

horizontally and at least 180° vertically. A virtual 3D panorama is collected from several photos taken with a wide-angle lens and combined with the help of software into one seamless image, which creates a complete impression of the client's presence at a certain point. In the case of combining several 3D panoramas connected by direct or cross transitions, we can talk about 3D tours. Currently, some travel agents can offer potential customers to take a virtual 3D tour before buying a real tour, but in the future such tours may replace real ones.

The presence of sharp competition and wide opportunities in the application market determines the feasibility of the development of this direction in providing conditions for the creation and launch of new generation digital platforms.

The tourism industry, thanks to the emergence of new digital technologies, is at the stage of another transformation. The new technologies that are being created allow the tourist to work directly with the producer of the tourist service, which contributes to providing the consumer with a higher quality and inexpensive product, increasing the producer's responsibility.

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KEY ROLE OF SELF-MANAGEMENT AND SELF-DEVELOPMENT DURING MARTIAL LAW

With the beginning of the active phase of the war, life changed dramatically, there is a heavy need to adapt to the circumstances. In this difficult time for our country, a lot depends on each of us, because every day we face new challenges, and our future strongly depends on our ability to overcome such difficulties. Moreover, some solutions may even be lifesaving, depending on the severity of a specific situation. That is why the study of self-management is relevant than ever before and needs detailed study in the context of martial law.

In general, self-management is our ability to manage our behaviors, thoughts, and emotions in a conscious and productive way. Someone with strong self-management skills knows what to do and how to act in different situations. Self-management means you understand your personal responsibility in different aspects of your life, and you do what you need to fulfill that responsibility.^[1] Also, self-management comes into play to help you become more self-aware. All these factors are crucial during martial law, because they allow you to cope with the situation while maintaining your physical and psychological health.

At the moment, almost the entire methodology of self-management refers to a stable peacetime, not taking into account extraordinary situations. Some of the tools of self-management need to be adapted and updated to meet our difficult reality. For example, the method of setting priorities, ALPEN method, the «Getting Things Done» framework, Eisenhower analysis, the concept of biorhythms,^[2] etc. they all need a thorough revision.

Another important component of self-management is self-development, which probably suffers the most during martial law. This is due to the fact that a person loses hope for a better future, which results in a lack of self-motivation for any action on self-development. Usually,

a person adapts to the situation in two to four weeks, after a drastic change in his or her life and continues to exist normally. While laziness arises at any time and sabotages any useful action regardless of the circumstances.

Therefore, in order to eliminate these dangers and stop flipping through the news in telegram channels, it is necessary to seriously take self-development. Fortunately, there are many useful things to do during a war other than war. For example, physical activity can help with reducing stress level and getting a bit of joy; reading can entertain and distract a person from constant thinking about the situation; educational online-courses can make a solid foundation for career growth after the hardships of the present time. Taking into account the above, there are plenty of ways to dispose your time usefully during the martial law.

In conclusion, the revision and adaptation of self-management methodologies will give people the ability to mindfully cope with challenges and difficulties of the current situation, resulting in the powerful country that can defend itself. While constant self-development and self-improving ensure that mindful and highly educated people will be able to create a sustainable foundation for the further development of the country, society and the world.^[3]

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INNOVATIVE DEVELOPMENT OF ENTERPRISE IN TERMS OF CRISIS

Prioritizing innovation today is the key to unlocking postcrisis growth. The COVID-19 pandemic has upended nearly every aspect of life, from the personal (how people live and work) to the professional (how companies interact with their customers, how customers choose and purchase products and services, how supply chains deliver them) [1].

The economic crisis that covered the national economy in 2022 due to Russia's full-scale armed aggression against Ukraine exposed a number of risks that were the key factors in reducing the innovative development of enterprises. The most painful among them were non-compliance with production technologies, destruction of infrastructure and logistics chains, export restrictions and inflation. In such non-standard conditions, the methodological foundation for innovation is insufficient, and it required further research in the field of the general management system at the micro level. Overcoming crisis phenomena requires the creation of such anti-crisis management mechanisms that would eliminate the economic activity risks in terms of unpredictable and unstable conditions of the external and internal environment influence.

In modern conditions, the socio-economic situation of Ukraine is characterized by significant variability and unpredictability. The activity of business entities takes place in the absence of timely and accurate information about all the consequences of management decisions and possible further changes in the operating environment [2]. It is important for