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PRACTICAL INTERNET CONFERENCE**

***«TOURISM UNDER CONDITIONS OF
UNCERTAINTY:
FROM THEORY TO PRACTICE»***

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Викладено результати наукових досліджень стосовно проблем, тенденцій та перспектив туристичної галузі. Зокрема, розглянуто сучасні парадигми розвитку підприємств туріндустрії в ринкових умовах; широке коло теоретичних і прикладних проблем, що охоплюють такі актуальні напрями сучасних регіональних туризмознавчих досліджень, як географія туризму; аналіз економічних, соціальних та екологічних аспектів туристичної діяльності; стратегічне планування розвитку туристичних систем; роль інновацій та інноваційних технології в туризмі, модернізація готельно-ресторанного бізнесу.

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TRENDS OF HOTEL BUSINESS DEVELOPMENT IN UKRAINE

Today, architects see a new trend in construction, namely adaptive reuse, when old industrial buildings are converted into hotels. In addition to the benefits of preserving part of the city's culture and history, the revival of existing buildings is becoming increasingly important amid concerns about the use of energy in the production of new building materials and the impact of waste on the environment. Instead of abandoned and practically non-functioning industrial zones, new points of development appear, a comfortable urban environment is created, modern infrastructure and new jobs appear [5].

Adaptive hotels attract tourists due to the local color, architectural details that are relevant for use in innovative projects. It will also allow hotels to effectively differentiate themselves in an increasingly competitive environment. But the transformation of an old building into a luxury hotel requires designers to overcome a number of problems, namely the understanding of the peculiarities of centuries-old construction [3].

The analysis of structural systems of the building plays a crucial role in the project implementation, requiring large investments at the first stage of reconstruction [7]. Re-equip more efficiently than build a new one. Because this method is more environmentally friendly and eliminates months of approvals and building permits. In established, densely built-up cities, re-equipment may be the only possible way to make a new facility.

As a result of our study, it was found that the main disadvantage is the cost, because re-equipment is a very complex and expensive process. Typically, the implementation of re-equipment is about one and a half times more expensive than construction on vacant sites. Significantly limit the construction of cultural heritage sites, memorial or religious buildings, protected areas. During the project implementation the problem is the need to take into account structural requirements, namely additional elevators, load on the air conditioning system and water supply [7].

Consider in more detail how the hotel business is developing on the example of foreign hotels, in particular:

Charmant is a luxury boutique hotel with 67 rooms in Wisconsin, USA. This hotel is a restored chocolate factory from 1898, which has been operating for 35 years. While working on the restoration of the boutique hotel, the architects preserved the details of the historic building, namely the maple floor and wooden beams. The development and uniqueness of the hotel is closely linked to local history, which allows visitors to experience the aroma of chocolate. Charmant now attracts with its

convenient location close to local seasonal festivals, galleries, souvenir shops and a brewery. Additional facilities include Mississippi boating, bicycle rental, wine tasting and golfing [2].

One of the most developed hotels in Detroit is the Detroit Foundation Hotel, which has been a favorite attraction of the city since its construction in 1929. It is the former headquarters of the Detroit Fire Department at the corner of Washington Boulevard and Larned Streetfire, still featuring famous arched doors and bright red accents. The original brickwork of the fire department and recycled firewood in the restaurant, which was once a garage, which housed fire engines. An impressive blend of local history and modern luxury has been designed to immerse guests in the atmosphere of Detroit, and is evident down to the art-decorated corridors and carefully selected local amenities (including free bike rental).

One of the most developed and informative European hotels is “Bel Ami”, which is located on the left bank of Paris, just two steps from everyone's favorite Café de Flore, one of the oldest cafes in the city.

It is a historic and unique 18th-century building that originally housed the state-owned Imprimerie Nationale printing house, which was responsible for printing official parliamentary documents. Growing from a former printing house, the 5-star boutique hotel pays homage to its past with a large library in the lobby, calligraphy-style design in the rooms and even owes its name to one of the most famous works. French literature, «Bel Ami» by Guy de Maupassant [1].

Considering the development of hotels in Ukraine, you can stop at the «Fest Hotel», which recently appeared in Lviv. This hotel is lined with corten steel. The project was created by the architectural bureau TRDZ, and the building itself is located in a former garment factory. Thanks to the steel coating, the hotel will eventually acquire a different color from gray to red, which gives a special antique look. The uniqueness of the hotel hides a democratic and modern style that transforms the visitor into antiquity, which was once in Lviv and remained only in the images in old photos. The hotel is 700 meters from the Church and Monastery of St. Onuphrius and the Armenian Cathedral, which is very popular with tourists.

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SMART-TOURISM: THE LATEST TECHNOLOGIES AND MODERN CHALLENGES

Tourism is one of the priority areas of economic and cultural development of the country. Its development should become one of the strategic tasks of further stabilization and socio-economic growth of territorial-administrative units and destinations.

In modern conditions, the sphere of tourism depends on the rapid and continuous exchange of information, which is one of the key advantages of ensuring the competitiveness of the market of tourist services. This situation is due to the need to change the methods of tourism services, the formation of channels and relationships with partners and consumers of tourism, as well as the need to introduce new innovative technologies to ensure sustainable tourism, which leads to the use of smart technologies.

The use of modern information technologies in the tourism industry contributes to its popularization and dynamic development. The use and implementation of smart technologies in everyday life allows us to predict the transition from the traditional form of economic relations to the smart economy. Smart-tourism is characterized by features that have the characteristics of manifestation in the functioning of smart-cities and smart-destinations - the spatial aspect, as well as in the management of territorial-administrative units and destinations – a functional approach.

Smart is a new quality that emerges when integrating 2 or more components, one of which is technological innovation and / or the Internet. Smart-tourism – tourism in which the constant and systematic use of Smart-elements leads to the added value of travel for tourists. Smart tourism is always the result of the efforts of all stakeholders:

- Smart-travel company – an organization working in the field of tourism, using Smart-elements, which leads to a fundamentally new quality of processes that increase the efficiency of commercial activity and competitiveness of the firm;

- Smart-tourist – a consumer of tourist services, who constantly uses Smart-elements to achieve a new quality of processes in tourism in order to most fully meet their tourist needs;

- Smart-process (in tourism) – the process of providing tourist services, which allows to effectively meet the needs of Smart-tourist [1].

The content of Smart-tourism activity is work with information, databases: collection, generalization, use. The purpose of the activity is to transform information into the experience of the consumer of tourist services, business proposals. The sources of information are the subjects of tourism infrastructure, as well as individuals. A mandatory element is the use of advanced information technology. The

result of the activity should be efficiency, sustainability for the territory and enrichment of the experience for the tourist. In this context, the need for scientific research of effective interaction of destinations and business with tourists on the basis of the concept of «smart-tourism», sometimes it is also called digital tourism. Research argues that smart tourism (sustainable, meaningful, actions that lead to responsible trips) is seen not as an industry but as a catalyst for change that occurs when participants engage in sustainable, tangible actions that make travel responsible and modern [2].

Mobile information services demonstrate the potential as a source of information for customers about the territory and a quality channel of information portals. Providing modern devices today is one of the promising areas of development of the tourism industry. The development of the modern concept of using integrated information systems (IIS), combining Internet services and software applications of modern devices due to the need to synthesize information technology with Smart-method in urban cultural tourism by creating new information systems to control access to information flows.

The process of creating IIS management of various types of moving objects, which is relevant for the tourism industry, is associated with [3]:

- development of organizational, functional and information structure of IIS of information flows management;
- creation and implementation of promising means of communication and navigation;
- development and implementation of the latest information processing technologies;
- integration of ways of information support, communication and navigation within the IIC;
- creating conditions for further development of IIC.

Analysis of typical information resources that are actively used by consumers of tourism products and tour operators shows that the positive effect of the introduction of IIS as an information portal with information support and services in the field of urban cultural tourism can be obtained using the concept of data warehouses (Data Warehouse, DW) and systems of operational analytical data processing (Online Analytical Processing, OLAP) on the principles of open systems, in compliance with recognized standards and the use of proven solutions.

The use of smart-technologies, neural marketing, software products for end-to-end automation of all business processes of a tourism enterprise today is not just a matter of leadership and creating competitive transformations.

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MANAGEMENT DEVELOPMENT OF MEDICAL AND HEALTH- IMPROVING TOURISM

World experience shows that tourism as an important economic factor can significantly affect the development of the region and its attractiveness. Tourism-based regional development should be based on natural potential in harmony with the interests of the local population and an effective marketing campaign.

In recent years, the number of travel related to treatment and health improvement has increased significantly in the world. This type of tourism is gaining a global scale and tourist flows have covered all continents. The world market of medical and health-improving tourism with characteristic institutions, product, methods of organization and production of services is being formed. For many countries, this type of tourism is an important service industry and a significant source of income.

Ukraine also has significant reserves in this industry, but for successful use it is necessary innovative organizational, economic and managerial solutions, effective marketing development programs, which requires generalization of world and domestic experience and the development of an effective strategy for the sustainable development of medical and health-improving tourism and the tourism industry on the whole.

In accordance with the Law of Ukraine «On Resorts», sanatorium and resort establishments are health care institutions located on the territory of resorts and provide citizens with services of a therapeutic, preventive and rehabilitative format using natural healing resources [1; 2].

The sanatorium-resort base of Ukraine is widely represented by sanatoriums of various forms of ownership and departmental subordination located in different regions of Ukraine. A variety of natural healing resources are widely used for treatment and rehabilitation: mineral waters of different chemical composition for both internal and external use, therapeutic mud, bischofite, ozokerite, clay and preformed physical factors. Classification of resorts in the presence of natural healing resources, their geographical location is presented in Figure 1 [3; 4].

It should be noted that for the effective functioning of resorts only natural factors are not enough, the appropriate tourist infrastructure must be established.

Unfortunately, in Ukraine there is still no clear idea of how sanatorium-resort establishments should function in a freely competing market. And in practice we can observe two types of management approach to them – social and commercial. Socialis characteristic mainly for state medical and health-healing establishments, as well as for some corporations (Ukrzaliznytsia, Ukrposhta and so on). A more common commercial approach in involves increasing the profitability of sanatorium-resort establishments to ensure current and expanded reproduction.



Fig. 1. – Classification of resorts in the presence of natural healing resources, geographical location

At the same time, the development of medical and health-healing tourism in Ukraine is hampered by a number of factors, which include:

- the absence of a state program for the development of medical and health-improving complexes (although mortality in the country is increasing every year and lifetime of the population is decreasing);

- the staff, involved in the implementation of medical and health-improving services, is lacking special knowledge and a responsible attitude towards their clients (the staff implementing the services must understand the possible indications and contraindications for certain diseases, especially of diet and accommodation regimes);

- lack of benefits for utilities and tax payments for medical and health-improving establishments;

- lack of the open and efficient system of informing the population about the possibilities of Ukrainian resorts and health-improving complexes.

However, despite the negative dynamics, there are conditions for the development of medical and health-improving tourism.

Giving due importance to the «Strategy for the development of tourism and resorts for the period up to 2026», it should be noted that the studied problems of sustainable development of medical and health-improving tourism are mostly general. The problem of the development of this direction of tourism in Ukraine is not well covered.

Having solved the intended tasks, it is possible to obtain the following results:

- strengthening the health of the population, improving the quality of its life;
- improvement of the demographic situation in the country;

- development of the infrastructure of recreational areas;
- ensuring economic stability and profitability of the entire medical and health-improving complex,
- conservation, rational use, development of production of healing natural resources and their implementation in the domestic and foreign markets;
- ensuring the work of medical and health-improving institutions in market conditions, their transition to self-financing;
- increasing the competitiveness of the Ukrainian medical and health-improving complex in the international market.

One of the most important areas of effective management of the field of medical and health-improving services is the development and implementation of projects and programs for their development, providing an organizational and economic mechanism for interaction between the tourism administration, the private business and public sectors in order to coordinate their activities.

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PRACTICAL MODELS OF EFFECTIVE CRISIS MANAGEMENT AND BUSINESS IN TOURISM

A growing number of organisations is deliberately choosing to give the risk management process a formal position in their organisation. In the past the management of risks was split up into various risk types and organisational departments. It could happen that an organisation controlled its credit risk very tightly without realizing that this would make its customers turn to its competitors. Or the procurement department reduced the risk of price fluctuation by means of contracts while the R&D-department wanted to use a very different and more expensive quality of materials. For a particular risk type or organisational department this may have lead to an optimum risk level, for the organisation as a whole this result was suboptimal. That is why risk management is more and more applied on an entity-level. In this way the combined effect of all organisational risks on the objective is evaluated [2].

It is important to distinguish negative risks from problems. A problem is a real, existing, negative situation that has occurred as a result of an event and requires a solution. A problem is something that is certain and a risk something that is uncertain. One could therefore define a negative risk as a possible event that causes a problem. A problem is by definition not acceptable: when it would be acceptable it would not be a real problem. On the contrary, a risk can be acceptable. The probability that a problem will occur may be so low or the consequences for the objective so little that it will not cause a problem when the risk manifests itself.

There are several tools that can be helpful in the risk identification process and that can be used to ensure an allround approach, i.e. both internal and external risks are addressed. A helpful tool that assesses the internal and external environment is the SWOT-analysis; it provides a basis on which the company's strategy can be formulated. The SWOT indicates what the strengths (S) and weaknesses (W) of the organisation are (the internal environment) and what its opportunities (O) and threats (T) are (the external environment). The organisation then selects a strategy which builds upon the strong points of the organisation to grasp the opportunities and to withstand the threats. A condition that needs to be met is that the weak points of the organisation do not stand in the way of the strategy [3].

In addition to the checklists shown above, various other models are used to analyse the internal and external environment. Contrary to checklists the order in which the angles in the models are being presented is very important. A model shows the relevant angles and their interrelationship. Models can be directed to the external environment (Porter five forces model) or the internal environment (Porter value chain model).

The value chain model shows all activities in an organisation that – together – have the objective to add value to a product or a service. Both activities in the primary processes and in the processes that have a supporting role have the objective of adding value. For each of these processes the following questions can be asked, ‘What can happen in this process so that the adding of value does not take place?’ and ‘What event causes the destruction of value in the process?’ This kind of risk identification delivers a list of internal risks. Risk management as such is also referred to as value management, as you can see at the figure 1.

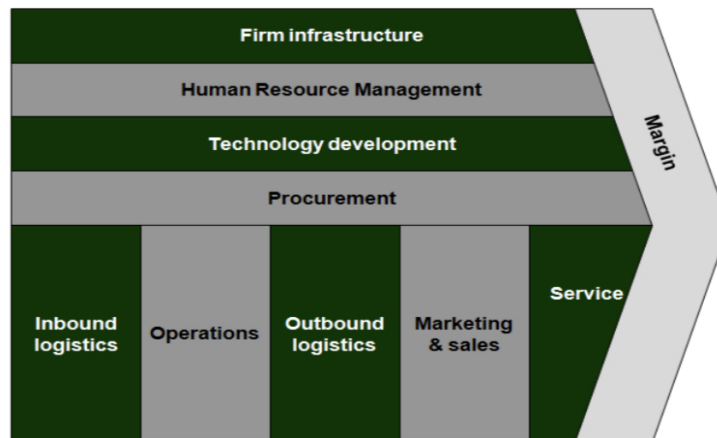


Fig. 1. – Porter value chain model

When risks are identified it is important that the organisation gets a good idea of the size of the risks. This can be realised by determining the likelihood of occurrence and impact of the risk followed by a ranking of the risks.

In the risk management process the logical step after identifying risks is to look at the size of the (negative) risks. However, the size of the resulting expected loss or exposure when the risk does happen, can be split up in two variables: the consequence of the risk on the objective (the impact) and the probability that a risk will materialize (the likelihood) [4].

At the Figure 2, we can follow the process of risk management that will help any tourism agency to identify the risks and accept them or do not. First of all we will identify if we do have external risks and internal, external risks unfortunately do not depend on us, so far internal depend, so we can control them and predict if we are able to resolve the issues.

For any tourism agency the main external risk as of right now is COVID-19, we can not control it, so far we can accept it and make some moves and actions to protect our business. Internal risks might be the suppliers’ contract determination. So what is the model that will help tourism agency? First of all external risk, you can treat it, so that it’s impact was minimized. We will get used to these new business frames and will offer new options to our customers, because of the situation. As you can see at the table number 1.



Fig. 2. – Risk management model

Table 1 – External risk likelihood

Risk 2						
	High				A	Before measures
Likelihood	Medium				B	After measures
	Low		B ← A			
		Low	Medium	High		
		impact				

The 2nd risk that tourism agency will face will be internal one, losing main suppliers. Tourism agency has to control this risk, in order not to receive much financial impact. They can minimize the risk by signing more strict contract, where mentioned that the company that supply our tourism agency do not have a right to cancel the contract without 8 month notice for example. At the table number 2, you can see the solution for the issue.

Table 2 – Internal risk likelihood

Risk 4						
	High				A	Before measures
Likelihood	Medium			A	B	After measures
	Low		B ← A			
		Low	Medium	High		
		impact				

Based on the generalization of world and domestic experience, it is determined that in conditions of instability of the external and internal environment, the main problem in the context of crisis management is to prevent the tourist enterprise from

crisis. This requires a shift in emphasis to the dynamic aspect of crisis phenomena in contrast to the prevailing approaches to the crisis in economics, which are declarative in nature [1]. Therefore, from the standpoint of managerial influence, the dynamic aspect of the development of crisis phenomena is becoming increasingly important as a consequence of the development of negative trends that can develop over time without creating crisis situations. The turning point in their development is to achieve a level at which the company moves from the quasi-equilibrium sphere to the state zone. When the balance between the elements of the enterprise as a socio-economic system and the enterprise and the socio-economic system of a higher level is disturbed, a crisis develops.

