МАГІСТЕРСЬКА КВАЛІФІКАЦІЙНА РОБОТА

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ФЕСУН АНАСТАСІЯ ОЛЕКСАНДРІВНА

2021 р.

НАЦІОНАЛЬНИЙ УНІВЕРСТИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ

Факультет аграрного менеджменту

УДК

ПОГОДЖЕНО

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Завідувач кафедри адміністративного менеджменту та зовнішньоекономічної діяльності
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"29" 11 2021 р.

МАГІСТЕРСЬКА КВАЛІФІКАЦІЙНА РОБОТА

на тему «Особливості зовнішньоекономічної діяльності туристичних підприємств в умовах пандемії COVID-19»

Спеціальність **073 «Менеджмент»**
(код і назва)

Освітня програма **Менеджмент зовнішньоекономічної діяльності**
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(освітньо-професійна або освітньо-наукова)

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КИЇВ – 2021

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ

Факультет аграрного менеджменту

ЗАТВЕРДЖУЮ

Завідувач кафедри адміністративного менеджменту та зовнішньоекономічної діяльності

Доктор економічних наук, професор

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"12" ______05______ 2021 року

З А В Д А Н Н Я
ДО ВИКОНАННЯ МАГІСТЕРСЬКОЇ КВАЛІФІКАЦІЙНОЇ РОБОТИ СТУДЕНТУ

Фесун Анастасії Олександрівні
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Спеціальність 073 «Менеджмент»
(код і назва)

Освітня програма Менеджмент зовнішньоекономічної діяльності
(назва)

Орієнтація освітньої програми освітньо-професійна
(освітньо-професійна або освітньо-наукова)

Тема магістерської кваліфікаційної роботи «Особливості зовнішньоекономічної діяльності туристичних підприємств в умовах пандемії COVID-19» затверджена наказом ректора НУБіП України від "16" березня 2021 р. № 466 «С»

Термін подання завершеної роботи на кафедру 15.11.2021
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навчально-методичні та наукові джерела, статистичні дані світових профільних недержавних організацій, урядові статистичні дані, нормативні й законодавчі акти обраних країн

Перелік питань, що підлягають дослідженню:

1. Теоретичні основи економіки вражень та туризму як його частини
2. Економіка вражень та пандемія коронавірусу
3. Практичне дослідження реакції суспільства та зміни у туризмі

Дата видачі завдання "16" березня 2021 р.

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НАЦІОНАЛЬНИЙ УНІВЕРСТИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ

Факультет аграрного менеджменту

УДК

ПОГОДЖЕНО	**ДОПУСКАЄТЬСЯ ДО ЗАХИСТУ**
Декан факультету аграрного менеджменту	**Завідувач кафедри** адміністративного менеджменту та зовнішньоекономічної діяльності
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"___" ________ 2021 р.	"___" ________ 2021 р.

МАГІСТЕРСЬКА КВАЛІФІКАЦІЙНА РОБОТА

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КИЇВ – 2021

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ**

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ЗАТВЕРДЖУЮ
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Доктор економічних наук, професор
_______________ Луцяк В. В.
(підпис) (ПІБ)
“___” ______________ 2021 року

З А В Д А Н Н Я
ДО ВИКОНАННЯ МАГІСТЕРСЬКОЇ КВАЛІФІКАЦІЙНОЇ РОБОТИ СТУДЕНТУ
Фесун Анастасії Олександрівні
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Спеціальність 073 «Менеджмент»
(код і назва)
Освітня програма Менеджмент зовнішньоекономічної діяльності
(назва)
Орієнтація освітньої програми освітньо-професійна
(освітньо-професійна або освітньо-наукова)

Тема магістерської кваліфікаційної роботи «Особливості зовнішньоекономічної діяльності туристичних підприємств в умовах пандемії COVID-19» затверджена наказом ректора НУБіП України від “_16_” __березня___2021 р. №_466 «С»_
Термін подання завершеної роботи на кафедру 15.11.2021
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Вихідні дані до магістерської кваліфікаційної роботи:
навчально-методичні та наукові джерела, статистичні дані світових профільних недержавних організацій, урядові статистичні дані, нормативні й законодавчі акти обраних країн

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Дата видачі завдання “_16_”____березня______2021 р.
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РЕФЕРАТ

Кваліфікаційна магістерська робота на тему: «Особливості зовнішньоекономічної діяльності туристичних підприємств в умовах пандемії COVID-19» містить 83 сторінки, 4 таблиці, 45 рисунків, 1 додаток. Перелік посилань нараховує 53 найменування.

Актуальність дослідження теми обумовлюється впливом пандемії коронавірусу на економіку вражень в цілому та туристичну галузь, та змінами у внеску туризму до світової економіки.

Мета дослідження – оцінка впливу пандемії коронавірусу на економіку досвіду та зміни, які вона може спричинити в діяльності туристичних підприємств.

Об'єкт дослідження – функціонування ринку туризму в умовах пандемії коронавірусу.

Предмет дослідження – потенційний вплив пандемії коронавірусу на туристичні операції.

У роботі використані наступні **методи дослідження**: табличний, графічний, статистичний, абстрактно-логічний, метод порівняльного аналізу, метод синтезу, метод опитування, метод перехресного аналізу.

В першому розділі представлено передумови формування економіки вражень, показано різні підходи до вражень та їх основні характеристики, представлено туризм як частину економіки вражень, надано визначення поняття «турист» та характеристики туристичного споживання разом із ризиками та загрозами.

В другому розділі описано потенціальний вплив пандемії коронавірусу на економіку досвіду, проведено оцінку туризму як частини глобальної економіки – внесок у глобальний ВВП, частка в світовому експорті, кількість в'їздів міжнародних туристів і глобальні надходження від міжнародного туризму.

В третьому розділі проведено оцінку результатів проведеного опитування з метою оцінки реакції суспільства на зміни норм подорожей через пандемію коронавірусу та систематизовано особливості та рекомендації, які слід враховувати туристичним компаніям при здійсненні своєї діяльності.

Ключові слова: економіка вражень, враження, досвід, коронавірус, пандемія, COVID-19, обмеження, туризм, споживацька поведінка.

ABSTRACT

Master's thesis "Peculiarities of foreign economic activity of tourism enterprises in the conditions of coronavirus pandemic" contains 83 pages, 4 tables, 45 pictures, 1 annex. Bibliography includes 53 items.

Relevance of the research is caused by impact of the coronavirus pandemic on the experience economy in general and the tourism industry as its part, and changes in the contribution of tourism to the world economy.

The **objective of the research** is to evaluate how coronavirus pandemic influenced experience economy and what changes it might cause in operations of tourism enterprises.

The **object of the research** is tourism market functioning in terms of pandemic.

The **subject of the research** is potential influence of the coronavirus pandemic on the tourism operations and patterns.

The following **research methods** are used in the work: tabular, graphical, statistical, abstract-logical, method of comparative analysis, method of synthesis, survey, documentary analysis, cross-analysis.

In **Chapter 1** the prerequisites of the experience economy formation, different approaches towards experiences and impressions and its main characteristics are described; tourism as a part of experience economy is portraited, definitions of "tourist" and characteristics of tourism consumption are provided.

In **Chapter 2** the coronavirus pandemic potential influence of the experience economy is assessed; tourism was evaluated as a part of global economy by showing its contribution to global GDP and share in global world's exports, analyzing the number of global international tourists arrivals and global international tourism receipts.

In **Chapter 3** the evaluation of the survey is given, conducted to assess the society's response to the changes in travel norms due to COVID and to understand what peculiarities should tourism firms consider upon conducting their activities.

Key words: experience economy, impression, experience, coronavirus, pandemic, COVID-19, restrictions, tourism, consumer behavior.

CONTENTS

INTRODUCTION

The world's development and globalization cause changes of society's perception of the economy. Apart from three traditional economy sectors, scientists offered to identify experience as separate fourth economic offering. That is how the concept of the experience economy started. First there were goods to be commoditized, after the services followed, and the next would be for the experiences to emerge as the next step in the progression of economic value. Therefore, businesses should realize that the next field to compete in would be staging experiences and impressions.

Tourism is one of the most bright and clearest manifestations of the experience economy, since it is tourism business that makes impressions and experience a commercial offer.

Tourism has become a powerful global industry, having a huge impact on such economy sectors as transportation, communications, construction, agriculture and playing a role of catalyst for socio-economic development of the society globally. The contribution of tourism to the world economy was 10.4% of world GDP in 2019.

Coronavirus pandemic, which started in 2019 in China and spread over the world, became one of the factors that influenced experience economy. Tourism was one of the industries that suffered the most from the pandemic and its consequences.

The main objective is to evaluate how COVID pandemic influenced experience economy and what changes it might cause in operations of tourism enterprises.

To achieve this main goal we set up certain partial goals, such as clearing the concept of the experience economy and tourism as its part, evaluation of the tourism as a part of global economy, assessing COVID-19 both in selected countries and as a factor that influenced tourism and experience economy as a whole, and evaluating how coronavirus pandemic influenced consumer patterns in tourism.

The object of our research is tourism market functioning in terms of coronavirus.

The subject of the research is potential influence of the coronavirus pandemic on the tourism operations and patterns.

In thesis we used both quantitative and qualitative data, both primary and secondary data. Secondary data was processed with the method of analysing of information and comparison of the outcomes, while primary data was collected via survey we conducted and its results were processed through analysis of primary results, comparison of the outcomes, cross-data analysis for sets of questions and graphical method to illustrate the results. When reviewing the literature we used method of synthesis of the information concerning the experience economy and coronavirus pandemic, method of comparison of different approaches towards the experience economy and tourism concepts, documentary analysis to study the measures governments used to fight COVID-19 consequences.

In Chapter 1 we described the prerequisites of the experience economy formation, which was a separate fourth economic offering beside traditional economic sectors and logical continuation of services. We showed different approaches towards experiences and impressions and its main characteristics. We portraited tourism as a part of experience economy, provided definitions of "tourist" and described characteristics of tourism consumption along with the risks and threats it can meet.

