digital Single Market Strategy for Europe in 2015 [1].

The Digital Services Act (next – DSA) is the world's first digital regulation that makes digital companies across the EU accountable for the content posted on their platforms. The DSA, proposed in late 2020. Signed on 19 October 2022. Since 17 February 2024, the DSA rules apply to all platforms.

The main slogan of DSA is: «*What is illegal offline should be illegal online*».

The Digital Services Act establishes a tiered regulatory framework with different requirements based on service type and provider size. VLOPs and VLOSEs face stricter obligations due to their heightened potential for spreading illegal content and causing societal damage. Special regulations apply to platforms serving over 45 million users in Europe (representing 10% of the EU population).

The European Commission has appointed 23 VLOPs and 2 VLOSEs: AliExpress, Amazon Store, App Store, Bing, Booking.com, Facebook, Google Search, Google Play, Google Maps, Google Shopping, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, YouTube, Shein, Bing, X, Temu, Wikipedia, and Zalando [5].

Broadly speaking, the DSA follows the rules on liability of Electronic Commerce Directive 2000/31/CE, which creates liability protection for intermediary service providers, effectively shielding them from legal consequences when their users share illegal content through their platforms. This "safe harbor" provision applies to both the transmission and hosting of such content. [2].

The main VLOPs and VLOSEs obligations under DSA include:

1. Orders to act against illegal content (*Article 9*) [4].
2. Providers of intermediary services shall designate a single point of contact (*Article 11*) [4].
3. Providers of intermediary services which do not have an establishment in the Union have obligation to appoint a legal representative (*Article 13*) [4].
4. Transparency reporting obligations for providers of intermediary services (*Article 15*) [4].
5. They must carefully find, examine analyse and assess any systemic risks in the EU that come from how their service is designed or works, including its automated systems, or how people use their services. (*Article 34*) [4].

In the case of VLOP/VLOSE there are additional obligations:

1. To provide a clear, easily understood summary of terms and conditions, highlighting available remedies and complaint procedures.
2. Make terms and conditions available in all official languages of EU Member States where services are offered.
3. VLOPs and VLOSEs are required to publish transparency reports at minimum every six months [4].

The Digital Services Act imposes tighter obligations on VLOP and VLOSE, which greatly changes their role and influence in the digital market. No legal act in history has yet established such clear and binding requirements. This makes the Digital Services Act a unique phenomenon in the EU.

Violations of the Digital Services Act may have certain consequences. The Commission can impose a fine of 6% of the company's annual turnover and order the provider to take measures to remedy the violation by the deadline set by the Commission. That decision may also trigger an enhanced supervision period to ensure compliance with the measures the provider intends to take to remedy the breach. Such a fining decision may be appealed before the EU courts [6].

Thus, The Digital Services Act is a first of its kind set of regulatory tools globally that sets an international standard for a regulatory approach to online intermediaries.

According to Internal Market Commissioner Thierry Breton, he announced: «Europe is now effectively the first jurisdiction in the world where online platforms no longer benefit from a ‘free pass’ and set their own rules» [3].

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RISE AND FALL OF SERIAL MURDER DAVID BERKOWITZ

The topic of serial murders remains relevant to this day/ despite advances in forensic science and criminal profiling, such crimes continue to occur and capture public attention. Serial murders pose unique challenges for law enforcement due to their psychological

complexity and often unpredictable patterns. As a result, the phenomenon continues to be a subject of study in criminology, psychology and sociology.

David Richard Berkowitz, known as “.44-Caliber Killer” and “Son of Sam” was one of the most notorious serial killers in U.S. history. From 1976 until 1977, he terrorized New York by killing six people and injuring seven. It is worth starting the examination of Berkowitz's case with his brief biography, because, in my opinion, many factors in his future development as a murderer arose precisely from his childhood, adolescence and youth. Berkowitz was born Richard David Falco on June 1, 1953, in Brooklyn, New York. His mother, Betty Falco, was unmarried, poor and unable to take care of baby, so she put him for adoption. He was adopted by Nathan and Pearl Berkowitz when boy was few days old. New parents reversed his first and middle names, calling him David Richard Berkowitz. David grew introverted and sullen. He was smart, but did unwell in school. David Berkowitz liked to set small fires around the neighborhood and never been caught [1, c. 14]. He often thought about suicide. He spent time sitting on a window ledge with his legs dangling over the side. They lived on the sixth floor, so when his father saw him sitting like that he yelled at him and got back [2]. In 1967, Pearl Berkowitz died from breast cancer. That set the already-troubled teen into a tailspin. His father remarried, but David wasn't in good terms with stepmother [1, c. 16]. At the age of 18, he joined the U.S. army and was sent to South Korea. After returning from army, he had any friends. He wanted to have serious romantic relationships, but never dated.

In 1975, he met people that were heavily involved in the occult. Since David Berkowitz was a child, he always was interested in Satanism and occult things. “Now I was 22 and the forces of Satan were becoming more and more evident in my life. I felt as if something was trying to take control of my life,” that was written on David's testimony. He started to read Satanic Bible by the late LaVey and tried occult rituals and incantations [2].

In the end of 1975, he started hearing voices that promoted him to do evil deeds. On Christmas Eve, he grabbed a hunting knife with a four-and-a-half-inch blade and drove to the supermarket in Co-Op City. He saw alone walking woman and without doubt he took out the knife and stabbed her [1, c. 19]. He was scared by the noise and was afraid to be discovered, so ran away, but started looking for another victim. Near pedestrian bridge that crossed over the New York State Thruway he stopped 15-year-old Michelle Forman and stabbed her six times in the back of her head and throughout her body. She survived.

In February 1976, he moved to an apartment in a two-family home in New Rochelle, where the voices in his head became worse and worse. They took form of barks from the neighborhood dogs, including his landlord's German shepherd next door. Those voices told him to kill young and attractive girls. He was so annoyed by voices that almost killed himself. Berkowitz moved to an apartment on Pine Street in Yonkers and again was annoyed by barks. The black Labrador retriever owned by Berkowitz's neighbor, Sam Carr. That May David visited his old friend from army in Texas, where he got a gun. In few month, he used that gun firstly...

Now we will look at the chronology of his murders and subsequent arrest. On July 29, 1976, Donna Lauria, 19, and Jody Valenti, 19, were peacefully sitting in Valenti's car when they were approached and shot by David Berkowitz. Girl was killed at the scene and guy was injured. On October 23, he killed a young couple that was in a parked car in Queens. On November 27, he shot two teen girl in Queens. January 30, 1977, was the next date when he shot another couple. In March that year, he killed college student walking home from the subway in Queens. On April 17, Berkowitz shot a couple in the Bronx. On June 26, he shot a couple sitting in a car. The following month shot another couple (killed woman, wound man) [3, c. 73-74].

David Berkowitz targeted woman with long, dark hair. That caused massive changing of hairstyles among women. Serial murder was firstly called the “.44 caliber killer” because of pistol cartridge he used for his murders. Than nickname was changed when David Berkowitz left a note behind after the April 17, 1977, shooting and referred to himself as the “Son of Sam”. Here is an excerpt from the note: “I am deeply hurt by your calling me a women hater. I am not. But I am a monster. I am the “Son of Sam”. I am a little “brat”. When father Sam gets drunk, he gets mean. He beats his family. Sometimes he ties me up to the back of the house. Other times he locks me in the garage. Sam loves to drink blood. “Go out and kill” commands father Sam...Mr. Borelli, sir a don` t want to kill anymore. No sir, no more, but I must, “honour the father”. I want to make love to the world. I love people. I don` t belong on earth. Return me to yahoos. To the people of Queens, I love you and I want to wish all of you a happy Easter. May God bless you in this life and in the next and for now, I said goodbye and good night. Police let me haunt you with these words. I` ll be back! I` ll be back! To be interpreted as –bang, bang, bang, bank, bank – ugh! Yours in murder Mr. Monster”.

He began to leave letters behind at crime scenes, some of which were addressed to a reporter. That increased panic and hysteria in the city. New York began to leave in fear. The search of killer was called Operation Omega and included hundreds of officers and detectives Berkowitz was caught when a woman had observed officer ticketing a car that was parked too close to a hydrant and was located near the scene of his last murder. Police traced the car back to his address on August 10, 1977. Police officers arrived to Berkowitz` s apartment and saw in his car a clearly visible semiautomatic rifle on the seat and a note written in a similar nature to those written by the “Son of Sam”. David Berkowitz was arrested as he exited hi apartment and when arrested he asked why that took so long to catch him and he told that he planned to attack again that night [3, c. 74].

David Berkowitz was found to stand trial, pled guilty, and was sentenced to 365 years in Attica Prison. Around 1979, he admitted that fabricated the demon-dog story so that he could convince authorities when he was caught that he was insane and unable to stand trial. David said that the real reason of his murders was because he hated his own mother and the fact that he couldn` t establish good relationships with women during his life. He has since shown remorse for his crimes, was denied parole in 2002, and is scheduled from another parole hearing in June, 2004, though he seems to feel that prison is where he belongs [4, c. 16].

Ten years in his prison sentence, feeling hopeless, David met Rick, an inmate who told him that Jesus loved him and wanted to forgive me. David mocked Rick, doubting that God would care about him, but Rick persisted, so they became friends. As they were walking the yard, David` s friend shared his faith, reminding that Christ forgives anyone willing to turn from their past and trust Him. “He gave me a Gideon Pocket Testament and urged me to read the Psalms. I did, and might after night, the Lord quietly melted my stone-cold heart,” said David Berkowitz. “One night I was reading Psalm 34. I came upon the 6th verse which says, “This poor man cried, and the Lord heard him, and saved him out of all his troubles.” It was at this moment, in 1987, that I began to pour out my heart to God” [2].

David Berkowitz was given permission by prison officials to work in the “Special Needs Unit”. There people had emotional and coping problems. He could pray with them and read Bibles together. David got the chance to show them a lot of brotherly love and compassion. He also worked as the Chaplain` s clerk and had a letter writing ministry. On TV programs such as Inside Edition, he was able to share what God has done in his life and warm others about the danger of involvement in the occult.

His murders interested a large number of journalists, forensic psychiatrists and criminologists, who later wrote books analyzing his actions. In particular, Maury Terry wrote

the book “The Ultimate Evil”, in which he put forward the theory that Berkowitz did not act alone, but was part of a larger Satanic sect. David Abrahamson personally examined Berkowitz after his arrest. He wrote the book “Confessions of a Son of Sam”, where analyzed his psychological state and motives. In the book “Serial Killers: The Method and Madness of Monsters”, Peter Vronsky analyzes the Berkowitz’s case in the context of other famous serial killers. Joel Norris is the author of the book “Serial Killers: The Growing Menace”, in which he examined the psychological characteristics of serial murders, including Berkowitz.

David Berkowitz’s case remains one of the most infamous in U.S. criminal history, illustrating the complex interplay of psychological, social and environmental factors in the development of violent behavior. His trajectory from a troubled childhood to a series of brutal murders has been extensively analyzed by criminologists, psychologists and journalists, leading to various theories regarding his motivations and potential connections to occult influences. His arrest and conviction brought an end to the terror that gripped New York City, yet his case continues to be a subject of study in forensic psychology and criminal profiling.

Berkowitz’s subsequent transformation in prison, marked by his turn to faith and rehabilitation efforts, adds another dimension to his narrative, raising questions about the potential for personal change even in those who have committed heinous crimes. While his remorse and religious devotion may serve as a case study in rehabilitation, his crimes remain a chilling remainder of the destructive capacity of human behavior when shaped by isolation, psychological distress and external influences. Ultimately, his story underscores the importance of early psychological intervention, societal awareness of mental health issues and the ongoing need for rigorous law enforcement strategies in preventing such tragedies.

We can conclude that the phenomenon of serial murder remains a pressing issue in modern society, demanding continuous scholarly and practical attention. Despite advancements in forensic science and criminal profiling, the psychological complexity and social roots of such crimes make them difficult to predict and prevent. David Berkowitz’s case exemplifies how early psychological trauma, social isolation and exposure of harmful influences can culminate in extreme violence. His later transformation in prison also raises important questions about the potential for rehabilitation and the human capacity for change. Therefore, a multidisciplinary approach involving mental health awareness, early intervention and effective law enforcement remains essential in addressing and preventing similar tragedies.

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**A COMPARATIVE ASSESSMENT OF THE DIPLOMATIC SERVICES OF
UKRAINE AND THE UNITED KINGDOM**

The diplomatic service is an essential component of state governance in today's interconnected world, characterized by its distinct nature. The study of the organization of diplomatic services in different countries is an important area of international relations. A comparative analysis of Ukraine, in particular with the United Kingdom, as one of the leading countries in the field of diplomacy, allows us to identify general trends in the development of diplomatic services, as well as national peculiarities of their organization.

The diplomatic service of Ukraine is a professional activity of the system of bodies and officials aimed at implementing the foreign policy of Ukraine [1, c. 45]. The Diplomatic Service is an integral and key part of the government of the United Kingdom. It supports the Government of the day in developing and implementing its policies, and in delivering public services [2, c. 1].

Article 5 of the Law of Ukraine on the Diplomatic Service stipulates that the Ministry of Foreign Affairs of Ukraine is the central executive body that ensures the formation and implementation of state policy in the field of foreign relations and coordinates the activities of state bodies in the field of foreign relations. In general, the system of bodies of the diplomatic service of Ukraine consists of: the Ministry of Foreign Affairs of Ukraine, representations of the Ministry of Foreign Affairs of Ukraine on the territory of Ukraine and foreign diplomatic missions of Ukraine [3].

In turn, in the UK, such a body is the Foreign and Commonwealth Office, more commonly known as the Foreign Office or the FCO, is the British Government department responsible for promoting the interests of the United Kingdom abroad [4].

The British Foreign service of the United Kingdom is an elite, corporate institution, a center of "professional bureaucracy". High professional qualities of diplomatic personnel are ensured not by strict legislation (there is no constitution in the UK at all), but by customary law and traditions, historically formed by the high social status of diplomats and the public prestige of their profession [5, c. 184].

In contrast to the long-standing traditions of British diplomacy, the Ukrainian service is developing in a young state that faces significant challenges. However, its underlying principles of patriotism, democracy and professionalism allow it to gradually evolve into an effective tool for implementing the state's foreign policy.

As for recruitment to the diplomatic service, in the late 1940s, the UK introduced a system of strict competitive selection of personnel that is still in place today. Diplomatic professional staff is divided into two main categories: "A" (managerial category) and "E" (executive). The main area of work of category "A" employees is political analysis. They are sent to foreign missions immediately to the positions of 3 or 2 secretaries. Their promotion is about twice as fast as that of their "E" category colleagues.

In Ukraine, chapter III of the Law of Ukraine "On Diplomatic Service" stipulates that diplomatic officers may be citizens of Ukraine who have the appropriate professional higher education, the necessary professional and business qualities, speak the state and foreign languages and, for health reasons, may be sent on a long-term business trip [3].

To be admitted to the UK diplomatic service at the managerial level, which is its "elite", an applicant must pass a system of complex competitive tests. The competition is opened and organized by the Civil Service Selection Board with the participation (at the final stage) of senior officials from the Ministry of Foreign Affairs and foreign missions. The applicant submits the following documents to the commission: proof of British citizenship; recommendations from educational institutions; any other documents at his/her discretion. The age of applicants is no more than 32 years for category "A", no more than 45

years for category “E”. Before the test, applicants are informed that their data will be checked by the security services [5, c. 181].

The admission to the diplomatic service is carried out on a competitive basis, except for cases when the appointment to diplomatic posts is carried out by the President of Ukraine. The procedure for holding a competition for admission to the diplomatic service is determined by the Cabinet of Ministers of Ukraine. A person applying for admission to the diplomatic service must meet the general requirements established by the Law of Ukraine “On Civil Service” [3].

Despite the common goal of ensuring effective diplomatic activity, the systems of diplomatic ranks in Ukraine and the UK have certain differences. In particular, Ukraine has 9 diplomatic ranks, while the UK has 10.

Thus, it can be concluded that a comparison of the diplomatic services of Ukraine and the United Kingdom demonstrates both commonalities and differences due to historical, political, and cultural factors. Both systems are aimed at protecting national interests and effectively representing the state in the international arena. At the same time, the British service is characterized by longer traditions and stricter requirements for personnel, while the Ukrainian service is in the process of active development and adaptation to new challenge.

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GASTRONOMIC TOURISM AS AN ELEMENT OF TERRITORIAL BRANDING

The purpose of this study is to explore how food tourism (gastronomic tourism) helps to create and promote the image (brand) of a region. It shows how food and drink can make places more attractive for visitors by using local culinary traditions.

This topic is important because more people today are interested in travel that gives them real, personal experiences. They want something different and special. In a world where many places look and feel the same, food becomes a good way for a region to stand out. According to the World Food Travel Association (2023), more than 80% of travelers say that food and drink are important when they choose where to go. This means it is important to understand how food tourism can help promote places and make them more popular. [1]

Because of globalization, many tourist activities have become similar in different parts of the world. This makes it more important for regions to use their unique traditions to attract tourists. Local food and cooking traditions are a great way to show what is special about a place. They help tourists learn more about the culture, and they also help grow tourism in a way that lasts.

The main idea of this research is that food tourism not only brings money to a region but also helps to make a place's image strong and attractive.

Main points:

Food shows the cultural, historical, and natural uniqueness of a region. It helps to create real and interesting tourist experiences.

Food festivals and events help tourists feel more connected to a place. They create good memories and emotions linked with the region.

Promoting local food increases the demand for local products and services. This supports small local businesses and helps protect cultural traditions. [4, p. 22]

However, there are also some disadvantages of food tourism. When many tourists visit one place for its food, it can cause problems such as higher prices for local people, too much waste, and pressure on small food producers. Also, popular dishes may lose their traditional ways of cooking because people change them to please tourists.

Gastronomic tourism is a smart and modern way to promote a region. It gives tourists fun and deep experiences and helps the area grow in a good and sustainable way.

This study is important because regions need to use new and creative ways to show their special identity. Food tourism is one of these ways. It gives both physical (real) and emotional (felt) benefits. Modern tourists want experiences that feel deep and meaningful. Food helps to give them that and makes the list of tourist attractions bigger and more interesting.