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COVID-19 PANDEMIC AND RELIGIOUS TOURISM: PRESENT AND FUTURE

The COVID-19 pandemic has dealt a major blow human health and the economic stability of countries around the world. The exponential rate of infection and spread of the virus has resulted in economic downturns around the world, as governments have tried to limit the spread of the virus by quarantine measures. By mid-2020, almost 200 million jobs had been lost [6]. Tourism has suffered the most, in part because travel has been a major factor in the spread of the virus. This has affected 90% of the world's population, as most of the world's regions have experienced a sharp decline in both international and domestic tourism [4]. There has been a temporary transition to «deglobalization» or to «anthropopause», from excessive tourism to lower tourism or even to «lack of tourism» [5]. There has been much discussion in science about this. We considered the opinions of prominent experts in the field of religious tourism from around the world on the prospects of tourism and pilgrimage in the postpandemic period, both in the world [1] and in Ukraine [2].

In the wake of the UNWTO pandemic [10], it has proposed six areas for action to be taken by the tourism industry to recover. They address health, social inclusion, biodiversity, climate action, economics, governance and finance, and say that tourism must be revitalized with a focus on people. However, the discussions surrounding this document did not include any discussion of religion or religious tourism. And this is strange, because:

1) almost 75% of the inhabitants of the planet belong to religious, spiritual or indigenous groups, which are to some extent connected with religion;

2) religion has long influenced the migration of people and ways of traveling, so it and related religious travel have been and are «human-oriented» and, accordingly, should be included in this paradigm of «human-oriented» tourism;

3) religion is the main driver of demand in the tourism industry, because up to 600 million people travel around the world every year for religious purposes. Tourism is embedded in many faiths, and related practices interact with religious life and religious institutions in all parts of the world, so mitigation of the negative impact of mass tourism on religious communities and religious practices must be included in this paradigm;

4) in 2019–2020, religious gatherings were identified as «hot spots» or «super-distributors» of the virus, which in some cases led to the decision of government and medical officials to close their countries. Consequently, health and travel concerns, as they relate to mass religious events and pilgrimage in general, must be addressed in the context of this «new paradigm» of the WTO [6].

The link between mass gatherings and the spread of infections are not a new problem. Not only tourism and pilgrimage, but also the Olympic Games, other

sporting events, music concerts, etc. have long been the subject of research related to the spread of disease. For example, the Hajj has been performed under the medical supervision of European governments and health officials since 1865, when cholera broke out in Europe and was spread by pilgrims returning from the Hajj. Since then, the hajj has become «medicated» – local, national and international governmental and medical organizations coordinate both to ensure the health of pilgrims and to minimize the risk of an outbreak of infectious diseases when traveling to and from the hajj [7]. But the pandemic frightened everyone, and there were cases when the virus was actually transmitted by pilgrims (in South Korea, Iran, the United States, Malaysia), then religious festivals and celebrations such as Pesach, Easter, Waisahi, Ramadan and Purnima, were canceled; many pilgrimage routes were closed; and churches, mosques, and temples were closed voluntarily or at the request of governments [8].

Because of this, religious leaders had to look for other means of communication with the faithful and pilgrims, including innovative ones. The most innovative response has been the use of techno-religious practices, including online worship, via Skype or Zoom [3]. Thus, Pope Francis held a daily live Mass [9]. Some sites and enterprising businesses have offered to use IT capabilities to attract pilgrims and tourists to observe or participate in rituals. However, there were also religious communities that ignored government directives on physical distancing, calling them «defiant» and «disobedient» and ruining their relationship with the authorities. At the same time, it should be noted that the actions of government officials were sometimes close to inadequate. For example, the governor of California banned singing at worship services because he believed that the virus was spreading in the air, and in Greece, government officials fined churchgoers [6]. As a result, some religious communities believe that certain government and medical initiatives in the field of health care are directly contrary to religious freedom, and they themselves feel that they, not the virus, are considered the main danger and persecuted.

Although the pandemic has temporarily halted and probably radically changed the way religious travel and rituals take place, there are at least three reasons why pilgrimage and religious tourism will not experience any long-term negative consequences once travel bans are lifted [6].

First. In some religious traditions, pilgrimage is mandatory because it is seen as a means of salvation. In particular, in the case of Hajj, it is necessary because it affects not only the physical, emotional and spiritual well-being of believers in this life, but also their position in the afterlife. So the demand for pilgrimages will always exist.

Second. As one of the oldest forms of mobility, pilgrimage and religious tourism have long been the drivers of travel and tourism. This is partly because the assembly is the essence of religion, and the journey to the sacred spaces is a very important action of a believer. It is likely that the demand for travel to local services and shrines will increase, so the ties of local religious communities will grow. And to take advantage of this, tourism marketers and promoters should not shy away from religious tourism and pilgrimage, but instead focus on them as one of the first niche markets to restart domestic and regional tourism.

Third. Pilgrimage and religious tourism are too important from an economic point of view for humanity to afford to hold back religious travel for very long. Many religious sites bring significant material dividends to their communities through tourism. Pilgrimages are one of the world's largest events and gatherings, bringing billions of dollars a year to local, regional and national economies.

It can be said that religious tourism is one of the sustainable types of tourism, so it will never disappear. There will simply be (already there is) more variety of its forms.

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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.

NATURAL, HISTORICAL AND CULTURAL BRANDS OF PAVLOGRAD REGION

In the conditions of a competitive struggle between cities, regions and countries, the problem of reproducing a unique and attractive image of the territory is actualized. Ukrainian cities have a unique cultural and creative potential, which is expressed in tangible and intangible objects of historical and cultural heritage, natural-geographical and geocultural characteristics, and in turn are a powerful resource for creating a kind of «face» of the Ukrainian city.

There is a close relationship between culture and brand. The brand of any territory is a symbolic embodiment of the city in the eyes of the target audience. The brand of the city is necessary for the construction of the national brand, the cultural and historical heritage of the territory is extremely important. Material and spiritual values accumulated and preserved by generations create the basis for development, as well as positioning the city as a cultural and historical object in the geocultural space.

The city of Pavlograd in the Dnepropetrovsk region is one of such cities where tourists do not aspire, since they do not know the history and sights of provincial cities. For travelers, the stereotype of an industrial city without any monuments. But if you consider the cultural, historical and natural heritage of the city and the surrounding area, you can find a powerful resource for creating a kind of “face” of the city of Pavlograd in the cultural space of the country.

A city with a rich historical past, it carries the imprint of various epochs. Historical monuments testify that in 1770 the Zaporozhye foreman Matvey Khizhnyak and the Cossacks of the Samara and Kalmiusskaya regiments formed a large winter residence called Matveyevka, which later turned into the city of Pavlograd. The monument to Matvey Khizhnyak, the founder of the city, adorns the central street.

The city was built according to a plan signed by Emperor Nicholas the I. Pavlograd was founded in 1784 as a district administrative center for the management of state and aristocratic settlements. The city is named after the name of Prince Paul. You can learn about the historical past of one of the oldest cities in the Dnipropetrovsk region in the local history museum with an exposition fund of 44 thousand items.

Pavlograd has its own secrets and legends. Various information indicates the presence of underground structures and passages in the central part of the city. When dismantling the old house, they found a basement, its walls and ceiling were lined with bricks, possible walk through the gallery in full growth.

Pavlograd is surrounded by an agglomeration of mounds, the most famous and mysterious of which is Mavrinsky Square. The place of folds of hills and

accumulations of lowlands was used by ancient people for sacrifice for prayers. The archaeological site dates back to the 2nd millennium BC.

Many buildings in the city have the status of an architectural monument. The number of religious buildings is about 20. From these, the oldest Holy Dormition Church has the status of an architectural monument, the shrine was erected in 1896. The earlier church dates from 1845, but in 1936 the Bolsheviks blew up the temple. At the end of the 19th century, the city Duma deputy, merchant Yakov Golubitsky built a temple in honor of the Spas Nerukotvornyy. In 1898, the cathedral was consecrated by the miracle worker and seer John of Kronstadt, who provided for the persecution of the temple, but its preservation by believers for a long time.

The only surviving cemetery cult building of the Dnepropetrovsk diocese is the chapel in honor of the icon of the Mother of God “Unexpected Joy”, built in the 19th century.

The spiritual center of the city is the Melpomene Temple. The theater is located in the building of the former Graftsky Theater and takes the name of its fellow countryman Boris Zakhava. The monument was built by the educator and poet Golenishchev-Kutuzov in 1896.

The former apartment house of Gerleybov, built at the beginning of the twentieth century, is known for the fact that the son of the doctor D. Sinelnikov, nuclear physicist Kirill Sinelnikov, was born and grew here, who laid the foundations of nuclear physics in the USSR. It was under his leadership that the splitting of the atom was carried out. Now the station of young naturalists operates in the house of the outstanding physicist.

The monument to Lieutenant Rzhevsky, a literary and film hero and the hero of numerous anecdotes, is a tourist highlight of the city. It is believed that the famous lieutenant served in the Pavlograd hussar regiment, commanded by Count Mikhail Kutuzov. Rzhevsky can make wishes come true by rubbing his mustache.

Also in the Pavlograd region there are objects of the natural reserve fund of national and local significance, botanical monuments – century-old oaks, a hydrological natural monument – a clean well.

The city of Pavlograd combines various eras and periods of its existence in its architecture. The historic center is the most attractive part of the city in terms of artistic value. The natural surroundings of the city's buildings are characterized by a significant number of parks, squares, green alleys, which together create a unique architectural and artistic image of Pavlograd.

There are still many blank spots in the history of the city. If some versions are confirmed, it is quite possible that they will become a real sensation that will complement the national brand and the cultural and historical image of the city of Pavlograd.

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PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN THE CONDITION OF DIGITAL TRANSFORMATION

Digital transformation and technological progress are an integral part of almost all areas of modern life. The tourism business is a dynamic and highly saturated information industry. Collection, storage, processing and transmission of relevant information is a necessary condition for the functioning of any tourism enterprise. In this regard, the successful development of the tourism business involves the widespread use of the latest technologies in the field of tourism product development and its promotion in the services market. The introduction of digital technologies has had a positive impact on the development of tourism. Today, tourism is a global business that enjoys the potential of digitalization and innovation.

In the digital economy, tourism is becoming more and more technological, a unified information space is being created in the field of world tourism, innovative principles of information support and management of the tourism sector are being formed [1].

Digitalization processes have influenced all aspects of the tourism business and related industries: production, procurement, marketing, technologies and sales methods, building communication with partners, agents and consumers. The digitalization of tourism, which is in constant dependence on the development of information technology, adapts new digital products to the needs and requirements of the tourism sector, but also initiates the search for new solutions for complex information and technological problems facing the complex sphere of tourism, hospitality, restaurant business and high technologies of the destination.

A distinctive feature of the tourism business in the context of digitalization is the special importance of the information component, the large number and variety of information flows, which is accompanied by the need for constant updating, high speed information exchange transactions between all business entities.

Information relationships exist between all participants in the tourism market. A special place is occupied by information intended for end users (tourists). This component of information support of tourist activity plays a key role in determining the tourist attractiveness and choice of tourists.

The specificity of the formation and sale of a tourist product requires such information systems that, in the shortest possible time, would provide information about the availability of vehicles, accommodation opportunities for tourists, provide for quick reservation and booking of seats, issuance of tickets, invoices, provision of settlement and reference information, etc.

The latest digital technologies, which serve as the basis for the digitalization of tourism, include: Big Data, blockchain, artificial intelligence, the Internet of Things,

mobile devices and more. One of the most promising digital technologies is Big Data and blockchain. Block chain technologies are already widely used in tourism: collection and control of information on the movement of luggage between different airports and airlines; identification of passengers by fingerprints or retinal scanning; organization of payment for services, etc. [2].

Research has identified key technological opportunities for the introduction of digital technologies in tourism.

1. Artificial intelligence – will provide the most personalized result when planning a trip. Relying on information about the benefits of the client, offering solutions that are used by other tourists, can greatly simplify the organization of vacation or travel, help save.

2. The Internet of Things is closely related to personalized service, since it helps to collect data about customer preferences, and also makes it possible to optimize the environment for these parameters (temperature, noise level, lighting, water temperature).

3. Chatbot is a text or audio interface. Chatbots are based on artificial intelligence technologies and the ability to have a simple dialogue with customers. Chatbots allow you to perform real-time data analysis, and they can store and process a large amount of information based on conversations they have with users.

4. Robotization – technologies of co-bots (collaborative robot), robots that can understand and work with people, are becoming more and more real household appliances. By reducing the need for staff, such equipment can significantly simplify, for example, running a family hotel business.

5. Blockchain – allows you to significantly improve the reliability of orders, reservations and payments, ensuring the reliability of information and reviews about services. The benefits of implementing blockchain technology in tourism will be the simplification of financial transactions by automating them, saving tourists time and money through a variety of electronic services (such as online booking and virtual reality stores), reducing the cost of travel products and improving the quality of services provided [3].

Thus, the use of digital and innovative technologies can significantly increase the level of development of the tourism sector, improve the quality of services and increase the competitiveness of tourism enterprises.

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DIGITAL TOURISM AS A NEW OPPORTUNITY FOR TOURISM DEVELOPMENT IN COMPLEX AND UNCERTAIN MARKET CONDITIONS

Digital tourism is profoundly transforming all the components of tourism. Digital tourism, also called e-tourism or tourism 2.0, brings together all the activities of the tourism sector that are accessible on the Internet.

Several forms of digital tourism can be distinguished:

- m-tourism: tourism consumption on mobile;
- social tourism: use of social networks for travel;
- e-tourism: anything that combines tourism and the Internet.

The major challenge of this digital transformation and digital marketing compared to traditional physical tourism and the loyalty of travelers.

Digital tourism has impacted:

- the vision of tourism by travelers (opposition to mass tourism);
- the possibility for an individual to be a tourism actor and influencer;
- personalized tourism within everyone's reach.

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism. Domestic tourism refers to the activities of a visitor in his country of residence and outside his home. Digitization has transformed the traditional roles of tourism producers and customers, with the emergence of new roles, relationships, business models and skills. These changes have created new opportunities, as well as new challenges in tourism that strives to meet customer demands and reach new markets.

Information technology has played an important role in the tourism and hospitality industry over the past decade. Technology has reduced costs, improved operational efficiency, and improved customer service and experience. This not only reduces labor costs, but also avoids customer service issues.

Large Hotel Groups carry out tests related to virtual reality in their establishment.

Almost all (95%) of tourists read reviews online before making a reservation; 43% of business travelers extend their stay to discover the very touristic assets of a destination; 78% of tourists organize their stay using the Internet; 74% of tourism and hospitality professionals declare that they will devote a larger share of their marketing budget to digital tourism in order to advertise online; 490 million is the number of cumulative visits in 2019 on the two Airbnb, booking, Expedia and Hotels.com websites.

No one needs to travel, no one needs to schedule an appointment, everything can be automated. Thanks to these various digital tools, it has never been so easy to create a tailor-made trip at an ultra-competitive price. In addition, voice recognition

and artificial intelligence make it possible to further personalize the passenger experience and make a digital strategy infinitely more powerful than a traditional marketing strategy.

The development of digital tourism has allowed much stronger competition than before. Digital tourism has profoundly changed travel agencies .

The digital transformation has enabled a multiplicity of innovative start-ups to develop tourism in general.

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INNOVATIONS IN TOURISM

According to the statistics of the World Tourism Organization, tourism accounts for 10 % of gross national product, 7 % of total investment, 5 % of all tax revenues. At the present stage of development of tourist activity the formation and effective implementation of the system of innovation management is essential. Despite the difficult economic situation of most tourism enterprises, in modern conditions there is a tendency to increase their innovation activity, especially in the field of technological innovation.

In today's competitive environment in the market of tourist services, the long-term success of the company is inextricably linked with its ability to continuously innovate [1].

The development of modern tourism largely depends on the development and implementation of innovative technologies aimed at improving customer service and expanding service tourism opportunities.

In a market economy, all tourism organizations are aware of the need to develop new goods and services which will be different than the goods and services of competitors, and the associated benefits. It is the timely entry of a new product into the market that can attract new customers and ensure the growth of the main performance indicators of economic activity of the enterprise.

Successful tourism innovators prove with their experience that today the creation and implementation of a new one is a condition for survival in the fiercest competition between travel agencies [3].

A deep understanding of the essence of innovation allows to use new methods of tourism, new technologies to serve travelers and ahead of competitors.

The main directions of innovative activity of tourism organizations are:

- using of new equipment and technologies in the provision of traditional services;
- introduction of new services with new properties;
- using of new tourist resources that have not been used before;
- changes in the organization of production and consumption of traditional tourist services;
- identification and use of new markets for tourist services and goods.

The specifics of innovation in tourism is determined by:

- 1) using of advanced information technologies in the provision of traditional transport, hotel and other services;
- 2) filling with new properties of traditional services and introduction of new services;
- 3) development of new tourist resources;

4) using of modern forms of organizational and managerial activities in the field of production and consumption of traditional tourism services;

5) identification and use of new markets for tourist services and goods [5].

The Ukrainian tourism business has the following characteristics:

– intensification of competition;

– need to restrain the departure of citizens of Ukraine to places of rest, similar in terms to domestic regions;

– harmonious combination of attractive conditions of rest and travels for full satisfaction of needs of the most exacting tourists;

– transition from a supply economy to a demand economy.