In Chapter 2 we assessed how the COVID-19 pandemic could change the experience economy and described main concepts that can shape these changes. Being a part of experience economy, tourism was also studied as a subject of COVID-19 impact with respect to two tourism industries – accommodation and air transportation. We discussed tourism as a part of global economy by showing its contribution to global GDP and share in global world's exports, and analyzing the number of global international tourists arrivals and global international tourism receipts.

In Chapter 3 we evaluated results of the survey we conducted to evaluate the society's response to the changes in travel norms due to COVID and to understand what peculiarities should tourism firms consider upon conducting their activities.

When writing the thesis 53 sources of literature were used. Total thesis volume is 80 pages.

CHAPTER 1. THEORETICAL BACKGROUND OF THE EXPERIENCE ECONOMY AND TOURISM AS ITS PART

1.1. Prerequisites for the formation of experience economy as a special direction of the service sector

The transformation of the service sector into the dominant sector of the national economy has recently become a global trend. The growth rate of the service sector worldwide is twice the rate of growth of the manufacturing sector. The transformation of the service sector into the dominant sector of the national economy for contribution to gross domestic product and the number of employees was called the "service revolution". Today developed countries account for 70-80% of GDP and the total number of employees, more than 2/3 of capital investments and fixed capital concentrated in services [6].

The service sector has become firmly established in the life of modern society. Nowadays it is difficult to imagine the absence of various service providers such as hairdressing salons, cinemas, hospitals, travel infrastructure and other organizations. The 21st century is characterized by a service sector, which is inextricably linked with innovations and flexibility.

Economists, among whom is Allan Fisher, define three large sectors of economy:

- primary, which is extractive industries, agriculture and forestry;
- secondary, which is characterized by processing industries;
- tertiary, which is service sector or services. [10]

In the broadest sense, the service sector is a stage for the implementation of service activities. A distinctive feature of the service sector is the creation of non-material goods to satisfy numerous social needs. The results of this sector's operations do not take objective form but appear in the form of a useful effect inseparable from the activity itself.

Being a set of industries, service sector includes wholesale and retail trade, transport companies, stock exchanges, credit and insurance institutions, fairs and commercial complexes, educational institutions, hotels and restaurants, telecommunications, culture and art, science and scientific services, healthcare, household services, personal services, public administration services and finally tourist enterprises.

The following sectors in the services can be distinguished based on the functional orientation:

- production-oriented services – in this sector we would include services for the maintenance, adjustment, adjustment and repair of production equipment and technical systems, services for warehousing, storage and supply of material and technical resources, various services of industrial infrastructure (roads, bridges, access roads, etc.);
- society-oriented services – in this sector we would include governmental services that are the services of government bodies related to the country's defense, maintaining laws, ensuring internal security, performing functions of state regulation of the economy and social processes, and implementing social policy;
- household-oriented services – in this sector we would include housing services and public utilities, maintenance and repair of household appliances and television and video equipment, car services, technical service of equipment and inventory for leisure activities, etc.;
- personal services – in this sector we would include personal care services (e.g., hairdressing), culture and arts (e.g., photography), non-production types of consumer services, recreational services and tourism.

Development of the service sector at present time can be characterized by two main trends. The first trend would be the specialization and diversification of the production of services, which is reflected in the increasing diversity of service activities. The second trend would be the unity in diversity, which is manifested in the growing role of the cooperation and complementarity of services. These tendencies are manifested in the complication of the multifunctional dependence of some services on others [6].

For example, hotel services are not limited to offering the consumer a place to stay, but also provide a range of various services such as catering in a bar and restaurant, trade and recreational services. Housing services are inseparable from public utilities, repair and technical services. Commercial services are often accompanied by advertising and recreational services.

Those trends in the development of the service sector reflect the effect of several factors. These include scientific and technical, economic, socio-demographic, political and legal, natural and cultural value factors.

If we consider scientific and technical factors, we should talk about the progress that led to the increase of the technical equipment of the national economies, which results in an increased volume and variety of services, material well-being and the quality of life of the society. Development of new information technologies, such as the Internet, blockchain, artificial intelligence etc. leads to the globalization of the service sector and its transformation into an increasingly capital-intensive sector of the economy.

Considering economic factors, we should mention the fact that there might be blurring of the distinction between the production activities and sale of material goods and activities in the service sector. The modern consumer might have a transformed idea of a product, which leads to the situation when services consumed assimilate to goods, while goods become more and more similar to services. Moreover, increased social labor division is followed by the increased demand for leisure services on free time, which results in the expansion of leisure activities options.

Considering socio-demographic factors, we should not omit the fact that the complexity of the modern society development trends is expressed in the continuing strengthening of the individualization of the individual, which stimulates the emergence and spread of personalized services. In turn, there is a tendency towards social integration of people in the expansion of the sphere of business services and the strengthening of state regulation in the service sector. Additionally, the population aging ensures a constant growth in demand for pension and social security, health care and insurance services, and the socio-economic emancipation of women is driving an increased demand for household-oriented services.

As for the political and legal factors, we can denote that modern political and legal relations that are characterized by the liberalization of state influence on the service sector, stimulate the minimization or even elimination of numerous barriers hindering competition in this area, and lead to the internationalization of the exchange of services.

The natural factors are expressed in the modern natural environment that is characterized by the scarcity of natural resources, due to which the volume of traditional and new services increase related to the rational use of resources, the processing of industrial waste and the improvement of the environment.

The cultural value factors are expressed in the strengthening of differences between cultural national self-identifications, requiring careful consideration of national and cultural characteristics and traditions when developing a service offer.

As the globalization processes develop, changes are taking place in the world economy. The emergence of the modern global economy forces a completely different assessment of the service sector as a special branch of the economy. Thus, it should be now considered as a component of the global infrastructure, which is understood as a modern transport and communication complex [24].

Speaking about the development of global infrastructure, the innovative component of the global economic process should not be forgotten. It is innovation that is the basis of the “new type of economic reality”, which is the experience economy.

1.2. Experience economy as a new type of economic reality

Experience is usually perceived as a part of service, even though every experience provided is distinct economic offer differing from services to the same extent services differ from goods.

Pine and Gilmore offered to identify experience as separate fourth economic offering apart from 3 economic sectors because consumers wanted experiences, and businesses responded to this need by precisely designing and promoting them [36]. First there were goods to be commoditized, after the services followed, and the next would be for the experiences to emerge as the next step in the progression of economic value. Therefore, both b2b and b2c companies would realize that the next field to compete in would be staging experiences.

We can define two approaches to the analysis of experience economy.

The first approach would define experience economy as an economy oriented to consumers' feelings. Consumers might strive to get personalized product, created especially for them or even corresponding to their inner beliefs. Thus, this approach is based on improving marketing strategies by expanding the experience that the consumer receives from the product or service he needs.

The second approach, as the basis of the experience economy, emphasizes a special "consumer goal". Satisfying his primary needs, the consumer is increasingly looking not only for the realization of needs through the purchase of goods and services, but for new experiences. So, the impression, which is an experience, becomes a "consumer goal" [36].

The experience economy is becoming one of the main spheres of the life of society. Its development indicates that everything that a person used to receive outside of economic activity becomes an object of sale and purchase. Such development means that a person paid for everything that they previously received for free. And this trend can be traced in many areas of leisure activities. Society is increasingly surrounded by an intangible economy, in which the largest sources of wealth and prosperity do not belong to the world of physical objects. This is a new economy in which beauty, entertainment, attention, learning, pleasure, and even spiritual nourishment are as real and economically valuable as steel or semiconductors [35].

Experience should not be perceived as something amorphous and abstract, but as a real offering like any service or commodity. Nowadays numerous companies wrap their traditional services into experience to sell it better. Such a shift from selling services to selling experiences might be as difficult for companies as the shift from industrial to service economy was.

Classical economic theory perceived a commodity as one of the main categories of commodity-money relations. Now we can talk about three categories: product, service and experience. However, these categories are not identical, it is important to understand the differences.

Pine and Gilmore stated that experiences had always been around, but consumers, businesses and economist lumped them into the service sector. The factors that caused the experiences to be found in the forefront of research and professional people are:

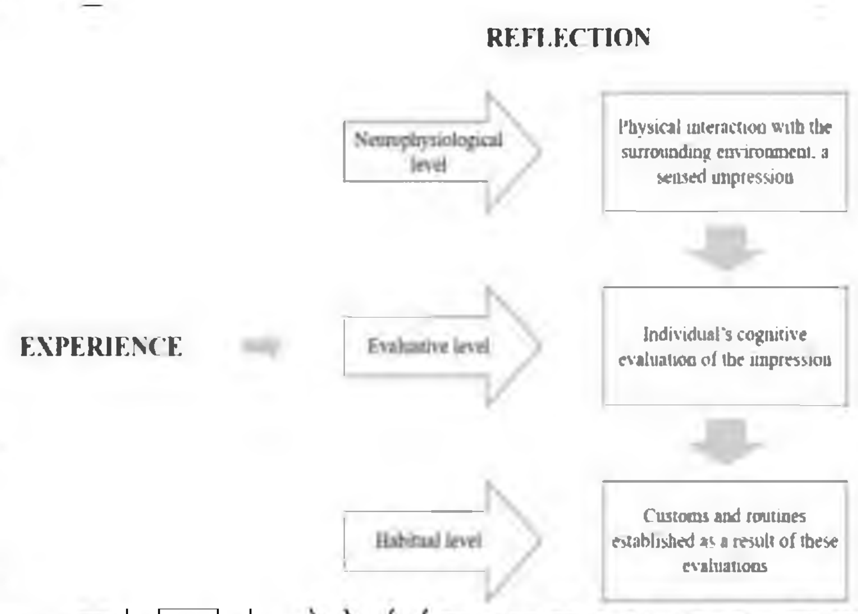
- intense competition resulting in increased differentiation between companies;
- technological progress and digitalization encouraging the existence of different impressions and experiences;
- progression of the economy: from goods to products, from products to services, from services to impressions and experiences;
- increased society's prosperity [36].

Currently, a product is, in most cases, a material, standardized thing, which is transferred to the consumer according to the inventory. A service is an intangible, non-material personalized satisfaction of a need obtained at the request of an individual entity or a group of entities. An experience is a memorable, personal sensation or impression that manifests itself over time and remains in the memory of the subject, forming own inner world and beliefs. Unlike a service, an experience has no direct economic benefit since it cannot be „consumed" immediately [37].