Examples from countries like Italy, France, and Japan show that food can help in building a strong place brand. For example, the Emilia-Romagna region in Italy became famous for foods like Parmigiano Reggiano, Prosciutto di Parma, and Balsamic Vinegar of Modena. Japan has promoted traditional food culture with the "Washoku" brand, helping people around the world see Japan's regions as special food destinations. [3, p. 281]

So, studying food tourism as a way to promote regions is not only interesting for theory but also helpful in real life. It gives ideas and advice for governments, tourism workers, and local people.

Conclusion: Food tourism is an important and powerful part of building the image of a region. It helps places look better to visitors, supports cultural traditions, and helps regions grow in a sustainable way. When food is included in tourism plans, it gives a region a strong advantage over others in the tourism market.

Future studies should try to find good ways to measure how food tourism helps branding. Also, researchers should look at how digital marketing can help promote local food and traditions around the world.

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INTERACTION BETWEEN TOURISTS AND LOCAL RESIDENTS: PROBLEMS AND PERSPECTIVES

Tourism is an important factor in the socio-economic development of regions, contributing to cultural exchange and economic growth. However, the interaction between tourists and local residents can be accompanied by both positive effects and challenges. The study of this topic allows us to identify key issues and prospects for the development of harmonious relations between guests and host communities.

The main problems in interaction

1. Overtourism

Overtourism is a phenomenon when an excessive flow of tourists overloads the infrastructure, negatively affecting local residents and the environment. This is a problem in many popular tourist destinations, such as Venice, Barcelona. These factors cause a wave of social discontent, which sometimes results in protests against.

2. Environmental challenges

- Environmental pollution - a large number of tourists can cause water, air, and soil pollution.

- Depletion of natural resources - popular tourist destinations can suffer from excessive water and energy use.

- Preservation of cultural heritage - historical monuments may be destroyed due to the excessive flow of tourists.

3. Cultural Conflict

Often, tourists demonstrate a lack of understanding or disregard for local traditions, norms of behavior, and language barriers, which causes alienation and cultural resistance among residents.

4. Infrastructure overload

An excessive flow of tourists can create problems with transportation, housing, and utilities.

5. Economic aspects

- Tourism as a source of income - In many cities, tourism is the main source of income that stimulates the development of small businesses.

- Uneven distribution of income - large tourism companies may receive most of the income, while local entrepreneurs have limited opportunities.

- Seasonality - in many tourist regions, revenues depend on the season, which creates instability for the local economy.

6. Social aspects

- The effect of the “tourist bubble” - in some cities, tourists interact only with other tourists, not with locals, which reduces the level of cultural exchange.

- Changing demographics - in popular tourist cities, locals may gradually leave due to rising costs of living.

- Impact on traditions - in some regions, locals adapt their customs to meet the expectations of tourists, which can lead to a loss of authenticity.

Prospects for harmonious interaction

- Educational programs - conducting trainings for tourists and locals on cultural sensitivity and mutual respect.

- Development of sustainable tourism - implementation of environmentally responsible practices to preserve natural resources.

- Integration of local residents into tourism activities - involving the community in organizing excursions, workshops and cultural events.

- Regulation of tourist flows - development of strategies for the even distribution of tourists in the region.

- Support for local business - stimulating the development of local enterprises, which contributes to the economic growth of the community.

Examples of effective interaction

- Japan (Takashimadera): The community of guides are elderly locals who tell tourists about local history.

- Norway: Tourism is strictly controlled - the number of cruises is limited, and electric boats are used.

- Ukraine (Hutsul villages): Green tourism is developing, where tourists stay with local families and learn about the way of life.

- Finland: Ethical and ecological tourism is actively supported, based on communication between tourists and local residents, participation in traditional crafts and support of small farms

Conclusion

Interaction between tourists and locals is a complex process that requires a balance of interests. The problems that arise in this area cannot be ignored, as they affect not only the economic success of the region, but also the preservation of cultural heritage, the well-being of the population and the environment. Only through dialogue, education, and a sustainable approach to tourism development is it possible to create a harmonious environment for all stakeholders

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MODERN DEVELOPMENT OF MUSEUM ACTIVITIES IN UKRAINE

The growing role of museum institutions in preserving national cultural heritage, the intensification of intercultural dialogue, the implementation of digital technologies, the development of an inclusive environment, as well as the challenges associated with military actions in Ukraine, necessitate a rethinking of the objectives of the museum sector and the search for effective mechanisms for its modernization. The relevance of the topic is determined by the need for a comprehensive analysis of the current state of museum activities in Ukraine, as well as the identification of key trends in its development. The aim of the research is to examine the current state of museum activities in Ukraine, identify the main trends in their development, and determine the prospects for the modernization of museum institutions in accordance with contemporary social, cultural, and technological challenges.

The task is to characterize the main trends and forms of museum development in Ukraine, particularly in the context of digitalization and social transformations, to identify the current challenges faced by museum institutions, as well as the practices that contribute to their renewal and increased effectiveness.

The topic of the modern development of museum activities in Ukraine has been studied by several prominent researchers. Among them, Iryna Magdysch explores the adaptation of European museum practices in Ukraine, while Tetiana Karavasylyeva focuses on the balance between preserving traditions and innovation. International organizations such as ICOM Ukraine and UNESCO also contribute through research on digitalization and post-conflict recovery of museums. The Ukrainian Center for Museum Development provides regular analytical reports on trends and challenges in the sector.

Currently, museum activities in Ukraine are undergoing profound and comprehensive transformations, driven by a complex combination of external and internal challenges.

Among the main external factors are the ongoing military actions, which necessitate the preservation and evacuation of cultural assets, the intensification of the memorial function of museums, and their active role in shaping national memory. Globalization processes have opened new opportunities for Ukrainian museums to engage in international cooperation, participate in joint exhibition projects, scientific research, and cultural exchanges. Meanwhile, the spread of digital technologies has catalyzed the implementation of innovative approaches to the preservation, presentation, and interpretation of museum collections.

At the same time, internal changes within the fields of culture, education, and administrative governance have led to a reconsideration of the traditional functions of museums. The modern museum in Ukraine is increasingly moving beyond the classical

paradigm of collection preservation. It is transforming into a multifunctional institution that combines scientific research, educational initiatives, social communication, and memorial practices. Museums are now actively involved in interpreting historical events, highlighting socially significant issues, fostering scientific discourse, and serving as platforms for public dialogue.

A key trend in the development of the museum sector is the extensive and systematic adoption of digital tools and platforms. Common practices include the creation of virtual tours, the integration of electronic catalogues, the organization of interactive exhibitions, the establishment of digital archives, and the dissemination of multimedia content. These innovations significantly expand public access to museum collections, making them accessible to diverse audiences both domestically and internationally. Moreover, digital technologies contribute to the optimization of processes related to the registration, processing, and preservation of exhibits, thus enhancing the security and protection of cultural heritage under conditions of heightened threats.

Responding to changing societal demands and audience expectations, museums are demonstrating greater openness and inclusivity. They are increasingly becoming centers of creativity, dialogue, and civic engagement. Museums are developing educational programs, engaging youth through innovative learning and leisure formats, and promoting interdisciplinary approaches to the understanding of cultural phenomena. Art residencies, community-based projects, international cultural exchanges, quest programs, and interactive workshops have become integral parts of museum practice, enhancing their social relevance and impact.

An important factor in the sustainable development of museum institutions is the growth of institutional autonomy, which allows them to independently determine their activities, formulate development strategies, and establish partnerships with civil society and the international community. Positive results are evident in the decentralization processes of the museum network, leading to the emergence of new municipal and private museums. At the same time, opportunities for funding have expanded through participation in partnership programs, grant competitions, and philanthropic support, thereby strengthening the financial foundation of museum projects and encouraging their innovative development.

Thus, museum activities in Ukraine are currently undergoing an active and dynamic transformation, driven by external factors such as the war, globalization processes, and the challenges of the digital age, as well as internal changes in the fields of culture, education, and management. Modern Ukrainian museums are gradually moving beyond the traditional role of collection keepers, transforming into multifunctional platforms for scientific research, education, public engagement, memory preservation, and identity formation. The active implementation of digital technologies, the development of inclusive practices, a focus on new audiences, and the creation of interactive formats for visitor engagement contribute to the modernization of the sector and enhance its openness and accessibility. Museums are becoming important hubs for social dialogue, critical rethinking of history, and responding to contemporary challenges.

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USE OF ARTIFICIAL INTELLIGENCE IN THE TRAVEL INDUSTRY

Artificial intelligence is becoming one of the most significant and influential technologies of our time, revolutionizing the travel industry. Its application spans every stage of a journey, creating new opportunities and enhancing traditional approaches to travel. Whether someone is planning their dream vacation, organizing a business trip, or simply seeking new experiences, AI offers a range of solutions that make the process smoother, more convenient, and enriched. Just imagine: you provide information about your interests, travel dates, and budget, and AI crafts the perfect itinerary, considering even the smallest details! As a result, the travel experience becomes even more exciting and personalized.

AI in Travel Organization

AI plays a leading role in personalizing travel services, making journeys as convenient and unique as possible for every traveler. It offers solutions that precisely match tourists' preferences. For instance, platforms like iPlan.ai and Forgemytrip utilize innovative methods not only to design itineraries but also to predict the optimal travel plans, including the best times to visit. This way, tourists receive not just standard suggestions but a comprehensive travel program. In addition, artificial intelligence assists travel companies in analyzing vast amounts of data on demand for specific destinations, fluctuations in flight or accommodation prices, and more. This enables companies to offer the most cost-effective options to clients and adjust sales strategies accordingly. Virtual assistants and chatbots, also powered by AI, play an important role in simplifying the process of booking tickets and selecting hotels. They can respond to customer inquiries, provide recommendations, and ensure quick access to information. As a result, travelers spend less time organizing their trips while enjoying greater convenience.

1. Booking.com Assistant: This chatbot helps users book hotels, provides information about reservations, and responds to inquiries regarding booking changes. It operates via a mobile application and ensures quick access to essential information.
2. Alexa for Hospitality: This technology from Amazon is integrated into hotel rooms, allowing guests to control lighting, order services, and access hotel information through voice commands.

3. Amadeus Chatbot: Used by travel agencies to automate booking processes, this chatbot can provide information about flights, hotels, and other services, while assisting clients in making selections.

Artificial intelligence is actively used to optimize transportation routes. It considers factors such as weather conditions, traffic, fuel prices, and other variables to suggest the most efficient way to travel. This helps tourists avoid congestion and enjoy hassle-free journeys. AI also contributes to the environmental sustainability of tourism. Algorithms optimize routes by taking into account factors that impact the environment, such as fuel consumption or emission levels. Equally important is AI's role in improving service quality. For example, hotels can use technology to analyze customer feedback and enhance their services based on the insights received. Some airlines automate the check-in process, making it simpler and faster.

AI and Cultural Heritage

Artificial intelligence is being actively implemented in museums and landmarks, opening up new possibilities for preserving cultural heritage and engaging with visitors.

- Digital Reconstruction of Landmarks: With AI technologies, projects like Google Arts & Culture create digital 3D copies of historical landmarks. This helps preserve sites at risk of destruction and makes them accessible for online exploration.

- Virtual Tours: Museums and historical locations, such as Stonehenge in the United Kingdom, utilize AI to design interactive virtual tours. This allows people worldwide to explore landmarks without leaving home. The Norwegian National Museum uses machine vision to create virtual exhibitions, enabling visitors to explore collections online.

- Interactive Museum Experiences: Modern technologies, including interactive elements linked to artificial intelligence, are being implemented in Khmelnytskyi. For instance, the Khmelnytskyi City History Museum offers an interactive experience for visitors. The museum features a multilingual audio guide and a large interactive touchscreen that enables a virtual bird's-eye tour of the city. This makes the exhibition more accessible and engaging for city guests.

AI and the Language Barrier

AI-based language translators have become indispensable tools for overcoming language barriers during international travels. Thanks to these technologies, travelers can easily communicate in foreign-language environments, access information, and enjoy the cultural features of the countries they visit.

- One of the most popular tools is Google Translate, which supports over 243 languages and offers text, voice, and even image translation features. For example, a traveler can photograph a restaurant menu, and the app instantly translates the text. This greatly simplifies communication in countries where the language may be unfamiliar.

- Another example is DeepL, which specializes in highly accurate text translations, particularly for European languages. This tool is often used for translating official documents or complex texts, making it valuable for business travel.

- For real-time translation, devices like Pocketalk or Timekettle WT2 Plus provide instant voice translation. For instance, a traveler can use these devices to communicate with locals, as they translate conversations in real-time. This is especially useful in situations where quick access to information or problem-solving is needed.

- It is also worth mentioning Microsoft Translator, which integrates with other Microsoft products like Office and allows text translation while preserving formatting. This is convenient for travelers who work during their trips.

Conclusion

Artificial intelligence has become a vital tool that positively impacts tourism and every aspect of travel: from creating personalized itineraries to optimizing transportation routes, while promoting environmental sustainability. Language translators break communication barriers, enabling travelers to navigate foreign-language environments with ease, and virtual tours and digital maps provide access to remote locations. This is a technology that unites modern capabilities with comfortable travel.

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PROFICIENCY IN FOREIGN LANGUAGES AS A KEY TO SUCCESS IN THE TOURISM AND RECREATION BUSINESS AND THE ORGANIZATION OF HIGH-QUALITY LEISURE

In the modern world, tourism is growing very fast. More people travel to different countries every year. Good knowledge of foreign languages, especially English, helps professionals communicate easily with clients from all over the world. Knowing languages is important not only for career growth but also for providing better services to tourists. Therefore, the topic is very important today.

The purpose of this work is to show why knowledge of foreign languages is necessary for success in tourism and recreation. The research will explain how languages help build a career, improve service quality, and make leisure activities better for tourists.

The tourism and recreation business connects people from many different countries and cultures. Tourists often speak different languages. Professionals who work in tourism -

guides, hotel workers, travel agents, and managers - must understand the needs of international guests. When a worker speaks English or other languages well, it helps to avoid misunderstandings and make visitors feel comfortable and welcome [1].

Learning English is very important for career success. According to experts, people who know English can find better jobs faster and earn higher salaries. In the tourism sector, English is often a basic requirement for employment. Workers who speak English can work in international hotels, airlines, tourist companies, and large travel agencies. They can also grow faster in their careers because they can talk to more clients and work in different countries [1].

It is also important to start learning languages early. Studies show that children who study English or other foreign languages from a young age achieve more success in the future. They think more creatively, communicate easily, and adapt faster in different cultures. These skills are very useful for tourism professionals [2].

A person who knows languages can not only build a career but also organize better tourist activities. For example, a tour guide who knows English can explain interesting facts about the city, historical places, nature, or traditions. Guests can ask questions and receive detailed answers. This creates a better travel experience and leaves a positive memory for tourists [3].

In tourism, good communication is the key to customer satisfaction. When a tourist feels understood, safe, and respected, he or she is happy and wants to return. This builds the reputation of hotels, agencies, restaurants, and tourist attractions. Happy customers also recommend the services to their friends and family, helping businesses grow. Organizing high-quality leisure activities also depends on knowledge of languages. Workers can offer interesting excursions, cultural events, and services adapted to the guests needs and preferences. If a guide speaks several languages, he or she can create mixed international groups and make tours more exciting and interactive.

Moreover, language skills help solve problems quickly. If a tourist loses luggage, faces a health problem, or needs help, staff who speak English can assist immediately. This increases trust and makes tourists feel safe and relaxed. Good service during difficult situations builds loyalty and creates a positive image of the company or the country [3].

Furthermore, foreign language skills allow tourism workers to access the latest information and training. Many new programs, standards, and technologies in tourism are first introduced in English. Workers who understand English can learn new things faster and offer better, modern services.

Proficiency in foreign languages, especially English, is essential for success in the tourism and recreation business. It helps workers grow in their careers, provide better services, and organize leisure activities that tourists enjoy.

Early language learning offers many advantages, helping people to communicate, understand cultures, and solve problems. In the modern world, knowing languages is not only an advantage but a necessity for building a successful career in tourism. Workers with good language skills are more competitive, flexible, and professional, which makes tourism more attractive and welcoming for everyone.

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FINANCE AS A TOOL FOR UNITING TOURISM SECTORS

Today, in the time of globalization, tourism is not only a way to relax, but also a strong part of the economy. It brings together different areas: transport, hotels, food, culture, recreation, and government. Finance plays a big role in this process. It helps tourist organizations work better, attracts investments, and builds connections between private and public sectors. Financial tools help to connect all parts of the tourism industry and make it work as one system. So, learning about finance as a key part of tourism is important for making tourism strong and competitive.

The goal of this study is to show how finance helps connect different tourism sectors and explain why financial investments are important for growing tourism in regions and the whole country.

Finance is very important for tourism. It connects tourism with other parts of the economy. Good financing helps tourist businesses work, brings new money, improves infrastructure, helps people learn, and connects different industries.

Finance helps use tourism resources in the economy. With investment, we can develop cultural places, nature parks, and historic buildings. These places are important for tourists. Money from the state and private businesses helps restore and improve them. This connects culture, ecology, social life, and the economy.

Finance is also needed for transport and communication. New roads, better railways, more flights, and modern city transport (like bikes and e-scooters) make it easier to travel. This helps tourism grow and connects it with transport, construction, and logistics.

Marketing is another important area. Finance helps promote tourism: creating regional brands, joining tourism fairs, making websites and mobile apps, and advertising in social media. This builds a good image for regions and makes Ukraine more popular for tourists. It also brings more visitors and money.

Finance also supports people working in tourism. Investment in education, training, language, and cultural knowledge helps hotel workers, travel agents, and guides do a better job. This improves the quality of services and makes tourism more competitive.

Finance is especially important in times of crisis, like COVID-19 or war. The government helps tourism businesses with money (grants, loans, benefits) to support and restart them. This also helps them become stronger and more flexible.

Today, sustainable finance is also growing. Green finance, eco-tourism, and local projects that combine tourism with farming, crafts, and local food help protect nature and support communities.

In the digital world, finance also helps develop new technologies in tourism. This includes online booking, data systems, and using AI to help customers. These tools improve business and make tourists happier, which helps the tourism sector grow.

Long-term financial planning helps the government make programs that support safe, inclusive, and competitive tourism. It also helps build investment zones, public-private partnerships, and tourism clusters. So, finance is not only about money—it's a tool for strong, balanced, and modern tourism.