Today, these technologies are mainly computerized, globalized and the transition to electronics. E-business opens up great opportunities for development for any enterprise. This is a new form of market relations based on the use of the latest telecommunications technologies and the Internet. This trading system is acceptable for both the buyer and the seller. But the main thing is that tourism has an important advantage over other sectors of e-commerce – its consumer receives the goods directly at the place of its production, in the tourist center [2].

Today in the tourism industry are widely used innovative technologies – electronic booking programs and tours. The appearance of a new program of this type allowed not only to reduce the cost of communication, but also gave the opportunity to work to all participants in the tourism market as a single office.

For example, the most popular programs in the world are Galileo, Amadeus, Saber, Worldspan and many others. Amadeus is the leading transaction processor for the global tourism and airline industry.

It is advisable to identify the following types of innovative technologies in the field of tourism:

– in the field of novelty: new for the industry, new for the country, new for the world, new for the company;

– by content: organizational and managerial, informational, technological, technical;

– by cause of occurrence: reactive and strategic;

– by potential: radical and modifying [4].

Based on the classification of innovations proposed by J. Schumpeter, we can give such a classification of innovations in tourism by object of application.

1. Introduction of new products and products with new properties. Development of a new tour, a new excursion route, a new direction of travel (for example, tours to Antarctica). Offer new services (for example, wellness services in hotels).

2. Use of new raw materials. Development of non-traditional objects of display (for example, industrial and dig-tourism (stalking), military tourism). Construction of new infrastructure facilities (for example, for extreme sports). Market offer of a new event (for example, a festival).

3. Use of new equipment, technological processes. Electronic hotel reservation systems, electronic ticketing systems, integrated hotel infrastructure management

systems, Internet advertising, e-commerce (on the Internet), for example, the creation of virtual tour agencies.

4.Changes in the organization of production and its logistics. Development of integrated hotel chains, using of hotel management systems under contract, using of computer client databases, CRM-Systems.

5.The emergence of new markets. Access to new geographic markets; development of special tours and services for certain groups of consumers (for example, people with disabilities), etc.

Innovative technologies in the tourism industry are a requirement of the time, which allows not only to improve the quality of services, but also to rationally use all available resources for both tourists and tourism business owners. With the development of scientific and technological progress, innovative technologies in the tourism industry will develop, which allow to open new opportunities for innovators and make tourism accessible to different categories of the population.

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THE CONSEQUENCES OF COVID-19 IN THE FIELD OF TOURISM OF EGYPT

Over the past decades, tourism has become one of the most dynamic and fast-growing sectors of the global economy. Its value as a source of employment and the development of the Egyptian economy, culture and goods is reflected in the field of sustainable development, in which specific tasks in the field of tourism are put. The industry helps to create jobs directly and indirectly, especially for women and young people.

In 2019, Egypt's tourism industry provided (directly and indirectly) about 10 million jobs. For each workstation, directly created in the field of tourism, indirectly or indirectly created about one and a half additional jobs. Some time-consuming subproducts of hotels and restaurants give a job 4.5 million people in Egypt. These include about 2.3 million self-employed workers and 0.3 million employers. Most of Egyptian tourist enterprises make up micro, small and medium-sized enterprises with less than 50 employees. Approximately 30% of the entire workforce is occupied in companies with 2-9 employees. Pandemic has a huge impact on tourist enterprises and their employees.

At the present stage, the nearest task of the Egyptian state is to ensure the survival of tourist enterprises through large-scale state support, without which they will disappear earlier than the virus. Such support should be distributed to relevant employees who would otherwise lose their income and social protection.

COVID-19 pandemic has a devastating effect on the economy and employment in Egypt. The tourism industry strongly suffers from the measures necessary to deter pandemic, and it is unlikely that it will return to a normal state in the near future. Even after the gradual removal of the hindering measures, the surviving enterprises are likely to be further encountered with slow recovery challenges. According to ILO estimates, a pandemic can lead to a loss of 10 million jobs, many of which are located in the tourism sector. Pandemic and global efforts to contain it can lead to a reduction in the national tourism economy by 45-70%.

The influence of the pandemic is subject to the internal tourism industry, since, according to estimates, restraining measures limit the freedom of movement of approximately half of the population of Egypt. However, internal tourism is expected to recover faster than the international tourism industry. Hotels, restaurants, tour operators, air travel and cruise companies suspended their activities indefinitely. In subproducts of hotels and restaurants, more than 50,000 enterprises were in

extremely difficult conditions for doing business, which seriously affects employment opportunities.

Due to the sharp drop in the economic activity, employees of the employment of the tourism industry are faced with a catastrophic reduction in working time, potential loss of work and exacerbating problems on the way to decent work.

Self-employed workers and those who are engaged in micro-enterprises, together represent almost 60% of all hotel workers and restaurants, reflecting the serious vulnerability of both tourist extensions in front of the current economic crisis. Although small businesses play a significant role as sources of employment in Egypt, they often do not have access to loans, have a small amount of assets and have the smallest chances to take advantage of the packages of economic incentives, unless they are given to address.

Now small businesses are in a particularly vulnerable position, since governments have prescribed to close all non-core production, and many companies have not had a different choice, except for a while minimizing operating expenses.

The costs caused by the crisis may be disproportionately higher in small enterprises due to their often limited resources and difficulties with capital access. Judging by the consequences of the global financial crisis, the number of small enterprises is likely to decline after the wave of bankruptcies, which will be announced at the end of the Pandemic COVID-19. In addition, it will take a long time to revive investments and production in conditions when recovery can occur slowly.

Deep negative impacts are exposed to all industries to which tourism has a significant multiplicative effect, including civil aviation, craft production, agriculture and food and drinks. Cancellation of flights and closure of airports led to a temporary loss of more than 0.5 million jobs in civil aviation.

Another problem is a high level of informal employment in the tourist sector, in part due to its seasonal nature, which is exacerbated by a weak regulation and enforcement regime and low level of organization of workers. The deficit of decent work, manifested in an excessive length of working time, low wages, the absence of social protection and gender discrimination, is mostly noted in the informal economy. Labor migrants, women and young people are more vulnerable to informal and random employment.

At this stage, timely, large-scale and coordinated political efforts should be made and mechanisms can be created that allow the impact of the COVID-19 pandemic effect on the tourist sector. Short-term, medium-term and long-term measures should be developed on the basis of the ILO response mechanism on a Pandemic COVID-19, which has already been mentioned earlier, implies a decision of four interconnected tasks:

- stimulating economy and employment;
- support of enterprises, jobs and income;
- protection of employees in production;

– support for social dialogue as a source of solutions.

The tourist industry of Egypt will not be released from the crisis of COVID-19, without having experienced repeated shocks. However, it is known for its ability to withstand economic recession and crises, as it was during the atypical pneumonia epidemic (SARS) in 2003 and during the global financial crisis 2008-09. Therefore, the industry can play a key role in the revitalization of the national economy after the completion of the crisis. The task «Restore better than it was» after a pandemic can be more closely associated tourism with sustainable development goals and will create a more sustainable industry with a worthy work for all its employees.

PROSPECTS FOR THE DEVELOPMENT OF RURAL TOURISM IN THE DNEPROPETROVSK REGION

Before the severe conditions of the pandemic, more than 700 million tourists traveled around the world annually, with more than 20% of them preferring rural tourism. These figures characterize only the international situation, and the number of domestic tourists to rural areas in different countries is much higher.

Rural tourism combines a wide range of different types of tourism based on the using of natural, historical and other characteristics of the countryside resources and is developing at a rapid rate. In the United States and Western Europe, rural tourism in the past twenty years has become an independent, stable and highly profitable branch of the tourism industry, which is second in popularity after beach holidays. According to the World Trade Organization, rural tourism is one of the five strategic directions for the development of tourism in the world until 2025 [2].

The data show that at present, rural tourism abroad has become an important and stable segment of the tourism services market. Its development has achieved such results in a relatively short period of time.

Despite the popularity of this type of tourism abroad, rural tourism is a relatively new phenomenon for Ukraine. With the subsequent urbanization, the demand for this type of recreation in the world will only grow, which means that the need for rural guesthouse and tourist attractive territories that these services will be able to offer will grow. Ukraine in this regard has a powerful resource potential, which is little used today and remains insufficiently explored by tourists. This is especially true of rural areas with a rich cultural and historical heritage, a significant natural reserve fund and food base.

Dnipropetrovsk region does not come into the highest priority areas for the development of rural tourism, but this does not mean that there is nothing to see, and there are no prerequisites for the development of rural tourism. In particular, it was established that the Dnipropetrovsk region has important prerequisites for the development of this type of entrepreneurship, such as: the concentration of 20% of housing in rural areas, where 16% of the population lives; high unemployment and low incomes in rural areas; availability of unique natural, socio-historical and other tourist and recreational resources; preservation of traditional folk crafts and so on.

The resort and tourist infrastructure of the Dnipropetrovsk region includes more than 90 health and recreation facilities, more than 130 accommodation facilities, as well as a wide range of cultural and entertainment facilities. In a number of districts of the region there are 15 guesthouses of rural tourism. There are more than 6,000 historical and cultural monuments in the region under state protection, including 23 of national importance, and 131 museums of various forms of ownership.

You can feel the hospitality of the Dnieper hosts by settling in the so-called «green» guesthouses. Each guesthouse has its own charms. In Nikopol region, guests are guided by forest routes. Four Cossack farms invite tourists to the Petrikov region.

A special problem of rural tourism enterprises, which cannot be solved instantly, is the quality of tourist services. In foreign countries that developed rural tourism, government support was actively used. In the pioneer countries of rural tourism, its prospects were initially assessed by regional authorities, and they also supported its development by adopting appropriate laws and development programs.

Considering the above, it seems that in Ukraine it is necessary to develop regional (local) programs for the development of rural tourism. As a result, tourist objects can expect to receive financial assistance from two or three sources.

Examples in other kinds of tourism already exist. In particular, the settlements of the Dnipropetrovsk region receive support within the framework of the program «Development of tourism in the Dnipropetrovsk region for 2014 to 2022» [5]. The program was developed taking into account the tourism strategy of the Dnipropetrovsk region until. Within the framework of the Program, a gradual solution is planned, including on the development of rural tourism by attracting the private sector, especially in rural areas, to recreational and tourist entrepreneurship and activities in the direction of rural tourism.

A comprehensive program for the intensification of the development of small and medium-sized businesses in the Dnipropetrovsk region for 2019 to 2020 also involves the development and support of new types of activities of small and medium-sized businesses, in particular in the field of rural tourism. Within the framework of this direction, the implementation of the projects «School of agritourism», «Evaluation of guesthouses and issuance of quality certificates of international standard», «Ethno-village – attracting people with disabilities (invalids) to green tourism» is provided.

According to the list of tasks and activities of the Tourism Development Program in the Dnipropetrovsk region for 2014 to 2022 in the direction of rural tourism development, the regional administration proposes the following activities.

Dnipropetrovsk region has all the necessary prerequisites for the further development of the tourism industry: a favorable geographical position, natural conditions, historical, cultural, human and material resources.

An important part of tourism development planning is the effective implementation of «pilot» projects for rural recreation, which are carried out by the regional communal enterprise (RCE) «Center for Green Tourism and Folk Crafts of Dnepropetrovsk region «Divokray»», the Dnipro Development Agency.

Implementation of the program for the development of rural tourism in the Dnipropetrovsk region will create a positive image of rural tourism in the Dnipropetrovsk region, intensify the region's participation in international tourism projects, tourist information exchange with other regions of Ukraine.

Partnership and joint activities should become a key factor in realizing the potential of rural tourism, as well as an important socio-economic step in supporting the Ukrainian countryside as a whole.

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THE ROLE OF HISTORICAL AND CULTURAL HERITAGE IN THE DEVELOPMENT OF UKRAINIAN TOURISM

As you know, the development of tourism in a country is closely linked to the historical and cultural heritage. It is thanks to tourism that many tourist routes are laid for the purpose of acquaintance, study, knowledge of a certain material or spiritual object by tourists. Ukraine is a country with an incredibly interesting historical and cultural heritage. Each city of the country is decorated with a certain attraction: palaces, manors, fortresses, monuments, museums, etc [6].

The most interesting sights of Ukraine, which attract tourists from all over the world, are the following.

The State Historical and Cultural Reserve «Field of the Battle of Poltava» (Poltava region) is a significant cultural, scientific and methodological center for studying the history of Ukraine in the XVII–XVIII centuries in the context of European history. Is the only reserve in Ukraine, which is part of ICOMAM (International Committee for Museums of Arms and Military History) – International Organization of Military History Museums under the auspices of UNESCO, included in the world tourist route. The reserve is dedicated to the greatest event of the Great Northern War – the Battle of Poltava, which took place in 1709. Sources collected for the Museum of the Battle of Poltava include not only things related to the Battle of Poltava, but also include other specimens Northern War. The nine halls feature historical relics: weapons, coins, paintings, medals, engravings, icons, portraits, battle flags, diplomas, maps, uniforms, antique books and other documents dating from the first half of the 18th century. It has become traditional on the territory of the reserve holding of the military-historical festival «Battle of Poltava». Military-historical associations, musical groups, craftsmen and masters are actively involved in its holding [1].

Odessa Opera House (Odessa) – is the oldest opera house in Ukraine. The grand opening of the first building of this theater was in 1810, but due to a fire in 1873, the theater burned down. The building, which has a modern look, was built in 1887 under the direction of two architects Ferdinand Fellner and Hermann Helmer. The theater is built in the Viennese Baroque style, and the architecture of the auditorium in the late French Rococo style. The hall is dominated by incredible acoustics, which allows you to hear whispers from the stage to any corner of the hall [2].

Khortytsia Island (Zaporizhzhya Region) is the largest island on the Dnieper and is one of the Seven Wonders of Ukraine. The island is built into the structure of Zaporozhye. It attracts tourists with its unique nature with forests, tracts, steppes, rocks, lakes. The historical and cultural complex «Zaporizhzhya Sich» operates on the island, where the life of the Cossacks is recreated. A large number of these monuments of history and archeology, dozens of rest homes, sanatoriums, tourist

bases, sandy beaches, spruce and deciduous forests, unique floodplains. In 2007, the Zaporizhzhya Sich complex was built on the island of Khortytsia, where the life and way of life of the Cossacks are recreated. The peculiarity is that part of the building was created as a decoration to multi-series film «Taras Bulba». On the territory of the complex there are huts, a defensive tower, a sharp wheel. A three-story wooden church dedicated to the Protection of the Mother of God was also built [3].

Sofiyivka National Dendrological Park (Uman, Cherkasy region) is a masterpiece of world garden and park art built in the late 17th and early 19th centuries. More than 3,300 species of trees and shrubs, both local and exotic, grow here. Since 1991, the park has the status of an independent research institution of the National Academy of Sciences of Ukraine. In 1995, Sofiyivka Park was taken over participation in the international conference «Europe Nostra», where she received all the awards: a medal, diploma and bas-relief for the restoration of the park after the disaster in 1980, as well as for the preservation of historical and cultural monuments. In the park you can swim by ferry, gondola, as well as swim in the underground river Acheron, ride horses, take pictures in costumes that were popular in the XIX century, etc. [4].

Palanok Castle (Zakarpattia region) is a unique example of medieval fortification architecture with a combination of different styles, a monument of national importance. The military fortress was built in the city of Mukachevo. At the moment there is a museum where there are various exhibits, including household items. In the middle of the castle there is a picture gallery of contemporary artists and a collection of ancient icons [5].

As practice shows, the prospects for the development of tourism in Ukraine are due to the historical and cultural heritage, growing every year. But in order for cultural monuments to be valuable, it is necessary to pay attention to them, to restore the objects of the show in time and not to allow them to be neglected.

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NATURAL, HISTORICAL AND CULTURAL BRANDS IN UKRAINE

Nowadays, it is impossible to imagine any country without its association with a specific place or landmark. Indeed, «a country's brand is a comprehensive trade offer which is considered to be an emotionally strong brand having not only a name or design solution, but also a whole set of associations and identifications to be perceived by consumers» [1; 2]. For example, such famous cities as Paris and Rome are always associated with the Eiffel Tower and the Colosseum correspondingly, while ancient pyramids are the main significant landmarks of Egypt.

So, place branding is a sphere where such things as templates, borders or even copies are not required. The idea of the brand must correspond to the singularity of a certain territory or place. Therefore, forming the brand of the territory requires taking into consideration such important factors as originality, uniqueness, and complexity of copying. The better the individuality of this place is shown in its image, the better its perception by potential tourists to be interested in. It should be emphasized that the brand of the place cannot be implanted as its values are identified by professionals from various fields. And the most important thing comprises the fact that the brand must be based only on real features.

As practice shows, the tourism business is impossible without being tied to a certain place, which can be developed as an appealing image to attract potential tourists. It can be explained by the following: firstly, it is sure to maximize profits and improve the economy of a country or a certain area (place), and secondly, the area is recognizable, the ability to make a right choice of a relevant travel company and its services among other tourist companies greatly increases.

Each city of Ukraine has its own specificity and uniqueness in terms of such features as ethnocultural, architectural, historical, and natural ones. However, there are obstacles to hinder the development of Ukrainian cities' branding, among which the following reasons can be listed:

- lack of confidence in the effectiveness of the marketing strategy while city formation;
- lack of practical experience in building the city's brand;
- large financial costs required for brand development and its maintenance.

