

Global Tourism & Food Supply Crisis: A Study on Ukraine and Russia from the Perspective of Indian Citizens

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ABSTRACT

Background: The broad view of citizens of India on the tourism and food supply crisis in Ukraine and Russia, and also it examines the impact of food supply during the war in Ukraine and Russia as Both are in front of war.

Objective: The objective of this study was to investigate the perception of Indian citizens to assess the effects of war on the education and food supply of Ukraine and Russia.

Methodology: The research was conducted based on a survey, and the total sample comprised 164 males and females. The data were collected based on education and age using a questionnaire.

Results: The results show that Russia has very little impact on global tourism and food supply, but has experienced global disturbance around the globe due to the war between Russia and Ukraine. The global tourism and food supply crisis is not much affected by the war as neighbouring countries are the option for tourism activities and imports.

Conclusion: Indians' perceptions of the Ukraine-Russia war severely disrupted global food supply chains, driving up prices and causing shortages, especially in vulnerable regions. Tourism also suffered, particularly in Eastern Europe, due to instability, travel restrictions, and security concerns.

Keywords: Global Tourism impact, Ukraine-Russia war and Tourism, Food supply crises in war, tourism activity in Ukraine and Russia.

1. INTRODUCTION:

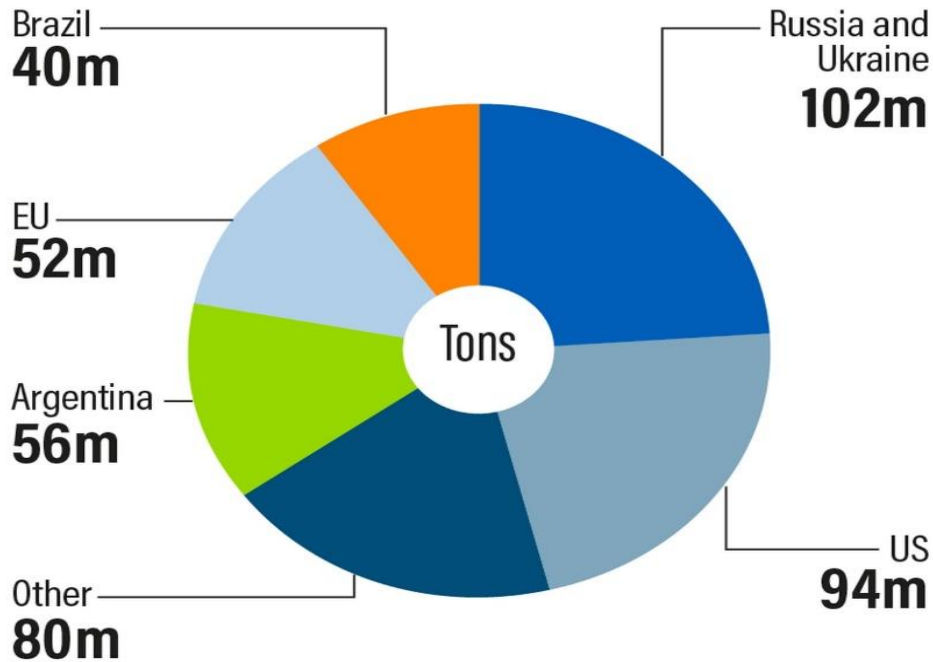
This crisis has caused a significant decline in international travel. Worldwide tourism and travel business, particularly food and beverage, lodging, and transportation, has been constrained by the disruption of international trade, the global food crisis, and the rise in oil prices during the war (Atasoy, Burak, et.al. 2023). The Ukraine-Russia War triggered a global food supply crisis and disrupted tourism. India, heavily reliant on wheat and sunflower oil imports from Ukraine, is facing rising food inflation. Additionally, travel restrictions and geopolitical instability have affected global tourism, altering Indian travelers' preferences and international mobility. (Caitlin Welsh,2024). This study explores how these disruptions