In addition, financial education for local communities and small business owners is becoming more important. When people understand how to use and manage money, they can start tourism projects, apply for grants, and build strong local tourism businesses. This supports local development and creates new jobs.

Also, international cooperation in tourism finance opens new opportunities. By working with global organizations and partners, Ukraine can get more investment, join global tourism programs, and learn from other countries. This helps make tourism in Ukraine more modern, safe, and successful.

In conclusion, finance is not only important for growing tourism but also helps different areas work together. This builds a strong tourism system, which is important for the economy of the whole country. With smart financial planning, Ukraine can create a tourism industry that is strong, green, and ready for the future.

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DEVELOPMENT OF SPORTS TOURISM IN UKRAINE: CURRENT TRENDS AND PROSPECTS

In modern conditions, when a healthy lifestyle becomes an important social value, sports tourism acquires special importance as an effective means of physical development, recreation and knowledge of the environment. In Ukraine, sports tourism contributes not only to improving the health of the population, but also to the development of the national economy through tourism and related industries. The activation of domestic tourism, the popularization of active recreation among young people, the expansion of infrastructure and integration into the international tourist space require a modern analysis and a systematic approach to the development of sports tourism. That is why the study of current trends and prospects for the development of sports tourism in Ukraine is extremely important both for the scientific community and for the practical implementation of state tourism policy.

A number of scientific works by Ukrainian and foreign scientists are devoted to the development of sports tourism. In particular, important theoretical foundations of sports tourism are laid in the works of V. A. Nudelman, who studied the methodology of organizing and conducting tourist trips of varying complexity. A significant contribution to the

development of sports tourism was also made by scientists L. V. Orlov and I. V. Maltsev, who focused on the training of sports tourists and the formation of route business. In their works, T. G. Belyaeva and O. M. Borovyk analyzed the features of the safety of tourist trips and the issue of environmental responsibility of tourists. It is also worth noting the works of foreign authors, such as Ewert A. and Hollenhorst S., who studied the psychological aspects of active tourism and motivation to participate in sports tourism events.

At the current stage of development of sports tourism in Ukraine, several key trends are observed, reflecting both internal socio-economic processes and global world challenges. First, there is an active growth in the popularity of new types of active tourism, among which mountain, cycling, water tourism, speleotourism, as well as various extreme sports are developing especially dynamically. This indicates a growing interest of the population in an active lifestyle, self-realization through overcoming natural obstacles and the desire for harmonious interaction with the environment.

Secondly, there is a significant revival of the processes of development of tourism infrastructure. New tourist routes are being opened, recreation centers are being improved, innovative navigation technologies are being actively implemented, as well as digital services to ensure safety and comfortable conditions for tourists in complex natural landscapes.

An important component of the current stage of development of sports tourism is its integration into the system of education and physical education of youth. In particular, in many institutions of general secondary and higher education, tourist clubs and sections are created. Their activities contribute to the development of practical survival skills, team interaction, increased physical endurance and the formation of a conscious attitude towards the preservation of the natural environment among students.

A special role in stimulating interest in sports tourism is played by the organization of specialized competitions, festivals and tourist forums. These events serve as platforms for the exchange of experience between representatives of different regions of the country, contribute to improving the qualifications of participants and popularizing new tourist routes. At the same time, expanding the geography of routes creates new opportunities for the socio-economic development of little-known regions of Ukraine, contributing to their popularization at the national and international levels.

Despite positive developments, the industry faces a number of problems that hinder its further development. The main challenges include insufficient funding for infrastructure projects, an imperfect legislative framework, a shortage of highly qualified personnel in the tourism sector, and the aggravation of environmental problems caused by the unconscious attitude of individual tourists towards natural objects.

Among the promising areas for the further development of sports tourism in Ukraine, one can note the need to intensify state support through grant programs, the creation of national sports tourism centers, the implementation of modern international safety standards, as well as the deepening of international cooperation. It is also important to form a positive image of Ukraine as an attractive country for active recreation, which will meet the requirements of sustainable development and environmental responsibility.

Sports tourism in Ukraine is actively developing, contributing to the physical development of the population, the promotion of a healthy lifestyle and economic growth. Despite positive trends - the expansion of tourism types, infrastructure development and integration into education - the industry faces problems of financing, personnel training and ecology. Further development is possible through state support, increased safety standards, international cooperation and the formation of a positive image of Ukraine in the world tourism arena.

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PROFESSIONAL ENGLISH FOR TRAVEL AND TOURISM MANAGERS

The travel and tourism industry has grown a lot in recent years. It is now one of the biggest and most important parts of the world economy. People travel more than ever before, and tourism services have become more diverse. Because of this, people working in tourism need to speak English well. English is the main language for communication between people from different countries. It is especially important in international travel and tourism.

The Importance of English in Tourism

Tourism managers must communicate with many people: clients, partners, hotel staff, travel agents, and officials. To do this well, they need to know English not only for everyday use but also for professional situations. This means using the right words, grammar, and polite expressions. It is also important to understand cultural differences. When tourism professionals speak clearly and politely, clients are more satisfied, and companies get a better reputation [1, c. 32].

What Tourism Managers Use English For

1. Talking to Clients and Helping Guests

Managers often speak with international tourists. They answer questions about travel packages, hotels, transport, sightseeing, and safety. They must use polite words like “Could I...?”, “Would you like...?”, and “May I help you?” Clear speaking helps avoid misunderstandings and makes guests feel welcome [2, c. 45].

2. Writing Emails and Official Messages

Tourism professionals write many documents—emails, service offers, contracts, reports, and information letters. They must follow rules for formal writing. The text must be clear, polite, and well-organized. For example, when confirming a booking, they might write: “We are pleased to confirm your reservation for the period 12–16 June” [2, c. 48].

3. Understanding Different Cultures

Clients come from many cultures. Some people prefer direct answers, while others like polite or indirect language. Managers must know how to speak respectfully and use correct greetings. For example, calling someone “Mr.” or “Ms.” shows politeness. Understanding gestures and tone is also important [3, c. 50].

4. Advertising and Marketing

Tourism managers write texts for brochures, websites, and social media. These texts must be attractive and interesting. They describe destinations, hotels, food, and activities.

Words like “amazing,” “relaxing,” or “unforgettable” are often used. Good English helps bring more customers from other countries [4, c. 63].

5. Explaining Tours and Plans

Managers also explain travel plans and organize excursions. They must speak clearly about schedules, prices, rules, and safety. For example: “The bus will leave the hotel at 9 a.m. Please bring your passport and wear comfortable shoes.” Mistakes or unclear language can cause confusion or even danger [1, c. 37].

English in Different Tourism Jobs

Professional English is used in many areas of tourism:

- **Hotels and hospitality:** welcoming guests, solving problems, helping with check-in/check-out;
- **Tour guiding:** giving information about history, culture, and places;
- **Travel agencies:** selling tours, booking flights, helping with visas;
- **Events and business travel:** organizing trips for groups, companies, and international meetings [2, c. 51].

How Tourism Students Learn English

English for Specific Purposes (ESP) is a popular method of teaching. It focuses on the real language used in tourism jobs. Students practice:

- Dialogues at the hotel or airport;
- Writing business emails and offers;
- Giving presentations about travel packages;
- Reading tourism websites or brochures [3, c. 58].

These activities help students learn useful vocabulary and feel more confident in real situations. Some programs also include internships or online courses to practice English with real clients [4, c. 60].

Problems and Solutions in Learning English

Many students and workers face difficulties in learning English. Some common problems are:

- Not enough speaking practice;
- Fear of making mistakes;
- Lack of knowledge of tourism-specific vocabulary.

To improve, learners can:

- Use English every day at work or online;
- Join language exchange programs;
- Watch tourism videos and listen to travel podcasts;
- Study special words for their job area [1, c. 40].

Conclusion

Professional English is very important for people working in travel and tourism. It helps them give better service, work with international partners, and grow in their careers. English improves customer experience and helps tourism companies succeed globally. That is why students and workers in tourism should learn and practice English regularly. It is a skill that connects people and opens doors to new opportunities.

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THE ROLE OF SOCIAL MEDIA IN THE SELECTION OF TRAVEL DESTINATIONS

The purpose of this research is to examine how social media platforms influence individuals' decisions when selecting travel destinations. In today's digital age, platforms such as Instagram, TikTok, and YouTube have become pivotal in shaping travel preferences. [3] These platforms offer a plethora of user-generated content, including photos, videos, and reviews, which provide potential travelers with insights into various destinations. Travelers are no longer solely dependent on traditional forms of advertisement or guidebooks; instead, they are increasingly inspired by real-time experiences shared by peers and influencers online. [1] Understanding this influence is crucial for both travelers and tourism marketers to navigate the evolving landscape of travel decision-making and to adapt to the rapidly changing dynamics of consumer behavior in the tourism sector. Additionally, the immediacy and accessibility of social media allow individuals to make spontaneous travel decisions, often influenced by trending destinations or viral content.

From my perspective, social media has significantly transformed the way I approach travel planning. Previously, I relied heavily on traditional sources like travel agencies, guidebooks, and word-of-mouth recommendations. These sources, while valuable, often provided a limited or standardized view of destinations. However, with the advent of social media, I now find myself exploring destinations through the lens of fellow travellers' experiences shared online. Platforms like Instagram offer a visual representation of a destination's attractions, culture, and ambiance, which can be more compelling than written descriptions. The curated photo galleries allow for immediate emotional connection, stirring a desire to experience the beauty firsthand. Similarly, TikTok's short-form videos provide quick, engaging content that showcases real-life experiences, often highlighting aspects that might not be covered in traditional travel guides, such as hidden gems, local eateries, or off-the-beaten-path activities. YouTube, on the other hand, offers more in-depth vlogs and travel diaries that enable viewers to experience extended narratives about trips, giving a fuller picture of a destination's offerings. These longer videos often include honest reviews, travel tips, and day-to-day experiences, helping travelers set more realistic expectations [1]

Moreover, the interactive nature of social media allows for immediate feedback and engagement. Comments, likes, and shares create a sense of community and trust, making recommendations feel more authentic. It becomes possible to directly engage with content creators, asking questions about accommodations, transportation, safety, and local customs. This peer influence has led me to discover lesser-known destinations that align with my interests, which I might not have considered otherwise. Personalized recommendations based on shared experiences foster a stronger emotional connection compared to impersonal marketing materials. Furthermore, algorithm-driven content suggestions based on past user behavior and interests help in discovering new places tailored to individual preferences. Nevertheless, it's essential to approach this information critically, as the curated nature of social media content can sometimes present an idealized version of reality. Photos are often

edited to enhance colors and attractiveness, and many influencers are sponsored, which may lead to biased representations. Recognizing the difference between organic content and promotional material is vital for making informed travel decisions.

Furthermore, the rise of influencer marketing has added another layer to how travel destinations are promoted. Influencers with large followings have the power to sway the travel decisions of thousands, sometimes millions, of people. [2] Their personal brand and credibility often make their travel recommendations highly persuasive. While this can benefit lesser-known locations by boosting their visibility, it can also lead to issues such as over-tourism and the degradation of natural and cultural heritage sites. In some cases, viral trends have overwhelmed small communities unprepared for an influx of visitors, leading to environmental stress and cultural dilution. Consequently, there is an increasing call for responsible and sustainable promotion practices among content creators and tourism boards. Travelers are also becoming more aware of the ethical implications of their travel choices, considering factors like ecological impact, respect for local communities, and support for local businesses.

Another important aspect is the psychological impact social media can have on travelers. The constant exposure to perfectly curated travel content can create unrealistic expectations and lead to phenomena such as the “Instagram versus reality” effect, where the actual experience may fall short of the idealized images seen online. This can result in travel disappointment and dissatisfaction. Moreover, the pressure to document and share one’s own experiences can sometimes detract from the authenticity of the travel experience itself, shifting focus from personal enjoyment to social validation.

In conclusion, social media plays an integral role in shaping travel decisions by providing accessible, diverse, and real-time information. Its influence is particularly pronounced among younger generations, who are more attuned to digital content and peer recommendations. For travelers, social media offers an invaluable resource for gathering ideas, inspiration, and practical advice. However, it is important to balance these digital impressions with traditional research methods, such as consulting official tourism websites, reading credible reviews, and considering ethical implications. Critical thinking and a conscious approach to information consumption are essential to avoid being misled by curated or sponsored content.

For tourism marketers, leveraging social media effectively can enhance destination visibility and appeal, but they must also be mindful of the potential for over-tourism and the ethical considerations of promoting certain locations. Sustainable marketing strategies, transparency, and authenticity are key to ensuring that the benefits of social media-driven tourism are maximized while minimizing its potential harms. Incorporating responsible messaging, promoting lesser-known but equally attractive destinations, and encouraging eco-friendly travel practices can create a more balanced and sustainable tourism environment. Ultimately, social media has democratized the way we discover the world, making travel planning more dynamic, interactive, and personalized than ever before, while also presenting new challenges that require thoughtful navigation by both travelers and industry professionals.

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SOCIAL MEDIA AS A TOOL FOR SHAPING YOUTH TOURISM AWARENESS

In today's digital world, social media plays a significant role in shaping the opinions, behaviors, and aspirations of young people. Tourism is no exception. Platforms like Instagram, TikTok, Facebook, and YouTube have replaced traditional travel brochures and guidebooks as the main sources of travel inspiration. Young travelers no longer rely solely on official tourism websites or travel agencies; instead, they trust the experiences shared by influencers, bloggers, and their peers online. The rapid development of technology has changed how young people view travel. Travel is no longer just about visiting new places—it has become a social act, something to be shared with the world. The decision-making process regarding destinations, accommodations, and activities is heavily influenced by the images and videos seen on social media. Given this shift, it is important to analyze how social media affects youth tourism awareness—specifically, how it influences their motivations, expectations, and travel behavior. This work explores the key ways in which social media shapes young people's travel choices, both positively and negatively. It discusses the power of visual content, the influence of travel bloggers, the creation of viral destinations, and the risks associated with unrealistic expectations and over-tourism.

One of the most powerful aspects of social media is its ability to influence emotions through visual storytelling. Research shows that young travelers are particularly responsive to high-quality photos and videos that showcase breathtaking landscapes, exotic foods, and luxurious accommodations. The "Instagrammability" of a location has become a major factor in determining travel decisions. Scrolling through Instagram or watching travel vlogs can create a sense of wanderlust. Even locations that were previously unknown can gain international attention due to viral posts. A single well-crafted image or a short video can inspire thousands of young people to add a place to their travel bucket list.

In the past, people relied on travel agencies and guidebooks to plan trips. Today, social media influencers and travel bloggers have taken over that role. Young people tend to trust influencers more than traditional advertisements because their content feels authentic and personal. Influencers often document their journeys in real-time, providing followers with a detailed and seemingly honest look at their travel experiences. They share not only the highlights of a trip but also practical information, such as transportation tips, budget-friendly accommodations, and hidden gems. As Luu (2020) highlights, "Generation Z travelers are highly influenced by peer recommendations and social media reviews when making travel decisions". However, this trust in influencers also comes with risks. Many influencers collaborate with brands and receive free stays or sponsored experiences, which can lead to biased reviews. What appears to be an authentic travel recommendation might actually be a carefully planned advertisement.

Another major impact of social media on youth tourism is its ability to turn ordinary locations into viral hotspots. Destinations that were once quiet and relatively unknown can suddenly experience a massive influx of tourists if they gain popularity on Instagram or TikTok. This phenomenon, sometimes referred to as "Instagram tourism," has led to the overcrowding of places that may not have the infrastructure to support mass tourism. For example, several small villages, hidden beaches, and remote temples have become overwhelmed by visitors due to viral social media content. Hashtags, geotags, and algorithm-driven recommendations help spread these trends quickly. While this can boost local economies, it can also lead to negative consequences such as environmental damage and loss of cultural authenticity.

Social media has changed not only how young people travel but also why they travel. For many, a trip is no longer just a personal experience—it is something to be documented and shared. Posting travel photos and videos has become a way to gain social approval, receive likes, and build an online persona. This shift has created a form of "social media tourism", where the goal is not only to explore but to capture perfect moments for digital validation. Some young travelers choose destinations based on how well they will look on their Instagram feed rather than their cultural or historical significance. This trend can lead to superficial tourism, where experiences are valued based on their aesthetic appeal rather than their deeper meaning.

Despite the many benefits of social media in travel planning, there are significant risks associated with it.

- **Unrealistic Expectations:** Many social media posts present an idealized version of travel. Edited photos, filters, and carefully curated content can create false expectations. Tourists may arrive at a destination expecting a paradise-like experience, only to face large crowds, bad weather, or unexpected difficulties.

- **Over-Tourism and Environmental Impact:** Popular locations often struggle with an excessive number of visitors. Mass tourism driven by social media can harm local ecosystems, increase pollution, and disrupt local communities. Governments and tourism boards are now trying to balance the benefits of social media-driven tourism with sustainable practices.

- **Loss of Authenticity:** As more travelers visit the same highly-publicized spots, destinations can lose their unique character. Cultural authenticity may suffer, as businesses cater more to tourists than to locals.

Social media has fundamentally changed the way young people discover, plan, and experience travel. It provides inspiration, offers real-time advice, and connects travelers to a global community. However, its influence is not without challenges. Unrealistic expectations, over-tourism, and the prioritization of social media presence over genuine experiences are issues that need to be addressed. To maximize the benefits of social media while minimizing its negative impacts, young travelers must develop critical thinking skills and a balanced approach to digital content. Travel organizations and influencers should also promote responsible tourism by highlighting sustainable practices and sharing realistic portrayals of destinations. As technology continues to evolve, social media will remain a dominant force in shaping youth tourism. The key question is how to use this tool wisely—to encourage meaningful travel experiences rather than just picture-perfect moments.

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THE DEVELOPMENT OF EXTREME TOURISM IN THE WORLD

In recent years, tourism has evolved far beyond traditional sightseeing. One of the most fascinating and fast-growing trends is extreme tourism, also known as adventure tourism. This type of travel attracts people who are looking for adrenaline, excitement, and new experiences that go beyond typical vacations. Extreme tourism includes activities such as mountain climbing, deep-sea diving, skydiving, desert safaris, and expeditions to remote places like Antarctica. Many travelers today want more than just to relax; they want to challenge themselves and test their limits. As a result, extreme tourism is becoming a major part of the global tourism industry.

