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A NEW ROLE OF STATE REGULATION OF TOURISM IN THE POST- PANDEMIC ERA

In conditions when the world economy provides almost unlimited exports (almost everything is exported: education, medicine, justice, lifestyle, etc.), the state itself acquires a kind of «symbolic value». The post-industrial stage of human development has led to the growth of information and sign components in all dimensions of socio-political life. This fully applies to the nation-state as a unit of symbolic use by world public opinion.

One of the «positions» of the country in the world is branding. The branding of the country as a systematic process of harmonizing the actions, behavior, investments, innovations and communications of the country to implement the strategy of competitive identity. This can be a modest cooperation between the government's tourism committee and an investment agency, or a decade of coordinated and well-planned strategies within the country and internationally in the fields of culture, sports, education, politics, tourism, and international trade.

The perception of states in the coordinate system of brands logically leads to the emergence of brand ratings of countries and cities of the world, as well as the formation of appropriate government agencies involved in creating a positive image of the state. Reputation is determined by the following six factors: tourist attractiveness, human capital, quality of exported goods, government justice, attractiveness of culture and sports, as well as investment attractiveness and attractiveness of the country as a place of permanent residence. Now to create a positive image of the country public authorities create special organization which created as tools for implementing the public diplomacy of their countries.

The world practice of creating bright national brands and their effective management demonstrate their economic and political efficiency. First of all, it creates opportunities for the tourist competitiveness of the state and serves as an important factor in supporting national business. At the same time, a successful national brand is not only measured by economic categories. An effective brand usually reflects a part of the national character, which says something about the nation in the world system of division of labor. This is an extremely important point, because in an era of blurring of any borders and partial loss of national identities, the national brand identifies and emphasizes the features of a country, actualizing in its people a sense of its own separateness and uniqueness. Creating a brand for a country can have different purposes. Some countries are just getting in the way of their position on the world stage and are forced to create their brand in fact «from scratch».

While others need only a small effort to maintain and promote their cultural, in a broad sense, potential as a valuable asset and an important component of maintaining their competitive advantage. One way or another, and the key part of the national brand of any country is its tourist attractiveness. No wonder any rating of the world is based on the analysis of changes in the image of tourist popularity. After all, the high tourist attractiveness of the country itself contains a number of components that determine the high competitiveness of the state (for example, a high level of security, service, developed infrastructure, emphasized national culture and traditions, etc.). It is in this area that the new role of tourism in the post-pandemic era should be considered.

The sphere of tourism in Ukraine is an integral part of the world tourism business. The state has declared tourism one of the priority areas of economic and cultural development, defined the main goals of state regulation and priority areas of state policy in the field of tourism. In Ukraine, tourism has a strong potential. But its economic impact is still insignificant.

The development of tourism is hampered by the imperfection of the regulatory framework, as well as methodological, organizational, legal and informational support for businesses in the field of tourism and resorts; insufficient efficiency of mechanisms of state regulation and management of enterprises in the field of tourism and resorts; insignificant amounts of investments in the development of material and technical base of tourist infrastructure; inefficient use of recreational resources.

Also during the Covid-19 pandemic in all countries of the world and Ukraine in particular, this industry almost stopped working. The process of state regulation of tourism requires the implementation of a set of organizational, economic, financial, managerial and other measures as components of effective implementation of public policy. Given the above, government regulation of tourism can be seen through the action of the basic mechanisms of regulation at all levels of management Linnaeus, the list of which authors include: a regulating, organizing, controlling, Correct pol, social and stimulating. Studies of the mechanisms of state regulation of tourism show that the basis of state regulation is the organizational mechanism.