impact Indian citizens by analyzing the economic consequences, shifting trade patterns, and changes in tourism behavior. The research aims to assess India's vulnerability to external conflicts and propose policy recommendations for ensuring food security and stabilizing the tourism sector amidst geopolitical turmoil (Celestin, Mbonigaba Sujatha, S.2024) Two years after the COVID-19 epidemic, the whole globe has now eagerly embraced the new normal, is prepared for development in 2022, and is erasing past losses. However, few nations are manipulating the next generation for their own political ends and imperialism, which might be the cause of anything. Indians oppose imperialism because of their spirituality and sense of self-respect (Conrad Duncan,2022). Globalization and the process of internationalization are major factors that have had a significant impact on the development of higher education in the last decades of the 21st century. centers UN International Russia's Russian military meeting can affect global tourism and food supply, symbolize delivery, and threaten excellent restoration, and the UN organization foundation is more concerned about the global inflation of food and hunger Increase. Ukraine's tourism industry's Final Crisis. "We can limit the supply of essential crops such as the enlarged dispute of Ukraine, wheat, corn, and sunflower oil, which led to food prices and rapid firing of hunger." "This can rule the world food security and increase the designated tension." Russia and Ukraine are the two major world markets for major grains, and conflicts recommend countries that mitigate income to find alternative suppliers during and after the war is over. (UN,2022), (FAO,2022). The Black Sea near these countries plays an important and major role in world tourism and food supply, exporting at least 12 % of the world's food market, according to IFAD. Russia and Ukraine account for more than a quarter of global wheat supply in many countries. The second largest industry in the universe which is that has observed an impact is travel and tourism industry in Europe. Data from travel and tourism organization forward Keys showed that the crash caused an immediate surge in airline ticket cancellations to and from Russia (Anatoliy Kostruba,2025). On February 25, the day after the start of the military attack on Ukraine, the number of bookings for travel to Russia surpassed the number of cancellations of existing bookings by six. The tourism markets showing the highest cancellation rates, in order of volume, were Germany, France, Italy, the UK, India, and Turkey in very recent days in February 2022, which is a red signal for international travel and tourism. (Kamel, 2022). The Ukraine crisis and subsequent economic sanctions on Russia have "increased the risk" in the global economy outlook, but the level of crises and its impact will completely depend on the duration and severity of the crisis of the present day in Ukraine, according to Moody's Investors Service and several other reports published in the different part of the world. Commodity impressively will increase inflationary pressures, especially in Russia, which imports heavily from other countries, the measuring agency said in a report recently March 2022. The Ukraine crisis could reduce the level of gross domestic product by one per cent by 2023, or about \$ 1 trillion, and add 3 per cent to global inflation by 2022 and by about 2 per cent by 2023, according to the National UK. Center for Economic and Social Research (NIESR,2022). "The whole universe will be affected by the shortage of commodity prices as inflation those are already high in price, and now the war between Ukraine and Russia is not the only biggest reason behind but the Covid-19 pandemic is also the major cause, and that global tourism and food supply get affected as well as the financial consequences of Russia's sanctions and volatile financial markets." "The escalation of the military crisis will jeopardize the resilience of the European economy," said Kelvin Dalrymple, vice president (MIS,2022) Although the USA and the European Union have imposed various sanctions against Russia to damage its economy. However, they did not understand the energy and commodity industries. "Russia and Belarus feel the direct impact of sanctions imposed by the USA and its allies. The ban on Russia will also have a direct impact on foreign companies doing business with

Russia, and the students of various countries in Asia as well as tourism revenue will decrease, resulting in the value of the currency falling. All these changes could have a negative impact on the global economy," Moody's said. in Ukraine (Nagraj, A. 2022).

Figure:1 Food supply as Breadbasket to the world

BREADBASKET TO THE WORLD



Note: Estimates for the 2021-22 season, for wheat and coarse grains Source: International Grains Council

Source: International Grain Council, <https://www.igc.int>

Ukraine crisis of food supplies:

Russia is a leading soybean producer, rising in price, and the cost of oil-based fertilizers is likely to rise. Johannesburg: The long-running crisis is fuelling concerns about global inflation and food shortages, the UN International Fund for Agricultural Development (IFAD), said on Thursday. "We are deeply concerned that the escalating conflict in Ukraine could reduce global crop yields such as wheat, corn and sunflower oil, leading to rising food prices and starvation," said Rome-based IFAD. "This could jeopardize global tourism and food security and escalate political tensions."(IFAD). (2022, March). The 2018 US–China trade fight for their interest created a major disruption in the food bank sector in that year (Blessley & Mudambi, 2022a) after that COVID-19 wrapped the whole world in its arms, but now Ukraine and Russia are at war, which not only disturbed their self but also the food supply as well as the tourism sector. It is a big loss to both countries as per data and reports in terms of travel and tourism revenue generated from passengers. Most countries that have canceled their flight to Russia and Ukraine accept that the flight is evacuating their citizens from Russia and Ukraine to their own countries (IATA,2022). None It is further the tourism of Ukraine Russia, and its neighbouring countries are decreasing. However, Ukraine's tourism and education systems have now been disturbed. The air tickets of commercial and charter airlines in Russia have begun to suspend international flights, as the fallout continues from its attack on Ukraine. The Federal Air Transport

Agency (Rosaviatsiya) recommended that Russian airlines with planes registered in foreign destinations suspend international flights from March 1st week, 2022 "amid mass arrests of aircraft abroad", according to local reports, fearing the aircraft could be seized by foreign governments. Several Airlines also cancelled their operations abroad due to war, but continued to operate export flights from Egypt until March 14 if the position remained healthy. of the flights would operate to the UAE, Armenia, Azerbaijan, and Israel until March 26, 2022, as per the national news dot com. (Gillett, Katy 2022).

Figure:2 Flight Cancellation Rate

CANCELLATION RATE IN FLIGHT BOOKINGS FOR RUSSIA
Bookings/cancellations made from Jan 1 to Feb 26, 2022



Source: forward key, <https://forwardkeys.com>

Literature review

Butie et al., (2020). Studies show that wars affect not only warring countries but also the number of people in neutral areas who may be affected by the conflicts surrounding them. Capodistrias et al. (2021) This study examines the impact of the COVID-19 crisis on the performance of European food banks. It focused on the role of food banks as important mechanisms for redistribution and analysed how they respond to social ills. Food flow was severely disrupted during the COVID-19 epidemic. Götz et al., (2013) A study investigating the effects of controlling wheat exports to the domestic market in the exporting country. Wheat exports to Russia and Ukraine during the global tourism and food crisis of 2007/2008 in the form of transit prices. Russia, Ukraine, Germany, and the USA, two countries did not enter their wheat exports that year. Vaughan, (2020) Unlike in times of crisis when the root cause of the problem is food insecurity, the biggest problem in this recession is that it hits millions of people to afford food, Martin Cole of the University of Adelaide in Australia told New Scientist, and his has the potential to be more important than the last moment. This is not because of food shortages but because of the unpredictable size and longevity