Despite the fact that some areas involved into a national tourism market have already developed their original and unique «trade and recreational brand» (regional brand), the majority of regions of Ukraine are still characterized by uneven development of the resource base and various indicators of tourism industry performance. Let us consider the performance of Bukovel, a famous ski resort in Ukraine, which has been operating since 2000. It is so popular among the tourists that

the number of its visitors has been increasing with each passing year. In 2012, the ski resort of Bukovel was recognized as the fastest growing mountain resort in the world [3]. Originally, it was a village Polyanytsya, that was considered to be a very poor and unproductive area in Ukraine, where even public transportation was a big problem. Creative approach and its implementation laid the basis for developing the first ski resort in Ukraine. According to the statistical data, annually, this resort is visited by about two million people, where foreign tourists account for one third. Thus, taking an advantage of its natural resources and great location, an ordinary village was turned into an international tourist spot. Such historical and cultural objects as historical monuments, buildings, archaeological findings, and ethnographic features of Ukrainian territories also play an important role in the cities' branding, but their number varies. The greatest majority of architectural and historical monuments protected by the state is located in Lviv region – about 3934 sites, Kyiv and Chernihiv regions can boast of 2886 and 2859 landmarks, respectively [4].

Let us consider the city of Lviv where the main architectural buildings as Lviv City Hall, the Armenian Church, the Korniyakt Tower, the Latin Cathedral and the Church of St. Andrew are even marked on the city logo. And now these landmarks are commonly used by many brands for souvenir production, timed to various holidays and festivals [5].

Therefore, branding is necessary for all cities. To become a famous tourist center, the cities and towns of little distinction must hold special events and develop new ideas to promote their brand, because successful branding can enhance better representing of a particular area. These activities will also allow to compete for financial investments and ensure social stability (e.g., increasing jobs and improving living standards). And such cities as Lviv, Kyiv, Kharkiv, Dnipro, Odessa should take care of preserving their identity and brand as a whole [6].

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PROBLEMS OF ECOLOGICAL TOURISM DEVELOPMENT IN UKRAINE

Prior to the current problems, the development of ecologic tourism in Ukraine has gone through the introduction of food in the system and training of professional faculties, the introduction and re-qualification of the civilian government and the unemployed population in the villages. In Ukraine, special consulting companies are not based on a permanent basis, so that they could not provide more professional advice and support. There are also no regional information and training centers that could provide the necessary services to a average peasant. Instead, now in Ukraine we have a large number of owners who work without education and special skills. Thus, in order to ensure the proper quality of services provided by farmers, the problem of creating a group of specialists who could transform from a rural novice – the owner of a farmstead, whose services will satisfy the taste of the most demanding customer in the future [1].

One of the significant obstacles to the effective promotion of the idea of ecological tourism among tourists is the lack of professionally developed marketing and advertising strategy. A significant number of existing tourist routes (products) were developed in the complete absence of information about the wishes of those for whom it was created – potential customers.

Hence the problems associated with the sale of a significant number of eco-tourism products that are not in demand.

At this stage, we can also see the lack of established and working mechanisms that would ensure a constant connection between the owner of the farmstead, who is interested in selling their services and a client who wants to relax in one of the Ukrainian villages. The media pay little attention to this problem, which greatly complicates the process of perception and assimilation of information, on the one hand – potential tourists, on the other – the owners. It should also be noted that a single farm can not independently form and sell good tourist product. Creating an eco-tourism product requires the efforts of many people and people from many industries, who share a common goal.

International practice shows that the development of rural tourism in the form of a small family hotel business is a major socio-economic program to transfer part of the agricultural population from the sphere of production to the sphere of services. Its goal is to give impetus to the development of agricultural regions, as well as the local population by organizing a new specific sector of the local economy. In developed European countries, where an important factor is that the housing stock in rural areas as a whole has a high level of comfort, the concept of ecological green tourism is

based primarily on the use of household resources. Thus, the prevailing model in Europe for the development of this type of tourism is focused on the development of small family hotels in the ecological provinces. To implement this model of ecological tourism development it is necessary [2]:

- availability of free or conditionally free housing in rural areas terrain;
- a fairly high level of comfort and satisfactory condition of the majority housing stock;
- regular state support of tourist farms: adoption political decision on the development of eco-tourism as a sector of the sphere tourist services;
- organizational support: creation special structures for the organization works, introduction of information technologies;
- legal (adoption of relevant laws and government programs), advertising, information support for the promotion of national and regional ecological tourist products;
- financial support (system of preferential crediting or subsidies eco-tourism farms).

The above-mentioned model of ecological tourism development is also implemented in the countries of Central and Eastern Europe. They usually do not have the same level of housing as in Western Europe, however, in these countries there are government programs to develop the rural tourism sector. At the level of the central government, decisions on state support for ecological tourism have been approved, appropriate programs have been adopted, and a system of preferential lending to ecotourism farms is being created for the reconstruction and re-equipment of buildings. National associations of ecological tourism business entities have also been organized, information technologies are being introduced at the initial stage and information and advertising portals are being supported [3].

In less economically developed countries, where private homes can not be used as accommodation facilities for tourists, but there is a unique tourist potential (climatic, natural, landscape, historical and cultural), practice a different approach - in rural areas outside the resort areas are created large private tourist centers focused on the use of tourist resources in rural areas.

Currently, the world has practical experience in implementing three models of eco-tourism development. They can be grouped as follows:

1. Development of tourism business on the basis of a small family hotel farms. This model is successfully implemented within several concepts that form the basis of state policy on the transfer of the rural population from the agricultural production sector to the services sector subject to acceptance on state level comprehensive social-economic strategy aimed at support for rural areas. This strategy includes supporting network development accommodation facilities (private micro hotels) on the basis of existing in the ecological areas of housing, eco-economic and specialized facilities.

2. Construction of large and medium-sized private tourist facilities in rural areas: specialized hotels, cultural and ethnographic center. This model for successful

implementation requires first of all, investment resources – both local and external, as well as support for relevant projects at the regional level.

3. Creation of public or private eco-economic parks. Except development of the tourism industry, based on such a model concept puts for the purpose of popularization and propagation of achievements of agriculture of the country and demonstration of traditional eco-economic production techniques. Being multifunctional centers, state eco-parks can in parallel to carry out research and selection work, while remaining entertaining tourist sites and permanent exhibitions exposure centers.

The above models of ecotourism have been tested in world practice. The concept of ecological tourism development in the Ukrainian province should be comprehensive: due to the huge variety of conditions in our country, it can include all these areas (models), and their practical implementation depends on the characteristics of the region.

The development of eco-tourism as a sector of the Ukrainian tourism industry requires partnerships between government, business, local communities and a wide range of interested NGOs at all levels. Institutions of inter-municipal cooperation and association of eco-tourism entities can play a significant role in coordinating this process. One example of a regional association of tourism entities is the creation of eco-tourism unions.

Thus, the development of the tourism sector in the Ukrainian province should be an important factor in the growth and development of Ukrainian society: economic, social, cultural and spiritual. The most important result of ecological tourism development is the growth of material well-being of local communities, socio-cultural and spiritual effect as a result of activation of local creative resources, preservation and development of national natural, historical, cultural and spiritual heritage, self-esteem of local communities, emergence of positive social perspective.

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FORMATION OF KEY DEVELOPMENT FACTORS OF TOURIST INFRASTRUCTURE DURING THE PERIOD OF PANDEMIC IN GERMANY

The worldwide COVID-19 pandemic has been one of the most actual topics for more than one year already. The virus has an impact on all types of human activity and the tourism industry is not an exception. During the past year some countries have opened their borders, but the majority still remains closed for tourists, including Germany.

The purpose of this article is to research the tourism infrastructure in Germany during the pandemic.

As well as around the world, Germany also witnessed increased demand for domestic tourism. More than half (56%) of all tourist trips the Germans made inside the country in 2020. Whereas such high rates haven't been recorded since the 1970s, outbound tourism was poorly developed [6].

According to the National Tourist Office of Germany ((Deutsche Zentrale für Tourismus e.V. (DZT)), the share of tourists from neighboring countries has grown from 42,5% to 56,6% of all international night stays in 2020. The most active suppliers of tourists to Germany were Netherlands, Poland, Switzerland, Denmark and Austria [3].

According to data from the website of the Federal management of statistics of Germany (destatis.de – Statistisches Bundesamt) from April, 13, 2021: «Tourism in Germany in February 2021: 76% less overnight stays, than in February, 2020». The number of overnight stays decreased in establishments of placing of internal guests, comparatively to February, 2020 by 73,6% to 6,4 million. The number of overnight stays of guests from abroad diminished by 86,2% to 0,8 million [10].

Citizens of countries that are not included in the EU and Schengen Area are not allowed to go to Germany with touristic purposes: for example, Ukrainian visa-free regime is not applicable at the moment. Only foreign citizens that have a certificate of temporary residence, students of German universities and schools, workers with working contracts in Germany are currently allowed to enter Germany. Citizens of countries that are not included in the EU necessarily must get a visa for an entrance to Germany, while all touristic visas are currently suspended due to the pandemic. The time frame to obtain a visa takes much longer than before the pandemic as the amount of possible interviews in consulates is reduced, alongside their working hours [13].

Similar to the rest of the world, it is necessary to give a negative test on coronavirus prior to entering to German. But further restrictions depend on a country, where the traveler has visited within the last 10 days. For Germany other countries are divided into 4 types:

- 1) territories that are not risk zones;
- 2) countries/regions that are marked as zones of risk;
- 3) areas with a particularly high risk;
- 4) area of variants of concern (i.e., with new dangerous strains).

The lists of countries are constantly updated and it is always possible to find actual information on the web-site of the Institute of Robert Koch (Robert Koch Institut). According to the rules mentioned on the web-site of the Federal ministry of health of Germany (Bundesministerium für Gesundheit), travelers are generally required to proceed directly to their own home, or other suitable accommodation, immediately upon arrival and remain exclusively at this location for a period of 10 days (or 14 days following a stay in an area of variants of concern) after their entry into the country (quarantine) [1; 8].

A pandemic contributed to the acceleration of significant changes in tourism and other areas of economy. Nevertheless, a forced delay of all-round processes led to creation and realization of innovations.

Sustainable development is the idea that human societies must live and meet their needs without compromising the ability of future generations to meet their own needs. This is exactly the goal of Germany.

Alternative energy sources no longer count as a niche product. Transport companies see a large prospect in ecological innovations for tourism.

In this way, for example, the German railway business regarding «Deutsche Bahn» on internal routes uses exceptionally ecologically clean electric power. And already 80% of routes will take place with the help of renewal sources till 2030.

Clean busses. The German transport sector also already applies on the rank of the most ecological transport in tourism. The level of vaporization of greenhouse gases from the German busses is 31 grams per passenger-kilometer. And the general ecological spendings of buses (construction, maintenance, utilization and fuel supply) also decreased through permanent innovations.

The global pandemic only secured a serious attitude toward such steady development of tourism. During the last year, social-and-ecological responsibility of travelers grew up considerably. In accordance with recent research of the National tourist office of Germany, 80% of respondents consider that the pandemic will result in strengthening of principles of steady development in tourism. The brightest example of this was shown by travelling under age 54 [7].

Another factor that is key to developing tourism is Artificial Intelligence. Additions on the base of such intellect help to control and correct tourist streams effectively. Further development of virtual tourism opens the new measurements, emotions and impressions for the potential guests of Germany. For example, the media platform «Deutsche Welle» invites all interested persons to the Neuschwanstein castle in Bavaria to attend virtual tours.

Thanks to the 360 degrees video-technology, the tourist decides for himself what he wants to see. During such a virtual excursion the tourist is accompanied by a guide that tells interesting information about this sightseeing. There are also available excursions to «miniature wonderland» in Hamburg, to the zoo in Munich, walk by a

city Dresden and many other directions. The German museum in Munich on the website offers the review of exhibitions of 36 different subjects with a very comfortable interface and possibility to take advantage of audio guide. Also many virtual museum exhibitions are widely accessed on «Google Arts and Culture» [2; 5; 7; 11; 12].

Furthermore, one of the most widespread aims for touristic journeys to Germany before the pandemic, were fairs and various exhibitions. In 2019, Germany once again took the 1st place in rating of the European countries with the most favorable conditions for realization of different conferences and congresses. However, Christmas fairs were not opened in 2020 because of imposition of tough quarantine measures. Therefore, congresses and conferences were held online [9].

The ideas of sustainability are examined as a stimulus for development of profile segments. Rests on nature became very popular. 55% of foreign respondents consider that this type of rest is foreground for them. In recent years, approximately every fifth overnight stay of foreign guests was registered in rural regions. Within the strategy of tourism recovery, Germany has high possibilities for combination of growing interest in environmentally friendly trips with promotion of its regions. It will help to divide the flows of tourists all over Germany evenly and will compensate the number of tourists in urban areas [4].

This article allows us to make a conclusion that even in the conditions of pandemic, tourism exists and develops. Internal tourism and international tourism from the nearby European countries prosper in Germany. The pandemic gave an opportunity for realization of innovations in environmental friendliness of tourism, which is quite actual in the 21st century. In addition, technical progress provides an opportunity to see museums, sights of architecture or just walk the streets of foreign cities without leaving home. Tourism is a very flexible sphere of human activity that can adapt to any external terms.

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CURRENT PROBLEMS OF STANDARDIZATION, CERTIFICATION AND CLASSIFICATION IN TOURISM

Tourism is the most developed and dynamic sector of the world economy. The market of tourist services is one of the key for the economies of different countries, covering the interests of many businesses: tourism enterprises, transport companies, accommodation, catering, tour agencies, museums, theaters, other leisure facilities, manufacturers of related services and goods, namely – advertising companies, mass media, producers of «domestic export» goods (souvenirs, traditional goods in certain countries), construction companies, etc. The tourism sector supports about 50 related industries, one tourist employs 10 people, and the creation of additional jobs in the tourism industry is 20 times cheaper than in industries [2]. For its rapid growth, it is recognized as an economic phenomenon of the twentieth century.

Convenient geographical location, favorable climate, unique combination of natural and recreational resources and historical and cultural heritage, constant interest in Ukrainian society by the world community are factors that can ensure the intensive development of tourism in Ukraine against the background of global tourist flows. The period of decline in tourism activity in the domestic tourism market is favorable for bringing the existing tourism infrastructure to European standards. In this regard, the need for rapid implementation of European standardization practices at enterprises that form the tourism market of Ukraine becomes relevant.

The issue of standardization and certification of goods and services is revealed in the works of such scientists as S.S. Halasyuk, G.D. Dekhtyar, P.Ya. Kalita, L.S. Kyrychenko, N.V. Merezhko, N.G. Salukhina, O.M. Yazvinskaya and others. In the works of the listed authors the conceptual bases of standardization and certification of products (processes, works, services) are widely revealed, the organizational-methodical and legal principles of standardization in Ukraine and in the world are defined.

However, the issue of improving the existing system of standards in the domestic tourism market, taking into account European legal and consumer requirements, deserves special attention.

Standardization in the field of tourism is an activity that consists in establishing provisions for general and repeated use in relation to existing or potential tasks and is aimed at achieving the optimal degree of orderliness of tourist services and other processes of tourist services. The main legislative act regulating relations related to activities in the field of standardization and the application of its results is the Law of Ukraine «On Standardization».

Another legal act that defines special tasks of standardization in the field of tourism is the Law of Ukraine «On Tourism» of September 15, 1995 № 324/95 – VR.

According to this legislation, the state system of standardization in the field of tourism is aimed at:

- protection of interests of consumers and the states concerning safety of tourism, life and health of citizens, protection of property and environment;
- classification of tourist resources of Ukraine, ensuring their protection, establishment of maximum allowable loads on cultural heritage sites and the environment;
- improving the quality of goods, works, services in accordance with the needs of consumers;
- ensuring the safety of tourist facilities, taking into account the risk of natural and man-made disasters and other emergencies;
- interchangeability and compatibility of goods, works, services, their unification;
- creation of normative base of functioning of systems of standardization and certification of goods, works, services.

The central executive body that forms the national standardization system is the State Committee of Ukraine for Technical Regulation and Consumer Policy (Derzhspozhyvstandart).

In any field, wherever standardization is carried out, the main requirement is its systematic nature, ie ensuring mutual coherence, consistency, unification and elimination of duplication of requirements. The need and reliability of assessing the quality of the tourist product is intensified due to the ever-increasing involvement of countries in the international tourism market. High demand for tourism services around the world makes it necessary for mutual recognition of the results of various enterprises in the field of tourism. The highest level of such recognition is certification, which guarantees compliance of the product (service) with certain requirements and specified quality [6].

Certification is a procedure by which a duly recognized body documents the conformity of products, quality systems, quality management systems, environmental management systems, personnel to the requirements established by law [4].

Certification allows you to implement a unified approach to assessing the quality of various objects, provides an opportunity to guarantee stable production or services of the required level of quality. A developed national certification system must effectively protect the consumer from low-quality or simply harmful products.

The certified quality system of the tourist enterprise allows it to expand the circle of reliable partners, the competitiveness. Certification in the conditions of market relations is a world-recognized method of independent confirmation (assessment) of compliance of products, works and services with the established requirements. The use of certification creates the preconditions for the successful solution of a number of important social and economic problems of society. The introduction of certification of a tourist product, harmonized with international standards, is a necessary condition for Ukraine's integration into the world tourist space [5].

Harmonization of standards in tourism is a prerequisite in accordance with the signed Association Agreement between Ukraine and the European Union.