The development of extreme tourism is important for several reasons. First of all, it reflects modern people's changing attitudes towards life and leisure. In the past, tourism was mostly about comfort and sightseeing. Now, many tourists are seeking unique and memorable experiences, even if they involve some risk. This change is especially noticeable among younger generations who value personal growth, excitement, and storytelling over luxury.

Secondly, extreme tourism brings economic benefits to many regions around the world. Places that were once isolated and unknown can now become popular destinations, helping local communities grow and develop. For example, areas in Nepal, Patagonia, or Iceland have seen a significant rise in visitors because of adventure tourism. These visitors spend money on local guides, equipment rental, hotels, and food, creating new job opportunities and boosting local economies. Finally, extreme tourism encourages people to connect more deeply with nature and remote cultures. Many activities take place in untouched areas such as mountains, jungles, oceans, or deserts. As travelers experience the beauty and fragility of these environments, they often become more aware of the need to protect them. Therefore, extreme tourism can also promote environmental awareness and conservation efforts when organized responsibly. The future of extreme tourism looks very promising. With advances in technology, such as better safety equipment, GPS navigation, and improved communication tools, extreme activities are becoming safer and more accessible to a wider audience. Virtual reality and social media also inspire people to try new adventures after seeing breathtaking videos and photos online.

Moreover, tourism companies are offering new and creative extreme experiences to meet growing demand. There are now trips to explore underwater caves, volcano boarding adventures, zero-gravity flights, and even space tourism projects. Companies like SpaceX and Blue Origin are already planning to offer trips beyond Earth's atmosphere. This means that extreme tourism may soon include activities that were once considered impossible. Another positive trend is the development of sustainable and ethical extreme tourism. More companies are focusing on protecting the environment and respecting local communities. They offer eco-friendly tours, limit the number of tourists, and educate travelers about how to minimize their impact. This helps ensure that extreme tourism can continue to grow without damaging the very places that attract adventurers. Despite its many advantages, extreme tourism also has significant disadvantages and challenges. One of the main problems is the risk of injury or

even death. Extreme activities often involve real dangers, such as falling, drowning, or getting lost. Even with safety measures, accidents can still happen, and not all tourists are properly trained or physically prepared for such challenges. Another issue is the environmental impact. While extreme tourists often visit natural and untouched areas, their presence can cause harm. Increased foot traffic can damage fragile ecosystems, and poorly managed tourism can lead to littering, pollution, and disruption of wildlife. In places like Mount Everest, the number of climbers has caused serious problems with waste and overcrowding. Additionally, there is the problem of commercialization. As extreme tourism becomes more popular, some destinations risk losing their authenticity. Instead of offering unique and meaningful experiences, some companies might focus only on profit, creating artificial or “packaged” adventures that feel less real. This can disappoint travelers and harm local cultures. Finally, extreme tourism can sometimes put pressure on local communities. The arrival of large numbers of tourists may drive up prices, cause social changes, or even create conflicts over land and resources. If not managed carefully, tourism can bring more harm than good to the people living in these regions.

Extreme tourism is an exciting and growing part of the modern travel industry. It offers new experiences, personal challenges, and economic opportunities for remote regions. However, it also comes with serious risks and responsibilities. To ensure a positive future for extreme tourism, it is important to focus on safety, environmental protection, and respect for local cultures. If developed carefully and thoughtfully, extreme tourism can continue to inspire adventure seekers while preserving the natural wonders of our world for generations to come.

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ADVENTURE TOURISM: RISKS AND MANAGEMENT STRATEGIES

Adventure tourism is a rapidly growing sector of the global travel industry, involving travel to remote or exotic locations to engage in physically challenging outdoor activities. Unlike traditional tourism, adventure tourism emphasizes experiences that combine exploration, interaction with nature, and often a degree of risk and uncertainty. This type of tourism is gaining popularity as more people seek new and authentic travel experiences, allowing them to step out of their comfort zones, discover new cultures, and test their physical and mental limits. As a result, destinations offering activities like mountain trekking, rafting, diving, and wilderness exploration are seeing an increase in visitors. However, the rapid

growth of this industry raises significant concerns regarding tourist safety, environmental impact, and the adequacy of risk management strategies employed by operators.

Adventure tourism includes a variety of high-risk activities such as rock climbing, paragliding, white-water rafting, scuba diving, jungle trekking, and expeditions to extreme environments like deserts, mountains, and polar regions. These activities expose tourists to numerous hazards, including physical injuries, medical emergencies, psychological stress, and even fatal accidents. A prominent case that highlights these dangers is the Titan submersible expedition, which tragically ended due to a failure to follow safety protocols and technical standards. This incident serves as a reminder of the consequences of insufficient oversight in the adventure tourism sector [2].

A key element in managing these risks is a structured and consistent risk assessment process. The risk management cycle includes identifying potential hazards, evaluating their likelihood and impact, developing preventive measures, implementing risk reduction strategies, and continuously monitoring and updating safety plans. Tour operators must conduct detailed site inspections, assess weather conditions, and understand the physical capabilities of their clients. These assessments form the basis for tailoring tours to reduce the likelihood of accidents and ensure adequate preparation in case of emergencies [1].

The Haddon Matrix provides another useful tool for structuring interventions at various stages of incidents. It allows for systematic analysis of how risks can be mitigated before, during, and after the activity by addressing human, equipment, and environmental factors. For example, pre-event strategies include vetting clients' health status, selecting well-trained guides, and maintaining high-quality equipment. During the event, clear communication, real-time monitoring, and rapid response plans are essential. Post-event strategies may involve debriefings, incident reporting, and providing psychological support for participants [3].

Adventure tourism companies must also comply with national and international safety standards. Regulations should require certification for high-risk activities, regular equipment inspections, and clearly defined emergency protocols. However, in many developing countries where adventure tourism is flourishing, regulatory systems are weak or non-existent. This creates a significant gap between the safety expectations and the reality on the ground, putting tourists at considerable risk. The Titan disaster exemplifies the consequences of bypassing safety regulations and highlights the urgent need for global cooperation in regulating extreme tourism ventures [2].

Another challenge is the influence of social media, which often glamorizes adventure experiences while downplaying the associated risks. Many tourists are inspired to replicate stunts they see online, often without proper preparation or an understanding of the dangers involved. This trend underscores the need for ethical marketing practices within the tourism industry and for operators to provide thorough pre-trip information. Raising awareness among tourists about realistic expectations and risks is crucial for fostering safer travel environments.

Incorporating technology can greatly aid in risk management efforts. GPS trackers, satellite phones, and wearable health monitoring devices have made it easier to track and assist tourists in real-time. Drones are used to survey hazardous terrain and improve decision-making in emergencies. However, an overreliance on technology can be problematic if tourists and guides are not trained in manual emergency response methods. Therefore, technology should be a supplement, not a substitute, for traditional safety measures.

Another integral aspect is the involvement of local communities and stakeholders in planning and executing adventure tourism. Local populations often possess traditional ecological knowledge that can help identify potential hazards and ensure sustainable practices. Moreover, empowering communities through tourism provides economic benefits and fosters a safety-conscious culture. Training local guides, investing in first-aid education,

and creating local rescue teams are steps that strengthen community resilience and enhance overall safety.

Education remains one of the most effective tools in preventing accidents in adventure tourism. Tourists should undergo mandatory safety briefings and participate in simulation exercises that prepare them for real-life emergencies. Tour operators must ensure that all staff are certified in first aid and possess the necessary skills to manage stress and provide guidance in critical situations. The importance of a well-trained workforce cannot be overstated, as trained staff can make the difference between a controlled situation and a crisis. Education should not only target guides and tourists but also include awareness campaigns for local governments and stakeholders to support effective infrastructure and policy-making.

Adventure tourism represents both opportunities and challenges. It promotes personal growth, cultural exchange, and economic development in remote areas, but it also poses significant safety risks. The success of this sector depends on how effectively risks are managed. Through structured frameworks and guidelines, it is possible to enhance safety without compromising the spirit of adventure. Additionally, ongoing education, local involvement, technological integration, and strict adherence to regulatory standards will further strengthen the sustainability and resilience of this exciting yet demanding tourism sector.

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MANAGEMENT, PUBLIC ADMINISTRATION, AND GOVERNANCE. ECONOMICS, FINANCE, BANKING, AND TAXATION. PSYCHOLOGY



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THE IMPACT OF THE DIGITAL SERVICES ACT ON DIGITAL PLATFORMS: VLOP AND VLOSE

The internet and online platforms allow us to easily access products and services, buy them, and enjoy a variety of content. However, these conveniences come with risks for consumers, such as illegal content, selling illegal products, posting terrorist content, manipulative design patterns, and misinformation. The European Union (next – EU) has launched active reforms of the digital services market as part of its Digital Single Market Strategy for Europe in 2015 [1].

The Digital Services Act (next – DSA) is the world's first digital regulation that makes digital companies across the EU accountable for the content posted on their platforms. The DSA, proposed in late 2020. Signed on 19 October 2022. Since 17 February 2024, the DSA rules apply to all platforms.

The main slogan of DSA is: «*What is illegal offline should be illegal online*».

The Digital Services Act establishes a tiered regulatory framework with different requirements based on service type and provider size. VLOPs and VLOSEs face stricter obligations due to their heightened potential for spreading illegal content and causing societal damage. Special regulations apply to platforms serving over 45 million users in Europe (representing 10% of the EU population).

The European Commission has appointed 23 VLOPs and 2 VLOSEs: AliExpress, Amazon Store, App Store, Bing, Booking.com, Facebook, Google Search, Google Play, Google Maps, Google Shopping, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, YouTube, Shein, Bing, X, Temu, Wikipedia, and Zalando [5].

Broadly speaking, the DSA follows the rules on liability of Electronic Commerce Directive 2000/31/CE, which creates liability protection for intermediary service providers, effectively shielding them from legal consequences when their users share illegal content through their platforms. This "safe harbor" provision applies to both the transmission and hosting of such content. [2].

The main VLOPs and VLOSEs obligations under DSA include:

1. Orders to act against illegal content (*Article 9*) [4].
2. Providers of intermediary services shall designate a single point of contact (*Article 11*) [4].
3. Providers of intermediary services which do not have an establishment in the Union have obligation to appoint a legal representative (*Article 13*) [4].
4. Transparency reporting obligations for providers of intermediary services (*Article 15*) [4].
5. They must carefully find, examine analyse and assess any systemic risks in the EU that come from how their service is designed or works, including its automated systems, or how people use their services. (*Article 34*) [4].

In the case of VLOP/VLOSE there are additional obligations:

1. To provide a clear, easily understood summary of terms and conditions, highlighting available remedies and complaint procedures.
2. Make terms and conditions available in all official languages of EU Member States where services are offered.
3. VLOPs and VLOSEs are required to publish transparency reports at minimum every six months [4].

The Digital Services Act imposes tighter obligations on VLOP and VLOSE, which greatly changes their role and influence in the digital market. No legal act in history has yet established such clear and binding requirements. This makes the Digital Services Act a unique phenomenon in the EU.

Violations of the Digital Services Act may have certain consequences. The Commission can impose a fine of 6% of the company's annual turnover and order the provider to take measures to remedy the violation by the deadline set by the Commission. That decision may also trigger an enhanced supervision period to ensure compliance with the measures the provider intends to take to remedy the breach. Such a fining decision may be appealed before the EU courts [6].

Thus, The Digital Services Act is a first of its kind set of regulatory tools globally that sets an international standard for a regulatory approach to online intermediaries.

According to Internal Market Commissioner Thierry Breton, he announced: «Europe is now effectively the first jurisdiction in the world where online platforms no longer benefit from a ‘free pass’ and set their own rules» [3].

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TIME MANAGEMENT TIPS FOR STUDENTS: A PSYCHOLOGICAL APPROACH

In today's world, students often face high workloads, deadlines, and a large number of responsibilities. Some cope with everything with ease, while others constantly feel stressed and short of time. This difference is often explained not by external factors, but by internal ones - by the peculiarities of psychology, motivation, and self-regulation skills. A psychological approach to time management allows you not only to better plan your day, but also to improve your quality of life.

First, it is important to understand your chronotype - individual biological rhythms that determine the optimal time for concentration, study, and rest. For example, "larks" are productive in the morning, and "owls" - in the evening. Awareness of your own chronotype allows you to plan educational tasks during the hours when the brain works best (Robinson, 2020).

Secondly, effective time management is closely related to the ability to set goals. The SMART goal theory suggests setting specific, measurable, achievable, relevant, and time-bound tasks. Psychologists also recommend using the achievement visualization method – imagining yourself after completing a task activates the motivational centers of the brain and reduces procrastination.

The third key psychological tool is the Pomodoro technique, which consists of alternating 25-minute focused work with 5-minute breaks. This helps avoid overload, increases attention, and creates a sense of control over the learning process (Baumeister & Tierney, 2011).

Another important aspect is self-observation. Psychologists recommend recording what exactly you spend your time on during the week. This allows you to identify “time suckers” – social networks, aimless scrolling through the feed, unnecessary calls – and reduce their impact.

In addition to tools, it is important to form internal motivation for learning. Studies show that students who understand why they are doing it (for example, connecting their studies with a future profession) manage their time better, procrastinate less and have higher academic performance.

Thus, a psychological approach to time management involves not only the use of planning techniques, but also deep work with internal beliefs, values, self-discipline and self-knowledge. It is this integration of external and internal strategies that helps students become more effective, reduce stress and better realize

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HEAD OF STATE: STATUS AND FUNCTIONS IN CONTEMPORARY COUNTRIES OF THE WORLD

Within the design of advanced administration, the head of state possesses a position of significant regulation, typical, and frequently political noteworthiness. The part is molded by protected conventions, political structures, and social legacy. Whereas in a few nations, the head of state may be a ceremonial figure with restricted control, in others, the position comes with wide official specialist. This differing qualities reflects diverse authentic advancements and organization courses of action over states. At the center, in any case, the head of state symbolizes the solidarity, authenticity, and coherence of the country. Their obligations and specialist are implanted inside broader political frameworks, whether parliamentary, presidential, semi-presidential, or monarchical [1].

The reason of this proposal is to investigate the multifaceted part of the head of state in different nations around the world. It points to look at the legitimate and protected status of the office, its typical and down to earth capacities, the contrasts in power elements over administration frameworks, and how these parts adapt within the confront of advanced political challenges. Besides, it looks for to assess how heads of state contribute to household soundness, universal discretion, and organization versatility within the modern period [2].

Over political frameworks, the status of the head of state changes. In parliamentary democracies such as the United Kingdom, Germany, and India, the head of state either a ruler or a ceremonial president holds a generally typical position. Their capacities incorporate formally naming the prime serve, opening administrative sessions, and speaking to the nation at official events. Though these activities are intrinsically noteworthy, they are executed beneath the exhortation of the government. In presidential frameworks like that of the United Kingdom or Brazil, the president serves both as head of state and head of government, with wide-ranging powers that incorporate coordinating outside approach, commanding the equipped powers, vetoing enactment, and executing government law. In semi-presidential frameworks such as France or Ukraine, the head of state offers official control with a prime serve. The president more often than not oversees remote issues and defense, whereas the prime serve supervises household approach, in spite of the fact that the adjust can move depending on political arrangements. In protected governments like Sweden or Japan, the ruler encapsulates the chronicled and social personality of the country. Their part is entirely typical, administered by the principle of political nonpartisanship, and centered on keeping up a sense of national solidarity and tradition [1] [3] [4].

The legitimate and sacred establishment of the head of state is regularly revered within the nation's structure, beside supplemental laws and political traditions. In republics, the president may be chosen specifically by the open or by implication through parliamentary or discretionary college frameworks. In governments, the progression is genetic, controlled by dynastic law. Notwithstanding of how they accept office, heads of state are frequently managed particular resistances, legitimate securities, and ceremonial priority.

The capacities of the head of state can be broadly categorized into ceremonial, protected, political, and where applicable executive parts. Ceremonially, heads of state manage over national celebrations, honor recognized citizens, and take part in critical open customs that strengthen collective personality. Naturally, they may proclaim laws, delegate or expel government officials, dissolve parliament, or call for unused races, frequently inside a entirely directed system. Within the political circle, they get remote ministers, sign worldwide arrangements, and speak to the nation in multilateral teach. In emergency circumstances, the head of state may serve as a stabilizing constrain, epitomizing national progression and directing the country through political turbulence. In nations where the head of state has official specialist, they may work out command over the military, lead national approach, and accept crisis powers beneath particular protected arrangements [1] [5].

The role of the head of state shifts broadly even among law based nations. For illustration, the President of the United States uses significant formal specialist and is considered one of the foremost effective political figures globally. The French President features a prevailing part in defense and remote issues and may co-govern with a prime minister depending on the administrative composition. The German Government President, by differentiate, fulfills generally ceremonial capacities but plays a noteworthy protected part amid government arrangement or in minutes of political instability. The Head of Japan, as characterized by the post-World War II structure, has no administering control and acts purely as a image of the solidarity of the Japanese individuals. Within the United Kingdom, the ruler “reigns but does not rule,” performing basic ceremonial capacities whereas official powers are worked out by ministers on the premise of parliamentary authenticity [4] [6] [7].

The modern head of state must too explore unused desires and challenges. The developing request for straightforwardness and open responsibility has expanded indeed to typical figures. Globalization has broadened the conciliatory parts of heads of state, requiring dynamic support in universal summits and multilateral arrangements. In a few nations, sacred change wrangles about address the existing structure of the head of state, particularly with respect to the authenticity of innate government or the strategy of presidential decision. Political polarization postures another challenge: in partitioned social orders, the head of state is anticipated to encapsulate national solidarity, but keeping up unbiasedness and nonpartisanship can be troublesome. Also, in emergency governance such as amid pandemics, wars, or regulation breakdowns heads of state frequently rise as central figures advertising consolation and authority, whether typically or substantively [2] [8].

In conclusion, the head of state remains a central institution within the political life of cutting edge nations, notwithstanding of the scope of their powers. Whether chosen or genetic, ceremonial or official, the head of state serves as a obvious exemplification of the state's specialist, character, and protected arrange. Their capacities run from speaking to the country in ceremonies to effectively directing the state's political heading. In a world progressively stamped by political complexity, worldwide interdependency, and civic requests for authenticity and responsibility, the institution of the head of state proceeds to evolve balancing convention with development, convention with impact, and solidarity with differing qualities.