of the global economic downturn. This has the potential to make millions impoverished and have a greater impact on food security. Johnstone & McLeish, (2020) The role of the two world wars in shaping the emergence of the oil era at the end of the first profound transformation can be summarized as follows: not only the food supply is required but as a result of the pressures of wartime, energy, food, and mobility were equally linked to oil use, and were closely linked based on increasing dependence on oil too. Malefors et al., (2021) Food waste is a major problem among public restaurants in any given standard. In the spring of 2020, the Covid-19 epidemic put the public feeding system under tremendous pressure and the same way now in Ukraine, highlighting weaknesses in the system and the creation of food waste due to changes in food patterns as food is presented on buffet and help themselves. In times of crisis, it is very important to save resources and allocate resources to areas where they can be used the most, but this poses significant challenges during war fares. Capodistrias et al.,(2021) Problems cause new changes during crisis, technologies, and institutions and should be considered important lessons not only in managing the epidemic but also in pandemic or war as well as climate policy and sustainability. Klypachenko & Levkov, (2021) Globalization and internationalization systems are key factors, which have had a profound effect on the transformation of higher education over the past two decades in the 21st century in Ukraine where millions of foreign students are studying. The number of foreign graduates in Ukraine has increased significantly in recent years, with the country offering higher education. Shi et al., (2021) This paper examines the impact of the US-China Trade War on the joint venture between the US and China stock markets, and examines the stock market movement that fluctuates between the United States and China at market level. Blessley and Mudambi (2022) The research article highlight the supply crisis crisis, which has become a new phenomenon, and understanding the durability of the supply crisis is critical for business-to-business firms. Strong skills theory provides a basis for assessment. Pandey, D. K., Kumar, R. (2022). The impacts of the Russia-Ukraine war 2022 on global tourism sector stocks. The findings suggest that the impact differs for firms in different markets. While the abnormal returns of firms in Europe, the Middle East, and Africa, as well as the Pacific, are significantly negative on the event day, those in the Americas and Asia are insignificant. Kostruba, A. (2025) Ukraine has extensive legislation on the establishment of businesses by foreigners. For a foreigner to work in Ukraine officially and legally, or she must obtain a work permit. Only after obtaining a work permit can a foreigner become the official director of his/her company. The research Gap: A Study on Ukraine & Russia from the Perspective of Indian Citizens There is the no data on how the conflict impacts Indian tourists' views of safety and cost while traveling abroad to Russia and Ukraine. Insufficient research on India's reliance on tourism and food supply in perspective of Indian citizens. The media's understudied impact on Indian perceptions of food security and travel changes. India's transition to other travel destinations and trading partners has received insufficient attention. Objectives: 1. To investigate Indian citizens' perceptions of the crisis between Ukraine and Russia. 2. To assess the impact of the global tourism and food supply crisis and tourism in Ukraine and Russia. 3. To assess the impact of war on the education of Indian students in Ukraine. 4. To study Ukraine's crisis of food supply, disrupting shipping, and derailing travel recovery. Research Methodology: A survey-based methodology can be used to study the global tourism and food supply crises in Ukraine, Russia, and Indian citizens. A quantitative Approach was used to create structured questionnaires for collecting numerical data on opinions, preferences, and trends. Data were collected at a single point in time to analyse current perceptions. The sampling Method was based on the target population of Indian citizens (travellers, business owners, and general consumers). Stratified Random Sampling was applied to ensure diverse representations across age, profession, and economic

background. Convenience Sampling was followed by online surveys for ease of participation. For statistical reliability, the sample size of 164 respondents included males and females. The Online Questionnaires using Google Forms, Multiple-choice, and Likert scales were applied to 5-point parameters. The survey questionnaire was designed based on age, profession, income level, and travel frequency. Data Analysis: Descriptive Statistics using percentages and means were used to obtain results. Visualization was used to present the data through graphs, charts, and tables for easy interpretation.

Research Methodology:

A survey-based methodology can be used to study the global tourism and food supply crises in Ukraine, Russia, and Indian citizens. A quantitative Approach was used to create structured questionnaires for collecting numerical data on opinions, preferences, and trends. Data were collected at a single point in time to analyse current perceptions. The sampling Method was based on the target population of Indian citizens (travellers, business owners, and general consumers). Stratified Random Sampling was applied to ensure diverse representations across age, profession, and economic background. Convenience Sampling was followed by online surveys for ease of participation. For statistical reliability, the sample size of 164 respondents included males and females. The Online Questionnaires using Google Forms, Multiple-choice, and Likert scales were applied to 5-point parameters. The survey questionnaire was designed based on age, profession, income level, and travel frequency. Data Analysis: Descriptive Statistics using percentages and means were used to obtain results. Visualization was used to present the data through graphs, charts, and tables for easy interpretation.

Data Analysis:

Table:1 The calculation of Data with date and Time

Output Created		21-APR-2022 08:36:02
Comments		
Input	Data	C:\Users\NOMITA\Desktop\Responses.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	164
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Income Area_of_Residence Qualification Age News Awareness Perception, War Perception, Tourism, Perception NATO Perception, Fighting Food, Education, Supply Online /PIECHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:16.78

Elapsed Time	00:00:54.04
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Source: primary

Table:2 The valid Frequency and Missing value

Frequencies												
N	Valid	164	164	164	164	164	164	164	164	164	164	
	Missing	0	0	0	0	0	0	0	0	0	0	
		Gender	Income	Area_of_Residence	Qualification	Age	Do you watch news and have interest on international news and crisis	Are you aware of why is global disturbance happening in Europe and Asia as well as the war situation on	The perception of citizens of India is that Russia and Ukraine imposed war on each other and fighting for their political will and imperialism	The perception of citizen of India is that the Russia will get affected for international tourism and global tourism and food supply crisis with other countries in future due to war with Ukraine .	The perception of citizen of India is that the Russia will get affected for international tourism and global tourism and food supply crisis with other countries in future due to war with Ukraine .	The perception of citizen of India is that the Russia will get affected for international tourism and global tourism and food supply crisis with other countries in future due to war with Ukraine .