In December 2017, an act was adopted to implement standards that will provide requirements for tourism services to be provided within the country:

- transport services;
- hotel services and other types of tourist accommodation;
- conditions of organization of tourist services;
- requirements for camps, recreation centers, ecological tourism services;
- services of tourist - excursion service and language support;
- safety of life and health of tourists;
- informing consumers of tourist services;
- services for consumers with limited physical properties;
- other services.

Implementation of work in the field of technical regulation of tourism will ensure compliance with Ukraine's commitments to EU countries, provide domestic tourism products with a European level of quality and improve the country's image in the international arena.

World experience shows that standardization provides tourism businesses with significant opportunities to build capacity, create and implement advanced technologies, increase the competitiveness of tourism services for integration into the world economy. In order to realize these opportunities in the domestic tourist market, international standards for the provision of tourist services are gradually being introduced.

Thus, in order to form a dynamically growing tourism industry in Ukraine and increase the demand for these services around the world, it is necessary to internationally recognize the results of various enterprises in the field of tourism. The highest level of such recognition is based on standardization and certification, which guarantees compliance of the product (service) with the established requirements and specified quality. Therefore, bringing national standards to European and international requirements will help improve the quality of tourist services and create competitive domestic tourism products.

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SMART-TOURISM: NEW TECHNOLOGIES AND CHALLENGES OF MODERNITY

Tourism is one of the priority directions of economic development and culture of the country. Its development should become one of the strategic tasks of further stabilization and socio-economic growth of the country and separate territorial-administrative units, destinations. In modern conditions, the functioning of the tourism sector depends on the rapid and continuous exchange of information, which is one of the key benefits of ensuring the competitiveness of subjects of the market of tourist services. This situation is conditioned by the need to change the ways and means of tourist service. In addition, it is aimed to form and provide channels of communication with partners and consumers of tourist activities, as well as the need for the introduction of new innovative technologies to ensure the sustainable development of tourism, which determines the use of smart technologies. The use of modern information technology in the tourism industry promotes its popularization and dynamic development.

An intensive use and introduction of smart technologies can predict the transition from the traditional form of economic relations to smart economies in everyday life. Smart-tourism has specific features in the process of functioning smart cities and smart-destinations, which is the spatial aspect. Also, as well as in the management of territorial and administrative units and destinations, that is a functional approach.

Smart is a new quality that occurs when integrating 2 or more components. One of them is technological innovation and the Internet, or just Internet. Smart-tourism is a tourism, in which the constant and systematic uses of Smart-elements lead to the additional value tourists' travelling. Smart-tourism is always the result of the efforts of all interested parties as Smart-tourism company, which are the organizations working in the field of tourism. Besides, due to concerned issue, the use in business of Smart-elements leads to a fundamentally new quality of processes that increase the efficiency of business and the competitiveness of the firm. Also, Smart-Tourist is a consumer tourist service that constantly uses Smart-elements to achieve new quality tourism processes in order to fully satisfy their tourist needs. And Smart-process (in tourism) that concerned with providing a tourist service, which effectively enables to correspond and face with the needs of Smart-tourists [2, p.46].

The content of Smart-tourism activities is work with information, databases as collection, generalization, and use. The purpose of the activity is to transform information into the experience of the consumer of tourist services and business proposals. Sources of information are social, government units, tourism infrastructure subjects, as well as individuals. A compulsory element is the use of advanced

information technology. The result of the activity should be the effectiveness and the stability of the territory and the enrichment of experience for the tourist. In this context, the need for a scientific study of the effective interaction of destinations and business with a tourist based on the concept of «smart tourism» becomes an important issue [3, p. 401].

Studies show that smart-tourism (sustainable, meaningful, actions that lead to responsible trips) is viewed not as an industry, but as a catalyst for changes that occur when travel participants make steady, tangible actions that make trips accountable and up-to-date.

Changing the vectors and priorities in the consumer market, the importance of the innovative component in the process of providing tourist services, harmonization of communication interaction with consumers using the latest technologies require new approaches to the management of cities and hospitality enterprises. That is why the implementation of Smart City technologies is interconnected and focused primarily on tourism development and, accordingly the Smart Tourism Destinations (STD) concepts. AS the result, that is being introduced more and more.

Smart City is a city that uses modern technologies to improve the quality of life in it. Smart City is the technologies, which are integrated into the appropriate structures to improve the quality of service delivery, reduce cost and resource consumption, and improve communication and understanding with residents, which is the main reason for this concept.

Smart City technology should be considered as a kind of road map of city development that allows not only centralized management of local administrative departments, libraries, transport system, hospitals, power stations, law enforcement agencies and other services, but also allows to pay attention to tourist attraction, that are located in different districts of the city.

It should be noted, currently there are different approaches and rating systems that allow to analyze and rank «smart cities», as a rule, with the main characteristics of which are smart economy, smart mobility, smart environment, smart people, smart living and smart governance [1].

With regard to the practical implementation of the concept of «Smart City», there have been successfully implemented the projects on the transformation of megacities within a similar development trajectory and leaders have been identified in major cities of the world. So, according to a rating developed by Professor Boyd Cohen and presented in the American magazine Fast Company, among the «smartest» cities of Europe in 2018 are Copenhagen, Amsterdam, Vienna, North America – Seattle, Boston and San Francisco, in the Asia-Pacific region , they are Seoul, Singapore and Tokyo, Latin America countries like Santiago, Mexico and Bogota [5].

The best practices of managing urban services on the world market for tourist services based on innovative approaches and Smart City projects indicate that many innovative tools (e.g. The Internet of Things, non-contact communications technology, cloud technologies, etc.) have been developed and implemented. Which

ensure the implementation of the main provisions of the concept of sustainable tourism development and raising social standards of the population.

Among the most common ways to use Internet-based technology and contactless communications within the «Smart City» in tourism are the following as mobile applications and payments, e-tickets, geolocation, online access to news editions, the use of mobile devices as keys for opening doors in accommodation facilities, vouchers or discount cards. Duties and main activities are actively carried out on the use of biometric data and elements of artificial intelligence. Convenient for tourists use are audio guides, electronic guides, tourist buses with Wi-Fi, mobile applications of «added reality», which are connected with the organization of collective transport tours and excursion routes, video card design of 3D models of historic buildings, the use of smart technologies and QR codes in museums, etc.

The technologies and tools of Smart City are being developed, which have already found practical application in the development of tourism of Ukrainian and foreign cities. The concept of Smart City should be aimed at the development of not separate intelligence systems, but at an integrated approach to the development of a large number of different subsystems, combining the results of the work of the team of architects and engineers, manufacturers of equipment and communication systems.

The number of implemented technologies is not as important as creating a model that allows you to solve most of the issues caused by the rapid rate of urbanization.

An example of a comprehensive approach to city development in Ukraine, including taking into account the development of tourism based on Smart City technologies, is the development of SMART City' brand in Kharkiv, which began in 2008. The brand's content is as follows: «SMART is not just a smart city, it's a social, modern, art city, research, and a tourist city».

In the tourism sector, «Smart City» brand implements the project of QR codes «7 Wonders of Kharkiv». The first QR-code is opened on one of the main romantic sights of Kharkiv, that is the Mirror jet. The code is on a plastic plate, which contains three technologies. By attaching a mobile device to a matrix code a person enters the page with a language choice and reads the object information [4]. For devices with the operating system Android, iPhone sixth model and newer technology of contactless data transmission, the Internet for reading is not required. To find out more about the object, you can go to the suggested source link. The third technology is Kharkiv project innovators, that is currently being tested. As result, it will help to obtain accurate data on the number of tourists.

The use of smart technologies, the Internet of things, neural marketing, and software automation of all the business processes of the tourist enterprise today is not just a matter of leadership and the creation of competitive advantages, but also the survival of the services market.

Innovations in tourism contribute to the development of new ideas, new directions of development, and increase the competitiveness of the territory. The Smart Tourism Destinations Concept is based on the use of the synergy between Smart Sensitive Innovative Technologies and their social component to support

tourism experience. Smart technologies are aimed at satisfying the needs of tourists by combining information communication technologies with tourism innovations, which aims to improve the quality of service, create an interactive platform containing information on tourism resources, information of subjects of tourism activity. The Internet and related interactive technologies today are the main tools for making decisions on the direction of travel, means of travel, and places of accommodation, food and leisure activities.

The problem of information provision and provision of services in the network of service of urban cultural tourism will be solved based on the analysis of the accumulated information about tourist objects and services. Since current tourist information technology is currently inadequate, it does not provide them with adequate information support during all stages of travel (planning, realization of the trip, post-travel period). However, the specific information systems are mostly oriented towards use in a particular tourist destination.

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HISTORICAL AND CULTURAL HERITAGE OF THE COUNTRY AS A RESOURCE FOR THE DEVELOPMENT OF MODERN TOURISM

Lately, people like to go on holiday abroad just to relax, but there are people who can not come to another country and not visit at least a few historical or important monuments of the country. There are 890 UNESCO World Heritage Sites in the world. In my opinion, it's unbelievable – to learn the history of the places where you travel, to visit the places where the history was created [1].

I believe that it is impossible to feel the atmosphere, the essence of the country and the mentality of the people without visiting at least a few attractions. You can relax by the pool anywhere, but seeing the historical and cultural heritage of the country is like visiting history, learning about the traditions and features of the country.

But every year, tourism for historical and cultural purposes is growing. With so many commercials, movies, books, people learn more about attractions. They fall in love with the country through computer screens and telephones, and later dream of visiting the country and certain places.

A striking example, in my opinion, is the series «Majestic Century», which captured the hearts of millions of people, learning this story and feeling the atmosphere, becomes a small goal.

People's opinions and stereotypes are changing, because now Turkey is really not just a vacation on a deck chair, but a trip for historical and cultural purposes. And this is just an example of one country.

Multimedia is a very powerful weapon for tourism, because there are many examples, such as the «Majestic Century».

That is why, in my opinion, the historical and cultural heritage of the country is exactly where to invest, and it will pay off after all, every country has buffets, swimming pools and sunbeds, and the historical and cultural heritage is something incredible and unique.

In terms of raising the level of education, the revival of the spirituality of the population becomes a historical and cultural heritage an influential factor in tourism development. This is especially true of Ukraine. After all, Ukraine has significant potential for the development of cultural and educational tourism, which is due primarily to a large number of unique historical and cultural monuments. Given the complex historical past and centuries-old coexistence of many peoples and religions, Ukraine has significant cultural and tourist potential [2].

In public accounting in Ukraine there are more than 130 thousand monuments, of which: 57206 – archeology monuments (418 of which are national significance) 51364 – monuments of history (147); 5926 – monuments of monumental art (45);

16293 – monuments of architecture, urban planning, gardening and park arts and landscape (3541) [3, 4]. Further development is observed in the improved regulatory framework for tourism, involvement of small and medium enterprises in this area tourism, development of quality infrastructure, development of a new tourist routes, active advertising and information activities, modern cartographic support.

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CONFLICT AS A FACTOR OF COMMUNICATION DEVELOPMENT IN TOURISM

One can find the definition of a concept of conflict in many dictionaries, f.i.: «Conflict is a situation, a set of circumstances in which there is: a clash of opposing parties, forces or views; lack of agreement between two or more entities; internal discomfort of one person» [4].

In conflict situations, each interested person tries to defend the own opinion and achieve the own goals. In touristic sector a tourist would like to pay less but to obtain more touristic services. Any person in this case gives arguments in his\her favor, gives the opportunity to present the interlocutor his/her arguments, and also tries to convey his/her own point of view through counterarguments. During a conflict all sides use all acceptable means and forms of influence in the situation and try to overcome the resistance of the other party.

There are many opinions about philosophy and psychology of conflict [1-5]. But it is also important to understand whether conflicts are not needed at all and whether they do really effect positively on a society.

The expression «how many people – so many opinions» reflects perfectly the reason of the most conflicts. Everyone has the right to their own opinion. Some try to avoid conflict situations as much as possible, others provoke a conflict on the contrary, and some adequately perceive other people's positions and resolve the conflict as adequately as possible, adhering to their own opinion and understanding the position of the interlocutor.

For a long time, psychologists, philosophers, scholars of conflict have been trying to understand the sources of conflicts between people and their solutions.

In the article «Factors of conflict origin and development. Types of conflicting personalities» [5] tells about: «one attributes the root cause of conflict to a violation of social justice in human society and, as a result, to a restriction of self-esteem. At the same time, justice itself is a correspondence between a person's contribution to the solution of certain issues and the benefits received for it (moral or material)». This «correspondence» is determined by the level of development of a particular society, group or individual. Based on this, the conflict is often caused either by a violation of existing and generally accepted norms of justice, or a clash of different ideas about the rules of justice.

However, the fact that a conflict is a crucial aspect in communication between people and as a factor of development [7, 8]. Conflicts in tourism are not only a clash of opposing opinions, knowledge, but also an opportunity to understand, to learn a new idea about the touristic business, training of communication skills, the ability to understand other cultures and use this knowledge to get results [8]. A new idea is always an opportunity to learn more, to develop tourism, an opportunity to use innovative experience in different areas for the desired purpose.

There are several types of conflicts that can be a factor in the development of tourism and its stakeholders not only as personal growth, but also in professional, intercultural aspect.

First of all it is socio-psychological conflict. This type of conflict is an integral attribute of personality formation.

Knowledge of the essence of socio-psychological conflicts, causes and ways to resolve them can effectively overcome various negative psychological states of customers such as travel phobias, closed spaces, air flights, help to improve personal / group adaptation, personal growth and positive group dynamics.

Socio-psychological conflicts affect all aspects of tourism activity, including the system of social relations between tourists, customers of the touristic services and touristic agencies as producers of the touristic services; professional activities in touristic sector; it also determines the completeness of self-realization of participants of touristic business, features of personal and professional growth [1].

Cognitive conflicts can also be quite useful in terms of personality development. Cognitive conflicts – conflicts of knowledge, points of view, experiences. As a rule, the goal of each subject of cognitive conflict is to convince the opposite party that his position, opinion or point of view is correct. As noted earlier, this type of conflict helps stakeholders of touristic business to know new perspectives, learn how to take a new position, and agree or disagree with this information.

In most cases, the conflict is considered to be exclusively negative. It causes misunderstandings, insults, hostility or threats. In other words, it is something that should be avoided. Representatives of earlier schools of management also argued that conflict is a sign of poor management, in our case, of the touristic organization and an indicator of its inefficiency.

However, despite this, many modern management professionals are increasingly inclined to believe that some types of conflicts can not only occur, but are desirable even in the most effective organizations, where employee relationships are worthy of the best. The only thing that is necessary here is to learn conflict management [7].

Thus, the conflict should not be treated as something dangerous or negative, if it is a stimulus for personal development, pushes a person to work on themselves, hardens morally and psychologically, promotes cohesion with other people. It is very important for a person as a unit of society to be able to recognize any preconditions of conflicts and to be able to prevent the occurrence of unwanted conflict situations.

To be able to recognize and prevent conflicts – it means to have a culture of communication, to be able to control themselves, to show respect for the personality of others, to apply different methods of influencing them.

Conflict is an integral aspect of the formation of high-skilled personality, professional in touristic sector. It indicates the intensity of the professional development of personnel of hospitality industry and managers in tourism. Therefore, the conflict provided and resolved constructively, has a positive effect on, motivate a customer and a provider of touristic services. This consists of qualitatively new value formations that contribute to the professional and personal growth of a person [2, 3].

This process is negatively affected not so much by the conflict as by the wrong ways of resolving it.

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ASSESSMENT OF PROSPECTS FOR THE DEVELOPMENT OF SOCIAL TOURISM IN UKRAINE

In the absence of state support, the modern independent development of tourism has led to the survival of most commercial forms and types of Tourism. In this case, the share of social tourism has fallen significantly. Tariffs for transport, food and various services continue to rise, and insufficient funding from various departments and foundations has led to a decrease in the number of potential tourists. Social tourism as a factor of development of society is not given due attention, which hides a lot of negative social aspects, these aspects indicate the relevance of this topic for Ukraine, since social tourism today is entering a new stage of development in a market economy, in the state regulation of which it is necessary to combine the application of foreign experience with the peculiarities of domestic development [8].

The main purpose of social tourism is travel and recreation of socially vulnerable segments of the population to restore working capacity, physical and moral strength.

In Western sources, the definition of social tourism was first given in 1957 by V. Hanziker: «a group of relationships and phenomena in tourism that lead to the participation of poor or otherwise infringed elements of society in the travel processes» [5].

For A. Haulat, social tourism is justified by the fact that its individual and collective goals coincide with the concept of modern society regarding the implementation of all measures to ensure greater justice, nobility and life satisfaction for all residents [6].

The most recent and more complete definition of social tourism was proposed by L. Minnaert, G. Miller and R. Maitland. They believe that: “social tourism is tourism with added moral value for the host or guest of a tourist exchange”. This definition represents social tourism more from the moral side [7].

Consider foreign experience in the field of social tourism support. An example of a high level of development of mass social tourism is the experience of industrially developed countries. So, according to the World Tourism Organization, state funding for national tourist administrations and major social tourism programs is implemented in France (national agency of vacation checks), in Spain (there is a program «Tourism for the older generation»), in the UK (the program «family holidays»), in Hungary (the system of vacation checks is used), in the Czech Republic (the program «travel without barriers»), in Italy (the revolving fund of tourist loans and savings is established) and others. In foreign countries, the right of social tourism is enjoyed by numerous categories of the population: disabled people, pensioners, the unemployed, large families, schoolchildren and students, low-income

citizens, and others. In some countries, this right is additionally enjoyed by civil servants, military personnel and their family members, refugees and internally displaced persons, and others.