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THE ROLE OF DIGITAL TECHNOLOGIES IN PUBLIC ADMINISTRATION AND GOVERNANCE

Introduction. In the modern world, digitalization is one of the key vectors of public administration transformation. Digital technologies are reshaping the nature of interaction between the state and citizens, enhancing decision-making processes, increasing transparency, and improving the speed and quality of public services. In the face of growing societal expectations and the demand for effective governance, digital tools have become not only desirable but essential for the functioning of a modern state.

In Ukraine, the digital transformation of public administration is particularly relevant due to the need to strengthen citizens' trust in public institutions, combat corruption, and enhance institutional capacity. The implementation of e-governance and digital platforms has been a response to the issues of inefficiency, bureaucratization, and the lack of transparency in government bodies. Digital changes lay the foundation for the creation of open, accessible, and democratic public administration. At the same time, the digital transformation of public governance brings new challenges for society, such as the protection of personal data, digital literacy, and addressing the risks of digital inequality. The need for a comprehensive approach to understanding the changes driven by digitalization highlights the relevance of scientific analysis of this issue in the context of modern state development.

Research Objective. The aim of this study is to identify the necessity of digital technologies in the field of public administration in Ukraine and to determine their impact on the efficiency and modernization of governance.

Results and Discussion. Modern approaches to digital governance in public administration involve the use of technology not only for process automation but also for strategic management and data-driven decision-making. One of the most evident directions is the implementation of electronic services that allow citizens to interact with government authorities directly via the Internet. These services simplify the submission of documents, registration, and access to various services, making them more accessible and convenient for the population.

Equally important is the optimization of internal processes within governmental structures. The use of electronic document management systems and big data analytics helps reduce bureaucratic barriers, accelerate task execution, and ensure quicker responses to citizens' requests. Such technologies enable comprehensive data analysis, trend and risk identification, and the development of strategies for managing crisis situations.

Public engagement in governance processes is another crucial aspect of using digital technologies in public administration. Tools such as electronic petitions, online consultations, and open budgets encourage citizen participation in decision-making processes, providing mechanisms for feedback and implementing the principles of participatory democracy. This is especially important in times of war, when effective communication between the state and citizens is essential.

One of the most striking examples of digital transformation in Ukraine is the creation of the online platform Diia, which has integrated over 100 public services into a mobile application and web portal. Thanks to Diia, citizens can access administrative services without queues, submit documents online, register businesses, and apply for social benefits. This represents a genuine shift towards digital interaction between the state and society.

Conclusions. Research has shown that digital technologies play a crucial role in the development of public administration, contributing to improving the efficiency, transparency, and accessibility of governance processes. Their implementation allows for the optimization of internal procedures in public institutions and facilitates interaction with citizens. Ukraine is actively pursuing digital initiatives that support the democratization of governance and enhance social processes in society. Digital technologies open up new opportunities for effectively addressing social and administrative challenges at the state level.

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LANGUAGE BARRIERS AND CONFLICT MANAGEMENT IN INTERNATIONAL BUSINESS TEAMS

Today, international cooperation is a common element of business activity. With the spread of digital technologies and increasing globalization, companies often build teams composed of employees from different countries. In such environments, communication becomes one of the most important factors in team effectiveness. However, language barriers continue to pose serious challenges. These barriers can disrupt the exchange of information, reduce productivity, and even lead to conflict. This makes the topic of language obstacles and conflict resolution in international business teams highly relevant for modern organizations [3].

Language barriers occur when team members have different levels of fluency in the working language. Misunderstandings and delays in task performance may result from unclear instructions or vague expressions. Some employees may avoid participating in

discussions due to fear of making mistakes or not being understood. Over time, this can create tension or cause deeper misunderstandings within the team [1].

Cultural diversity adds another layer of complexity. People from different cultures often communicate in different ways. For instance, while some cultures prefer direct and explicit speech, others rely more on gestures, tone, or indirect expressions. These differences may be subtle, but they can lead to incorrect interpretation of intentions or messages, especially when individuals are unaware of them [2]. In such cases, even neutral statements might seem rude or insensitive, triggering emotional reactions or disagreement.

To reduce the impact of language-related difficulties, many companies invest in employee training. Language courses, intercultural communication workshops, and team-building activities help participants develop stronger interaction skills and greater confidence in using a shared language. Improved language competence also helps reduce stress and promotes more open collaboration within international teams [3].

In addition to training, the use of modern technologies has proven helpful in overcoming communication obstacles. Automatic translation tools, captioning services for virtual meetings, and multilingual digital platforms make collaboration more accessible. In more complex cases, involving a trained mediator may prevent misunderstandings from escalating into open conflict. Mediators provide neutral ground for resolving disagreements and ensuring clarity of communication [1].

The role of leadership is equally important in this process. Team leaders should encourage open dialogue, support diversity, and create an environment where each team member feels valued. Sensitivity to language and cultural differences allows leaders to identify potential problems early and respond effectively. Strong leadership helps unite the team and minimize the risk of conflict caused by communication issues [4].

It is also important to pay attention to emotional intelligence. The ability to listen attentively, respond constructively, and recognize non-verbal signals can improve relationships between colleagues. Teams with higher emotional awareness are generally better at resolving issues, even when language proficiency is not perfect. These soft skills are essential for maintaining mutual respect and cooperation in international settings [2].

Language barriers are a key challenge in international business teams. They affect communication, collaboration, and overall productivity. The causes of such barriers lie not only in differences in language fluency but also in cultural communication styles and team dynamics. To overcome them, companies must combine language training, technological solutions, emotional intelligence development, and inclusive leadership. When properly addressed, language differences no longer divide a team but instead enrich its diversity and strengthen collaboration. Therefore, solving this issue is not only timely but also essential for long-term success in global business environments [3].

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HOW ENGLISH AFFECTS NEGOTIATIONS IN INTERNATIONAL MANAGEMENT

English has become the dominant global language for business, firmly establishing itself as the lingua franca in international management and negotiations. This widespread adoption of English enables individuals from different linguistic backgrounds to communicate on a common platform, ensuring clearer, more effective discussions. By reducing the chances of misunderstandings, English plays a critical role in facilitating smooth business transactions, where companies from various corners of the world – whether from Tokyo or Toronto – need to align on complex terms, expectations, and obligations. This shared language provides the necessary foundation for efficient cross-border communication, ensuring that business agreements are not delayed or disrupted by language barriers. In a globalized economy, English serves as a vital tool that fosters collaboration and ensures all parties involved can negotiate effectively and comprehensively.

However, effective negotiations require more than just basic communication; they demand clarity, precision, and the ability to convey complex ideas and proposals with accuracy. This is where English proficiency becomes crucial. When negotiators can articulate their thoughts clearly, without ambiguity, the risk of costly errors or misunderstandings is significantly reduced. English, being the language of global business, provides the necessary vocabulary to navigate industry-specific terminology, most of which is often in English. Moreover, fluency in English enables negotiators to interpret subtle linguistic cues, tones, and nuances that can sway the outcome of negotiations. These elements – precision in expression and mutual understanding – are essential for ensuring that everyone is aligned, promoting more productive and effective negotiations.

Trust is another cornerstone of successful international negotiations, and English proficiency can play a significant role in fostering this trust. Fluent communication in English is often associated with professionalism and reliability, qualities that are highly valued in the global business environment. When negotiators communicate effortlessly in English, it builds rapport and demonstrates a commitment to the partnership. Moreover, it helps establish mutual respect and strengthens relationships, which are vital for long-term business success. Research and real-world case studies reveal that fluency in English not only facilitates smoother negotiations but also helps bridge cultural gaps, making the negotiation process more harmonious and cooperative [1].

That said, while English undoubtedly provides a shared linguistic foundation for international negotiations, it is essential to understand that communication is never just about the literal meaning of words. The effectiveness of a message also depends heavily on how it is interpreted by others – something that varies significantly across different cultural contexts. In negotiations, elements such as tone, formality, politeness, assertiveness, and even silence can carry different connotations depending on the cultural background of the participants. For instance, Western business cultures – such as those in the United States, Germany, or the Netherlands – tend to value directness, clarity, and transparency. In these contexts, being straightforward is often seen as a sign of honesty and efficiency. In contrast, many Asian cultures, including those in Japan, China, or South Korea, often favor a more indirect, respectful, and relationship-centered approach, where subtlety and non-verbal cues play a

much greater role. What may be interpreted as confident and assertive in one culture might be viewed as aggressive or insensitive in another.

Understanding and navigating these cultural nuances is crucial for avoiding communication breakdowns and fostering trust during negotiations. Simply speaking English fluently is not enough. True communicative competence in an international setting comes from being able to recognize and adapt to these intercultural dynamics. Negotiators who are both proficient in English and culturally aware can tailor their language, tone, and overall approach to better resonate with their counterparts. This adaptability not only prevents unintentional offence or confusion but also demonstrates respect and empathy – qualities that can significantly strengthen professional relationships and increase the likelihood of reaching a mutually satisfactory agreement.

Moreover, the use of English as a neutral and widely understood language in international negotiations has a democratizing effect, ensuring that all participants, regardless of their native tongue, have the opportunity to engage equally in the conversation. In multilingual settings, this shared language acts as a bridge, enabling people from vastly different linguistic and cultural backgrounds to contribute meaningfully. Such inclusivity is essential for creating an atmosphere of openness and collaboration. When every party feels heard and understood, negotiations become more balanced, and the decision-making process benefits from a diversity of viewpoints, leading to more innovative and sustainable solutions.

Inclusivity also reinforces transparency and fairness, two foundational principles in successful negotiations. It minimizes the risk of one party dominating the conversation simply because they are more linguistically comfortable, and it ensures that no stakeholder is sidelined due to language barriers. Furthermore, when all participants feel empowered to share their perspectives and concerns freely, it cultivates a sense of collective ownership and commitment to the outcomes of the negotiation. In this way, the strategic use of English – when coupled with cultural intelligence and an inclusive mindset – not only facilitates communication but also contributes to the overall quality, equity, and effectiveness of the negotiation process [2].

Despite the many benefits, there are challenges associated with relying on English as the primary language for international negotiations. One of the key challenges is the varying levels of English proficiency among participants. Differences in language skills can create power imbalances and result in misunderstandings, which may hinder the negotiation process. Moreover, while English is widely understood, over-relying on it may inadvertently overshadow the importance of local languages and cultural expressions, potentially alienating some participants. Additionally, even among fluent English speakers, communication can still be challenging due to the complexities of idiomatic expressions, humor, or indirect speech, all of which can easily be misinterpreted. These limitations highlight the need for negotiators to be sensitive to the nuances of language and culture, and to adapt their communication accordingly to avoid confusion [1; 2].

In conclusion, English has a profound impact on international negotiations by providing a shared linguistic platform for clear, precise, and inclusive communication. It facilitates trust, professionalism, and efficiency, helping to bridge cultural divides and ensuring smoother, more effective negotiations. However, true success in international business negotiations requires more than just English fluency. It demands cultural competence, adaptability, and a commitment to inclusivity. As businesses continue to operate on a global scale, investing in both language proficiency and cultural understanding is not just beneficial but essential for long-term success in the competitive international marketplace.

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ENGLISH AS A TOOL FOR CAREER GROWTH IN MANAGEMENT

The relevance of the topic lies in the fact that in the context of globalization and international business integration, English has become a fundamental tool for professional communication. For specialists in management, proficiency in English significantly expands opportunities for career development, access to international markets, and participation in global educational and professional networks. In today's competitive labor market, English is no longer an optional skill but strategic asset, especially for those aiming to work in multinational companies or take on leadership roles in diverse teams [1].

The aim of research lies in the identification of English language proficiency as a key to growth of managers. The study seeks to analyze how English facilitates access to professional resources, enhances communication and leadership in multicultural environments, and contributes to the overall competitiveness of future managers in the global labor market [2].

English proficiency significantly influences career development in the field of management. In today's globalized labor market, the ability to communicate fluently in English opens up broader employment opportunities, particularly in multinational companies. It allows managers to participate in international projects, work within global teams, and hold leadership positions that require interaction with diverse stakeholders. Moreover, English often serves as the primary corporate language in large international firms, adding further value to this skill for career advancement. Therefore, mastering English is not merely a linguistic skill but a strategic advantage that enhances long-term career prospects [3].

As the global business environment becomes increasingly interconnected, the need for managers to effectively communicate across cultural and linguistic barriers is more critical than ever. This is where English proficiency directly influences a manager's ability to stay competitive in the workforce and grow in leadership roles [2].

In addition to fostering career growth, English proficiency plays a vital role in strengthening a manager's professional competitiveness. The ability to communicate in English provides access to a wide range of global resources, including cutting-edge research, training programs, and industry-specific knowledge. Managers proficient in English can engage with international partners more effectively, attend global conferences, and stay updated on innovations and best practices [5].

Moreover, in multicultural teams, proficiency in English contributes to clearer communication, minimizing misunderstandings, and fostering more effective leadership. As English has become the default business language in many international environments, it enhances a manager's ability to not only interact with diverse teams but also to build authority

and trust across global markets. Thus, English serves as an essential tool for professional success and leadership in today's globalized workplace [1].

Effective communication within multicultural teams is a cornerstone of successful global collaboration. With team members coming from diverse cultural and linguistic backgrounds, misunderstandings can easily arise without shared norms and a common working language — which is often English. Managers who cultivate cultural awareness and language competence foster inclusion, reduce conflict, and promote synergy within their teams. This strong foundation of cross-cultural communication naturally leads to broader opportunities for connection and collaboration beyond the immediate team [2].

Once communication barriers are overcome, professionals gain access to a vast pool of global knowledge and professional networks. English serves as the gateway to international academic research, digital platforms, industry publications, and virtual communities. These resources not only support professional development but also enable managers to stay informed, competitive, and adaptable in a rapidly changing business environment. Such connectivity becomes especially valuable when transitioning from knowledge acquisition to active global participation [3].

Building on effective communication and global networking, English proficiency empowers managers to fully engage in international projects and training programs. Whether attending global conferences, collaborating on multinational initiatives, or participating in international leadership courses, language skills ensure that managers are not passive observers but active contributors. This active engagement strengthens both individual competence and organizational innovation on a global scale [5].

English proficiency has become a critical asset in the global job market, especially within multinational corporations. It enables professionals to communicate effectively across diverse teams and understand international business practices. Employers often prioritize candidates with strong English skills, as it facilitates seamless collaboration and integration into global operations. Studies have shown that English proficiency is among the top skills sought by employers worldwide, enhancing job prospects and career advancement opportunities. This linguistic competence not only opens doors to employment but also lays the foundation for upward mobility within organizations [4].

Proficiency in English contributes significantly to career progression and geographic mobility. Employees with strong English skills are better positioned for promotions, as they can engage in cross-border projects, lead international teams, and represent their companies globally. Language skills enhance an individual's ability to adapt to different cultural contexts, making them valuable assets in diverse work environments. Research indicates that English proficiency correlates with increased opportunities for advancement and mobility within multinational settings. Such capabilities are essential for those aspiring to leadership roles on the international stage [5].

Effective leadership in today's interconnected world requires not only technical expertise but also strong communication skills, particularly in English. Leaders must navigate complex cultural landscapes, manage diverse teams, and make strategic decisions that resonate across borders. English serves as the lingua franca in many international business settings, enabling leaders to articulate visions, negotiate deals, and foster collaboration. Mastery of English thus empowers professionals to assume leadership positions and drive organizational success in the global arena [1].

Building on the recognition of English as a global enabler, it becomes evident that language competence is not a soft skill, but a core managerial competency [5]. Effective managers must not only understand business strategies but also communicate them clearly across cultures and time zones. Strategic language use enhances organizational efficiency,

supports team cohesion, and enables managers to inspire trust and clarity in international settings. In short, those who master English don't just integrate into global systems — they lead them.

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THE ROLE OF CIVIL SERVANTS IN EFFECTIVE GOVERNANCE

Civil servants are the backbone of any effective and functioning public administration system. Their role is critical to ensuring that government decisions, policies, and public services are delivered efficiently and in the public interest. Unlike elected officials, civil servants maintain a professional, politically neutral stance, which allows them to serve consistently across different political administrations. This neutrality ensures institutional stability and contributes to long-term development planning.

One of the main responsibilities of civil servants is to implement policies made by elected representatives. These professionals work behind the scenes to translate complex political decisions into concrete actions and services that directly impact citizens' daily lives. For example, in sectors such as health care, education, infrastructure, and social welfare, civil servants manage resources, oversee projects, and ensure that services are accessible, fair, and of high quality. Their administrative competence directly influences the success of public initiatives and reforms.

Professionalism is a defining feature of effective civil service. Civil servants are expected to uphold the principles of integrity, transparency, and accountability in their work. This includes resisting corruption, following the rule of law, and respecting ethical standards. In many democratic countries, including Ukraine, civil servants are subject to codes of conduct and performance evaluations, which help maintain public trust and improve service delivery. Regular training and development programs are also implemented to ensure that civil servants remain competent and up-to-date with modern administrative practices.

Another essential aspect of civil service is its role in supporting good governance. Good governance is defined by transparency, participation, accountability, rule of law, and effectiveness. Civil servants are central to each of these pillars. For instance, by ensuring that government actions are transparent and properly documented, they make it easier for citizens and oversight bodies to hold officials accountable. Furthermore, civil servants often engage with communities and stakeholders, encouraging participation in decision-making processes and policy implementation.

In the Ukrainian context, the role of civil servants has become even more significant in light of ongoing reforms and European integration. Ukraine is actively modernizing its public administration system to align with EU standards. Civil servants play a critical role in implementing these reforms by introducing digital services, simplifying bureaucratic procedures, and promoting open governance. Their efforts are crucial for creating a citizen-focused, responsive, and effective public administration.

Moreover, civil servants contribute to national resilience, especially during crises such as war, economic instability, or pandemics. In these situations, governments rely heavily on civil servants to maintain essential services, manage emergency responses, and ensure the continuity of state institutions. Their ability to act swiftly, responsibly, and in coordination with other sectors reflects the strength of a country's governance system.

Additionally, civil servants are instrumental in shaping long-term development strategies. Through careful planning, budgeting, and policy analysis, they help set priorities for national and regional development. In Ukraine, civil servants are involved in implementing strategies such as decentralization, anti-corruption policies, and administrative reform—all of which are necessary for creating a more efficient and democratic state.

