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## **FROM THE ZONE OF ALIENATION TO THE ZONE OF REVIVAL**

The purpose of the study is to introduce and popularize the tourist route to the Chernobyl zone. To prove to tourists that Chernobyl is safe for tourist trips.

37 years have passed since the day of the tragedy at the Chornobyl NPP. During this period, Chernobyl and Pripjat went from a zone of complete exclusion to the status of the most popular tourist destination in Ukraine. Despite its popularity and tourist flow, the Chernobyl zone remains a place of remembrance of the greatest man-made tragedy in the history of mankind, an open-air memorial. People consider Chernobyl "dangerous tourism", but this is a myth.

The Chernobyl tragedy happened in 1986. The first tourists in the Zone appeared a few years after the accident, in the early 90s. In 1995, the Information Agency "Chornobylinterinform" was established, one of the goals of which was the organization of trips to Chernobyl. After that, various companies that organized trips to the Zone began to appear. After the release of the UN report in 2002, which stated that it was now possible to stay in most of the Zone without harm to health, the number of tourists in Chernobyl began to grow by approximately 1-1.5 thousand people every year. Now anyone can visit the Zone, but must be accompanied by a guide. Excursion programs usually take place along approved routes or locations. Staying in the Chernobyl zone is completely safe, the level of radiation exposure is lower than when flying by plane. Some tour organizers provide participants with special devices that help monitor the amount of radiation received. However, in several places the level of radiation remains high, even dangerous, mainly in the wake of the most powerful western and northern emissions from the reactor, and in some places on the territory of the NPP itself.

Foreigners visit Chornobyl the most - this is 80% of the total flow of tourists in 2019. It was then that Chernobyl entered the TOP 50 places that foreign tourists dream of visiting, in total, by the end of 2019, 107,000 people had visited the zone. Most tourists come from Great Britain, Poland and Germany. The boom among foreigners occurred after the release of the TV series "Chernobyl" in the same year. In addition to walking sightseeing routes, all-terrain vehicle and bicycle routes have appeared in the area in recent years. Another option to see the exclusion zone from an unusual angle is a rafting excursion on the Pripjat and Uzh rivers. This format allows you to see the birds and animals of the Chernobyl radiation-ecological biosphere reserve. There are several hotels in Chernobyl where you can stay for the night - "Polissia" and "Desiatka". Since a curfew applies in the city after 20:00, tourists are not allowed to leave the hotel premises.

If anywhere nature has recovered, it is in Chernobyl. A population of wolves, deer, eagles, beavers, foxes and other animals thrives here. Also, brown bears appeared here again. River routes from Kyiv to Chernobyl may appear in the future. Such a transport connection existed even before the accident, and now it is planned to restore it as a tourist attraction [1].

The Chernobyl zone should become a powerful magnet for tourism both from Ukraine and from around the world. And the zone of exclusion should become a zone of revival. And at first glance, this idea is not devoid of logic, because the peculiarity and uniqueness of tourism in the Zone has been noted by many world authoritative publications.

According to the editors of Forbes magazine, in 2009, the Chernobyl nuclear power plant became the most exotic and extreme object for tourism on the Earth, and in the rating of the brightest tourist places in the world according to CNN Travel, the Chernobyl exclusion zone entered the first fifteen, and this list of regalia can be continued long [2].

Having seen Chernobyl at least once, you look at the so-called "ordinary life" in a completely different way, including on your own.

So, the exclusion zone has long become a place of extreme recreation for tourists. Even radiation does not frighten thrill-seekers - they are ready to give a significant amount and even a piece of their own health for new emotions. Now the 30-kilometer zone around the reactor has become a kind of dead museum in the open sky, which every year attracts more and more people willing to visit it. We, Ukrainians, are a nation of Chernobyl winners, we were able to survive this catastrophe. Chernobyl should be a positive tourist brand of Ukraine, and the Chernobyl zone should become a UNESCO world heritage site. Tourists from all over the world are already coming here.

## REFERENCES

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