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**ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ**

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DOI: 10.25140/2410-9576-2021-1(22)-26-33

UDC 338.48:616-036.21

JEL Classification: L83, I18

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E-mail: [vzelenskiy@ukr.net](mailto:vzelenskiy@ukr.net). ORCID: <https://orcid.org/0000-0002-5305-9482>**SOME ASPECTS OF THE INFLUENCE OF THE COVID-19 PANDEMIC  
ON TOURISM DEVELOPMENT IN THE WORLD**

**Abstract.** Today, we are witnessing a significant decline in tourism arrivals and revenues, which has gained global proportions.

Due to the pandemic, the period of stopping and resetting the tourism market should be used to understand and ensure the transition of tourism to a qualitatively new level.

Studies conducted by various international organizations (UN, UNWTO, WTTC, CCSA) mainly describe the damage caused to the economy and society as a result of quarantine measures and possible threats to the economies of tourism-dependent countries.

However, this crisis may also trigger a reassessment of tourism-related values, forcing it to restart on the long-established but yet little-established principles of sustainable development.

The purpose of this article is to review the effects of the decline in tourist flows caused by the pandemic and the opportunities that could potentially become things to deliver tourism sector to a qualitatively new stage of development in the future.

The impact on the economy of the current decline in the tourism industry is almost exclusively negative. But there are some positive moments in such a state of crisis. The inexpediency of total fascination with tourism as an economical panacea became apparent. Real estate became more accessible to residents of recreational areas. It is hoped that the crisis caused by the pandemic will accelerate the transition to more advanced and effective forms of tourism organization.

The crisis can become a driving force that will change the paradigm of further development of tourism, which will positively affect the environmental, social and economic efficiency of tourism.

**Keywords:** tourism; pandemic; crisis; restart; sustainable development.

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*Fig.: 1. Table: 1. References: 10.*

**Urgency of the research.** Until recently, tourism was one of the most dynamic spheres of the modern economy. From the 50s of the twentieth century until 2019, the number of tourist arrivals was characterized by a general trend of constant growth, almost reaching the 1.5 billion milestone by the end of this period [1]. The results of the study conducted by the World Travel and Tourism Council (WTTC) published in 2016 [2] showed that despite the sensitivity of tourism to such adverse events as economic and financial crises, natural and environmental disasters, terrorist attacks, and local wars, it is capable of restoring quickly positive dynamics. For example, the restoration of the volume of tourist flows after political unrest lasts up to 27 months, natural disasters - 14-22 months, terrorist attacks - up to 13 months. However, it should be noted that the study was carried out on local examples that could not change the overall positive trends.

Now we are witnesses of a significant drop in tourist arrivals and financial receipts from tourism, which has become global due to the rapid spread of the COVID-19 virus reaching the scale of a pandemic. To a large extent, this was facilitated by the intensive exchange of tourists that existed between the countries of the world. In 2020, the world tourism industry in terms of tourist arrivals and receipts from tourism was at the level of 1990-1995 [3]. In the entire history of statistical observations conducted by UNWTO since 1950, such a drop can be called unprecedented without exaggeration.

**Target setting.** At the same time, over the years of tourism development, many problems have accumulated related to its impact on the economy, society, and nature. In our opinion, the period of stopping and restarting the tourism market caused by the pandemic should be used to understand and ensure the transition of tourism to a qualitatively new level, corresponding to the time and challenges of the 21st century.

**Actual scientific researches and issues analysis.** The science that studied the development of tourism in the pre-pandemic period was mainly focused on quantitative indicators that showed a stable and noticeable upward development of the industry over a long period and the consequences of an increasing number of tourists on cities, local residents, ecosystems, etc. Recommendations in such studies, especially domestic ones (and this is understandable), boiled down to finding the ways to attract even more tourists, getting even more income from the functioning of the industry, creating even more jobs in all industries related to tourism. However, it should be noted that in this kind of publications, considerations have already been expressed about the need to ensure a qualitative leap in the development of the tourism industry, the need to understand and implement a responsible approach to travel.