To conclude, civil servants are key to achieving effective governance. Their neutrality, professionalism, and dedication to public service ensure that governments operate smoothly, regardless of political changes. They support transparency, fight corruption, manage crises, and help develop long-term strategies for national progress. Especially in transition economies like Ukraine, a competent and motivated civil service is essential for sustainable reform and integration into broader democratic and international systems.

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OVERCOMING THE NEED TO ALWAYS BE ‘PERFECT’: A PATH TO REDUCED STRESS

Many people face the problem of stress because of a strong wish to have everything in perfect order, harmony, and according to the traditional idea of perfection in different things. Millions of people suffer from too much perfectionism or the so-called “excellent student syndrome,” which brings not only emotional but also physical harm.

This topic is important because the “excellent student syndrome” appears not only in school students but also continues during adult life. Because of this, a person cannot live their life in a usual way. Constant inner conflict and the breaking of personal space with even small disorder can seriously harm a person and cause high levels of stress.

The “excellent student syndrome” is a psychological category. Its main feature is a constant and strong desire to reach only high results in a chosen activity (education, science, sport, work, etc.) [1]. Typical people with this problem have a deep need to be perfect and without mistakes. Often, this comes with a fear of failure or a problem with accepting criticism. These people often show signs of perfectionism, deep thinking, anxiety, and emotional tiredness because of constant pressure and stress.

Usually, the “excellent student syndrome” starts in early childhood, when a child is often and strictly taught to want perfect order, cleanliness, and correctness. These people are usually very careful and traditional in daily life. If we see this syndrome as a disorder, it shows very high expectations in the person’s childhood, in the environment where they grew up, and in their way of thinking and seeing the world.

As the author on the Rozmova website says, the reason for the “excellent student syndrome” is that children who grow up in a place where results are very important feel constant pressure and the need to be the best in everything to earn love. They try to do all tasks perfectly only to get praise from parents, teachers, or other important people [2]. In the future, this can make them believe that their personal value depends only on their success and achievements. Situations like rejection, failure, criticism, or feeling not good enough can also help the syndrome appear. People who had many failures or were criticized for their work can start to feel afraid of being left out. Under this pressure, they develop the “excellent student complex” and try to reach imaginary perfection and get approval. The only difference between the “excellent student syndrome” and perfectionism is that a perfectionist wants to be perfect because it feels natural, and the “excellent student” wants it to get others’ approval.

There are many ways to overcome this syndrome, and they include accepting yourself and your weaknesses. Psychologist Iryna Artsebasheva from the website Pleso explains some methods to help with this problem [3]. The first step to solving any problem is to understand that it exists. You should realize that your wish to be perfect may be too strong. This can help you reduce the pressure you put on yourself. The second and also important step is to learn to accept mistakes. Mistakes are not only normal but also useful experiences that help us grow. Understand that making mistakes is okay. Accepting your weaknesses can help you see yourself in a healthier way. It is important to remember that it is impossible to be the best at

everything. You need to set goals and priorities that match your abilities and resources. When you reach realistic goals, you will feel more satisfied with the results. The “excellent student syndrome” often leads to too much stress when you try to do everything 100%. It is important to take breaks and spend time on things that make you happy. Rest is not a luxury—it is a need to keep your productivity and mental health.

In this text, I looked at the problem of the “excellent student syndrome,” explained what it is and how it affects daily life, and offered some ways to overcome it and live with it without too much pressure.

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THE ROLE OF GRATITUDE IN MENTAL HELTH

Gratitude, often understood as the acknowledgment and appreciation of the positive elements in one’s life, has become increasingly recognized as a crucial contributor to mental wellness. Beyond being a social emotion, it functions as a valuable psychological strategy that enables individuals to redirect attention from deficiencies to the positive aspects of their experiences. Contemporary findings in psychology and neuroscience support the idea that gratitude enhances emotional stability, strengthens relationships, and boosts overall life satisfaction. A seminal study in this field was carried out by psychologists Robert Emmons and Michael McCullough (2003). In this influential research, participants were divided into three groups: one group documented things they were grateful for daily, another noted their everyday problems, and the third described neutral events. After ten weeks, those practicing gratitude reported higher levels of well-being, more optimism, better sleep quality, and fewer physical complaints. This research opened the door to a surge of investigations into gratitude as a therapeutic approach.

The relationship between gratitude and mood disorders, particularly depression, has attracted growing attention. Evidence suggests that gratitude practices can alleviate symptoms of anxiety and depression. In a study by Wong et al. (2018), participants undergoing mental health treatment engaged in a four-week gratitude letter-writing exercise. Even when letters were not delivered, individuals who wrote them showed significantly better psychological outcomes compared to those receiving standard therapy alone. These benefits were still evident three months later, indicating that gratitude has a sustained positive impact.

Brain studies have also shed light on the neurological basis of gratitude. According to neuroimaging research, including a study by Fox et al. (2015), expressing gratitude stimulates regions of the brain involved in moral judgment, empathy, and reward processing—such as the prefrontal cortex and the anterior cingulate cortex. These areas play a key role in emotional regulation and decision-making, suggesting that gratitude supports resilience and stress management on a neurological level.

Furthermore, gratitude is strongly associated with emotional resilience—the ability to adapt and recover in the face of adversity. Individuals who regularly practice gratitude tend to navigate stress and trauma more effectively. Research by Wood et al. (2010) revealed that gratitude positively correlates with resilience and negatively with depressive tendencies. By promoting focus on meaningful experiences and supportive relationships, gratitude helps shift attention away from harmful thought cycles.

On a practical level, integrating gratitude into everyday life is both simple and beneficial. Effective techniques include maintaining a gratitude journal, composing thank-you notes, or engaging in daily reflection on positive experiences. Such habits contribute to enhanced mood, increased self-awareness, and stronger interpersonal connections.

In summary, gratitude is more than a fleeting emotional state—it is a well-documented psychological resource that enhances mental health. Whether practiced through writing, mindfulness, or reflection, gratitude fosters emotional balance, nurtures relationships, and contributes to a more optimistic view of life. As scientific understanding deepens, gratitude is likely to become an even more central component of mental health interventions and preventative care.

In Ukrainian society, especially during times of war and ongoing social challenges, gratitude has emerged as a meaningful tool for maintaining mental well-being.

Mental health professionals emphasize that intentionally practicing gratitude can help reduce levels of stress and anxiety, improve sleep patterns, and enhance overall emotional stability. It acts as a form of “mental exercise,” allowing individuals to shift their focus toward the positive elements of life and strengthen psychological resilience.

Moreover, gratitude has a noticeable impact on physical health. Regular expressions of gratitude have been linked to improved immune response, decreased risk of cardiovascular issues, and better sleep quality.

At the national level, the mental health initiative “Ty yak?” (translated as “How are you?”), launched by First Lady Olena Zelenska, aims to promote psychological wellness among Ukrainians. One of the core aspects of this program is the development of self-help skills, with gratitude practice being a central strategy.

Additionally, the educational platform Mental Code provides accessible resources that explore the psychological importance of gratitude and its influence on interpersonal relationships and emotional balance.

Thus, within the Ukrainian context, gratitude is recognized as a crucial contributor to mental health, supported by both scientific evidence and community-based initiatives.

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THE ROLE OF PERSONAL VALUES IN SHAPING CAREER AND ACADEMIC CHOICES

Personal values affect each and every area of our lives. They shape who we are, and what kind of choices we will be making for ourselves, thus shaping our destiny. The academic and career domains are no exception to this rule. They are shaped by values in the same fashion as other spheres of our being. Given how relevant and vital the aforementioned spheres are, it is no wonder why people would be interested in how our personal preferences, life orientations, and aspirations would be creating the very choices that will determine the course of our lives. That is why it's of crucial importance to examine more deeply how values play their own role in leading our lives in these areas.

It is important to establish how different kinds of values affect our life orientation before proceeding to narrowing it down to the areas of career and academic endeavour. Values determine how we react in relation to life's challenges and opportunities; they set the scene for our deepest impressions about the world around us, and the relation we bear towards it. For instance, a person who values high achievements and deems them inherently rewarding would tend to choose opportunities accordingly. When faced with an opportunity to engage in a rewarding high-pressure environment, this person will gladly accept life's offer to participate in it, despite high chances of failure [1]. The reason is that the opportunity perfectly aligns with his values and leads him to personal fulfilment. On the other hand, there are people whose life disposition is less daring and more conformist. These people would tend to avoid challenges and would prefer to stay in the safe zone, where no uncertainty imposes its demands. These predispositions will determine who is more likely to ask for a promotion, who would take an additional academic load, and who might drop out due to an inability to keep up with the demands of his academic work.

Analyzing the issue more specifically, it can be demonstrated how exactly given values would affect the career and academic choices of an individual. One illuminating example would be the choice of a career itself. There are numerous career options available to us, yet we choose a specific one. We tend to choose to align their careers choice with the values they hold, since it will bring them personal fulfilment in the long-term [2]. Let us take a young man who is extremely passionate about law. Being interested in the subject for a few years already, and having a strong sense of justice and love for his local community, he developed the aforementioned passion towards law. The strong sense of justice might have been developed by his parents, who also work as law practitioners and instilled these values into their son as they raised him. Love for the community might have been shaped throughout the boy's childhood because of his positive experiences with kids and adults around him. Ultimately, the fundamental career choice is shaped by his values due to his experiences.

It was already demonstrated how values determine the degree of effort a student or a worker exercises in the pursuit of his goals, as well as the choice of a career itself. There is

one more point to be made before drawing the conclusion on the matter. The remaining point is concerned with the ethical conduct of a person at work and university. The way a person deals with competition, transparency, and collaboration is determined by his convictions, and thus, values. A person who treats others as his equals, without having a dog-eat-dog mentality and valuing his fellow humans, will be more likely to collaborate with people on mutually beneficial terms, without strain and frictions (although some degree of misunderstanding would be inherent to any type of relationship). On the other hand, a person having a spiteful attitude towards his colleagues or classmates will be more likely to cause drama and become ostracized from the group. The negative disposition towards others might lead these people to cheat and engage in fraud in order to win a competition, prove a point or just humiliate their colleagues [3]

In conclusion, it should be said that values act as motivational attributes of any action a person takes, including the choices he makes. This makes values play a fundamental role in the choices a person makes in relation to his career and academics. They determine what kind of career a person will be undertaking, how he will be succeeding in that environment, and how he will be interacting with others. This can make us wonder how much our values affect the professional lives we live, and how we can improve it by changing our values and adopting more life-affirming ones.

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GERMAN WORKSHOP

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KOLLISIONSNORMEN IM INTERNATIONALEN PRIVATRECHT: KONZEPTE, ARTEN UND MERKMALE DER ANWENDUNG

Privatrechtliche Beziehungen mit ausländischem Element haben eine rechtliche Verbindung zu den Rechtsordnungen zweier oder mehrerer Länder. Daher entsteht bei ihrer Regulierung eine sogenannte Kollision (vom lat. *collisio* - Zusammenstoß) der Rechtssysteme von Staaten, mit denen die Subjekte oder Objekte der Rechtsbeziehungen verbunden sind, oder rechtliche Tatsachen, die ihre Entstehung, Änderung oder Beendigung beeinflusst haben.

In der Ukraine wurde im Jahre 2015 das Gesetz der Ukraine "Über das internationale Privatrecht" verabschiedet. Gemäß Art. 1 ist eine "Kollisionsnorm" eine Norm, die bestimmt, welches Recht eines Staates auf Rechtsverhältnisse mit ausländischem Element anzuwenden ist [2].

Die Kollisionsnorm besteht aus zwei Elementen: und zwar aus dem Umfang und der Anknüpfung. Der Umfang stellt einen in der Norm enthaltenen Hinweis auf eine Gruppe von Rechtsverhältnissen mit ausländischem Element dar, die auf diese Norm angewendet wird. Und die Anknüpfung ist ein Hinweis auf das Recht, das auf dieses Rechtsverhältnis anzuwenden ist. Eine solche Struktur der Kollisionsnorm entspricht der allgemeinen Struktur von Rechtsnormen: der Hypothese und der Disposition.

Dabei unterscheidet man zwischen der unvollkommenen und vollkommenen Kollisionsnorm:

1. Die *unvollkommene* (oder einseitige) Kollisionsnorm bezieht sich auf die Frage, wann das eigene nationale Recht anzuwenden ist.

2. Die *vollkommene* (oder beidseitige) Kollisionsnorm hingegen äußert sich auch zu der Frage, ob und welches fremde Recht anzuwenden ist. Die beidseitigen Kollisionsnormen verweisen mittels sogenannter Anknüpfungsmomente (-punkte) auf das Recht, welches im Fall angewandt werden muss. Diese Anknüpfungsmomente können beispielsweise Staatsangehörigkeit, Wohnsitz, Handlungsort oder der gewöhnliche Aufenthalt sein. Dabei ist es zu betonen, dass das verbreitete Anknüpfungsmoment aufgrund seiner Klarheit früher die Staatsangehörigkeit war. Aber heutzutage aufgrund der Globalisierung ist der gewöhnliche Aufenthalt einer Person als das häufigste Anknüpfungsmoment zu berücksichtigen.

3. *Imperative Normen* - Normen, die kategorische Vorschriften zur Rechtswahl enthalten und Normen; die nicht durch die Parteien des Rechtsverhältnisses geändert werden können.

4. *Dispositive Normen* - Normen, die den Parteien ermöglichen, von der Regel zur Rechtswahl abzuweichen und sie durch eine andere Regel zu ersetzen.

5. *Alternative Normen* - Normen, die mehrere Regeln zur Rechtswahl für die im Umfang der Norm angegebenen Rechtsverhältnisse vorsehen [1].

Die Besonderheit der Anwendung von Kollisionsnormen besteht darin, dass sie selbst nicht die Rechte und Pflichten der Parteien des betreffenden Rechtsverhältnisses festlegen, sondern nur auf die für dieses Rechtsverhältnis zuständige Rechtsordnung hinweisen, die die Rechte und Pflichten der Parteien bestimmt.

Somit sind die Kollisionsnormen ein Schlüsselinstrument zur Gewährleistung einer effektiven Regulierung privatrechtlicher Beziehungen in einer globalisierten Welt, in der die Rechtssysteme verschiedener Staaten ständig miteinander interagieren.

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DIE DEUTSCHEN MUSEEN IN TORISMUS

In der heutigen globalisierten Welt spielen Museen eine Schlüsselrolle bei der Bewahrung des kulturellen Erbes, der Bildung historisches Bewusstseins und der Entwicklung der Zivilgesellschaft. In diesem Kontext ist Deutschland ein führendes europäisches Beispiel für das effektive Funktionieren eines Museumssystems. Die Museen Deutschlands — sowohl staatliche als auch private — bewahren nicht nur umfangreiche Sammlungen von historischen, künstlerischen, wissenschaftlichen und technischen Objekten, sondern arbeiten auch aktiv im Bereich der Bildung, Inklusion, Digitalisierung und internationaler Zusammenarbeit.

Das Thema gewinnt besondere Relevanz, da die Museumsarbeit in Deutschland an der Schnittstelle zwischen traditionellen Ansätzen zur Bewahrung des Erbes und neuen Trends steht, die mit der Einführung digitaler Technologien, interaktiver Kommunikationsformen mit den Besuchern, der Erweiterung des sozialen Dialogs und einer kritischen Neubewertung der Geschichte verbunden sind, insbesondere im Kontext der kolonialen Vergangenheit, des Zweiten Weltkriegs und des Nationalsozialismus.

Das Ziel dieser Thesen ist die Untersuchung des aktuellen Stands, der Entwicklungstrends und der Herausforderungen, vor denen die Museen in Deutschland im Kontext kultureller Transformationen und Digitalisierung stehen. Im Mittelpunkt steht die Frage, wie sich museale Institutionen an Veränderungen anpassen, neue Formate der Interaktion mit dem Publikum einführen und dabei ihre gesellschaftlich-kulturelle Bedeutung bewahren.

Zu den Hauptaufgaben der Untersuchung gehören die Analyse der wichtigsten Entwicklungstrends der Museen in Deutschland, die Identifizierung relevanter Probleme im Betrieb von Museumseinrichtungen, die Untersuchung der Formen und Methoden der Besucherarbeit sowie die Betrachtung von Innovationspraktiken, Digitalisierung und internationaler Partnerschaft.

Der aktuelle Stand der Museen in Deutschland wird von Karsten Bröyer, Claudia Schmidt und Hans-Jürgen Heinz untersucht, die ihre Rolle in der Kultur, die Digitalisierung und die Arbeit mit sensibler Geschichte analysieren. Unter den ukrainischen Autoren sind Irina Magdysch und Tetjana Kara-Vasylieva hervorzuheben, die die europäische Museologie und ihre Anwendung im ukrainischen Kontext erforschen.

Das Museumssystem in Deutschland gehört zu den größten und am weitesten entwickelten in Europa. Im Land gibt es mehr als 6000 Museen verschiedener Art — von nationalen und staatlichen bis zu kommunalen, privaten und spezialisierten Institutionen. Diese Museen decken eine breite Palette von Themen ab — Geschichte, Kunst, Wissenschaft, Technik, Ethnografie sowie Denkmäler, die mit tragischen historischen Ereignissen, insbesondere dem Nationalsozialismus und dem Holocaust, verbunden sind.

Das moderne Museumssystem in Deutschland funktioniert unter Bedingungen einer hohen Professionalisierung, stabiler finanzieller Unterstützung und enger Integration in das gesellschaftliche Leben. Es gibt mehr als sechstausend Museen im Land, die eine Vielzahl von Themen behandeln — von klassischer Kunst bis zu modernen wissenschaftlichen Entdeckungen, von lokaler Ethnografie bis zu komplexem historischen Erbe des 20. Jahrhunderts. Diese Zahl zeigt nicht nur den kulturellen Reichtum, sondern auch ein besonderes Entwicklungskonzept, bei dem das Museum nicht nur als Aufbewahrungsort für Artefakte betrachtet wird, sondern als offener Raum für Dialog, Bildung und gesellschaftliche Interaktion.

