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

**Materials of I international
scientific-practical Internet conference**

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The results of scientific research of the issues, trends and prospects of the tourism industry are presented. In particular, modern paradigms of development of the enterprises of the tourist industry in market conditions; a wide range of theoretical and applied problems, covering such relevant areas of modern regional tourism research as the geography of tourism; analysis of economic, social and environmental aspects of tourism; strategic planning of tourist systems development; the role of innovations and innovative technologies in tourism, modernization of hotel and restaurant business are considered.

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

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PROSPECTS OF TOURISM BUSINESS DEVELOPMENT IN UKRAINE

Ukraine has significant potential for the development of tourism business due to the availability of various tourist resources in its tourist destinations, including natural and recreational, historical, cultural and socio-economic capacities. In terms of the prospects for the development of the domestic tourism industry on the global market, it would be appropriate to consider the forecasts in exports and imports of main categories of tourism-related services in Ukraine for the period 2020-2022. Predictions in export and import of the main categories of tourist services of Ukraine can be made by extrapolation based on the average level of the series [1,2]. A trend model is used to forecast the dynamics of indicators with the use of the extrapolation method. The initial data and predicted results are listed in Table 1.

Table 1

Export and import of the main categories of services related to the tourist activity of Ukraine at the beginning of the year * [3-4]

Year	Travel services				Cultural and recreational services related to recreation			
	Export		Import		Export		Import	
	million USD USA	share in total exports of services of the country, %	million USD USA	share in total exports of services of the country, %	million USD USA	share in total exports of services of the country, %	million USD USA	share in total exports of services of the country, %
Current indicators								
2013	555,1	4,1	572,2	8,5	62,7	0,5	223,4	3,3
2014	538,5	3,6	695,5	9,1	38,4	0,3	34,2	0,4
2015	228,0	2,0	681,0	10,7	31,3	0,3	10,2	0,2
2016	200,9	2,1	597,6	10,8	15,8	0,2	8,3	0,2
2017	205,2	2,1	603,2	11,3	10,8	0,1	6,7	0,1
2018	242,7	2,3	795,0	14,5	14,7	0,1	20,6	0,4
2019	298,9	2,6	990,4	15,7	19,1	0,2	11,9	0,2
Prediction intervals								
2020	[318,977; 329,393]	[2,657; 2,713]	[700,060; 709,909]	[11,425; 11,603]	[26,928; 28,157]	[0,238; 0,247]	[42,390; 47,695]	[0,646; 0,724]
2021	[287,231; 295,164]	[2,465; 2,502]	[719,429; 728,480]	[11,867; 12,022]	[22,182; 22,857]	[0,203; 0,208]	[19,069; 20,056]	[0,305; 0,318]
2022	[254,234; 257,504]	[2,315; 2,333]	[723,513; 732,526]	[12,285; 12,416]	[20,006; 20,497]	[0,190; 0,195]	[17,027; 17,917]	[0,293; 0,306]

* Source: data of the State Statistics Service of Ukraine and the authors' own calculations

To forecast the values of the indicator, it is necessary to calculate the confidence limits (intervals) for the average:

$$\bar{y} - t_{\alpha} \cdot S_{\bar{y}} \leq y_{i+L} \leq \bar{y} + t_{\alpha} \cdot S_{\bar{y}}, \quad (1)$$

where \bar{y} is the average value of the series;

$y_{i+L} = \bar{y}$, where $L = \overline{1,5}$;

t_{α} is the table value of the Student's t-test at a given level of significance α , $t_{\alpha} = 0.217$;

$S_{\bar{y}}$ – is the standard error of the mean:

$$S_{\bar{y}} = \frac{S}{\sqrt{n}}, \quad (2)$$

where S is the standard error of the sample:

$$S = \frac{\sqrt{\sum (y_i - \bar{y})^2}}{n-1}, \quad (3)$$

The average values of the series (\bar{y}) are calculated by the formula for the simple arithmetic mean:

$$\bar{y} = \frac{\sum y_i}{n}, i = \overline{1;n} \quad (4)$$

Thus, the calculated forecasts also indicate the diversified nature of export-import relations between the main actors in the global tourism industry, namely producers and consumers of tourism products. Exports and imports of services associated with travel and cultural and recreational activities are expected to rise and fall. However, the forecast is probabilistic, and the actual data may differ over time, affected by many factors, including the "corona crisis", which has slowed down the current development of domestic and global tour operators and travel agencies. Given the quality of available tourist resources, Ukraine has the potential to increase exports of these services. However, due to the insufficient level of realization of its resource potential, including socio-economic, Ukraine is characterized by an increasing import of tourist services.

The improvement of Ukraine's prospects on the global tourism market is thereby caused by three components in the domestic tourism market. The first factor is an objective demand of the consumer for qualitative travel services. The second factor is an objective need for a tour operator to be competitive and create an integrated and creative tourist product with value-based pricing. The third component is the recommended use of the state aid for the development of qualitative Ukrainian tourism.

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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