As for Ukraine, the law of Ukraine «on tourism» does not mention the concept of social tourism. However, the strategy for the development of Tourism and resorts, approved by the order of the Cabinet of Ministers of Ukraine No. 1088-R dated 6.08.08, among the main directions of the strategy implementation is indicated – «to develop a mechanism for state support for the introduction of a tourist product of a social nature» [4].

Today, the development of social tourism in Ukraine and its regions is hindered by the almost complete lack of legal support for this area. The current legislation in the field of determining guarantees and benefits for the socially vulnerable segment of the population has long been outdated and may lead to paralysis of the processes of formation and development of the social tourism sector in the future. This problem could be solved by a new law that would clearly regulate the issues of social tourism, maximally fix the rights, guarantees and preferences of individual social groups for priority receipt of tourist, health-improving opportunities and benefits, which will undoubtedly have a positive impact on the formation and development of this industry, on the legal status, guarantees of the activities of trade union units themselves, and on the implementation of legally established rights and interests of all segments of the population [2].

Social tourism in general, both in the world and in Ukraine, has significant disadvantages. As a rule, this type of tourism is characterized by an average, even low quality of Service, insufficient level of staff education, and not a sufficiently developed tourist infrastructure.

For the future of Ukraine in the context of the development of the tourism industry, primarily the social direction, the following types of tourism can be considered promising:

1.Eco-Tourism. A wide variety of landscapes of picturesque nature and Ukrainian terrain determined the need to create educational environmental programs for the general population, develop tourist routes for organized groups in protected areas in order to preserve the natural environment.

2.Green (rural) tourism, which promotes the development of small businesses in agricultural regions, provides an opportunity for urban residents to actively relax in private rural farms and generates elements of environmental education, health improvement, voluntary participation in certain types of agricultural work, and rural residents – to improve their financial situation.

3.Children's and youth tourism, which contributes to the revival of national consciousness and patriotic education of children and youth, is designed to promote the upbringing and education of the younger generation by means of tourist and local history activities, the formation of a fully developed personality.

4.Tourism of the elderly (tourism of «seniors»), tourism of disabled people, which can revive the national spirit of the Ukrainian state and ensure the preservation of cultural heritage for children and youth [1].

As for the development of Tourism of the elderly (tourism of «seniors»), tourism of people with special needs, these types of social tourism in our country are practically not developing. Instead, in highly developed countries, older people's travel is massive and extremely popular and competes with youth travel. People with special needs rely only on fairly limited spa treatment, and as for their tourist services, tourist establishments, hospitality establishments, and transport infrastructure are not ready for this.

The revival and development of social tourism is a necessary condition for the recovery of domestic tourism as a branch of the market economy from the crisis state. To increase the demand for tourist services, it is necessary to make tourism mass and publicly available again, to attract those who belong to the category of the poor, and even more so to the middle strata of the population.

Therefore, it is important to make tourism accessible to everyone from childhood to old age. It is necessary to develop a concept for the development of social tourism in Ukraine, create a legislative, regulatory framework, prepare and adopt a special law on the development of social tourism. The law should define and fix the obligations of the state in this area, its responsibility for ensuring public access, and specific measures for state support. Social tourism should become the most priority direction in the state policy in the field of Tourism [3].

Analyzing the prospects for the development of social tourism, we note that the sources of its financing and material support, in addition to budget funds, can be: funds received as a result of tourist and other activities of social tourism institutions, payments in the form of social tourist rent, voluntary contributions of legal entities and individuals, including foreign ones, to support social tourism.

Summing up, we note that tourism today has the character of a social orientation of the development goals of modern society. World experience shows that social tourism implements state support measures and can successfully develop in the interests of the population. The restoration of social tourism requires innovative approaches, models, directions, mechanisms and concrete measures to solve problems related to social tourism in Ukraine.

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ALGORITHM OF FORMATION OF MARKETING STRATEGY OF THE TOURIST ENTERPRISE

The process of forming a marketing strategy should be reasonable and detailed. The process of strategy implementation can be divided into two stages:

1) planning process aimed at making strategic decisions, formulating goals and identifying ways to achieve them;

2) management process as a set of decisions and actions for implementation strategy aimed at achieving the goals of the enterprise taking into account possible changes in the external, intermediate and internal environment [1].

The basis of strategic planning of the tourism business is its practical application at the micro level. Strategic planning, which is usually carried out at the highest level of enterprise management, is to implement the process of determining the strategy of the organization by analyzing its strategic positions, research of internal and external factors, identifying specific measures and tools that can achieve competitive advantage in long-term [2].

Strategic planning is the basis of strategic management and covers the following areas:

–the formation of goals of the organization, its departments and personal goals of each team member; to the environment, ie elimination (mitigation) of threats and development of opportunities taking into account the available potential or potential that can be achieved;

–assessment of the potential of the organization and the possibility of its increase in the future

–assessment of the external and internal socio-economic environment in which the organization operates, its possible changes and the resulting requirements for the operation and development of the enterprise;

–the main directions, methods and tools to achieve the goals under existing opportunities and in complex

–ensuring the reliable implementation of goals and objectives with the necessary resources;

–accounting, monitoring and analysis of the achievement of strategic planning goals, their evaluation and conclusions [3].

In the tourism industry, we can state a certain freedom of strategic choice: to pursue limited or broad marketing goals, to use the competitive advantages of low costs or their differentiation. Some of the approaches can be used simultaneously. It should be noted, however, that the set of strategic capabilities of the tourism organization is limited by the capabilities of the industry and the conditions of competition in it, the competitiveness of the organization, its market position and

capabilities. The main tasks in determining the starting point for the formation of strategies are the choice of key areas and their relationship with other aspects of organizational management (marketing, finance, current management, etc.).

In the current conditions of economic change, a modern tourism company should resort to strategic planning, which includes a plan of measures to identify specific missions and means of implementing the chosen path of development. Strategic planning, which covers a large number of issues and gives a chance to present a picture of the future development of sales of goods and services, promising projects, personnel and financial activities of the enterprise on a planned basis.

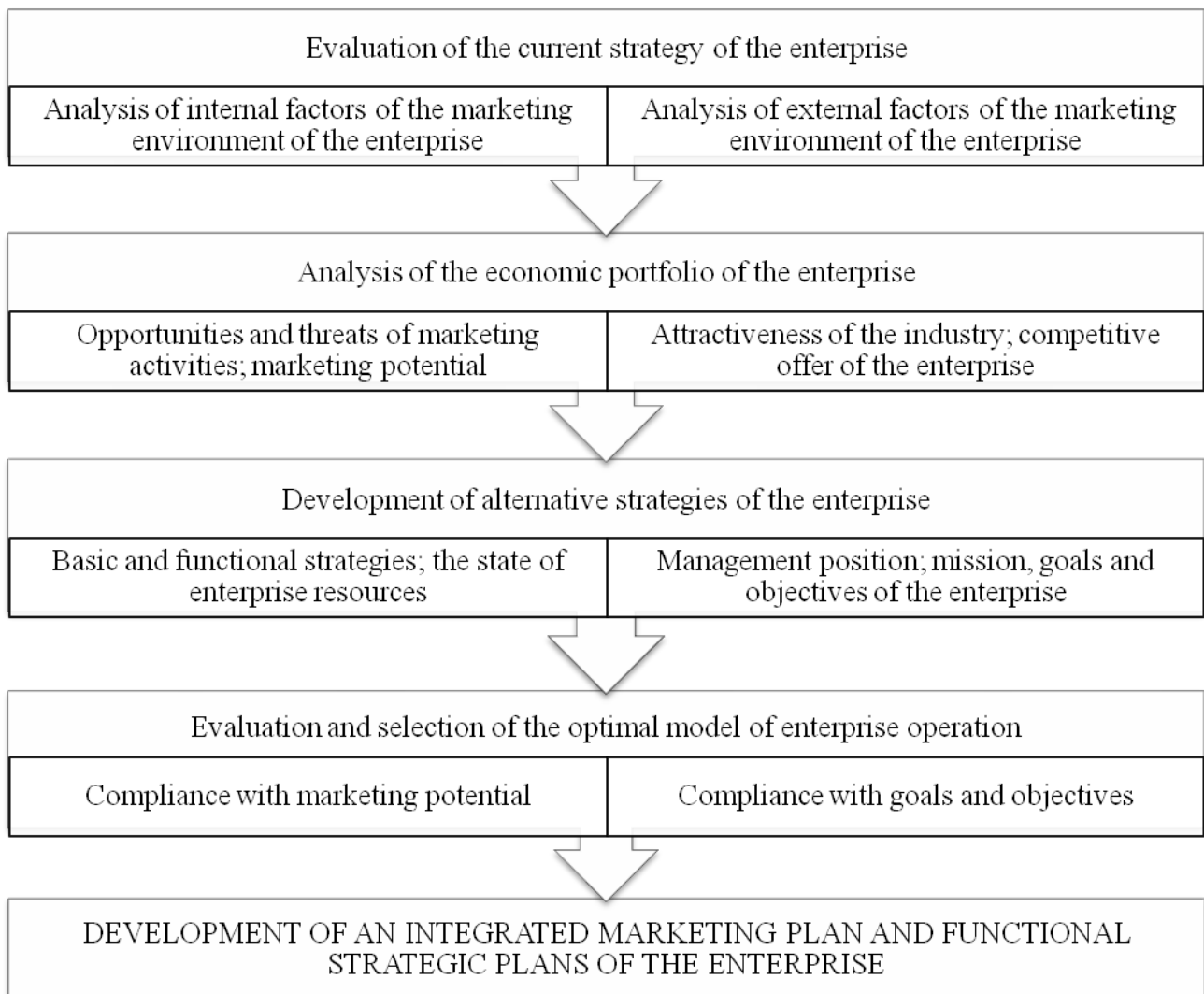


Fig. 1 – Algorithm for developing a marketing strategy of a tourist enterprise

In fig. 1 presents our proposed algorithm for the formation of the strategy of the tourist enterprise, which is based on the model of the planning algorithm N. Bobritskaya [4]. We believe that the presented algorithm allows a systematic approach to the problem of forming a scientifically sound marketing strategy the process of developing a strategy, which are: a significant number of possible combinations of tools and actions; interaction of directions of strategy that can lead to

strengthening or weakening of their total action; uncertainty about the specific outcome of travel service providers; limited resources for the implementation of strategic decisions and the level of qualification of personnel.

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THE INFLUENCE OF CYCLING INFRASTRUCTURE ON THE ECONOMY OF THE REGION

Tourism is considered one of the effective factors in the development of both the economy and the social sphere of the country. This is stated in many documents of international organizations. There is such a thing as the social component of tourism, which is a multifaceted phenomenon and which has a dual nature. On the one hand, it can be considered as social resources and tools used for tourism activities, and on the other – it is social results that have a powerful reverse effect on the socio-economic development of society [1]. The social role of tourism is revealed through a wide range of socio-economic effects. In addition, it has a multiplier effect on related industries and the economy as a whole.

If we talk about the impact of tourism on the economy, this phenomenon is quite complex and multifaceted. That is why it is divided into: the direct economic impact of tourism, which is formed from the revenue side of the budgets of different levels through the payment of taxes, through the formation of gross product. In addition, this factor affects the number of jobs that exist in this area of activity; indirect impact of tourism, which has a much greater impact on the economy, it is more effective than direct impact. The reason for this is the stimulation of indirectly related to tourism areas of activity. All costs incurred by the tourist are the income of participants in the field of tourism, according to which they provide goods and services. And the longer a tourist stays on vacation, the greater the amount of his expenses, the higher the indirect (multiplicative) impact of tourism. Thus, the indirect contribution of tourism to the economy of the region is called the effect of multiplication or multiplier [2].

The multiplier effect is a concept that reflects the idea of the cumulative (direct and indirect) impact of tourism on the national economy. Modern science allows you to create a practical tool for accounting for the multiplier effect – the tourism multiplier, which reflects the value of the coefficient of influence of tourism on related industries. The tourism multiplier is the ratio of changes in one of the key economic indicators to changes in tourist spending. The definition of the multiplier is based on Keynesian analysis [3].

The development of production and economic activity in those sectors of the economy and those types of economic activity that are directly dependent on the service of tourists, is an integral, system-forming form of influence on the development of related industries. Thus, it is possible to achieve the effect of the multiplier effect of tourism on the development of other sectors and sectors of the economy. Carrying out an assessment of the multiplier effect makes it possible to more clearly define the importance of tourism for the country's economy. Based on

this information, it is possible to further develop programs of state support for tourism, improve tourism infrastructure, competently use and reproduce tourist resources [4].

In order to assess the multiplier effect of tourism activities are necessary: initial information about the infrastructure (the presence of the transport system, hotel industry, various tourism entities, necessary to meet the diverse needs of tourists); characteristics of the dynamics of recreation and information about its needs (current, forecast) [1].

Theoretically, the multiplier effect of tourism is undeniable, but its accounting is a rather complex process. Nevertheless, the main indicators that can characterize the economic effect of the tourism industry are defined. There are types of tourism multipliers that can be calculated for any economy: release multiplier; sales multiplier; income multiplier; employment multiplier; salary multiplier; government revenue multiplier; import multiplier [3].

If we talk about the multiplier effect of tourism, it is manifested in the fact that as a result of the chain reaction "cost-income" the amount of income received from one tourist exceeds the amount of money he spends at his place of residence. These funds can be spent, for example, on the purchase of services or goods. Swiss scientists have determined that the multiplier of income from the production of tourism services varies and depends on the country or region (from 1.2 to 4.0) [1].

Thus, at the request of the National Tourism Organization of Ukraine with the support of the USAID Competitive Economy of Ukraine Program, a methodology was developed in 2020 and a statistical analysis was conducted in accordance with UNWTO international recommendations on the satellite tourism account to determine a complete, objective picture of the tourism sector on the country's economy. This document uses a new approach for Ukrainian tourism statistics – large data sets of structural statistics on the number of economic entities, employment, sales, value added and costs are grouped in a table according to the principle set out in the International Recommendations for Tourism Statistics 2008 – for types of tourist products, which allows to identify the place and role of tourism in the economy [5].

The paper contains tables on the following areas of research: «Tourist demand: tourist flows placed in collective accommodation, accommodation and length of stay, visitor costs, passenger flows, museum attendance», «Tourist offer: business entities and employment, results of activities enterprises, tourist tax, investments», «Balance of payments of Ukraine», «Auxiliary (satellite) account of tourism: the contribution of tourism to the total supply of goods and services within the national / regional economy» [5].

Thus, it was found that there are 538 operating tour operators (4826 employees) and 3903 travel agents (7272 employees) in Ukraine; in 2019, they served 4.7 million (outbound tourism), 450 thousand (domestic tourism), 83 thousand (inbound tourism) people. 568539 people are involved in the industries engaged in customer service (excluding retail trade). The collective accommodation facilities were accepted by approximately 6960,900 people, of whom 86.2% were residents of Ukraine and 13.8% were foreigners. The largest volume of sales of goods and services in the field

of tourism was demonstrated by enterprises of Lviv, Odessa, Dnipropetrovsk region. and Kyiv. Despite the fact that according to the calculations, the gross value added generated in tourism is 11.6% of GDP, and directly in tourism - 4.9% of GDP, it is obvious that the predominance of outbound tourism, and, consequently, Ukrainians support the economies of other countries and create a multiplier effect in them [5].

Thus, cycling infrastructure, which combines bicycle paths, traffic management facilities, service facilities, landscaping elements and man-made structures, produces benefits for the region's economy related to the development of cycling tourism, bicycle production, retail development, bicycle workshops, production of clothing, bicycle equipment, food and accommodation during the trip, etc.

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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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PROSPECTS OF DOMESTIC TOURISM DEVELOPMENT IN UKRAINE

«Ukraine is located in the center of Europe and has all the conditions for proper economic development through tourism, but lags far behind the world's leading countries in terms of tourism infrastructure and quality of tourism services» – said in the Strategy for Tourism and Resorts of Ukraine until 2026 [1]. As the global crisis and pandemic over the spread of the COVID-19 virus, competition for consumers of tourism products becomes even tougher, it encourages industry to reconsider approaches and tools for the quality and content of their tourism services, to find new effective forms and ways of tourist interest in innovative, modern, competitive, that meets the requirements of today's tourism service.

In recent years, domestic tourism has become significant in Ukraine. Its development is extremely rapid. Every year more and more Ukrainians prefer to travel around their country, there are several reasons for this: travel expenses are lower than abroad; in Ukraine there are many unique locations that are little known and unexplored; through photos and videos posted on the Internet, there is an opportunity to present to foreigners the beauty of Ukrainian cultural and natural heritage [2].

The pandemic caused by the COVID-19 virus has added new challenges and further complicated the process of forming domestic tourism as a highly efficient, competitive industry. The issues of keeping the industry in the crisis, preventing it from falling to those levels that will make the existence of tourism impossible, not only international but also domestic one. Therefore, in today's conditions for the tourism industry, which has suffered the most from the pandemic, the position of domestic tourism is especially strengthening.

The formation and spread of new types of tourism are also ensured by globalization processes, scientific and technological progress. After all, the internationalization of economies and the introduction of the scientific technologies contributes to the emergence and development of completely new areas in tourism. The most common types of tourism are green, cultural and recreational tourism.

In general, 2020 in Ukraine has been declared the Year of Tourism Development in Regions and Rural Areas. In this regard, in order for the domestic tourism industry to maintain its position, it is necessary to study the demand for the tourism product as quickly as possible, reformat the proposals, provide modern infrastructure, use advertising effectively.

