

THE INFLUENCE OF THE PANDEMIC ON THE FORMATION OF TRENDS IN THE TOURISM INDUSTRY

Tourism has long been an effective factor in shaping the country's attractive image and an extremely important component of the competitiveness of the national economy.

In most regions of Ukraine, tourism is considered a strategic direction of development. Due to the pandemic and quarantine, the industry virtually ceased operations, the Ukrainian government withdrew support for tourism development projects, and the vast majority of local tourism projects also lost grant funding from the EU and other international funds. However, today we need to forecast and work towards the restoration of domestic tourism. Trends, trends, as well as potential consumers of tourism services have changed, so it is worth creating new products in the tourism market.

For 2020, world experts have given optimistic forecasts for the tourism industry, because, according to the World Travel Council, it provides 300 million jobs. However, due to recent events in the tourism market due to the coronavirus pandemic, the forecasts have become completely negative. Experts believe that due to the coronavirus pandemic, the world economy could lose up to 50 million jobs, and the world tourism sector could decrease by a quarter. Thus, taking into account these and other indicators, the World Tourism and Travel Council (WTTC) estimates that the losses of the tourism industry from the coronavirus epidemic could amount to \$ 22 billion.

As for the Ukrainian tourism industry, it is already clear that the losses will be significant, they are associated primarily with the closure of borders and, consequently, the decline in inbound and outbound tourism. Quarantine and a ban on mass events in Ukraine have a significant impact on the tourism business, but bans and restrictions on domestic tourism have not been introduced, so now is the time to revive the already weak tourism industry.

Many countries will lose their leading positions in the tourism sector after the pandemic, so the Ukrainian tourism industry has every opportunity to get closer to world tourism leaders. To do this, we offer the following actions in this direction:

1. The main issue of today's Ukrainian tourism business is the improvement of service standards. There are several aspects: first, it is a constant monitoring of compliance with established standards and instructions through various systems. Secondly – it is a constant update of quality standards in accordance with current trends, legal requirements and market conditions. Third – constant evaluation of service, tourism and hotel and restaurant business, regular improvement, increasing the range, research and compliance with trends, implementation of the expectations of potential visitors.

2. An important aspect for strengthening the tourism industry is the creation of an electronic register of all tourism entities. Currently, calculating the share of tourism in the economy of Ukraine, which is not more than 3%, the head of the State Agency for Tourism Development noted that Ukraine has much greater opportunities in the tourism industry, given the domestic tourism and recreational potential. In this regard, the priority is to regulate the activities of travel agents, guides and other tourism entities through the creation of an electronic register of tourism entities by 2022.

3. Creating a new, high-quality, trendy tourism product in the domestic market is becoming a priority for the recovery of the industry.

Today, it is necessary to create travel health packages that strengthen the immune system, as well as related to rehabilitation after the disease, including coronavirus, to conduct a comprehensive examination and diagnosis of the body. It is necessary to add a medical worker, medical products and establish cooperation with well-known clinics to the staff of the hotel complex, this will immediately increase the competitiveness of the recreational and health institution.

So, already today the Ukrainian tour operator has a great prospect and the opportunity to create exactly the tourist product that is a trend and will be able to meet the needs of domestic tourists.

4. Implementation of a comprehensive advertising and information campaign to promote the tourist product on the basis of the latest information technologies, which should be based on:

- distribution of publications on the Internet highlighting the uniqueness and attractiveness of recreational and resource potential of different regions of Ukraine;
- appropriate support from the state and local authorities of industries and industries that are providers of services and goods for the tourism industry (cinemas, restaurants, cafes, etc.);
- development and revival of cultural traditions, folklore, folk customs, local crafts. This will give a feeling of the atmosphere of the original Ukrainian color, as well as allow the distribution of relevant videos on the Internet;
- improving the education system in order to train highly qualified workers in the field of tourism, in particular, updating the curricula of higher education institutions and expanding the practice in the Ukrainian hospitality sector. To do this, it is necessary to encourage domestic business in order to create practical programs for young people;
- carrying out various business, scientific and other events for the development of business tourism in Ukraine.

5. Application of innovative tourist technologies. An important barrier to the development of the Ukrainian tourism industry is technological backwardness – almost all recreational areas of Ukraine do not use innovative tourism technologies, which have long been widely used in developed countries. Innovations in tourism are innovations that are accompanied by qualitatively new changes in the tourism product, as well as increase the efficiency of the tourist infrastructure. For example, all guides to tourism in the global tourism market are issued in electronic format. Therefore, using the experience of highly developed countries, the domestic tourism business needs to

reach a qualitatively new level and apply technological innovations. In this case – to create electronic directories of travel companies with the cost of services offered, as well as information directories on transport routes, hotels and more. Currently, tourism is acquiring the properties of the determining driving force of socio-economic progress.

Analyzing modern research, we can conclude that tourism trends are characterized by a significant influence of informatization and network nature of modern society, scientific and technological progress and so on. Based on current trends, economic prospects and the impact of recent events, we can predict current trends in tourism in the near future.