We can define certain specific features of an experience, or an impression, as a product:

- impressions are not tangible, therefore the role of supplier of an impression is significant;
- impressions cannot be stored;
- impressions are created with the consumers' participation, since it is highly personalized product.

It is important to denote different approaches to understanding what an experience is and what it means to an individual. Nilsen argues that there are three levels that can be distinguished in individual's experience interpretation, as shown in Picture 1.1 [26].



Picture 1.1. Levels of the experience interpretation

Source: own elaboration based on [26].

Lapochkina highlights two features by which the impressions obtained when purchasing a particular service related to leisure or tourism.

Firstly, it includes the degree of participation of the "guest" (a consumer) in the process.

On the one hand, there is passive participation, without direct influence of consumer. For example, a person going to a theater or a conservatory gets an impression as a spectator or listener. On the other hand, there is active participation, when the client directly influences the process and the result. For instance, skiers are actively involved in creating their own experience and impressions.

The second feature reflects the type of relationship between clients and the performance. On the one side there is an absorption, which occurs when an impression is transferred into the inner world of a person and his attention is held in this way, while on the other side there is an immersion when the client physically or virtually becomes part of the experience itself [21].

Pekar offered several suggestions that provide a competitive advantage at the expense of positive impressions:

1) Adding psychological add-ons to products or services, which would be the properties that have value only in the eyes of the buyer: a legend about a product or its distinguished customers, the history, authenticity, ecology.

2) Taking care of the brand as a remedy against commoditization of goods and similar tendencies to reduce the value of services.

3) Design as an increasingly important value-adding mean for a product or service to a consumer, which is transforming from a pleasant complement to consumer properties into a key value element in the experience economy, a tool for creating an “admiration economy”.

4) Theatricalization, or staging, which is about the transformation of business processes (especially in the service sector) into a theatrical performance with a script and performers (staff, as well as the consumer himself, involved in the action).

5) Personalization, which should be a keyword of the experience economy, since it is through personalization that the service begins to turn into an impression.

6) Dialogue, which should be the second keyword, being the most important tool for building long-term trusting relationships with a client, since it is a tool to engage the consumer with the goal of partnering to produce the best product, service

or experience and to maintain loyalty by letting such an involved consumer become a part of the production system, a kind of consumer and producer in one person. However, engagement through dialogue is also important for personalization, because it is difficult to learn about the specific needs of the client and to "fine-tune" it without the dialogue, so the adaptation to the client turns into an interesting mechanism of "learning by the client" [35].

1.3. Tourism as a part of experience economy

Tourism is one of the clearest manifestations of the experience economy. It is tourism that makes impressions and experience a commercial offer. The impressions purchased by a customer, a tourist, at all stages of the journey have utility, consumer value, and ultimately cost. A cost is created in the process of interaction with intermediaries and suppliers of tourism products, who contribute to the creation of an overall travel experience and thereby add value to the integrated travel product. These products then create value chains uniting the most diverse actors (businesses) in the tourism system. All these businesses are values that are embodied into experiences.

At the United Nations Conference on International Travel and Tourism that was held in Rome in 1963 the definition of "visitor" was adopted. A visitor is any person visiting the country different from their usual place of residence, for any reason different from following an occupation remunerated by the country visited [45].

A visitor also covers two additional concepts:

1) "tourist" – a person who is temporarily visiting a country for at least 24 hours stay with the purpose of the journey classified under leisure (recreation, holiday, health, study, religion, sport), business, family, mission, meeting;

2) "excursionist" – a person who is temporarily visiting a country for less than 24 hours, cruises travelers included [45].

From an economic point of view, a tourist is a consumer of a tourism product. For a tourist, consumption while traveling is objective.

Needs are one of the main elements of the travel motivation process. Traditionally, the process of motivation is understood as the process of encouraging oneself and others to achieve either personal goals or the goals of an organization. In addition to needs, the process of motivating travel includes motives and incentives.

The term "tourism motives" we can define as all those psychological and physical needs that people satisfy by purchasing a tourism product. Needs are the source of the driving force of the motive and needs and motives together create the incentives to travel. The main functional purpose of the needs and motives and the motivation process in general is to lead the tourist to the final goal – to travel along a certain route.

Cherevichko defines special characteristics of tourist consumption.

Firstly, the consumption of tourist products and services, in contrast to classical material production, where the result of production moves from the place of production to the place of consumption, the consumer himself must be delivered to the places of production of a tourist product or service, and often the process of consumption of tourist services occurs outside country of permanent residence of the traveler.

Secondly, tourist's expenses might materially significantly exceed the usual expenses of their living in a permanent place of residence, which can be associated with the factor of prestige and status of tourist consumption.

Thirdly, tourist consumption has a "credit" character, which prescribes that it is limited in time, strictly agreed on the terms and conditions of a legally and economically formalized transaction when purchasing a tourist product, which gives rise to a kind of intensification of all tourist activities

Additionally, tourist consumption is oriented towards the purchase of goods and services of a cult orientation, reflecting the national specifics of the city, region and country [6].

The motivational model of the tourist's behavior forms and reveals his preferences, which forms the basis of the tourist's consumer behavior. Additionally, tourist consumer behavior considers travel budget constraints. Therefore, upon purchasing a tourism product, evaluation of the tourist's income is held, since purchase of certain set of tourist services depends on the income and price. The result of a tourist's consumer behavior is a consumer choice of travel that satisfies their needs and allows them to combine desires (preferences) and possibilities (income).

Mazhar defined certain properties of the tourist space:

- heterogeneity, which is determined by the qualitative diversity of objects;
- orderliness, which presupposes the presence of spatial positionality;
- localization, which reflects the uneven development of the sphere as a result of the spatial differentiation of tourist resources;
- variability, which reflects the trend of changes in the tourism system in general, and tourism needs [23].

Tourist flows are, on the one hand, quantitative indicators of tourist activity. On the other hand, they reflect the qualitative characteristics of the tourist system, namely its cyclical development.

The cyclical development of the tourist system reflects changes in the tourist space, and it has several stages:

1) pre-tourist (non-tourist) space;
2) research space (start of tourist development);
3) penetration space (short-term rest, development of educational tourism, attraction of investments);
4) colonization space (the creation of a permanent tourist infrastructure, the formation of recreation centers, the construction of a "second home", a large influx of tourists);
5) urbanization space (resettlement to permanent residence, reduction of tourist traffic);

6) post-tourist (non-tourist) space [33].

1.3.1. Threats and risks against the subjects of the tourism market

The complexity of the current state of the tourist movement is associated primarily with the uncertainty in the political and economic development of the world and Ukraine in particular. Currently, a high degree of tourism risks is being monitored. The content of tourism risks includes all kinds of threats to the subjects of the tourism market.

Tourist risks have several specific features that can significantly affect tourism:

- tourism risks are associated with losses not only for tourist operators and travel agents as tourism organizers, but also for other enterprises and tourists themselves, as well as flora and fauna, cultural and historical heritage;
- the economic costs of unfavorable events can occur not only in the present but in the future, so it should be taken into account in the current and strategic planning of the activities of a tourist enterprise, the development of concepts and programs for the development of tourism at all levels – international, national, regional, local;
- tourism risk may include the risk of the life and health of the tourist in some cases, therefore especially stringent requirements should be imposed on it at the enterprises of the recreational sector;
- tourism risks are formed by both financial and economic factors, associated with the economic activities of enterprises, and natural factors, independent of the person and the organizers of tourism, which at the same time may be interconnected;
- assessment and management of tourism risks should be based on the use of special industry knowledge, based on an interdisciplinary approach to the

management of the tourism economy, as well as on the results of research in related sciences (law, ecology, health, information technology) [31].

1.3.2. Travel experiences as a special tourism product

Nowadays a modification of the classic types of tourist needs is in place. At the end of the 20th century and the beginning of the 21st century a tendency of replacement of mass forms of tourism by alternative, niche tourism with special interests occured. This type of tourism corresponds and contributes to the experience economy.

In terms of experience economy, impressions that are individual travel experiences become the defining category. A tourist experience is understood as the sum of impressions that a visitor has from a trip in the light of experiencing a complex of emotions, mostly positive, and achieving a certain physical and spiritual state as a result of the purchase of tourism goods and services and the consumption of a tourism product. These impressions and emotions determine satisfaction, loyalty and commitment, which influences visitor's attitude as a consumer towards a tourist destination or company.

El-Kuhun noticed the following:

- 87% of customers never make repeat purchases from a company if their first experience with it was unsuccessful;
- on average, a consumer will tell 8 people about a good experience, but about a bad one – more than 22;
- to neutralize one bad customer experience at least 10 positive contacts and reviews are required [9].

The tourism experience does not arise only during excursions or sightseeing trips, but it consists of many components at all stages of the journey. The process of acquiring a tourist experience begins in the tourist-generating region during the preparation of the trip, when a potential visitor gets an impression by analyzing information about a tourist destination, choosing and purchasing a tour or booking individual tourist services. The tourist experience is enriched by moving to the main destination through the transit area. The visitor expects to get the most vivid impressions during his stay in a tourist destination during his trip. The state of travel is a special period in an individual's life, it can be called a "traveling psyche". This process does not stop on the way back to the place of permanent residence, and even after the end of the trip the visitor continues to gain experience by remembering and evaluating the trip.

The tourism experience is formulated at the different stages of tourism system, which is a combination of things or element, which form a unitary whole. Tourism system includes consumption, production and the experiences that are generated.

Cooper and Hall offered a way through which the tourism system can be understood, which is through the travel paths taken by individual consumers. This approach consists of four basic elements that can also be called the geographical pillars of tourism:

1) a generating (home, source) region – a region in which a tourist obtains permanent residence, and therefore the trip starts and ends at that place;

2) a transit region (route) – a region (regions) through which the path towards the final destination of a tourist lies;

3) a destination region – a region which is chosen by tourist for the trip as the main goal, the core element of tourism;

4) the environment – processes and phenomena that surround mentioned regions [7].