To ensure the revival and progressive development of Ukraine's tourism industry in the post-quarantine environment of increasing competition, it is necessary to understand the need for more quickly implementation of domestic tourism product,

against the background of growing consumer demands for content, diversity and quality of tourist and recreational services.

Certificates of conformity of accommodation services are available in 68 institutions. Of course, this is not enough in terms of increasing the demands of tourists to the quality of tourist services and given the advantages of foreign hotels.

Also, vacationers are dissatisfied with the quality of transport conditions in the country. The condition of highways is catastrophic in almost all regions of the country, including and in the most popular among tourists. At the same time, a significant share of domestic tourist traffic is carried out by road, while the technical condition of roads has a negative impact on the safety and comfort of travel. Even the lack of ATMs in places of active recreation of tourists dramatically reduces the comfort and quality of recreation and, accordingly, reduces the competitiveness of the tourism industry of a particular region.

Another promising and, in our opinion, necessary direction of the domestic tourism industry should be medical and health tourism. When formulating a proposal, it should be taken into account that the market of health tourism is undergoing significant changes. Traditional health resorts are no longer a place of treatment and recreation for the elderly people and become multi-functional health centers.

Industrial tourism is part of the cultural and cognitive type of tourism. However, it occupies a small share in this type due to the fact that it is not very common in Ukraine, many people do not even guess that this type of tourism exists at all. Ukraine has a significant number of abandoned and existing industrial facilities, the development and implementation of tourism strategy, the center of which is industrial tourism, will, undoubtedly, have a positive impact on the economic performance of the regions and Ukraine as a whole [3].

The basic condition for the development of domestic tourism is the maximum satisfaction of all requirements and preferences of consumers. An important factor in this situation is not only the formation of quality infrastructure for the development of domestic tourism in the regions, but also quality marketing of this tourist product in both the Ukrainian and international markets in general.

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TOURISM IN THE PANDEMIC PERIOD: FEATURES AND DEVELOPMENT TRENDS

Tourism today acts as an active communicative factor in the process of communication between people around the world. Performs an extremely large cultural and humanitarian function. In other words, tourism today is an integral part of society, a global phenomenon. It should be remembered that at the economic level it is a powerful industry that provides up to 10 % of GDP, and every 15th person in the world is connected in some way with the tourism industry.

In addition, tourism is a global policy that solves many different issues, including conflict situations. It is thanks to tourism that it becomes possible to change unwanted stereotypes and form new landmarks. It is through tourism the development of intercultural communication becomes possible. That is, tourism is our life with you in all its diversity.

A pandemic with closure of borders, mandatory quarantine, and restrictions on transportation between countries has made significant adjustments in all areas of our life. The tourism industry is no exception. However, this does not mean that tourism, as a field of activity, has disappeared. The tourism industry lives and, unlike many others, develops: new trends appear that we could not even think of, creative approaches in the activity, interesting author's routes, which attract more and more tourists.

First of all, it should be acknowledged that the pandemic has given push to the development of domestic tourism. Unfortunately, the borders of many countries are still closed, quarantine restrictions continue, but people's desire to travel has not disappeared. This is relevant not only for countries where international traffic is completely suspended, but also for those that have already opened their borders. Therefore, many travelers are interested in traveling within the country, near home. Today, new directions of travel through the country are being created, new forms of tourism (glamping, theme parks, weekend recreation, etc.) are being developed for recreation, acquaintance with historical, architectural monuments, nature reserves, etc. This is a strong incentive for the development of tourism in the regions, improving tourism and hotel services. Especially since the borders of most countries will remain closed until the end of 2021.

For the second year, most companies work remotely. The boundary between work and the home disappears and this does not always have a positive effect on the results of work, because at home there is a constant temptation to do something else, to be distracted by housework. Due to the weakening of quarantine measures, most

employees have the opportunity to work remotely not from home, but from a hotel located in another city or in another country. Today, there is even a new term (working from hotel), i.e. work from the hotel. This gives you the opportunity to combine your professional activities with quality recreation, acquaintance with new places, cultures and more.

Travel restrictions due to quarantine measures and the desire of many people to travel have contributed to the emergence of interesting tours that combine Travel buddy (travel companions-friends). In other words, the trip meets absolutely unknown people from different parts of the country or the world in general, different ages, different professions, various preferences, which are united by a wild desire to leave the comfort zone and visit a new place, exchange views on various topics, indulge on some time for tourist adventures.

Another unique trend of modern tourism is the spread of so-called solo travel. This trend is freedom in everything, because you do not need to coordinate your plans with anyone, to adapt to anyone or to sacrifice one's time for the sake of others.

The rhythm of the 21st century, caused by external factors and circumstances, is extremely crazy, despite even quarantine restrictions. It requires constant movement and development, without reducing the set pace. Solo-travel gives the opportunity not only to relax, be alone with your thoughts, restore psychological control over life, enjoy the trip, but also set your own rhythm of travel.

Until a few years ago, such trips looked very strange, but today solo trips are extremely common around the world. After all, this is a new sensation and an extremely useful experiment, an exciting, but certainly breathtaking adventure. There are many reasons to go on an independent trip:

- discrepancy of vacation schedules with potential companions;
- self-test for strength;
- desire to visit new places without coordinating your route with anyone;
- the desire to be alone to restore mental state, rethink your life and others.

This trend is actively picked up and promoted by bloggers through social networks, introducing their subscribers to interesting tourist locations.

In a solo-trip, everything depends on the traveler: the choice of country, booking tickets, accommodation, planning the day, locations and more. A person cannot transfer responsibility or problems in travel to a representative of a travel company. That is why solo-travel contributes to the understanding of one's own desires, identification of personal strengths and weaknesses, responsible attitude to others.

It should be noted that today employers prefer candidates who not only have experience in international projects, but even travel. This is due to the fact that traveling, people gain experience of interaction with different cultures, have the opportunity to learn a foreign language and not even one. Travels demonstrate a person's activity and mobility, the possibility of his adaptation to new places.

As a result of the pandemic, other trends in tourism have emerged. This includes the spread of contactless service at airports and hotels to minimize contact in common areas where the virus can easily spread. In some hotels, even the keys in the

rooms were abandoned, replacing them with the keys in the mobile application. In addition, in order to motivate travelers to stay with them, hotels offer various bonuses, including an additional free night or other additional services. This includes booking and purchasing tickets a few days before the trip, etc. In general, there was not only a reduction in travel planning time, but also the trip itself. Today, no one is planning a vacation for the year.

Summing up the above, it should be noted that in the uncertainty conditions, travel companies have learned to respond quickly to all waves of the pandemic, especially the closure / opening of national borders, to adapt to new models and formats, taking into account all limitations and opportunities.

Travelers, in turn, adapting to new conditions, try to choose those routes that cause the least harm to the environment, visit the places where the least vacationers, use those formats of recreation that are optimal under these conditions. In order to reduce traffic on public transport, use rented cars more often. The most important thing is to choose for travel those countries and those places where they are responsible for security.

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SPECIFICS OF ECOTOURISM DEVELOPMENT IN PANDEMIC CONDITIONS

It should be noted that there are two models of ecotourism development: «German» or «European» (tours of mainly cognitive nature which include development of local culture knowledge) and «Australian» (recreational tours including visits to natural parks, biosphere reserves, etc.) which is also known as «a trip to natural reserves». The Concept Note deals mainly with the second type of ecotourism. But since the flow of international tourists has also decreased significantly in European countries, such as Germany, Switzerland, etc., it can be assumed that ecotourism in the countries of the «German» model more or less remained «afloat» mainly due to domestic tourism, the same situation is in Ukraine (As a pandemic 2020). Ecotourism of the «Australian» model could suffer more because it depends more on international tourism. That is why the international documents give it more attention [1; 2].

However, despite all the negative consequences of today's crisis, it is worth noting that the modern tourism industry has long been, so to speak, in anticipation of major changes. This finally became clear in 2019 when the world's largest travel company Thomas Cooke went bankrupt. It was a historical, significant event, because the «empire» of a man who went down in history as one who, in fact, «invented tourism», ceased to exist. Thus, we can say, that the tourism, which the world has known for more than 200 years, is over. A pandemic will only speed up this process. Probably the trends of more active introduction of virtual and augmented reality technologies, as well as the experience economy will become more relevant. The tools to meet the tourists' needs will also change. This will be facilitated by the fact that, according to sociologists, the online society has long been formed [2; 6].

However, it is worth looking at Ukraine's chances in implementing digital technologies. Here is what our country looks like in the OESD (Organization for Economic Co-operation and Development) document «Responding to the COVID-19 Pandemic Crisis in the Eastern Partnership Countries» in the Digital Infrastructure Schedule [2; 4; 12].

As one can see, in our country the situation with the number of mobile phone subscribers is good; the number of Internet users is at the level of that in Georgia and Armenia. However, in Ukraine there are problems with the number of subscribers of such the most modern technologies as the fixed digital access and a broadband mobile network. This means that in Ukraine the circle of people who will be able to carry out virtual ecotours around the world in good image quality is very limited.

There is also little chance of making a high-quality Ukrainian digital ecotourism product so that the whole world could watch it.

Although, in general, ecotourism, both in the world in general and in Ukraine in particular, has good prospects. That is because along with the spread of digital technologies in tourism another trend, which is expected to grow after the pandemic declines, is ecotourism. After all, the «pandemic of fear» will remain for some time – people, fearing infection, will avoid mass traveling carefully weighing their desires and possible risks. This can lead to an increase of the ecotourism popularity. It involves traveling to the relatively untouched by the man-induced impact areas. It is also aimed at environmental education of travelers, raising the level of their environmental culture. Experts talk about increasing the role of meaningful tourism, and where to get «thoughts» if not in education? At the same time, ecotourism is good for locals, because the more popular the tourism facilities located in their territory, the greater will be their personal income and income aimed at protecting these same facilities and the environment [2; 4; 10].

It is also worth mentioning that ecotourism has grown precisely because of the tourists' demand for ecotourism, i.e. it is an organically economic phenomenon. And since the efforts of international tourism organizations will be aimed at strengthening the environmental friendliness of any type of tourist travel, and, as experts say, it has already been demonstrated that tourists want to travel more environmentally friendly (Schmidt 2020; Tourism 2020), it seems the very nature of ecotourism will guarantee its fairly rapid recovery. Experts talk about the phenomenon of «deferred demand», which can be manifested in relation to ecotourism. In addition, unlike other types of tourism, ecotourism provides a minimum amount of infrastructure, which can be profitable from an economic point of view.

Thus, the world experience has shown that an important characteristic of ecotourism is its relative resilience during crises and its relatively rapid recovery after them. The current crisis in tourism, which is the result of the COVID-19 pandemic, is unprecedented in terms of expected losses and consequences. However, a large deferred demand will be accumulated in the tourism industry by the end of the pandemic and the opening of borders between countries. And since there will be a fear of large crowds for some time, tourism will become more individual, meaningful, the popularity of ecotourism will grow. Tourists' more careful attention to travel safety, sanitary and epidemiological situation, as well as preference of more environmentally friendly tours in any type of tourism is another expected consequence of the crisis. An important consequence will be an even greater strengthening of the long-standing trend towards digitalization of tourism, including ecological one.

In connection with the above presented, the following recommendations for the development of ecotourism in Ukraine are offered:

1. First of all it is necessary to reorient the internal market of tourism.
2. To develop new proposals and products focused on the economy option of tourism, individual tours and tourism in small groups.

3.To develop new eco-routes, to use advanced promotions and ideas of experience economy.

4.To strengthen the epidemiological safety of travel and the quality of the insurance product.

5.Mastering the digitalization of services using the latest technologies [2; 5; 7].

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TOURIST AND EXCURSION POTENTIAL OF ODESSA REGION

Local lore, which has always been associated with travel, has given rise to activities such as sightseeing and tourism, which are closely linked and have a common goal – knowledge of the world around us, their land, their homeland.

The outstanding writer Ivan Franko in the article “Galician local lore” (1892) gave local lore the following definition: «Local lore is the first degree, the first sign of national education – to know your immediate environment, to know the past and present of your people» [1].

Today, the role of local lore in the development of Ukraine has grown significantly, because its main functions are the restoration and preservation of history, culture, traditions and national heritage with parallel education of patriotism of citizens.

If we consider local lore in the context of tourism, in addition to collecting and obtaining information on national historical and cultural heritage, it is a comprehensive study of a certain area for tourism development, including cultural, local history, events, rural or a combination of several, it is a strong resource for the development of domestic tourism, so relevant today.

The subject of the study of tourist local lore are tourist resources, which are divided into natural, socio-economic and historical and cultural resources.

Natural tourist resources include: picturesque landscapes, forests and parks, favorable climate, coasts of seas, rivers, lakes, mineral springs, therapeutic muds.

The group of socio-economic resources includes: material and technical base of tourism, transport infrastructure, labor resources.

Historical and cultural resources were created in the process of historical development of a certain area, expressed by objects of tourist interest in the form of: architectural monuments, archeological monuments, man-made masterpieces, unique works of culture and historical monuments.

The rich historical and cultural heritage of each territory provides an opportunity to develop sightseeing activities, forming routes taking into account all cultural heritage sites, and by increasing tourist flows, a positive and attractive image of both the individual territory and the country as a whole.

The Odessa region also has a significant number of outstanding historical and cultural monuments. Despite the fact that the city of Odessa itself is historically a few years old – more than 200, the region itself has a long history. A few centuries before our era, the harbor, which overlooks the central part of the city, the ancient Greeks used as a pier. Later, a Slavic settlement appeared. Throughout its history, this territory has often passed from one state to another. Turkish-Tatar military leader Bek Haji built a fortification on the site of modern Odessa and named it Hajibey. The

fortification itself, as well as the settlement of the same name, existed here until 1795. According to the Iasi Peace Treaty of 1791, the fortress was ceded to the Russian Empire. In 1794, under the leadership of O. Suvorov and Admiral J. Deribas, the construction of the city and port began near the fortress, which in 1795 was named Odessa. The lists of monuments of architecture and urban planning, located only in the historic center of Odessa, there are about 1,400 objects. In total, there are 91 historical and cultural monuments of national importance in the region, which can potentially be used as objects of display in cultural tourism [2].

In our work, the aim is to briefly analyze the most definite and well-known monuments of antiquity and modernity, which represent the historical and cultural heritage of the Odessa region in its areas according to the new administrative-territorial structure [3].

In the Belgorod-Dniester region the first place is occupied by the Ackerman fortress (complex) built in the XV century in Belgorod-Dniester, a city founded more than 2.5 thousand years ago as the Greek colony of Tira. The ancient city of Thira, founded in the VI century BC, was an important trade center of the North-Western Black Sea coast. Sarmatian crypt, which is now located on the territory of the Armenian Church of the Assumption of the Blessed Virgin in the city of Belgorod-Dniester. The Belgorod-Dniester Museum of Local Lore, which has been operating since 1940, is housed in an old mansion built in the 19th century in the Empire style for the merchant and mayor Mikhail Femilidi. The churches of John the Baptist, the Assumption of the Blessed Virgin Mary and the Underground Church of John of Sochaw also have historical and cultural potential. A beautiful architectural monument – St. Nicholas Church in the village of Kulevcha attracts pilgrims with its miraculous icons.

Rozdilna district is famous for the Kurisiv castle in the village of Pokrovka – one of the most picturesque places in the Odessa region, which impresses with its splendor even in a dilapidated condition. In 1866, the Church of St. John the Theologian (wooden church) was founded in the urban-type settlement of Velyka Mykhailivka. In the village of Novopetrivka is the Church of the Holy Martyr Anastasia the Roman.

In the Berezovsky district in the village of Mykhailopil there is an architectural monument of the Manor of Leonid Yukovsky, the county leader of the nobility.

Bolgrad district is rich in historical and cultural heritage, which is represented by: The Holy Transfiguration Cathedral in Bolgrad, the mausoleum of Ivan Inzova – guardian of the settlers of Bessarabia; the building of the former men's gymnasium (1885), the house-manor of Molyavinsky (head of the colonies of settlers), the Church of St. Nicholas, a column of Russian soldiers participating in the Transdanubian campaign of 1828 [4]; in the village of Kubey there is a house-museum «Old House»; open-air ethnographic museum is located in the village of Frumushika Nova – a source of historical and cultural heritage. Ethnographic museums-hotels are also important, such as the Museum of German colonists in the village of Nadezhdivka, and the Byzantine-style Basilica cultural and spiritual center was built in Artsyz.

Izmail district: in the city of Izmail are located the Historical Museum of Suvorov, Diorama «Assault on the Fortress of Ishmael», Holy Intercession Cathedral, a monument to the commander O.V. Suvorov. In the village of StaraNekrasivka there is an unusual monument of science and technology Duga Struve. The city of Vilково is unique, where water canals have become streets, the so-called «Ukrainian Venice», where there are such monuments as the Church of the Nativity of the Blessed Virgin, the Museum of Local Lore. Orthodox churches Nicholas Church of the XII-XVII centuries and the Intercession Cathedral of the XIX century are located in Kiliya. In the village of Ozerne you can see a memorial to soldiers who died during the First World War. The land fortification «Trayaniv Val» is a cultural heritage of Ukraine.

The city of Kodyma, where the palace of Count Rosenfeld, which has become a museum of local lore, will be interesting for local lore tourism in the Podil district. In the city of Ananiev is the Cathedral of Alexander Nevsky, the city of Balta has a large number of churches: The Assumption Cathedral, the Church of St. Stanislaus, St. Nicholas Church; also in the city is the palace of the princes of Lubomyr. In the village of Ivashkiv there is a wooden Church of the Intercession.

