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UDC 004.738.5

DOI <https://doi.org/10.36059/978-966-397-414-9-34>

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## COMPARATIVE ANALYSIS OF UKRAINE'S TOURISM IMAGE ON CHINESE SOCIAL MEDIA: INSIGHTS FROM MAFENGWO (马蜂窝) AND RED (小红书)

**Key words:** Tourist image, social media, China, Ukraine.

Globalization and convenient logistics and transportation bring significant economic benefits and provide opportunities for people to understand different cultures. Travel has become a popular leisure activity for Chinese

people. However, the COVID-19 pandemic (2019) and the subsequent geopolitical conflict (2022) have significantly impacted global travel patterns, including Chinese tourism to Ukraine. Understanding Chinese tourists' perceptions of Ukraine is essential for effective tourism marketing and fostering bilateral relations. This study compares Ukraine's tourism image on two Chinese social media platforms: Mafengwo (马蜂窝) and RED (小红书, also known as "Xiaohongshu"). Mafengwo, similar to TripAdvisor, offers extensive user-generated travel guides and notes. RED, a popular social media and e-commerce platform among young Chinese, plays a crucial role in influencing travel choices.

Several Ukrainian researchers have studied China's tourism industry from various perspectives. D. Gomov [2], I. Shamara and I. Chetverikova [5], and I. Mandryk and K. Hnedko [3] provide insights into the current development trends in China's tourism industry. D. Basyuk [1] and O. Shapovalova [6] have focused on the cooperation between China and Ukraine in the tourism sector. Regarding China's outbound tourism and tourist demographics, V. Stafiyuchuk and A. Moskalenko [4] identified key characteristics of Chinese tourists.

The analysis of 50 travel notes on Mafengwo from 1992 to 2023 shows that Chinese tourism to Ukraine increased annually until 2019, especially after Ukraine implemented visa-on-arrival for Chinese citizens. However, the COVID-19 pandemic and the Russian-Ukrainian war led to a significant decline, with only two travel notes from 2021 to 2023. Contrary to the decline observed on Mafengwo, current popular discussion trends on RED include how to travel to Ukraine, with users discussing the best routes and countries for transferring to Ukraine. Safety concerns are frequently addressed, with users seeking information about the situation in Ukraine by asking recent visitors who shared a post on RED. The platform's location feature helps users connect with those currently or recently in Ukraine. Additionally, after searching for topics related to Ukraine, RED's algorithm starts recommending updated information about Ukraine on the users' main pages. Discussions also focus on the cost of living in Ukraine during the war, with users sharing their experiences and tips.

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UDC 323.2

DOI <https://doi.org/10.36059/978-966-397-414-9-35>

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## **LACK OF RULE OF LAW AS A PROBLEM OF THE MODERN EAST COUNTRIES**

**Key words:** Rule of law, human rights, Middle East, Iran, Saudi Arabia.

States have different approaches to human freedom, dignity, the content and scope of the fundamental rights. However, the requirement of their guarantee and protection is the same and common to all constitutional states. The exercise of human rights must be guaranteed by certain institutional control of the state over the observance of these rights.

A report by the UN Secretary-General expressed the approach that the rule of law provides for an organization of government in which all people, institutions, and organizations, including the state itself, are subject to laws that apply equally to all and are applied by an independent tribunal, and comply with international human rights standards [4, p. 4].

A study published by the Albert Shanker Institute and Freedom House has criticized a number of aspects of the administration of justice in Saudi Arabia and concluded that the country's “practices diverge from the concept