Based on this, we can define five main consumer psychology elements at different stages of the tourism geographical system depending on the region of tourism consumption:

1) undertaking decision-making concerning the journey and its anticipation, which occurs at the generating (home) region;

2) travelling (transportation), from the permanent place of residence to the final destination point, which occurs within the transit region;

3) obtaining experiences and impressions at the goal-place of the trip, which occurs at the destination region;

4) travelling back from the destination to the permanent place of residence, which occurs within the transit region;

5) recollecting experiences and impressions gained on the previous stages and considering of future tourism decision-making based on previous tourism background, which occurs at the generating (home) region [7].

The tourism experience has a few characteristics.

Firstly, the travel impressions can be accumulated. Each new impression will complement the sum of the previous ones, and, consequently, contribute to a deeper understanding of the surrounding reality in all its complexity and diversity. Negative emotions received at one of the stages of the trip can negatively color the overall impression of the trip, therefore it is so important to take a comprehensive approach to the tourism industry and consider the tourist system as a whole.

Secondly, the tourism experience is accumulated throughout an individual's life. Impressions are inseparable from a person, and they largely determine the behavior of a person as a consumer. Human behavior and choice are characterized by the law of "result": a person, once again in similar conditions, for example, willing to have a rest, will seek to repeat the behavior that is associated with satisfying a need and avoiding behavior that led to dissatisfaction.

Thirdly, since the tourism experience is cumulative, it means there might be a dependence on the past, and the impressions received in the past can be preserved in the future with greater force. This helps to predict tourist behavior. All previous travel experience determines future preferences, travel product purchasing decisions and the nature of the activities in the travel destination.

Additionally, tourism experience is acquired through contact with suppliers of tourism products. Experience economy defines points of contact, that can be conditionally divided into the product itself (its material and infrastructural component) and the way it is offered, (service and related processes: sales, communication with call center employees). Getting the “right” travel experience depends on the supplier’s ability to provide product and service quality. These two components, being the points of application of the efforts of the modern tourist business, determine the emotional mood of the tourist. Given the experience economy, competition between companies revolves around the quality of service and the emotional state of customers. The change in competitive strategies occurs because today markets are filled with similar goods and services, and tourism products are universally unified [9].

The competitiveness of companies in the tourism industry depends on the quality of service and the efficiency of tourism experience management. Making a visit to a tourist destination unique, conveying the necessary emotions, creating a memorable atmosphere should become the purpose of managing a tourism experience.

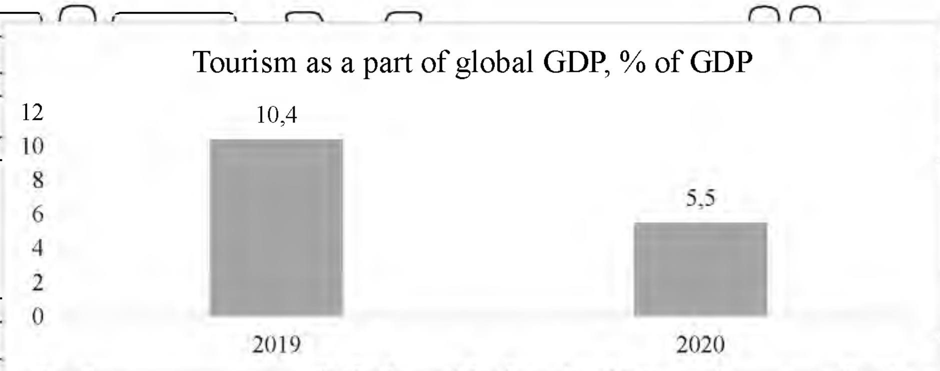
The strong emotional bond between the manufacturer and the consumer is the seal of the experience economy. Solely meeting customer needs is no longer enough, but an anticipation of client’s expectations and needs is required, a person needs to be surprised. The experience economy is focused on the consumer experience, and therefore a different understanding of the tourism product is emerging.

1.4. Tourism as a part of global economy

Tourism has become a powerful global industry, playing a significant role in the formation of GDP, the creation of additional jobs, and employment. Tourism might have a huge impact on such economy sectors as transportation, communications, construction, agriculture. Tourism plays a role of catalyst for socio-economic development of the society globally. The importance of tourism as a source of foreign exchange earnings and the expansion of international contacts is constantly growing.

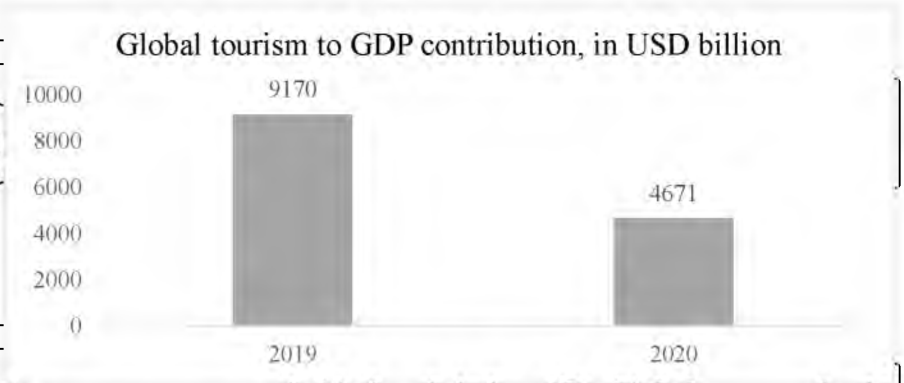
The size and degree of influence of international tourism in the world can be estimated by the following indicators. According to the World Bank and the UNWTO, in 1950 the number of international tourists' arrival was 25 million people, in 2000 it amounted 1 262 billion tourists, and 2 280 billion tourists [48].

According to the World Travel and Tourism Council, the contribution of tourism to the world economy was 10.4% of world GDP (USD 9 170 billion) in 2019 and 5.5% (USD 4 671 billion) in 2020, which is shown in Picture 1.2 and Picture 1.3. This way, total tourism and GDP change in 2020 was of -49.1% which equals -USD 4 489 billion. To serve such a number of people moving around the world, an even larger number of specialists from many tourism-related industries are involved, which constitute the essence of the tourism industry and infrastructure. Total number of travel and tourism employees in 2019 was 334 million employees (which is 1 in 10 jobs) and 272 million employees in 2020, which is 1 in 11 jobs. In 2020, 62 million jobs were lost, representing a drop of 18.5%, which is shown in Picture 1.4 [51].



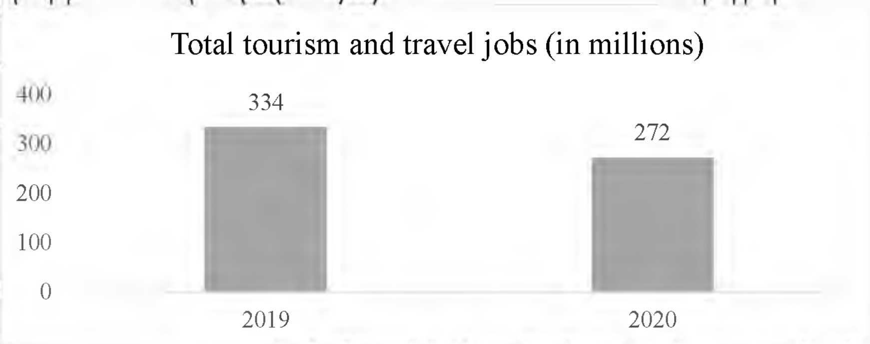
Picture 1.2. Global tourism as a part of world's GDP, in %

Source: own elaboration based on [51].



Picture 1.3. Total tourism to GDP contribution, in USD billion

Source: own elaboration based on [51].



Picture 1.4. Total tourism and travel jobs in 2019 and 2020, in millions

Source: own elaboration based on [51].

There is a direct link between trends in the tourism industry and overall economic, technical and social achievements of the countries. The growing standard of living in the developed industrial countries leads to an increase in the duration of vacations and a high level of retirement benefits, which also has an impact on the development of tourism.

In terms of tourism activities, countries can be divided into countries supplying tourists and the countries receiving tourists. The first can include: USA, Germany, England, Belgium, Denmark, etc. The second group includes France, USA, Spain, Italy, Hungary, etc. Tourists from the most developed countries of the world, such USA, Germany and Japan, spend more money on foreign travel than tourists from other countries. WTO experts point out that there is a clear link between tourism development trends and the general state of the economy in the country. Travel dynamics are very sensitive to whether the economy is booming or declining. In relation to the tourism industry, there are concepts such as “visible and invisible trade”, “visible and invisible exports and imports”.

Visible trade deals with the export and import of goods and raw materials, while invisible – with the import and export of services. Invisible exports are income from arriving foreign tourists, from the sale of tickets to them for domestic transport and other services in the host country. A country’s invisible imports are money spent by its citizens on foreign travel.

In 2011 on the 19th session of the UNWTO General Assembly in Gyeongju, Republic of Korea, the UNWTO presented its long-term forecast, Tourism Towards 2030, which confirmed that international tourism would grow over the next two decades.

According to the report Tourism Towards 2030, the projected pace of growth for international tourist arrivals worldwide were to surpass1,4 billion by 2020, the 1,5 billion would be in sight by 2023 and 1,8 billion by 2030 [46].

Also the Report predicted international arrivals in emerging economy destinations to keep growing at double the pace (+4,4% year) of advanced economy ones (+2,2% a year), which would mean emerging economies would add on average 30 million arrivals a year, compared to additional 14 million for advanced economies. As a result, emerging economies would receive more international tourist arrivals than advanced economies and would surpass 1 billion arrivals by 2030. According to the forecast, in 2030 58% will be recorded in the emerging economy destinations of Asia, Latin Americа, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa [46].

In terms of the number of international tourist arrivals received per 100 of population there is still forecasted a large distance between advanced and emerging economies, as the majority of humanity. In total, 6 billion people or approximately 85% of the world’s population lived in emerging economies, and is predicted to live in emerging economies (87% in 2030) [25]. While the number of arrivals in advanced economies was set to rise from 49 to 70 per 100 of population between 2010 and 2030, in emerging economies the number would rise from 8 to 14 per 100 of population.