In the Odessa region, the central place belongs to the city of Odessa, as a source of historical and cultural heritage: Primorsky Boulevard, Potemkin Stairs, National Academic Opera and Ballet Theater. There are up to 30 museums in Odessa. Excursion activity is developed on Odessa catacombs in the village of Nerubayske. In the village of Vasylivka is the Palace-Estate of the Dubetsky-Pankeyevs («Wolf's Lair»). In the city of Ovidiopol is a fortress built in the late XVIII Franz Devolan.

Odessa region has a strong historical and cultural heritage, which serves as a foundation for the development of cognitive, local history, ethnic tourism in combination with other types, such as religious, rural, enogastronomic, event. The organization of new excursion routes of cognitive nature will help to develop rural areas through the growth of tourist flows and will serve as a means of organizing, preserving and restoring existing historical and cultural resources and cultural heritage of the Odessa region.

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GASTRONOMY IN TOURISM

Culinary culture has been an area that has been ignored until recently. However, culinary culture is always the longest-surviving part of a culture and tradition. To put it in a different way, cuisines where many different identities of a society merge together and national feelings are felt most are a mirror of daily life styles, religious beliefs, habits, traditions and customs. Changes of eating style in societies and rising the value of eating socially have been one of the reasons for movements in tourism activities. Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism. Tourism businesses that realized the importance to gastronomy tourism given by local and foreign tourists have featured the gastronomic factors in their facilities. Therefore, it is ensured that to take attention for gastronomy, tourism should be managed in coordination with all tourism-related foundations and civil society organizations and with the encouragement of relevant ministries. In addition, the promotional activities are required to be taken in measurable ways by gastronomic tourism developers.

Eating, which in today's world is one of the physical needs and in relation with the developing tourism sector and food and beverage industry, has led to the emergence of a sector that has become to be seen as leisure time activities and desired to be met outside. Almost all tourists, no matter the accommodations at which they are staying provide food and beverages services or not, prefer to eat outside; and get to know and taste the local dishes belonging to the region.

This article aims to contribute to the existing academic literature on the gastronomic experiences of the visitors in tourist destinations. It presents research that focuses on the segmentation, motivation, and satisfaction of the foreign tourists visiting the city of Lima (Peru) in relation to gastronomy. Segmenting the tourists and analyzing their motivations are essential for understanding the importance of local food. Therefore, although all the tourists necessarily consume food, their perceptions and their motivations in relation to gastronomy can be very different [3]. The travelers can be interested in the local food and in obtaining gastronomic experiences, and these experiences can even play an important role in the choice of the destination [5] and in their level of satisfaction.

The study of gastronomic tourism involves the analysis of the visitor's behavior. A tourist who is not especially interested in the gastronomy of the site or who does not travel with the principal or secondary intention of trying behaves like a visitor who only needs to have nourishment during his time in the chosen destination.

On the contrary, the tourists interested in gastronomy are found. They travel with the principal and/or secondary motivation of discovering a different cuisine, learning more about it, relaxing by tasting the typical local dishes, cultural enrichment, etc. Therefore, in this regard, it is important to analyze the perception that the visitors have with respect to the local food, especially in the developing countries [2], and the authenticity of the local gastronomy [3]. Furthermore, the relationship between food and tourism can be examined from three different perspectives[10]: consumer, producer, or destination development.

The segmentation of tourists in the tourist destinations using gastronomy as a basic element is analyzed in different prior research articles. From all these research articles and in this article, it is concluded that tourists show different attitudes toward gastronomy as a variable of interest in the choice of destination. Furthermore, different studies conclude that in the segmentation of the tourists, one of the groups is very interested in gastronomy, whereas another group has very little interest. In relation to the sociodemographic profile of the tourists, there are two principal results obtained in this research: first, the older the tourist, the greater his interest in gastronomy; second, the tourists with a higher educational level show greater interest in gastronomy. In this regard, this type of tourists would be predominant in the segment that was called experiencers. These results are supported by prior research [2] where the importance of age is shown with respect to the interest of the tourist in local food.

Currently, gastronomic tourism is perceived nowadays as one of the significant commitments for strengthening or consolidating certain tourist destinations, due to the importance, increasingly greater, that the knowledge of everything related to gastronomic culture has for the travelers. In fact, there are already certain travelers who consider going to a specific restaurant or simply getting to know the cuisine of a specific geographic area better as the primary motivation for their trip.

In this article, an analysis has been conducted on the opinion of the foreign tourists who visited the city of Lima with regard to gastronomy. The local gastronomy plays a direct role as a tourist attraction, being a relevant objective when visiting a tourist destination. In this regard, this research concludes that the foreign tourists show different attitudes toward the local gastronomy as a variable of tourist development.

The greater or lesser interest in gastronomy also conditions the culinary motivations and the perception of satisfaction that the tourist experiences. Considering the culinary motivations of the tourist, empirical evidence is obtained on the presence of three motivational dimensions, which we have called new food experience, culture, and socialization. One of the principal contributions of this research is to verify that the degree of satisfaction toward the local gastronomy is conditioned by culinary motivations. The results show that the new food experience and socialization dimensions contribute to a greater extent to gastronomic satisfaction. The visitors indicated high satisfaction with their culinary experience, with the significant valuation being different according to the interest declared toward gastronomy.

The principle aim of this article is to show the results of research carried out on the relationship between gastronomy and tourism in a World Heritage Sites in Latin America. In this respect, this research contributes to reinforce the studies conducted on the relationship between tourism and gastronomy in different places of the world, although mostly in Asia and Europe. In fact, this article includes one of the first studies conducted on this subject in Latin America.

The study provides not only theoretical implications but also practical ones. The main practical application of this research is to contribute to understanding the characteristics of the different groups of foreign tourists identified and the valuation that they give about the local gastronomy with the aim of conceiving tourist and cultural products that better satisfy their needs and, at the same time, are compatible with the sustainable management of the local gastronomy. In this regard, with the aim of the local gastronomy becoming another tool of tourist competition, it becomes necessary to establish measures that favor financing for the improvement and modernization of the culinary establishments of the city of Lima.

The main limitation of this research is the time period in which it was conducted. We consider that it would be advisable to extend the research to tourism in the city during all the months of the year. As a future line of research, we recommend reinforcing the research that studies the importance of gastronomy from the point of view of the author.

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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.

WORLD TOURIST INDUSTRY UNDER A PANDEMIC AND AFTER IT

On January 30, 2020, the World Health Organization (WHO) declared the COVID-19 outbreak a global emergency. In response to the coronavirus pandemic (COVID-19), governments around the world have imposed restrictions and blocked borders to reduce the spread of infection and mortality. Restrictions on transportation between countries have slowed down economic activity on a global scale.

Therefore, to understand the impact of the pandemic on the world economy, it is necessary to systematize knowledge about the impact of COVID-19 on the tourism industry that has suffered the most. In 2019, the tourism sector provided 10.3% of world GDP, which is equivalent to 8.9 trillion dollars. USA, and in 2020 the impact of travel and tourism on world GDP decreased by 30% compared to the previous year, which is equivalent to 2.7 trillion dollars. USA, and global unemployment is rising, job losses are 31% compared to the previous year (100.8 million jobs) [1].

The purpose of the study is to analyze the current economic situation of the global tourism sector and identify its main trends that characterize travel and tourism in 2020. Given the above purpose, it is necessary to highlight the main objectives of the article:

- definition of the main tourist flows (inbound and outbound tourism);
- determination of elements of the structure of the tourist sphere;
- identification of pots, identification of factors influencing the development of tourism;
- analysis of the impact of the COVID-19 pandemic on tourism;
- formation of practical directions of improvement of the tourist industry.

The tourism sector, unlike other social activities with social impact, is based on interaction between people. It is currently one of the most affected by the COVID-19 outbreak, which affects the economic situation in the market. As a direct consequence, the World Travel and Tourism Council (WTTC) noted that the crisis from the pandemic for the tourism business is five times more serious than the one in 2008 [1]. In Ukraine, the pre-quarantine level of inflow was not too high, as there was a huge drop after 2014. If the external borders are closed for longer than the quarantine within the country is lifted, there will be an increase in the flow of domestic tourism, which can partially block the external flow. In general, the tourism industry occupies a modest place in Ukraine's economy – about 1.5% of GDP. Along with outbound tourism, domestic tourism also suffered significant losses. In general, the losses of the tourism industry in Ukraine are estimated at more than 1.5 billion dollars. USA [2].

Thus, according to [3], the tourism sector has suffered global losses due to the implementation of measures to overcome the coronavirus pandemic and the

uncertainty of further development of the situation: 96% of tourist destinations worldwide have been limited. Cruise companies around the world have begun to cancel flights in 2021 due to the coronavirus pandemic. Europe's largest low-cost carrier Ryanair since September 2020 has reduced the number of flights by 20% due to falling demand. Given the changing nature of the situation, it is necessary to assess the impact of COVID-19 on international tourism. Consider in more detail the percentage change in international tourist arrivals based on data from the World Tourism Organization (UNWTO) (Fig. 1 and Fig. 2) [3].

International tourist arrivals decreased by 70% in the first eight months of 2020 compared to the same period last year. This came amid global travel restrictions, including the closure of many borders, in order to contain the ongoing COVID-19 pandemic.

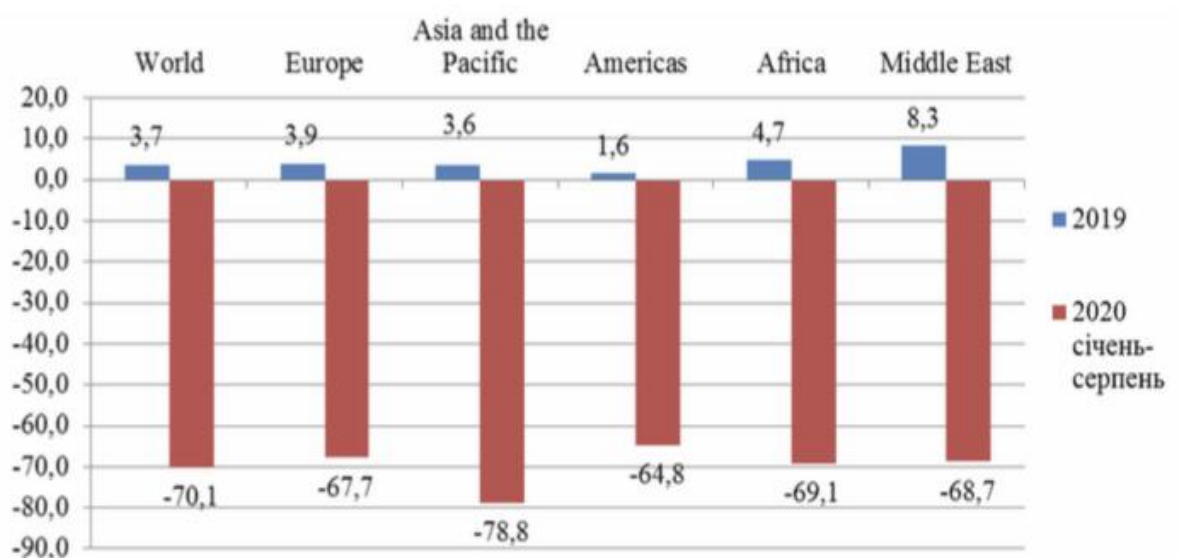


Fig. 1. – International tourist arrivals 2019-2020 by region

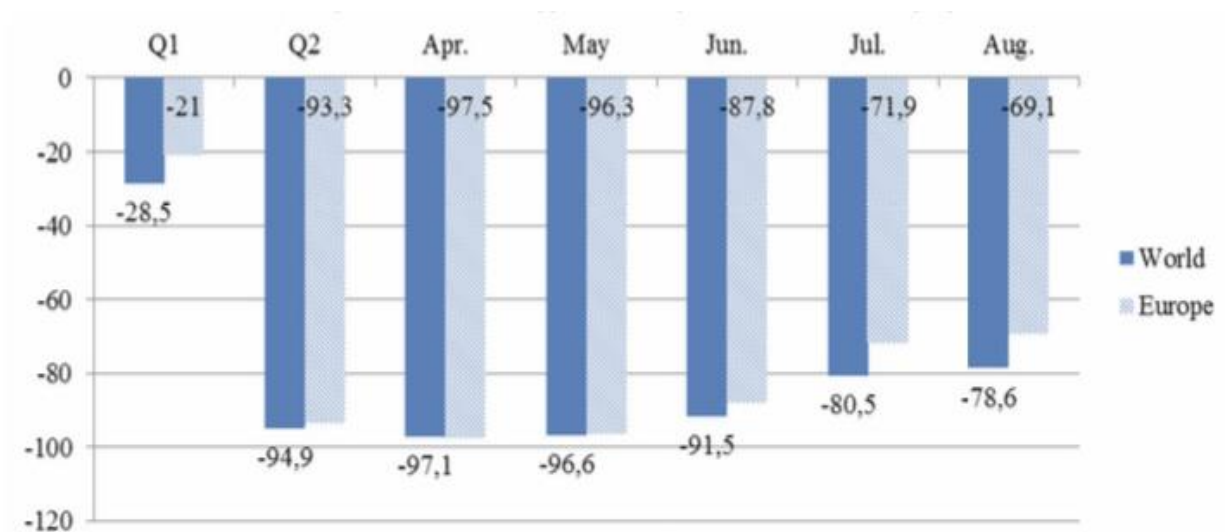


Fig. 2. – International tourist arrivals in the world and Europe in 2020,% change

International arrivals fell by 81% in July and by 79% in August 2020, traditionally during the two busiest months of the year and the peak of the summer season in the Northern Hemisphere. However, despite such significant declines, it is worth noting a relative improvement compared to a decrease of more than 90% in previous months, as some destinations began to open up to international tourism, mainly in the European Union.

The decrease in international tourist arrivals in January-August 2020 is 700 million less compared to the same period in 2019, which is a loss of 730 billion dollars. USA from exports in international tourism, and exceeds 8 times the loss in 2009 from the impact of the global economic crisis.

In Asia and the Pacific, the first region to be affected by the pandemic, the number of arrivals decreased by 79% in January-August 2020. Africa and the Middle East fell 69 percent in the eight-month period, while Europe fell 68 percent and America fell 65 percent.

Expenditure on international tourism continues to reflect very weak demand for outbound travel, although several large markets, such as the United States, Germany and Italy, saw a slight increase in spending in July and August this year.

The regions in Europe saw the largest reduction in «full» closure – from 92% of the total number of arrivals in the region in late April to 8% in early September). This reflects the significant opening of destinations across the European Union in late May and June.

In the Asia-Pacific region, this share has also decreased, albeit to a lesser extent (from 88% in April to 64% in September), as several major destinations, such as China, remain closed. «Complete» closure in America has fallen from 40% to 25% over the same period, reflecting the opening of borders at several destinations in the region, mostly in the Caribbean. However, the United States and Canada remained closed.

In contrast to other regions, in Africa and the Middle East the share of «full» closures increased between April and June, before decreasing in July and early September. This is due to the later impact of the pandemic on these regions compared to Asia and Europe. In Africa, the share of destinations with a «full» stop peaked at 91% in June and fell to 63% in September. In the Middle East, the share peaked at 80% before falling to 49%.

As of September 1, 2020, Africa (64%) and the Americas (63%) had the largest share of destinations with «complete» border demarcations, followed by Asia and the Pacific (49%) and Europe (25%). In the Middle East, destinations that remain completely closed account for only 8% of arrivals in the region.

Thus, the resumption of tourism both in Ukraine and in the world as a whole depends entirely on the removal of quarantine restrictions. However, tourism around the world is suffering as a result of measures to counter the COVID-19 pandemic. At the same time, the current situation should be considered not only as a problem, but also as an opportunity to bring the tourism industry to a qualitatively new level [4].

According to experts [1; 5], the main trends in the tourism sector during the corona crisis will be:

- development and predominance of domestic tourism, close trips;
- choice by consumers of shorter terms of rest, booking closer to the date of departure of a trip;
- increasing the demand for independent (family) travel by own vehicles and individual accommodation;
- choice of health, sea and rural tourism (outdoor recreation, accommodation in recreational areas, suburban recreation complexes, rent of green estates, individual houses in compliance with the requirements of social distance and providing the necessary means of protection);
- sanitary and hygienic conditions and the possibility of distancing during residence and rest will be important factors of competition.

Taking into account the expected preferences of tourists and the risk of using illegal resorts with the possibility of infection, support for the development of the tourism industry at the central and local levels should be built. This would reduce the negative effects of the COVID-19 pandemic and create a basis for increasing the competitiveness of domestic tourism.

The practical realization of demand in the tourist infrastructure will depend on the ability to establish its activities in the face of anti-epidemic restrictions. For tourism to begin to recover, it must be revived by improving the service and strengthening the information campaign, in particular by:

- ensuring the availability and reliability of information on possible restrictions on travel and their cancellation in terms of major countries of outbound tourism, depending on the degree of epidemic threat;
- creation of mechanisms to guarantee the loss of tourists from the cancellation of the trip due to the spread of the epidemic by providing vouchers for canceled reservations;
- introduction of a transparent mechanism for the use of funds received from the tourist tax for budgets exclusively for the development of domestic tourism, related infrastructure and improvement of the environment;
- conducting information and advertising campaigns aimed at reorienting consumer demand for domestic tourism [1; 5].

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