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## **ANALYSIS OF STRATEGIC DIRECTIONS OF TOURISM DEVELOPMENT IN A PANDEMIC CONDITION**

Due to the COVID-19 pandemic, the development of the tourism industry is under serious threat. It is possible to get out of the crisis situation only with new specific approaches to the organization of tourist activity.

After the pandemic, the worldview and psychology of consumption in general will inevitably change, which will mean a new stage of competition in tourism, which will lead to a completely new distribution of resources in this market. In this regard, the urgent problem is to identify priority areas for tourism development in conditions of risk and uncertainty, which can positively affect the economic growth of any country as a whole, as well as the economic development of individual regions.

From the very beginning of the pandemic, researchers have been actively studying the consequences of its negative impact on tourism worldwide. According to the UNWTO in January this year, compared to 2020, the number of tourists decreased by 87% [1]. Global estimates of job losses in tourism and travel range from 98.2 million to 197.5 million people. The decline in the contribution of tourism and travel to global GDP is estimated by experts in the range from \$2.666 trillion to \$5.543 trillion [2]. This means that world tourism has returned to the level of 1990, and to return to the level of 2019 will probably take 2.5 to 7 years.

Any crisis leads not only to negative consequences, but also to the search for new opportunities of the development of the industry. The UNWTO Global Crisis Committee provides recommendations for mitigating the socioeconomic impacts of COVID-19 and accelerating economic recovery through travel and tourism in three main areas: crisis management and mitigation; providing incentives and accelerating restoration; preparation for the future [3]. It is noteworthy that the crisis provides an opportunity to rethink the tourism sector and its contribution to people's lives; return to a more sustainable inclusive and sustainable tourism sector.

The analytical note of the National Institute for Strategic Studies identifies the main problems of the tourism sector of Ukraine, which arose as a result of the introduction of preventive measures to overcome the corona virus pandemic in the world and in Ukraine in particular [4].

To date, many countries have taken a number of measures to support the tourism sector, and have developed a strategy for its recovery and further development. Countries such as Australia, Austria, Brazil, Israel, Italy, China, Japan and others have developed their own plans to save the industry.

Using international experience, it is possible to identify measures for intersectoral cooperation, which is aimed at accelerating the recovery of tourism in

the face of increased epidemic risks. Summarizing this experience, we can identify the main strategic directions for the recovery and further development of tourism.

The resumption of international tourism after the opening of borders will be slow and uneven. Therefore, most of the countries rely on domestic tourism.

In the development of domestic tourism, the key factor in restoring accommodation and visiting facilities is ensuring the safety and health of tourists: strict compliance with sanitary and epidemiological requirements at recreation facilities, organization of rescue and ambulance services, a decent level of medical care, accessibility information on existing threats and the speed of response to complaints from vacationers.

The pandemic has led to changes in demand for travel services. There is a growing demand for individual guides, driver guides, cars rental. Therefore, tour operators and travel agencies need to refocus their activities from mass tourism to individual tours and online sales.

Experts note an increase in the categories of travelers, called «digital nomads», who combine long journeys with remote work [5]. Due to this, the quality of the offered information infrastructure will be a significant competitive advantage of some tourist destinations in the future. In addition, changes in the behavior and priorities of consumers of tourist services will affect the development of different types of small tourist accommodation establishments: farmsteads, boarding houses, rural hotels.

It is impossible to ignore such a strategic direction of development as the digitalization of the tourism industry. The recovery of tourism destinations and companies will depend entirely on their ability to take advantage of digital technologies to better understand and monitor the needs of travelers, create and market new offerings, use digital platforms to increase the competitiveness and flexibility of small and medium tourism enterprises. Virtual tours and excursions are already becoming new elements of the digital ecosystem in tourism. Today, thousands of natural and cultural sites around the world have opened access to their information resources.

Taking into account these strategic directions, support for tourism development should be built at both central and local levels, which will restart this industry, reduce the negative effects of the coronary crisis and create a basis for increasing the competitiveness of Ukraine as a tourist state.

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