The report showed that there was quite a significant potential for further expansion in the coming decades. Regions and countries should benefit from this trend, but only in case they provide necessary conditions and conduct relevant policies concerning the business environment, infrastructure, facilitation, marketing and human resources, Taleb Rifai stated, the UNWTO Secretary-General (2010-2017). Though, he also added that challenges and obstacles were to arise in terms of maximizing tourism’s social and economic benefits while minimizing negative impacts. Therefore, principles of sustainable development should be prioritized within the tourism's development [46].

Tourism has become one of the most important indicators of socio-economic development, both in certain regions and countries, influencing key sectors of the economy.

Still, tourism is extremely vulnerable and can be influenced by numerous external factors.

We can divide these factors into:

- static:

• geographical – unique natural and climatic living environment, high level of biodiversity etc.;

• national and cultural – multinational structure of population, rich historical and cultural resources, archaeological monuments etc.;

- dynamic:

• demographic – general population growth, urbanization processes, i.e. an increase of the urban population due to a decrease in the number of rural residents, changes in the age structure of the population, increase in life expectancy;

• socio-economic – increase in the well-being of the population of developed countries, increase in the duration of paid vacations and a decrease in the length of the working week, increase in the number of working women and therefore an increase in household's income, immigration processes, changes in the structure of consumption of goods and services in the direction of increasing the share of various services in the consumer basket, including tourism, financial crises;

• political – political instabilities, confrontations between countries, wars, terrorism, visa-free regimes, unfavourable legislations;

• technological – transport and communication technologies, hotels and restaurants facilities, computer technologies.

The tourism industry is extremely sensitive towards crises. Within last 15 years the global tourism industry has survived 2 crises – global financial crisis of 2007-2008, and crisis caused by the COVID pandemic in 2020.

The spread of the coronavirus put the tourism industry into the worst crisis in the history of the world economy. As we already stated, tourism accounted for 10,4% of global GDP in 2019, and in 2020 its share dropped till 5,5%.

In recent years, the industry has even been called world's economy global driver, developing dynamically. In recent 15 years it accounted for about 6-7% of global world's exports, which can be seen in Table 1.1.

Table 1.1

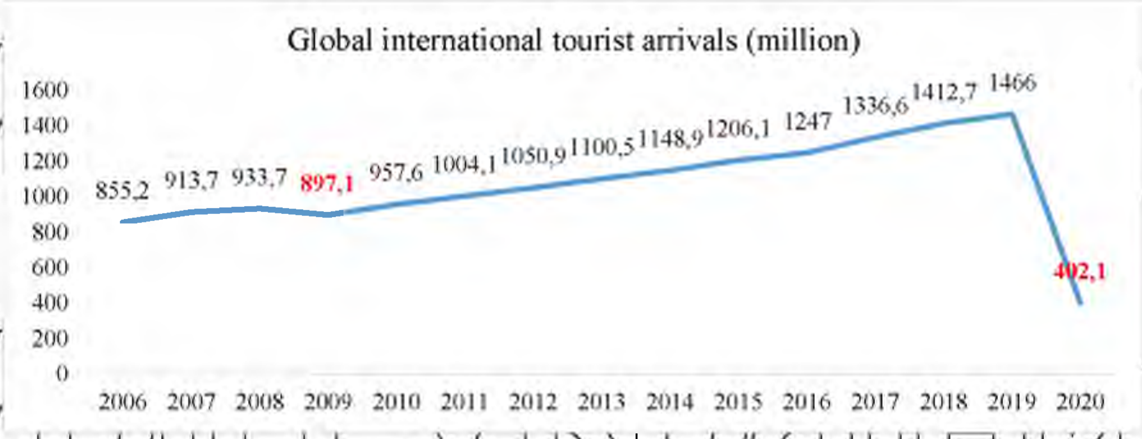
Tourism's share in global world's exports

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Tourism in total exports	6%	6%	6%	6%	6%	6%	6%	6%	6%	7%	7%	7%	7%	7%	3%

Source: own elaboration based on [47].

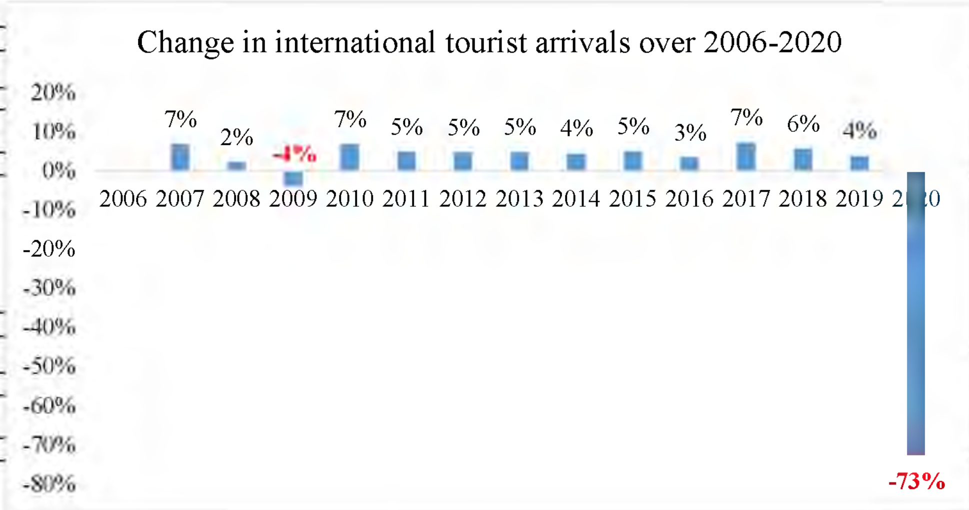
If we refer to global international tourist arrivals, we can see that the for the last 15 years the industry has been growing and the number of international tourist arrivals has increased. On Picture 1.5 we can see that starting with 855,2 million tourists in 2006, it seized 1466 million tourists in 2019. Though, there is one drop in increase in 2009, which was due to the global financial crisis. The next sharp decline occurs in 2020. From 1466 million arrivals in 2019, the dramatical fall to the indicator 393,8 million in 2020 occurred due to the COVID-19 pandemic that resulted in economic crisis and global travel and border restrictions.

If we talk in terms of percentage change of arrivals, on Picture 1.6 we can see that the arrivals were stable in 2006-2018, with only little post-crisis decrease of 4% in 2019, but in 2020 it sharply decreased by 73%.



Picture 1.5. Global international tourist arrivals in million

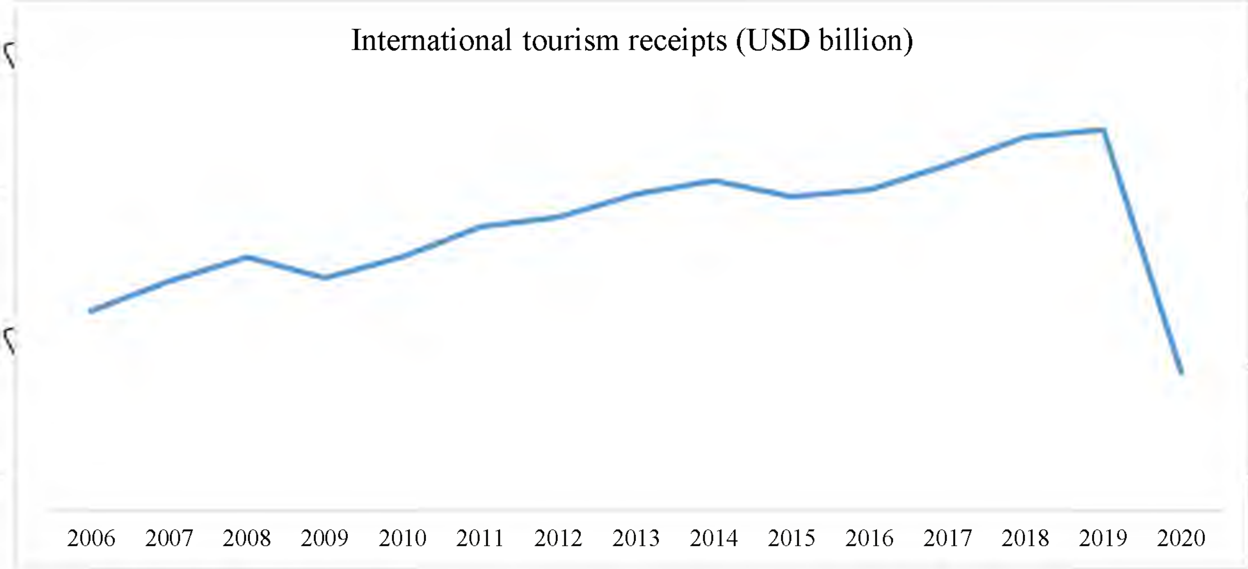
Source: own elaboration based on [47].



Picture 1.6. Change in global international tourist arrivals over 2006-2020

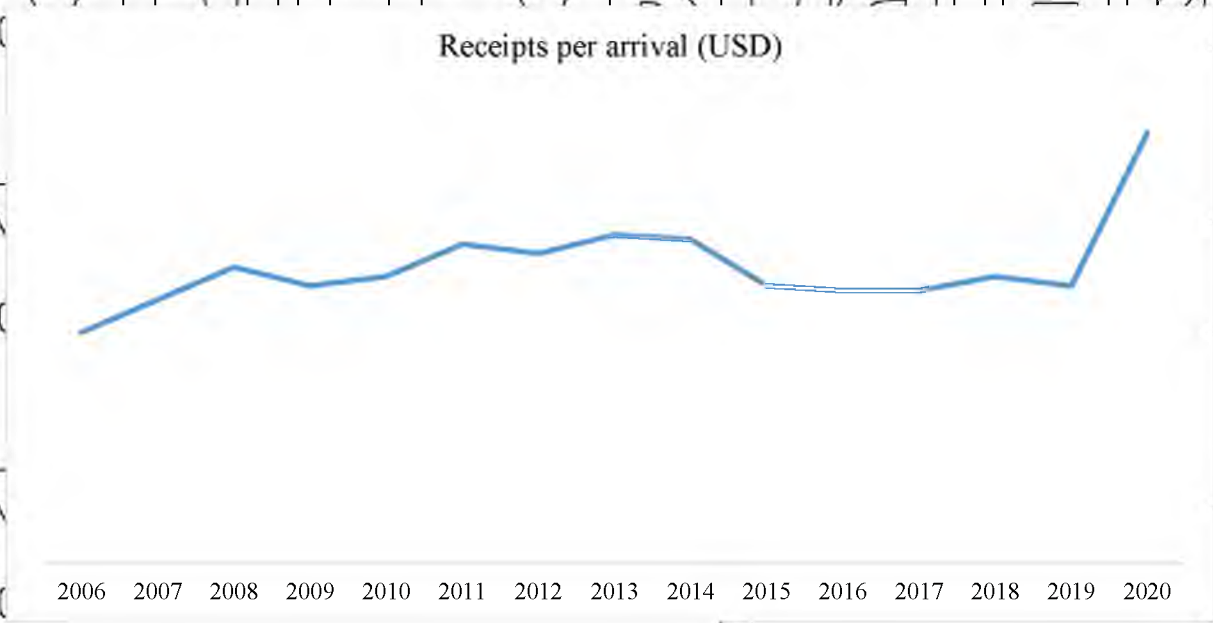
Source: own elaboration based on [47].