The studies of the pandemic period, carried out by the efforts of various international organizations (UN [4], UNWTO [3], WTTC [5], CCSA [6]), mainly describe the losses caused to the economy and society as a result of the adoption of quarantine measures aimed at reducing tourist exchanges between countries: the

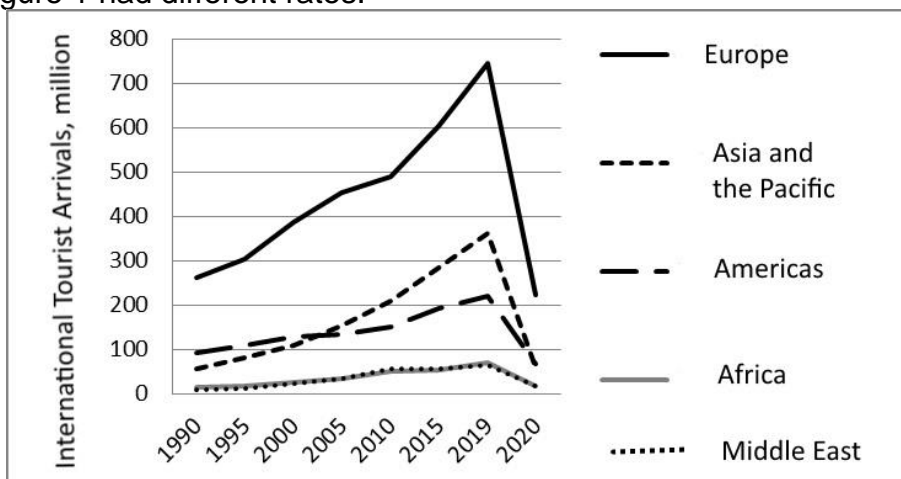
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closure of borders and accommodation establishments, the termination of flights between countries, travel restrictions, etc. In addition, possible threats to the economy of tourism-dependent countries, the standard of living of socially vulnerable groups of the local population, supported by tourism, the labor market, protected areas, and even sustainable development goals, are investigated [4].

**Uninvestigated parts of general matters defining.** In view of the above, the words "positive" and "pandemic", at first glance, seem incompatible and mutually exclusive. However, in our opinion, there is not a single process or phenomenon in the world that could be described exclusively from a positive or negative side. A large number of scientific articles, analytical notes, reviews, comments, posts, etc. have been written about the negative consequences of the impact of the current pandemic on the development of tourism and related industries (transport, hotel, and restaurant business, etc.). However, this unexpected crisis may also become an impetus for a reassessment of the values associated with tourism, forcing it to reboot on the principles of sustainable development that have long been grounded but so little introduced into the practice of management.

**The research objective** is to review the positive effects of the reducing tourist flows caused by the pandemic and the opportunities that, if used wisely by various subjects involved in the tourism market, during the calm period caused by the pandemic, could potentially lead the tourism sector to a qualitatively new level of development.

**The statement of basic materials.** The economic impact of the current decline in the tourism industry caused by the pandemic is almost exclusively negative. Statistics show that the number of tourist arrivals in 2020 decreased by 74% compared to 2019 [7]. Analysis of the dynamics of tourist arrivals for the main tourist regions of the world (according to UNWTO data) shows their sharp decline, which, as shown in Figure 1 had different rates.



**Fig. 1 Dynamics of tourist arrivals in tourist regions of the world from 1990 to 2020**

**Note:** compiled by sources [1; 7; 8]

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Most of all, this affected the Asia-Pacific region, from which the introduction of quarantine restrictions began (by 84%), in second and third places are the African and Middle East tourist regions (75% of tourist arrivals recorded in 2019 were lost). The share of losses of the European and American RTR in tourist arrivals amounted to 70 and 69%, respectively, which are the smallest figures.