Source: Primary

Table:3. The frequency with percentage of Males and Females

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	131	79.9	79.9	79.9
	Female	33	20.1	20.1	100.0

	Total	164	100.0	100.0	
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Source: Primary

Table:4. Income based Frequency

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower	8	4.9	4.9	4.9
	Middle	111	67.7	67.7	72.6
	Upper	45	27.4	27.4	100.0
	Total	164	100.0	100.0	

Source: Primary

Table: 5. Residence of Respondents

Area_of_Residence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	70	42.7	42.7	42.7
	Semi-Urban	47	28.7	28.7	71.3
	Rural	47	28.7	28.7	100.0
	Total	164	100.0	100.0	

Source: Primary

Table:6. Frequency on the basis of educational qualification

Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under Graduate	98	59.8	59.8	59.8
	Graduate	30	18.3	18.3	78.0
	Post Graduate	24	14.6	14.6	92.7
	PhD	12	7.3	7.3	100.0
	Total	164	100.0	100.0	

Source: Primary

Table:7. Frequency on the basis of Age Group

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 25	119	72.6	72.6	72.6
	26 - 35	21	12.8	12.8	85.4

	36 -45	14	8.5	8.5	93.9
	46 and above	10	6.1	6.1	100.0
	Total	164	100.0	100.0	

Results:

1. The 73.2 percent respondents watch the news and have an interest in international news and crisis and 26.8 percent do not watch.
2. The 98.2 percent respondents have perception that the Russia will not get affected for international tourism and global tourism and food supply crisis with other countries in future due to war with Ukraine. Where in 49.4 percent are agree.
3. 73.8 are agree that Global disturbance happening in Europe and Asia, as well as war situation is on while 26.2 percent respondents says there is no negative impact happening.
4. 67.1 percent citizens of India are agreed that Russia and Ukraine imposed war on each other and fighting for their political will and imperialism, whereas 15.3 are not agree with this statement
5. More than 50 percent citizens of India not agree with the statement that the tourism from NATO countries in Ukraine and Russia will increase in post war period.
6. More than 60 percent of respondent’s perception of a citizen of India disagrees that both the countries, Russia and Ukraine are not fighting for its motherland but they are fighting for their own benefits politically.
7. More than 60 percent of respondents are agreed that the global tourism and food supply not be affected due to political disturbance and war between Ukraine Russia, and its neighbouring countries.
8. 65.9 percent agreed that during war foreign students in Ukraine did not get affected much as online is the option of lab practicals.
9. The majority of respondents e.g. 65 Percent agree that the global tourism and food supply crisis and tourism are not affected by the war between Ukraine and Russia, as well as their neighbouring countries because other countries are the option for tourism.
10. 70.1 percent of respondents are agreed that the online education of foreign students not affected in the present and post-war periods too as the internet is another option.

Conclusion:

The majority of the population keeps watching international news from different media channels. Russia and Ukraine have very little impact on global tourism and food supply and have global disturbance around the globe due to the war between Russia and Ukraine. Both the country is fighting each other for their political interest. Half of the respondents agree that tourism will not increase in NATO countries. Half say it will increase post-war. Both countries are fighting to keep their existence and political will. The global tourism and food supply may not be affected due to political disturbances. The foreign students in Ukraine during the war had the option of online classes. The global tourism and food supply crisis is not affected by the war as neighbouring countries are the option for tourism activities for other foreigners. The online education of foreign students was not so much affected in the present and post-war periods too as the Internet services were working efficiently except in the area where the bombing took place in both the countries and border area.

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