Looking as the international tourism receipts, we can note that in 2006-2019 there was year-to-year growth with only two exceptions in 2009, when after the global crisis total receipts fell to 894,6 USD billion compared to 974,5 USD billion in 2008, and another decrease in 2015. Although, in 2020 we observe quite significant decrease up to 533,5 USD billion, which is 64% decrease (Picture 1.7). At the same time, individual receipts per arrival were more stable and fluctuated yearly in 2006-2019 and rose in 2020 up to 1330 USD per arrival (Picture 1.8).



Picture 1.7. Global international tourism receipts in USD billion

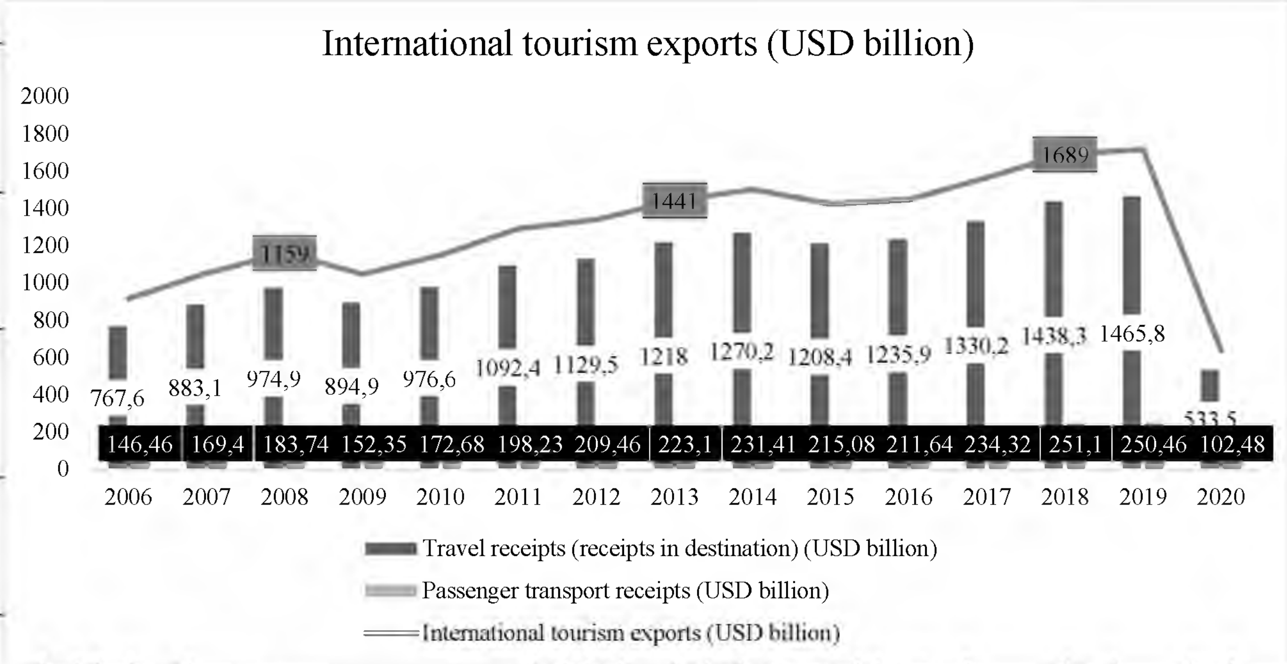
Source: own elaboration based on UNWTO data.



Picture 1.8. Global international tourism receipts per arrival in USD

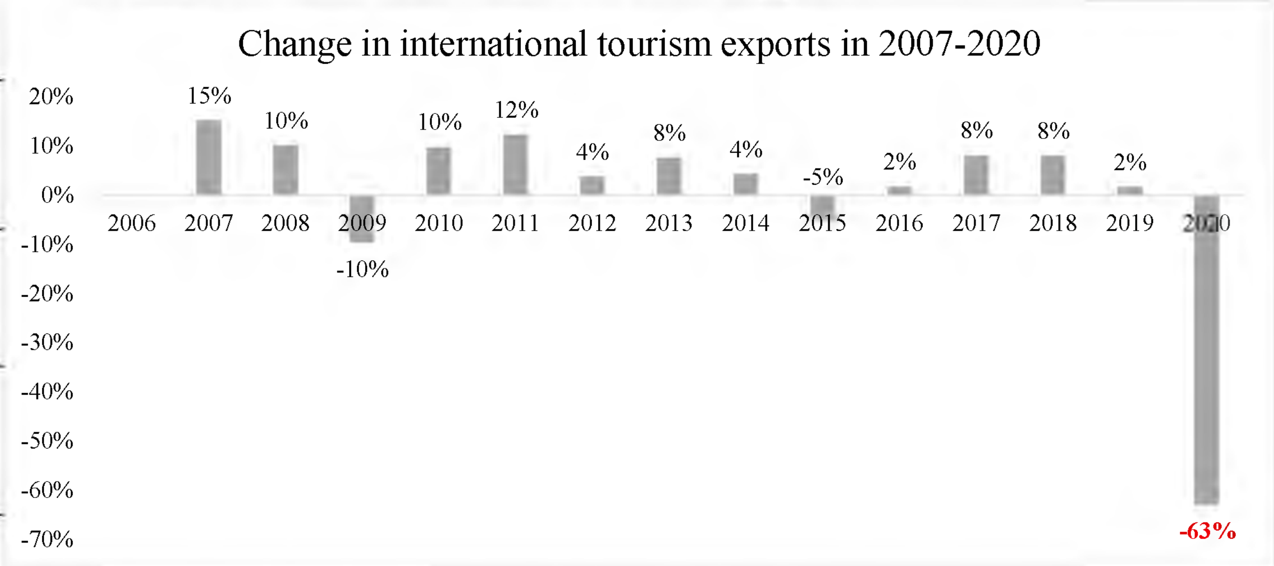
Source: own elaboration based on UNWTO data.

United Nations World Tourism Organization states that international export revenues are composed of "passenger transport" receipts and "travel receipts" (receipts in destination). In Picture 1.9 and Picture 1.10 we outline the structure of international tourism exports and dynamics of global international tourism exports over 2006-2020. We can see a constant growth with only two decreases in 2009 and in 2015, with decrease of 10% and 5% respectively, until 2019, and sharp decline of 63% in 2020.



Picture 1.9. Global international tourism exports in USD billion

Source: own elaboration based on UNWTO data.



Picture 1.10. Change in international tourism exports over 2007-2019

Source: own elaboration based on UNWTO data.

CHAPTER 2. EXPERIENCE ECONOMY AND CORONAVIRUS

2.1. Experience economy and COVID-19

Based on what we discussed before, we can say that the experience economy was prevailing over the last decades. However, coronavirus pandemic has turned the life of the entire planet upside down, and therefore experience economy got its changes as well. Being based on real-life experiences and impressions, the concept of experience economy could not be successful given the fact that entire countries and cities were closed for lockdowns and quarantines, social distancing has become the new normality and every person has been perceived as a potential threat to one's health and life.

Martin Schnaack, founder and CEO of the international brand experience company Avantgarde, has presented his 3 theses concerning the future of experience economy under given circumstances.

Firstly, he states that the pandemic would stimulate additional desire for real, offline, experiences. Being a social being, a human need not only food and security to survive, but also interpersonal contact that would mean experiencing community impressions outside of their "living cave" and to exchange it with other members of society [40].

In this regard we can say that coronavirus should not destroy the individual's desire and need to socialize, but in turn strengthen it, and people will emerge with extreme hunger for new impressions and experiences.

We can argue that huge, massive experiences such as international music festival and sports events can be either limited by capacity or cancelled at all for some time, but this will increase the importance of the experiences and impressions that can be received in smaller social units. This might be high time for closest relationships, partnerships and families to get back into focus and to receive increased attention and importance.

Also, restrictions due to COVID might play a significant role in either improving or worsening relationship since home offices for working people and remote learning for students can be quite a challenge under the single roof.

Schnaack states that collective experiences have migrated from the real life the social media for some time. We can remember different challenges such as “Stay at home pillow challenge” or balcony concert in Italy, which is a bright example of collective impressions creating socializing and mental closeness, even though the actual physical distance is maintained.

Secondly, coronavirus might lead to a new sense of unity and to change in priorities. Consumers' value-coordinates have changed significantly since much of what had been important before the pandemic became irrelevant in new reality [40].

This will impact the experience economy significantly since experiences and impressions will no longer be consumed carelessly but will be selected with more attention and felt more deeply.

Moreover, experience economy businesses will need to offer some real added value to their customers to encourage them to leave their homes.

For example, stationary retail will not only need to sell commodity goods now, but to wrap it into certain impression and emotion to encourage customers to come to the shop and not to make online shopping and order delivery. This is the moment when the point of sale of any product or service should become the point of impression and experience.

The last but not the least assumption of Schnaack is concerning the digitalization of the world. He believes that COVID should become the accelerator of the digital transformation worldwide [40].