Interestingly, the tourism industries of developed countries coped better with the blow caused by the pandemic than the tourist-oriented and dependent industries of the third world countries (and this despite the slight growth rates of the industry before the pandemic, outdated tourism products, and other problems of the development of the tourism industry that existed here). For example, tourist arrivals in Austria decreased by 48.3%, Great Britain - 60.5%, the Netherlands - 62%, Germany - 66.5%, while in Thailand - by 83.2%, the Philippines - 84%, Tunisia - 78.7% [7].

Some recognized tourist coastal countries also lost less: tourist flows to Italy decreased by 58.1%, Mexico - 46.2%, while in Spain there were already 76.9% fewer tourist arrivals, in Turkey - by 71.8 % [7]. The countries that were not at the peak of tourist popularity lost relatively little. For example, the rate of decline in tourist arrivals in Poland was -16.1%, in Russia - 21.6%, India - 53.5% [7].

The fall in the volume of tourist flows, of course, is also a loss in receipts from tourism. UNWTO analysts estimate the amount of financial losses from 910 billion to 1.2 trillion dollars USA [4]. In a special risk group - tourism-dependent small island countries, the budget of which was formed at the expense of a few items of income, the main of which was tourism. In the Concept Note: COVID-19 and the Restructuring of the Tourism Sector, [4] the UN in the group of the countries, the share of tourism in the total export of services of which is more than 80%, lists 4 countries (Saint Lucia, Palau, Bahamas, and the Maldives), from 50 to 72% - 9 countries, from 30 to 49% - 10 countries. This means that the population of these states has lost the ways of earning, which have recently become familiar to them, and the states themselves have lost their share in the international market of tourist services. The same disaster was felt by the citizens of other countries involved in tourism. The UN claims that we are talking about 100-120 million jobs around the world [4].

Some types of tourism, in particular cruise, in the context of the pandemic turned out to be quite dangerous and are on the verge of being banned. Meanwhile, in 2018, cruise tourism brought in \$ 150 billion USA in the global volume of production of goods and services and provided jobs for more than a million people [7]. The crisis has also affected tourism-related industries, most of all - air transportation.

What is positive about this state? First, no matter how painful the current experience may be, it clearly demonstrated the danger of being carried away by any one type of economic activity, in this case, tourism, and considering it as a panacea for all problems.

Secondly, real estate has become somewhat more affordable for local residents, including due to a decrease in demand from foreigners, which, for the example of Spain, is illustrated by the data in Table 1. However, housing prices have increased

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in small cities, mainly in the north of the country, coasts, and islands, that is, recreational areas where the incidence of COVID-19 was much lower, and where residents from overcrowded cities came. However, experts already state the return to the real estate market of non-residents interested in acquiring (now more often leasing) a safe remote place of rest [9].

Table 1

**Prices for real estate in the administrative centers of Spain, euros per 1 m<sup>2</sup>**

City	Population, thousand people (2018)	At the beginning of 2019	At the beginning of 2021	Growth rate, %
Badajoz	150,5	1136	1221	7,5
Barcelona	1620,0	4344	4009	-7,7
Bilbao	345,8	2933	3073	4,8
Valencia	791,4	1942	1824	-6,1
La Coruna	244,8	1926	2142	11,2
Logrono	151,1	1452	1579	8,7
Madrid	3223	3841	3682	-4,1
Malaga	569,0	2229	2091	-6,2
Murcia	447,2	1158	1069	-7,7
Oviedo	220,0	1411	1548	9,7
Palma de Mallorca	409,6	2963	2897	-2,2
Pamplona	199,0	2196	2246	2,3
Santa Cruz de Tenerife	204,8	1449	1527	5,4
Santander	172,0	1882	1868	-0,7
Saragosa	666,9	1521	1602	5,3
Toledo	84,3	1391	1355	-2,6

**Note:** compiled by sources [9; 10]

Thirdly, in connection with the current crisis, it is worth mentioning the experience that Europe gained in connection with the energy crisis of the 70s. It was also systemic in nature, affecting both industry and agriculture. In the process of overcoming the problems associated with the rise in the cost of energy resources, energy-saving and non-energy-intensive technologies were invented and introduced, which had a positive effect on production efficiency, reduced consumption and depletion of natural energy resources, and, in general, had the same systemic consequences as the crisis but already with the "+" sign.