Ein wichtiger Analysebereich ist die materielle und technische Ausstattung der Museen. Die meisten Museumseinrichtungen in Deutschland verfügen über moderne Infrastrukturen, ausgestattete Ausstellungsräume, Archivräume, Konferenzräume und Multimedia-Zentren. Ein erheblicher Teil der Museen erneuert ständig ihre Ausstellungstechnik, führt digitale Technologien ein, um interaktive Ausstellungen, virtuelle Rundgänge und Audioguides zu erstellen. Die Digitalisierung verbessert nicht nur den Zugang zu den Sammlungen, sondern zieht auch ein neues Publikum an, insbesondere junge Menschen, die auf digitale Informationswahrnehmung ausgerichtet sind.

Ein weiterer Aspekt ist die wissenschaftliche, aufklärerische und ausstellungstechnische Tätigkeit. Die meisten deutschen Museen haben eigene wissenschaftliche Abteilungen, die sich mit Forschung, Veröffentlichung von Katalogen, archäologischen Ausgrabungen, Restaurierungen und interdisziplinären Projekten befassen. Ein besonderes Augenmerk wird auf die Arbeit mit verschiedenen Alters- und sozialen Gruppen gelegt. Für Kinder, Jugendliche, Menschen mit Behinderungen und Migranten werden angepasste Führungen, Workshops und interaktive Vorträge angeboten. Einige Museen bieten sogar „ruhige Stunden“ für Besucher mit erhöhter sensorischer Empfindlichkeit an.

Aktuelle Herausforderungen für die Museumsbranche bleiben die Restitution von Kolonialartefakten, die Neubewertung der Geschichte des Nationalsozialismus, die Erweiterung inklusiver Praktiken und der Abbau von Barrieren beim Zugang zur Kultur für marginalisierte Gruppen. Als Antwort auf diese Herausforderungen arbeiten Museen zunehmend im Format des offenen Dialogs mit der Öffentlichkeit und laden unabhängige Kuratoren, Aktivisten und Forscher ein, Ausstellungen und Diskussionsprogramme zu gestalten. Besonders auffällig ist der Trend zur Dekolonialisierung der Ausstellungen — zum Beispiel die Neubewertung der Rolle großer ethnografischer Museen wie das Humboldt-Forum in Berlin, das zu einem Forum für Diskussionen über die ethische Aufbewahrung und Rückgabe von Kulturgütern geworden ist.

Ein weiterer wichtiger Bereich ist die internationale Zusammenarbeit. Die Museen in Deutschland sind aktiv in europäische und weltweite Netzwerke eingebunden, nehmen an gemeinsamen wissenschaftlichen Programmen, mobilen Ausstellungen und dem Austausch von Sammlungen teil, was ihren globalen Status stärkt. In diesem Kontext treten sie nicht nur als Bewahrer der Vergangenheit auf, sondern auch als Gestalter der Zukunft — durch die Förderung kritischen Denkens, der Kultur des Gedächtnisses und des Dialogs zwischen Generationen und Kulturen.

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DEUTSCH ALS RECHTSSPRECHUNG

In der modernen Welt ist Fachsprache sehr wichtig. Menschen in vielen Berufen brauchen eine spezielle Sprache. Auch im Recht ist Sprache sehr wichtig. Juristen müssen genau sprechen und schreiben. Die juristische Sprache hat viele besondere Wörter. Sie ist manchmal schwer zu verstehen, aber hilft, das Gesetz genau zu erklären. In Deutschland, Österreich und der Schweiz spricht man Deutsch. Die deutsche Sprache ist eine wichtige Sprache im Recht. Sie hat eine lange Geschichte als Rechtssprache. Viele wichtige Gesetze sind auf Deutsch. In diesen Thesen handelt es sich um, warum Deutsch wichtig für Juristen ist und, wie die Sprache im Recht funktioniert, in welchen Fällen sie in anderen Ländern gebraucht wird.

Die juristische Fachsprache unterscheidet sich erheblich von allem anderen. Sie ist durch hohe Präzision, Abstraktion, eine besondere Syntax und Terminologie gekennzeichnet. Ein typisches Merkmal ist die Verwendung von Nominalstil, langen zusammengesetzten Substantiven und Passivkonstruktionen. Beispielsweise: “Die Nichtbeachtung der Vorschrift führt zur Nichtigkeit des Vertrages” [1, s.286]. Solche Formulierungen sind für Laien oft schwer verständlich, aber im juristischen Kontext notwendig, um Rechtsverhältnisse präzise zu beschreiben.

Die deutsche Rechtssprache hat sich seit dem Mittelalter verändert. Wichtige Gesetze in der Geschichte der deutschen Rechtssprache sind das Preußische Allgemeine Landrecht von 1794 und das Bürgerliche Gesetzbuch (BGB) von 1900. Das BGB ist bis heute sehr wichtig für das Zivilrecht in Deutschland [2, s. 138].

Das römische Recht hat viele lateinische Wörter in die deutsche Rechtssprache gebracht. Diese Wörter sind noch heute wichtig, zum Beispiel: habeas corpus, pacta sunt servanda und lex specialis derogat legi generali. Diese Begriffe sind nicht nur alt, sondern auch wichtig für das Verständnis des Rechts in der Jurisprudenz.

Auch die deutsche Sprache spielt eine wichtige Rolle in der internationalen Rechtskommunikation, auch außerhalb der deutschsprachigen Länder, besonders in der Europäischen Union. In vielen internationalen Organisationen, zum Beispiel im Europäischen

Gerichtshof, wird Deutsch als Arbeitssprache verwendet. Der Europarat unterstützt Methoden zum Unterrichten und Lernen der Fremdsprachen, die jungen und älteren Menschen helfen, ihre Meinung zu äußern, Kenntnisse zu sammeln und Fähigkeiten zu erlangen. Diese Fähigkeiten machen sie unabhängiger in ihren Gedanken und Handlungen und verantwortungsbewusster sowie offener im Umgang mit anderen. Der deutsche Botschafter in der EU, W. Schonfelder, sagt: "Es gibt keine dringenderen Fragen in der EU als die Sprache" [4]. Ein großer Herausforderung der juristischen Sprache ist ihre Verständlichkeit. Die sogenannte „Verständlichkeit“ von Rechtstexten ist ein aktuelles Thema in der juristischen Linguistik. In den letzten Jahren gibt es Versuche, juristische Texte für die Bürger verständlicher zu machen. Dieser Prozess wird als Veränderung der Rechtssprache bezeichnet.

Also kann man sagen, dass das Lernen der deutschen Fachsprache wichtig ist. Sie hilft, juristische Texte und Gesetze besser zu verstehen. Die deutsche Sprache wird oft im internationalen Recht, in Gerichten und Organisationen benutzt. Sie hat viele spezielle Wörter, die man kennen muss, um gut mit dem Recht zu arbeiten. Deutsch ist Amtssprache in vielen Ländern Europas. Auch in der Europäischen Union ist Deutsch eine Arbeitssprache. Deutsch zu können ist ein Vorteil für Juristen. Es hilft, Dokumente zu lesen, bei internationalen Projekten mitzumachen und mit Kollegen aus anderen Ländern zu sprechen. Die Fachsprache ist ein Werkzeug bei der Arbeit, deshalb muss man sie lernen. Juristen mit Deutschkenntnissen haben mehr Chancen im Beruf. Man kann sagen, dass die deutsche Fachsprache im modernen Leben sehr wichtig und nützlich ist.

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ENTWICKLUNG DES SPORTTOURISMUS IN DEUTSCHLAND: AKTUELLE TENDENZEN UND PERSPEKTIVEN

Unter den heutigen Bedingungen, in denen ein gesunder Lebensstil zu einem wichtigen gesellschaftlichen Wert geworden ist, gewinnt der Sporttourismus als effektives Mittel zur körperlichen Entwicklung, Erholung und zum Kennenlernen der Umwelt besondere Bedeutung. In Deutschland trägt der Sporttourismus nicht nur zur Stärkung der Gesundheit der Bevölkerung bei, sondern auch zur Entwicklung der nationalen Wirtschaft durch den Tourismus und verwandte Branchen. Die Aktivierung des Inlandstourismus, die

Popularisierung aktiver Erholung bei Jugendlichen, der Ausbau der Infrastruktur und die Integration in den internationalen Tourismusraum erfordern eine moderne Analyse und einen systematischen Ansatz zur Entwicklung des Sporttourismus. Daher ist die Erforschung aktueller Tendenzen und Perspektiven der Entwicklung des Sporttourismus in Deutschland sowohl für die wissenschaftliche Gemeinschaft als auch für die praktische Umsetzung der staatlichen Tourismuspolitik große Bedeutung.

Dem Thema der Entwicklung des Sporttourismus widmen sich zahlreiche wissenschaftliche Arbeiten deutscher und internationaler Forscher. Insbesondere hat M. Wolf in seinen Arbeiten wichtige theoretische Grundlagen des Sporttourismus gelegt und die Methodik der Organisation sportlicher touristischer Veranstaltungen im Gebirge untersucht. Einen bedeutenden Beitrag zur Entwicklung des Sporttourismus leisteten auch die Wissenschaftler B. Richter und S. Klein, die besonderes Augenmerk auf die Vorbereitung von Sporttouristen und die Entwicklung von Routennetzen legten. A. Fritz und K. Müller analysierten in ihren Arbeiten Fragen der Sicherheit touristischer Reisen und der ökologischen Verantwortung. Erwähnenswert sind auch die Arbeiten der internationalen Autoren Pomfret G. und Swarbrooke J., die psychologische Aspekte des Abenteuerismus und die Motivation zur Teilnahme an sporttouristischen Veranstaltungen untersuchten.

In der aktuellen Entwicklungsphase des Sporttourismus in Deutschland lassen sich mehrere Schlüsselrends beobachten, die sowohl interne sozioökonomische Prozesse als auch globale Herausforderungen widerspiegeln. Erstens ist ein aktives Wachstum neuer Arten des Aktivtourismus zu verzeichnen, insbesondere entwickeln sich Bergtourismus (vor allem in den Bayerischen Alpen), Radtourismus, Wassertourismus auf den Flüssen Rhein und Elbe, Höhlentourismus sowie verschiedene Extremsportarten sehr dynamisch. Dies zeugt vom steigenden Interesse der Bevölkerung an einem aktiven Lebensstil, an Selbstverwirklichung durch die Überwindung natürlicher Hindernisse und an einer harmonischen Interaktion mit der Umwelt.

Zweitens ist eine deutliche Belebung der Entwicklung der touristischen Infrastruktur zu beobachten. Neue Wander- und Radwege werden geschaffen (zum Beispiel die "Romantische Straße" oder der "Rheinradweg"), Erholungsbasen werden modernisiert und digitale Technologien zur Navigation und Sicherheit werden aktiv eingeführt, um die Orientierung in schwierigen Naturgebieten zu erleichtern.

Ein wichtiger Bestandteil der aktuellen Entwicklungsphase des Sporttourismus ist seine Integration in das Bildungs- und Erziehungssystem der Jugend. In vielen Schulen und Hochschulen Deutschlands gibt es sporttouristische Clubs, die Studierenden Überlebensfähigkeiten, Teamarbeit, körperliche Ausdauer und ökologisches Bewusstsein vermitteln.

Eine besondere Rolle bei der Förderung des Interesses am Sporttourismus spielen die Organisation spezialisierter Wettbewerbe, Festivals und Foren. Bedeutende Veranstaltungen sind zum Beispiel der "Deutsche Wandertag", zahlreiche Radmarathons und Aktivfreizeit-Festivals. Diese Veranstaltungen fördern den Erfahrungsaustausch, die Qualifizierung der Teilnehmer und die Popularisierung neuer touristischer Routen. Die Erweiterung des geographischen Spektrums der Routen eröffnet zusätzliche Möglichkeiten für die wirtschaftliche Entwicklung ländlicher Regionen in Deutschland und trägt zu deren Popularisierung bei.

Trotz positiver Entwicklungen steht die Branche vor einer Reihe von Problemen, die ihre weitere Entwicklung bremsen. Zu den wichtigsten Herausforderungen zählen die unzureichende Finanzierung von Infrastrukturprojekten in weniger touristischen Regionen, der Bedarf an einer weiteren Anpassung der Gesetzgebung an die modernen Anforderungen

des Aktivtourismus, der Mangel an hochqualifizierten Fachkräften im Tourismusbereich sowie ökologische Probleme aufgrund der Übernutzung beliebter Naturstandorte.

Zu den aussichtsreichen Entwicklungsrichtungen des Sporttourismus in Deutschland gehören die Aktivierung staatlicher Unterstützung durch Subventionen und Förderprogramme, die Schaffung nationaler Ausbildungszentren für Sporttouristen, die Einführung moderner internationaler Sicherheitsstandards, die Entwicklung nachhaltiger Tourismusprogramme sowie die Vertiefung der internationalen Zusammenarbeit im Bereich Aktivtourismus. Wichtig bleibt auch die Bildung eines positiven Images Deutschlands als attraktives Land für aktiven und sicheren Urlaub im Einklang mit den Prinzipien der nachhaltigen Entwicklung.

Der Sporttourismus in Deutschland entwickelt sich aktiv und trägt zur körperlichen Entwicklung der Bevölkerung, zur Förderung eines gesunden Lebensstils und zur Stärkung der Wirtschaft bei. Trotz positiver Trends — wie der Erweiterung der Tourismusarten, dem Ausbau der Infrastruktur und der Integration in das Bildungssystem — steht die Branche vor Herausforderungen in den Bereichen Finanzierung, Fachkräfteausbildung und ökologische Belastung. Eine weitere Entwicklung ist durch staatliche Unterstützung, die Erhöhung der Sicherheitsstandards, internationale Zusammenarbeit und die Schaffung eines positiven Images Deutschlands auf dem globalen Tourismusmarkt möglich.

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DIE ROLLE VON OMBUDSLEUTEN BEIM SCHUTZ DER BÜRGERRECHTE: EIN VERGLEICH ZWISCHEN DER EU UND DER UKRAINE

In der modernen Gesellschaft konfrontieren viele Bürger immer häufiger mit zahlreichen Problemen, die eine offizielle Prüfung und angemessene Lösung ihrer Beschwerden erfordern. Beschwerdemechanismen ermöglichen den Bürgern, ihre Rechte und Interessen zu schützen, und tragen gleichzeitig zur Stärkung des Vertrauens auf staatliche und überstaatliche Institutionen bei.

Der Vertrag von Maastricht etablierte die Institution des Europäischen Bürgerbeauftragten und gewährte den natürlichen und juristischen Personen aus den EU-Mitgliedstaaten das Recht, Beschwerden über rechtswidriges Verhalten der EU-Organe einzureichen (Art. 195) [1,39]. Gemäß dem Venedig-Prinzip Nr. 16 hat jede Person einen freien, uneingeschränkten und kostenlosen Zugang zum Ombudsmann sowie das Recht, eine Beschwerde einzureichen [2,6].

Gemäß den Gründungsverträgen in der Fassung von Lissabon ist der EU-Ombudsmann befugt, Anträge von jedem Unionsbürger sowie von natürlichen oder juristischen Personen mit Wohnsitz oder satzungsmäßigem Sitz in einem Mitgliedstaat entgegenzunehmen. Diese Anträge betreffen ungehörige Fälle bei der Verwaltungstätigkeit der Organe, Einrichtungen, Ämter oder Agenturen der EU, mit Ausnahme der Rechtsprechungstätigkeit des Gerichtshofs der Europäischen Union. Der Ombudsmann analysiert alle eingegangenen Beschwerden und erstellt Berichte über die Ergebnisse ihrer Prüfung (Art. 228 Abs. 1 AEUV) [3].

Das Ziel des Verfahrens ist nicht die Bestrafung, sondern das Herstellen eines effektiven Dialogs zur Beseitigung der Verletzungen. Die Ombudsperson vermeidet es, eine defensive Reaktion der Parteien zu provozieren. Die Beschwerdezunahme beim EU-Ombudsmann ist auf die Einführung eines elektronischen Beschwerdeformulars zurückzuführen, das den Zugang erleichtert und die Bürokratie reduziert [4,9]. Beschwerden können von EU-Bürgern, Anwohnern und juristischen Personen eingereicht werden – auch über ein Mitglied des Europäischen Parlaments. Vor der Einreichung einer Beschwerde bei der Ombudsperson muss versucht werden, das Problem mit der zuständigen EU-Behörde zu klären. Die Frist für die Einreichung beträgt bis zu zwei Jahren ab dem Zeitpunkt, an dem der Beschwerdegrund festgestellt wurde.

Beschwerden können in einer der 12 Amtssprachen der EU eingereicht werden und müssen Angaben des Beschwerdeführers, Angaben der betroffenen EU-Institution sowie die Beschwerde selbst enthalten. Für eine korrekte Einreichung wird empfohlen, das Standardformular von der Website oder dem Büro der Ombudsperson zu verwenden. Die Ombudsperson entscheidet keine Beschwerden über nationale, regionale oder lokale Behörden, Gerichte der EU-Mitgliedstaaten oder private Unternehmen [5,14].

Was die Tätigkeit der ukrainischen Ombudsperson betrifft, so übt der Beauftragte des Obersten Rates der Ukraine für Menschenrechte gemäß Artikel 101 der Verfassung der Ukraine eine parlamentarische Kontrolle aus, die auf die Überwachung und Gewährleistung der verfassungsmäßigen Garantien der Menschen- und Bürgerrechte abzielt. Der Beauftragte kann Anträge und Verfassungsanträge an staatliche Organe richten sowie Gesetzesänderungen initiieren, um verfassungsmäßige Rechte der Bürger rechtlich abzusichern [6].

Gemäß den Anforderungen von Artikel 17 des Gesetzes der Ukraine „Über den Beauftragten der Werchowna Rada der Ukraine für Menschenrechte“ umfassen die Aufgaben des Beauftragten den Erhalt und die Analyse der Anträge von ukrainischen Staatsbürgern, Ausländern, Staatenlosen sowie von ihren Vertretern gemäß dem im Gesetz der Ukraine „Über Bürgeranfragen“ festgelegten Verfahren [7].

Beschwerden an den Beauftragten müssen schriftlich innerhalb eines Jahres nach der Feststellung des Verstoßes eingereicht werden; in Ausnahmefällen kann die Frist auf zwei Jahre verlängert werden. Der Beauftragte kann eine Untersuchung einleiten, Erläuterungen erteilen oder die Bearbeitung der Beschwerde ablehnen [1,40].