Numerous businesses have adapted to the new reality by offering fresh food delivery, online cinemas and games, online fitness trainings right “at the couch”. Therefore, a society might now see finished goods from different perspective and therefore people might want to get products and services with their individual “stamps”.

Sharp change occurred due to the coronavirus pandemic: business trips became replaced with online conferences, huge university classes were substituted by online learning and numerous companies do not anymore need to rent huge offices since they can effectively operate with some part of their employees working from home. It is extremely important for organizations and businesses to be well-positioned and organized not only in terms of offline business operations, but online as well. The corona crisis to some extent has become a catalyst for more sustainable development of the world.

2.2. Tourism and COVID-19

The coronavirus pandemic is one of the biggest challenges in the world's history. Tourism is one of the sectors of the world economy that has suffered the most from restrictions imposed. According to the calculations of the World Travel and Tourism Council (WTTC), the tourism industry and the passenger transportation sector by the end of 2020 might have lost less than USD 2.1 trillion, which is equivalent to the GDP of the Netherlands and Mexico combined [51].

Lost profits and inability to conduct usual business processes, the WTTC forecasted up to 75 million workers in tourism to lose jobs due to the pandemic [50].

Because of lost profits and the inability to run a business, companies are starting to lay off workers. All in all, travel companies could lay off 75 million workers due to the pandemic.

Governments over the world responded immediately to the need to minimize the economic impact of the COVID-19 pandemic. They used two main approaches in order to manage the situation: to provide affordable credit lines for business and to defer payment of debts and taxes [12].

World Travel and Tourism Council also analyzed the impact of coronavirus crisis on individual regions. According to the Council, the Asia-Pacific region was expected to be influenced the most with a forecast of up to 49 million jobs at risk, which was equal to a loss of USD 800 billion to travel and tourism. As for the Europe, the Council suggested up to 10 million jobs at risk with total loss of approximately USD 552 billion in Travel & Tourism. The Americas were also expected to get impacted by the COVID heavily with almost 7 million jobs at risk and losses of up to USD 570 billion in the United States, Canada and Mexico in Travel & Tourism. Other countries that were expected to be hit hard by pandemic crisis included Brazil, the United Kingdom, Italy, Germany, France, Japan, Indonesia and India [50].

According to Hotel and Destination Consulting report, as of April 20, 2020, 100% of all international destinations have imposed entry restrictions due to a pandemic [50].

Key industry players have been surviving the coronavirus crisis in different ways.

Referring to the *hospitality industry*, Valery Ishunkin, who is a senior regional director of the international hotel association The Leading Hotels of the World, assumes that the pandemic has caused the greatest damage to large hotel chains and large hotels. It is mostly because events and corporate clients accounted for a big share of hotel business, and now these contributions became extremely low due to the shift towards virtual meetings format [53].

However, small boutique hotels that are not owned by large corporations, apart-hotels and private villas could adapt to new conditions since they are able to meet both the obligatory requirements of safe tourism and the desire of travelers to avoid large crowds.

On the other hand, for a customer it is profitable to book a hotel during a pandemic. At the beginning of the quarantine in Europe many The Leading Hotels of the World's guests decided to extend their bookings due to low prices, free room upgrades and additional privileges, such as a free shuttle services or a spa treatment [53].

Many hotels over the world had to close for a while, but they still could use that period with maximum utility. For example, The Leading Hotels of the World have world average annual occupancy approximately 83-87%, which makes any necessary reconstructions and updates impossible without prejudice to guests. Therefore, numerous hoteliers used the lockdowns with maximum utility by performing necessary repairs, which allowed to play with new colors in front of tourists [53].

Many international hotel chains introduced a number of external and internal measures to minimize the effects of the COVID-19 pandemic, such as postponement or reimbursement of booked rooms, optimized loyalty programs, community support, health and safety measures and internal reorganization, such as reductions, unpaid leave, reductions of capital investments [12].

Ishunkin also notes that the demand for accommodation types has changed during the COVID: detached houses and villas have been booked by 60-70% more compared to the pre-COVID times. Also, if clients want ordinary rooms, they prefer the ones with terraces and large balconies so that the windows can open in order to ventilate the room.

Another patterns are that local travelling around the country became more active, and also travelers now prefer going to remote places to spend the holidays in solitude – to learn the national culture without interactive involvement in the local reality away from the congestion of other tourists

Ishunkin is very skeptical towards the thought that tourism in the near future may turn into an elite entertainment. He believes that active development of Internet services, platforms for booking hotels, travel and other travel services will contribute to the further industry development and availability, which results in the tourism liberalization [53].

Referring to *airlines*, we can say that this is the industry that got the biggest blow by the coronavirus pandemic. Worldwide quarantines, travel restrictions and the ban on international passenger transportation left airlines without their main source of income, forcing them to freeze their activities and use the reserves they had been accumulating for years not to go bankrupt.

Going back to the beginning of the pandemic, the first decisions that the governments of the countries made due to pandemic concerned precisely the closure of passenger flights and borders for foreigners. Therefore, millions of people around the world have had to cancel their vacations or work trips and return tickets.

The International Civil Aviation Organization (ICAO) estimated that passenger airline losses from the pandemic could range from USD 160 billion to USD 253 billion, depending on the post-quarantine scenarios. The total passenger traffic of airlines in the world could fall by more than 1 billion passengers [13].

According to the International Air Transport Association (IATA), due to the coronavirus the passenger turnover of world aviation might be halved, and the revenues of passenger airlines might fall by USD 314 billion [34].

The IATA in its full-year global passenger traffic results for 2020 showed that demand fell by 65.9% compared to the full year of 2019, which is so far the sharpest traffic decline in aviation history [13]. At the same time, IATA estimated that it would be at least 2024 before air traffic reaches its pre-pandemic level [8].

The drop in airline activity had also affected other industries, for example, the energy sector. Since planes did not fly and did not consume fuel, the demand for oil has dropped to a record, which has led to a drop in the price of American oil to negative values [18].

Airports were seriously affected as a part of industry. For example, this was especially painful for Ukrainian airports, which have been increasing passenger traffic and actively developing over the past few years. In particular, the Boryspil airport was forced to send 70% of its employees to idle time, and the losses due to quarantine were estimated at UAH 380 million, which equals USD 13,9 million, per month [49].

According to the Flightradar, which tracks the movements of aircraft, the number of flights in the world fell from 176 thousand to 67 thousand per day, comparing the beginning of March and mid-April 2020 [11].

According to analysts, only large airlines would be able to survive such losses and only if they get support from governments. Such decisions were taken. In particular, the US government allocated USD 9,5 billion in support to ten large and 83 small carriers [20]. The governments of the EU countries planned to allocate about EUR 20 billion to the two largest airlines – Air France and Lufthansa. However, not everyone can count on state aid, because the aviation industry, despite its importance, employs relatively few people, and therefore the volume of its support is still limited [32].

IATA predicted a recovery in air traffic in the third quarter of 2020. At the same time, the organization noted that most of the world's air transportation would be domestic, and the restoration of international airlines would be slower [34].

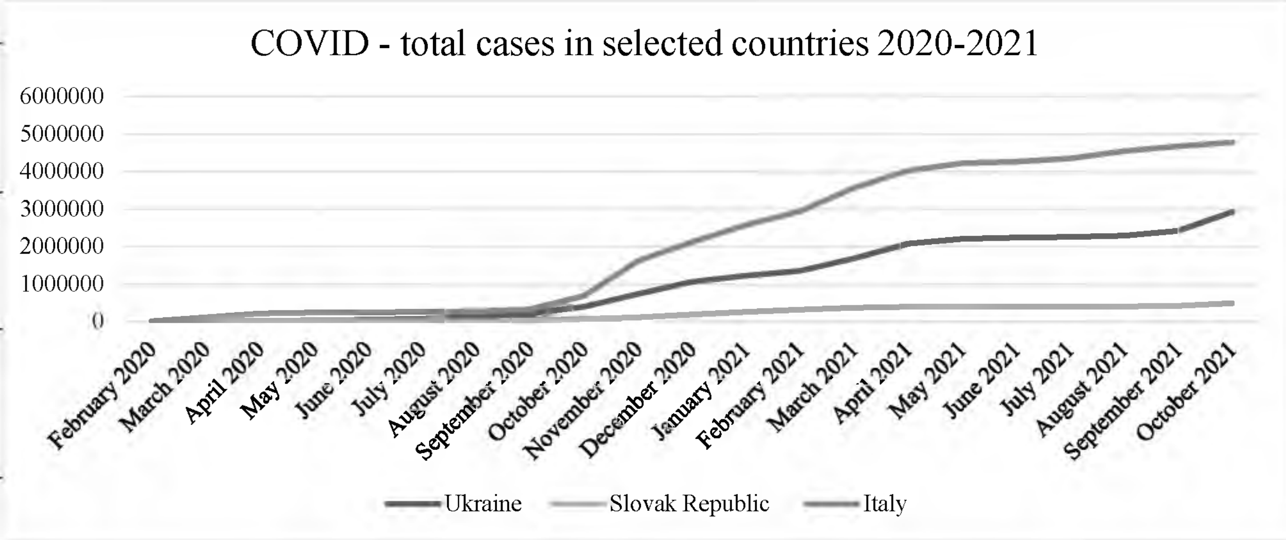
2.3. COVID-19 in selected countries

Coronavirus pandemic became the biggest obstacle for world's development ever since the World War II. It had started in Asia in the last quarter of 2019 and it has been spreading around the world for more than a year now. As of May 16, 2021, 163 604 208 coronavirus cases have been confirmed globally, with 3 390 573 deaths and 142 035 843 people recovered over the world [52].

We are going to take a look at major COVID-19 statistics and tourism indicator for 3 selected countries: Ukraine, Slovak Republic and Italy, since in the survey we conducted Ukraine and Slovak Republic represented the majority of respondents. Italy was also a popular choice, and it was a country where COVID-19 in Europe started.