Despite all the restrictions, the population of countries where the culture and traditions of this type of spending free time have been formed for centuries, apparently, will not succeed in abandoning tourism for a long time. Moreover, it has significant economic value. Even with the invention and implementation of effective methods for prevention and treatment of COVID-19, we should take into account the lessons it gave us because, in the context of globalization and growing contacts, any disease can quickly take on the scale of a pandemic and again threaten a crisis. Therefore, it is necessary to move towards ensuring the safety of travel both for

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tourists themselves and for the local population. In our opinion, this will be possible if the principle of small-scale organization is followed.

If the aforementioned principle is observed, it will also be possible to overcome such a negative phenomenon as overtourism with its consequences for the social and natural environment, namely: to increase the efficiency of the rest of tourists themselves; to make services more individualized; to attract unused recreational resources to use, while simultaneously reducing anthropogenic pressure on them; to control better and prevent the direct negative impact of tourists on the environment; to use food and non-food supplies more efficiently.

**Conclusions.** A crisis situation can become a real driving force, in practice, and not declaratively, to change the paradigm of the further development of tourism, improve its organizational foundations, which will have a positive effect on the environmental, social, and economic efficiency of the industry.

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Received 22.06.2021

УДК 338.48:616-036.21

JEL Classification: L83, I18

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**ДЕЯКІ АСПЕКТИ ВПЛИВУ ПАНДЕМІЇ COVID-19  
НА РОЗВИТОК ТУРИЗМУ В СВІТІ**

**Анотація.** Нині ми є свідками значного падіння показників туристичних прибуттів та надходжень від туризму, що отримало глобальні масштаби.

Зумовлений пандемією період зупинки і переавантаження туристичного ринку треба використати для осмислення і забезпечення переходу туризму на якісно новий рівень.

У дослідженнях, проведених силами різних міжнародних організацій (ООН, UNWTO, WTTC, CCSA), в основному, описуються збитки, завдані економіці та суспільству внаслідок прийняття карантинних заходів, та можливі загрози для економіки туризмозалежних країн.

Проте, ця криза може стати і поштовхом до переоцінки цінностей, пов'язаних з туризмом, змусить здійснити його переавантаження на давно обґрунтованих, але так мало запроваджених у практику господарювання засадах сталого розвитку.

Метою даної статті є огляд наслідків від скорочення туристичних потоків, викликаного пандемією, і можливостей, які можуть потенційно перетворитися на речі, що в майбутньому поставлять туристичну сферу на якісно новий щабель розвитку.

Характер впливу на економіку нинішнього занепаду туристичної галузі є майже виключно негативним. Але у такому кризовому стані є і деякі позитивні моменти. По-перше, стала очевидною недоцільність тотального захоплення туристичною сферою як економічною панацеєю. По-друге, стала більш доступною нерухомість для резидентів рекреаційних районів. По-третє, є сподівання, що криза, зумовлена пандемією, пришвидшить перехід до більш досконалих та ефективних форм організації туризму.

Таким чином, кризовий стан може стати рушійною силою, яка змінить парадигму подальшого розвитку туризму, що позитивно позначиться на екологічній, соціальній та економічній ефективності туризму.

**Ключові слова:** туризм; пандемія; криза; переавантаження; сталий розвиток.

Рис.: 1. Табл.: 1. Бібл.: 10.

**Бібліографічний опис для цитування :**

Aleshugina N. O., Zelenska O. O., Kalchenko O. M., Zelenskiy V. S. Some aspects of the influence of the Covid-19 pandemic on the development of tourism in the world. *Науковий вісник Полісся*. 2021. № 1 (22). С. 26-33.