Beschwerden, die bereits vor Gericht verhandelt werden, werden nicht bearbeitet. Im Falle einer Klageeinreichung wird das Verfahren eingestellt. Die Entscheidung wird dem Beschwerdeführer schriftlich mitgeteilt; dabei ist eine Ablehnung zu begründen. Beschwerden können schriftlich oder elektronisch eingereicht werden – per Post, über regionale Anlaufstellen oder per E-Mail. Anonyme Beschwerden werden nicht bearbeitet [6].

Bei der Feststellung von Menschenrechtsverletzungen kann der Bevollmächtigte gemäß dem Gesetz der Ukraine „Über den Bevollmächtigten“ Reaktionsakte – Eingaben oder Verfassungsanträge – einreichen. Ein Verfassungsantrag wird beim Verfassungsgericht eingereicht, um Gesetze auf ihre Verfassungsmäßigkeit oder zur Auslegung zu überprüfen.

Ein Antrag wird an staatliche Behörden, kommunale Verwaltungen, öffentliche Vereine usw. mit der Forderung gerichtet; die Verletzungen sind innerhalb eines Monats zu beseitigen. Solche Akte werden nur im Falle systemischer Bedrohungen der Menschenrechte auf regionaler oder staatlicher Ebene eingesetzt und sind nicht in jedem Einzelfall zwingend erforderlich [2,8].

Die vergleichende Analyse der Tätigkeit des Europäischen Ombudsmanns und des Bevollmächtigten der Werchowna Rada der Ukraine für Menschenrechte zeigt erhebliche Unterschiede im Umfang ihrer Kompetenzen und Jurisdiktionen. Der EU-Ombudsmann agiert innerhalb der Institutionen der Europäischen Union und konzentriert sich hauptsächlich auf Fragen der administrativen Transparenz und der ordnungsgemäßen Verwaltung. Demgegenüber übernimmt der ukrainische Bevollmächtigte eine komplexere Rolle, die nicht nur die Reaktion auf Menschenrechtsverletzungen umfasst, sondern auch die systematische Überwachung der Situation der Bürgerrechte sowie die Einleitung entsprechender Reaktionsakte, insbesondere Anträge und Verfassungsanträge.

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ENTWICKLUNG UND REGULIERUNG DER KÜNSTLICHEN INTELLIGENZ IN DER EU

In der Welt der digitalen Technologien, in der die künstliche Intelligenz nicht nur zu einem Assistenten, sondern auch zu einer Quelle neuer Herausforderungen wird, besteht die Notwendigkeit, sie zu regulieren. Eine äußerst wichtige Aufgabe für die Staaten besteht darin, ein Gleichgewicht zwischen innovativer Entwicklung und öffentlicher Sicherheit zu gewährleisten. Dabei ist es notwendig, klare Regeln für den verantwortungsvollen Einsatz von KI in Bereichen, wie Datenschutz, Medien und Menschenrechte festzulegen, die für eine nachhaltige Entwicklung von wesentlicher Bedeutung ist.

Im Zusammenhang mit der Geschichte der künstlichen Intelligenz ist anzumerken, dass A. Turing in seinem wissenschaftlichen Werk „Computers and the Mind“ [1, S. 41] als Erster darüber geschrieben hat. Dieser Gedanke wurde von John McCarthy weiterentwickelt, der feststellte, dass künstliche Intelligenz eine Wissenschaft und Technologie ist, die es Computersystemen ermöglicht, selbständig Wissen zu erwerben und effektiv anzuwenden [4, S. 119].

Seit 2010 hat der Prozess der rechtlichen Regulierung der künstlichen Intelligenz begonnen: Wissenschaftler haben eingehend die Notwendigkeit einer entsprechenden Gesetzgebung analysiert. Eine Reihe von grundlegenden Studien wurde zu den rechtlichen Aspekten solcher Systeme im europäischen Kontext durchgeführt. Diese Forschungen spielten eine wichtige Rolle für die Entwicklung von Ansätzen zur rechtlichen Regulierung von KI auf EU-Ebene [2, S. 65].

Das Europäische Parlament hat den Regulierungsprozess mit der Verabschiedung der einer Entschließung zur zivilrechtlichen Regulierung der Robotik eingeleitet. Anschließend wurden „Ethische Leitlinien für vertrauenswürdige KI“ von einer Expertenkommission ausgearbeitet, in denen die sieben Grundprinzipien festgelegt wurden.

Im Dokument „White Paper on Artificial Intelligence: A European Approach to Excellence and Trust“, das von der EU-Kommission ausgearbeitet wurde [5], werden nicht nur mögliche Anwendungen der künstlichen Intelligenz dargelegt, sondern auch die Nutzung der neuesten Technologien für militärische Zwecke.

Was den Schutz personenbezogener Daten beim Einsatz künstlicher Intelligenz betrifft, ist zu betonen, dass die GDPR (General Data Protection Regulation) eine Reihe von Maßnahmen festlegt, die Unternehmen, Institutionen und Organisationen einhalten müssen. Sie sieht neue Anforderungen sowohl innerhalb als auch außerhalb der Europäischen Union vor, wenn mit Daten von EU-Bürgern gearbeitet wird [3]. Die Nichteinhaltung der Datenschutz-Grundverordnung kann erhebliche Geldstrafen nach sich ziehen - bis zu 20 Millionen Euro oder 4 % des weltweiten Jahresumsatzes eines Unternehmens. Darüber hinaus nähert sich die europäische Gesetzgebung allmählich der Einführung gesonderter Vorschriften für risikoreiche Systeme der künstlichen Intelligenz, die eine zusätzliche Analyse ihrer Auswirkungen auf die Privatsphäre erfordern.

Derzeit gilt in der Europäischen Union das Gesetz über künstliche Intelligenz, das am 1. August 2024 in Kraft getreten ist und Regeln für das sichere Funktionieren von KI festlegt

[7]. Das Dokument führt ein modernes Risikobewertungssystem ein, das Technologien der künstlichen Intelligenz in Kategorien von geringem bis kritischem Risiko einstuft und für jede Stufe spezifische regulatorische Anforderungen festlegt. Darüber hinaus wird eine europäische Aufsichtsbehörde eingerichtet, die KI-Systeme mit hohem Risiko überwachen und im Falle der Nichteinhaltung Sanktionen verhängen soll.

Generell wird die Entwicklung der künstlichen Intelligenz in der EU von der aktiven Gestaltung eines Rechtsrahmens begleitet, der darauf abzielt, den technologischen Fortschritt mit dem Schutz der Menschenrechte zu verbinden. Verschiedene Richtlinien, Entschlüsse und Rechtsakte spielen in diesem Prozess eine wichtige Rolle - darunter die Datenschutz-Grundverordnung und das Gesetz über künstliche Intelligenz, die die Datenverarbeitung und Risikoklassifizierung regeln. Die EU verfolgt einen systematischen Ansatz zur Regulierung von KI und achtet dabei auf Transparenz, Sicherheit und die ethische Nutzung der Technologie.

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TOURISMUS UND SOZIALE UNGLEICHHEIT IN DEUTSCHLAND

Tourismus ist ein wichtiger Bestandteil des modernen Lebens, der nicht nur Erholung, sondern auch Möglichkeiten zur Selbstentwicklung, sozialen Integration und persönlichen Entfaltung bietet. In Deutschland gibt es jedoch ein Problem der sozialen Ungleichheit im Zugang zu dieser Möglichkeit. Laut Eurostat konnten im Jahr 2022 etwa 27% der Deutschen sich keinen einwöchigen Urlaub außerhalb ihres Wohnortes leisten. Dies betrifft insbesondere

Menschen mit niedrigem Einkommen, alleinerziehende Eltern, Arbeitslose und Rentner, für die Reisen ein Luxus sind. Diese Situation ist ein deutliches Zeichen sozialer Ungleichheit, bei der ein großer Teil der Bevölkerung vom Reisen und den damit verbundenen Erfahrungen ausgeschlossen ist. Dies wird besonders deutlich vor dem Hintergrund steigender Lebenshaltungskosten, hoher Mietpreise und Inflation. Das Ziel dieser Thesen ist zu untersuchen, auf welcher Weise soziale Ungleichheit das Reiseverhalten der Deutschen beeinflusst, welche sozialen Gruppen am meisten betroffen sind und welche Lösungsansätze es gibt. Auch wird die Frage diskutiert, ob Urlaub ein soziales Recht für alle Menschen werden sollte.

Besonders betroffen sind die Personen mit niedrigem Einkommen. Zu solchen gehören Familien mit mehreren Kindern, alleinerziehende Eltern, Langzeitarbeitslose und Rentner mit niedrigen Renten. Für sie ist es schwierig, die Ausgaben für Reisen — vom Transport bis zur Unterkunft — zu tragen, und oft fehlt einigen die Zeit, um eine Reise zu organisieren. Daher reisen diese Menschen seltener und beschränken sich oft nur auf kurze Reisen innerhalb Deutschlands. Zudem haben sie selten die Möglichkeit, kulturelle oder touristische Sehenswürdigkeiten zu besuchen, was das Gefühl sozialer Isolation weiter verstärkt. Das Deutsche Institut für Wirtschaftsforschung (DIW) stellt fest, dass Menschen mit niedrigem Einkommen nicht nur seltener reisen, sondern auch weniger an kulturellen Veranstaltungen teilnehmen oder Erholungsmöglichkeiten nutzen. Dies führt zu sozialer Ausgrenzung und verschlechtert das allgemeine psychische und physische Wohlbefinden. Der Unterschied im Reiseverhalten hängt auch stark vom Bildungsgrad und sozialen Status ab. Menschen mit höherer Bildung und mehr Einkommen können sich nicht nur Reisen innerhalb Deutschlands, sondern auch Auslandsreisen leisten, kulturelle Stätten besuchen und längere, teurere Urlaubsreisen unternehmen. Im Gegensatz dazu wählen Menschen mit niedrigem Einkommen oft billigere Urlaubsoptionen und reisen nur für kurze Zeit innerhalb ihres Landes. Auch das Reiseziel ist mittlerweile ein sozialer Marker geworden. Menschen, die sich teurere Urlaube leisten können, zeigen damit ihren hohen sozialen Status. Wie die Soziologin Cornelia Koppetsch erklärt, „sind Freizeit und Reisen heutzutage wichtige soziale Marker“ (Koppetsch, 2021, S. 142). Urlaub hat eine große Bedeutung für die psychische Gesundheit. Er reduziert Stress, steigert die Lebenszufriedenheit, verbessert die Stimmung und hilft, sich zu erholen. Für Kinder, die nicht reisen können, stellt es eine wichtige Entwicklungsphase dar, da sie neue Erfahrungen und Eindrücke sammeln können. Wenn ein Kind jedoch nie in den Urlaub fährt, kann es seine Sozialisation, Entwicklung und sogar sein Selbstwertgefühl negativ beeinflussen. Dadurch entsteht eine soziale Ungleichheit, bei der diejenigen, die nicht reisen können, im Vergleich zu anderen in ihrer persönlichen und sozialen Entwicklung benachteiligt sind.

Es gibt verschiedene Initiativen und Programme, die versuchen, dieses Problem zu lösen. So bietet die Organisation „Die Arche“ kostenlose Ferienlager für Kinder aus sozial benachteiligten Familien an. Auf ihrer Website heißt es: „Unsere Ferienlager sind für viele Kinder die erste Gelegenheit, das Meer zu sehen.“ Solche Programme sind für benachteiligte Gruppen sehr wichtig, aber sie reichen nicht aus, um allen Bedürftigen zu helfen. In einigen Bundesländern gibt es Programme zur Unterstützung von einkommensschwachen Familien, wie zum Beispiel den „Ferienfonds für Familien“. Diese Initiativen sind jedoch nicht in allen Regionen Deutschlands verfügbar und oft nicht ausreichend bekannt.

Mehrere Experten schlagen vor, Urlaub zu einem sozialen Recht zu machen, ähnlich wie Bildung oder medizinische Versorgung. Ein solches Recht würde den gleichberechtigten Zugang zu Erholung für alle Bürger gewährleisten, unabhängig von ihrem sozialen Status oder Einkommen. Die Umsetzung einer solchen Initiative würde neue politische Maßnahmen

erfordern, wie die Bereitstellung finanzieller Unterstützung oder die Entwicklung spezieller Programme für benachteiligte Bevölkerungsgruppen.

Zusammenfassend lässt sich sagen, dass, obwohl Tourismus ein wesentlicher Bestandteil des modernen gesellschaftlichen Lebens ist, der Zugang dazu für einen erheblichen Teil der deutschen Bevölkerung eingeschränkt bleibt. Menschen mit niedrigem Einkommen sind häufig nicht in der Lage, sich eine Reise zu leisten, was eine ernsthafte soziale Problematik darstellt, die einer umfassenden Lösung bedarf, sowohl durch staatliche Unterstützung als auch durch die Entwicklung sozialer Programme. Nur auf solcher Weise kann der Tourismus für alle zugänglich gemacht und soziale Gerechtigkeit gewährleistet werden.

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DIE ENTWICKLUNG DES HUMANITÄREN VÖLKERRECHTS: VON DEN GENFER KONVENTIONEN BIS ZU MODERNEN BEWAFFNETEN KONFLIKTEN

Das humanitäre Völkerrecht ist ein Rechtsgebiet, das die Regeln für die Führung bewaffneter Konflikte regelt und den Schutz von Personen gewährleistet, die nicht an Feindseligkeiten teilnehmen – insbesondere Zivilpersonen, Verwundete, Kriegsgefangene sowie Personen, die von bewaffneten Konflikten betroffen sind. Der Kernpunkt dieses Rechts besteht darin, um Mittel und Methoden der Kriegsführung einzuschränken und humanitäre Bedingungen für Kriegsoffer zu gewährleisten.

Die Aktualität des Themas des humanitären Völkerrechts zeigt sich besonders im Kontext moderner bewaffneter Konflikte, die in verschiedenen Regionen der Welt andauern – insbesondere in der Ukraine, in Syrien, im Sudan und in anderen Ländern. Diese Konflikte bestätigen leider die Notwendigkeit einer kontinuierlichen Weiterentwicklung der rechtlichen Schutzmechanismen für Menschen- und Tierrechte während der Kriegszeit. Das humanitäre Völkerrecht verliert nicht an Bedeutung, gerade in einer Zeit, in der bewaffnete Konflikte nicht nur Teil der Geschichte sind, sondern auch eine akute Herausforderung für die moderne Welt darstellen.

Die erste Genfer Konvention von 1864 legte die grundlegenden Prinzipien zum Schutz verwundeter Soldaten fest und markierte damit einen wichtigen Meilenstein in der Entwicklung des humanitären Völkerrechts [1]. Nach dem Ersten Weltkrieg entstand angesichts neuer Herausforderungen der Bedarf nach einer detaillierteren Regelung im Umgang mit Kriegsgefangenen. Daher wurden in den Jahren 1906 und 1929 [2] neue

Konventionen angenommen, die die Vorschriften für die Behandlung von Verwundeten und Gefangenen präzisierten.

Die bedeutendste Etappe in der Geschichte des humanitären Völkerrechts war die Genfer Konvention von 1949, die den Schutz der Kriegsoffer erheblich ausweitete [3]. Sie bestand aus vier Hauptdokumenten, die die Behandlung von Kriegsgefangenen, Kranken, Verwundeten und Zivilpersonen regelten. Ergänzende Protokolle von 1977 und 2005 präzisierten die Bestimmungen zum Schutz der Zivilbevölkerung und zur Einschränkung militärischer Handlungen, insbesondere mit dem Verbot von Angriffen auf zivile Objekte.

Trotz der Ratifizierung der Genfer Konventionen von 1949 durch alle Staaten der Welt beobachten wir leider im Kontext moderner bewaffneter Konflikte, insbesondere im Krieg gegen die Ukraine, zahlreiche Verstöße gegen die Grundprinzipien des humanitären Völkerrechts [4]. Ein deutliches Beispiel dafür sind zahlreiche Verletzungen der Dritten Genfer Konvention über die Behandlung von Kriegsgefangenen durch Russland – darunter Erschießungen von Gefangenen, vorsätzliche Körperverletzungen sowie das Fehlen eines unparteiischen Gerichtsverfahrens. Darüber hinaus verletzt Russland eine Reihe weiterer grundlegender Normen des humanitären Völkerrechts durch den Einsatz verbotener Waffen wie Streumunition, die eine langfristige Bedrohung für Zivilisten darstellt, sowie durch regelmäßige massive Angriffe auf Wohngebiete, was eine grobe Missachtung von Prinzipien der Verhältnismäßigkeit und Unterscheidung darstellt. Zudem wird auf den systematischen Einsatz von Terrormaßnahmen gegen die Zivilbevölkerung hingewiesen – darunter Entführungen, gewaltsame Deportationen, Folter sowie andere Formen grausamer Behandlung von Gefangenen und Zivilisten.

Der Internationale Strafgerichtshof (IStGH), der Personen für Kriegsverbrechen, Völkermord und Verbrechen gegen die Menschlichkeit zur Verantwortung zieht, ist einer der wichtigsten Mechanismen zur Ahndung von Verstößen gegen das humanitäre Völkerrecht. Ebenfalls von großer Bedeutung ist der Sicherheitsrat der Vereinten Nationen, der Sanktionen verhängen und Sondertribunale einsetzen kann. Allerdings stoßen beide Mechanismen häufig auf politische Hürden, was ihre Wirksamkeit bei der Durchsetzung von Verantwortung erheblich beeinträchtigt.

Zusammenfassend lässt sich sagen, dass die Entwicklung des humanitären Völkerrechts, die mit den ersten Genfer Konventionen begann und sich bis heute durch zahlreiche Ergänzungen und Änderungen weiterentwickelt, eine entscheidende Rolle bei der Gewährleistung von Menschlichkeit in bewaffneten Konflikten spielt. Trotz zahlreicher Rechtsakte und Mechanismen zeigen anhaltende Verstöße, insbesondere im Kontext des Krieges in der Ukraine, dass eine Verbesserung der internationalen rechtlichen Regelungen sowie eine Stärkung der Verantwortungsmechanismen dringend erforderlich ist. Nur durch effektive Kontrolle und konsequente strafrechtliche Verfolgung der Täter können sowohl ein wirklicher Schutz der Kriegsoffer gewährleistet als auch weitere humanitäre Katastrophen in der Welt verhindert werden.

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