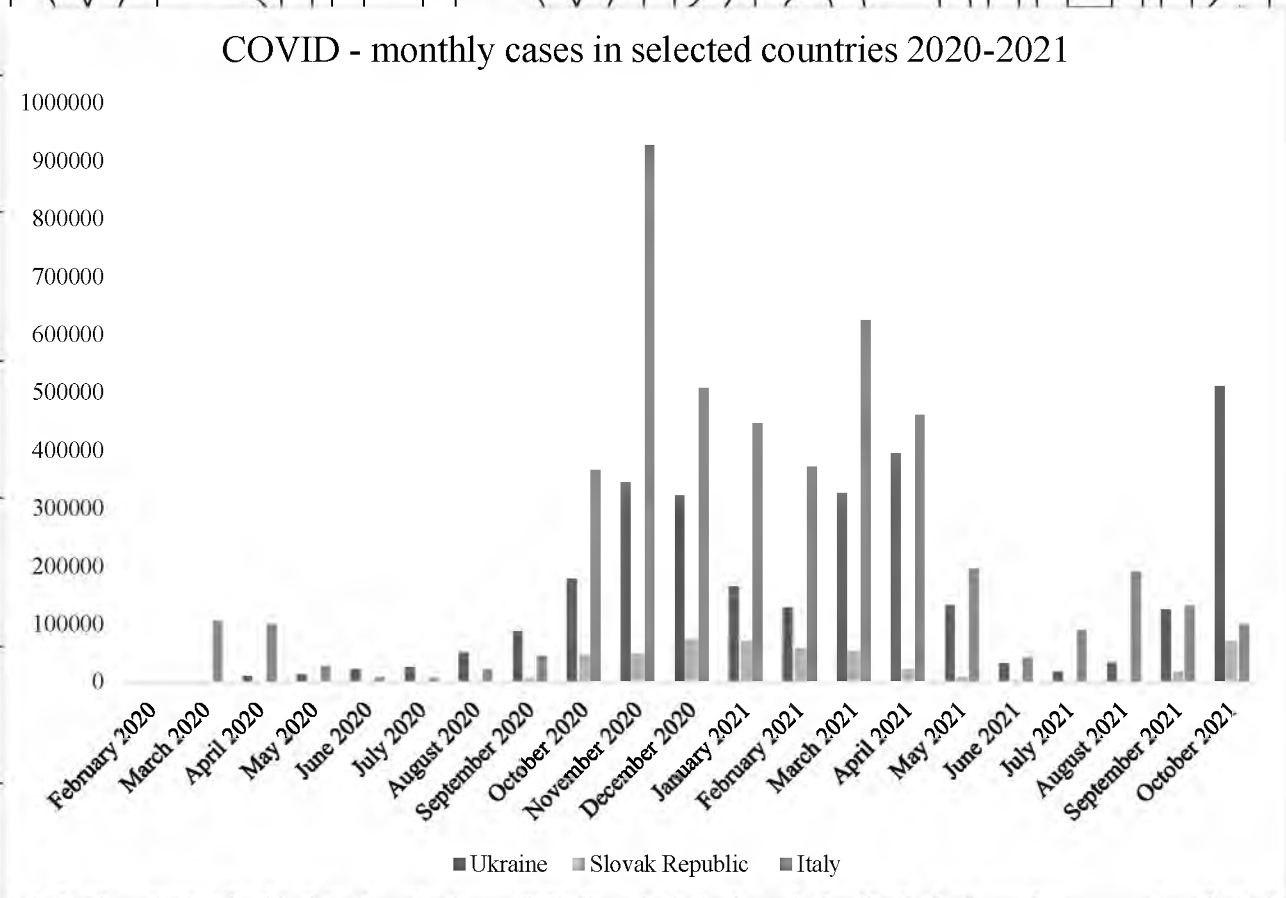
On Picture 2.1 we can see the growth of number of cases and Picture 2.2 shows the monthly amount of cases in Ukraine, Slovak Republic and Italy over February 2020-April 2021.

The first 3 cases in Italy were registered on February 15 2020, first case in Ukraine – on March 4 2020, and first case in Slovak Republic – on March 6 2020. As of the March 31 2020, the total number of cases in Italy was 105 776, in Ukraine – 645 cases and in Slovak Republic – 363 cases.



Picture 2.1. Total COVID cases in selected countries in 2020-2021

Source: own elaboration based on [52].



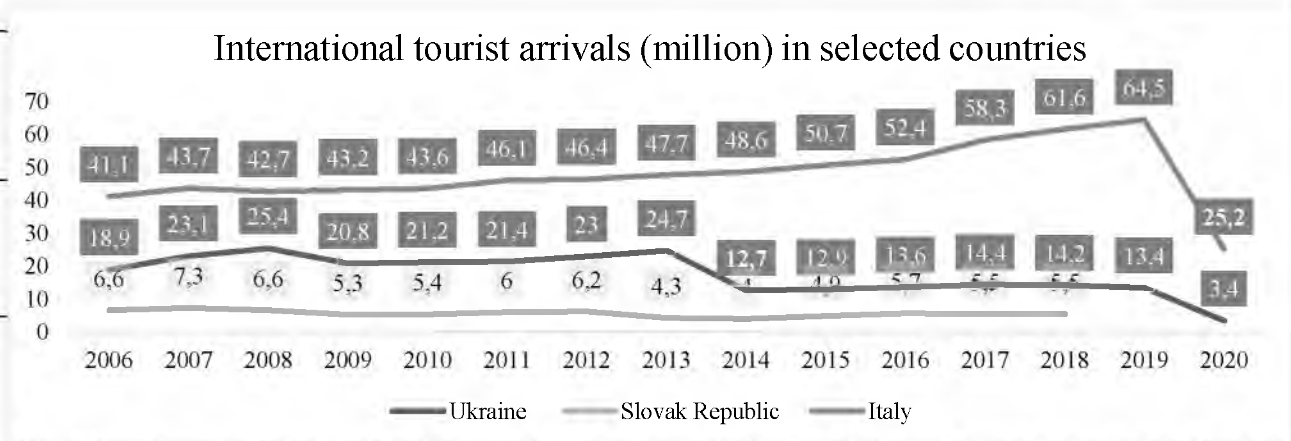
Picture 2.2. Monthly COVID cases in selected countries in 2020-2021

Source: own elaboration based on [52].

If we refer to the tourism data, we can have a look at international tourist arrivals in Ukraine, Slovak Republic and Italy over last 15 years at Picture 2.3. In case of Slovak Republic there was one decrease in 2009, when number of tourists arrivals seized 5,3 million compared to 6,6 million in 2008, before financial crisis. After this, there were minor decreases, but the arrivals were stable.

As for the Ukraine, it has experienced 2 severe declines in international tourist arrivals. First one occurred in 2009 after the economic crisis, when number of arrivals got 20,8 million, compared to 25,4 arrivals in 2008 before crisis. After this sharp drop, the industry had been growing until 2013 and it got to 24,7 million arrivals in 2013, which is almost pre-crisis indicator. However, Ukrainian Euromaidan revolution extremely changed Ukrainian political arena, which was then followed by annexation of Crimean Peninsula by Russian Federation and invasion to the Eastern Ukraine, resulting in a war. These events hit hard Ukrainian economy, and therefore the number of international arrivals was 12,7 million in 2014, compared to 24,7 million in 2013. In the following years the industry has been growing with small steps, and in 2019 it seized 13,4 million. In 2020 dramatical decline to 3,4 million arrivals occurred, which is explained by the COVID-19 restrictions.

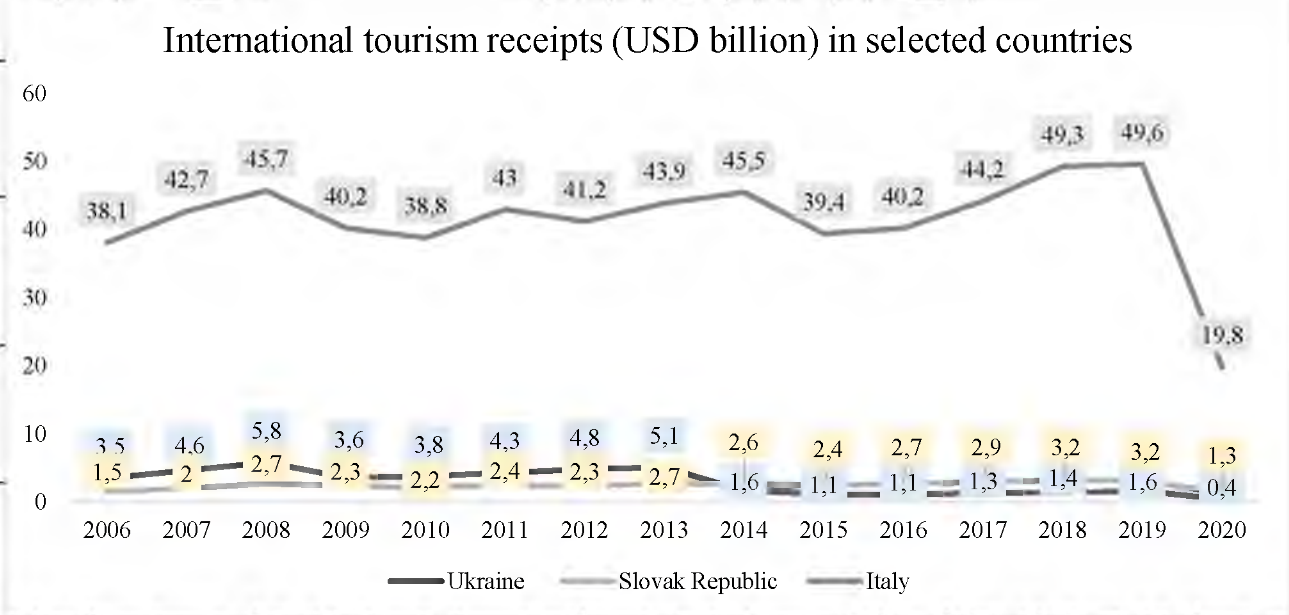
If we refer to Italy, we can see that since 2006 number of international tourist arrivals has been constantly growing with a small decrease in 2008, and it seized 64,5 million arrivals in 2019. However, according to the UNWTO, in 2020 the number of international arrivals dropped to the level of 25,2 million, which is 60,6% decline.



Picture 2.3. International tourist arrivals in selected countries (in millions)

Source: own elaboration based on [47].

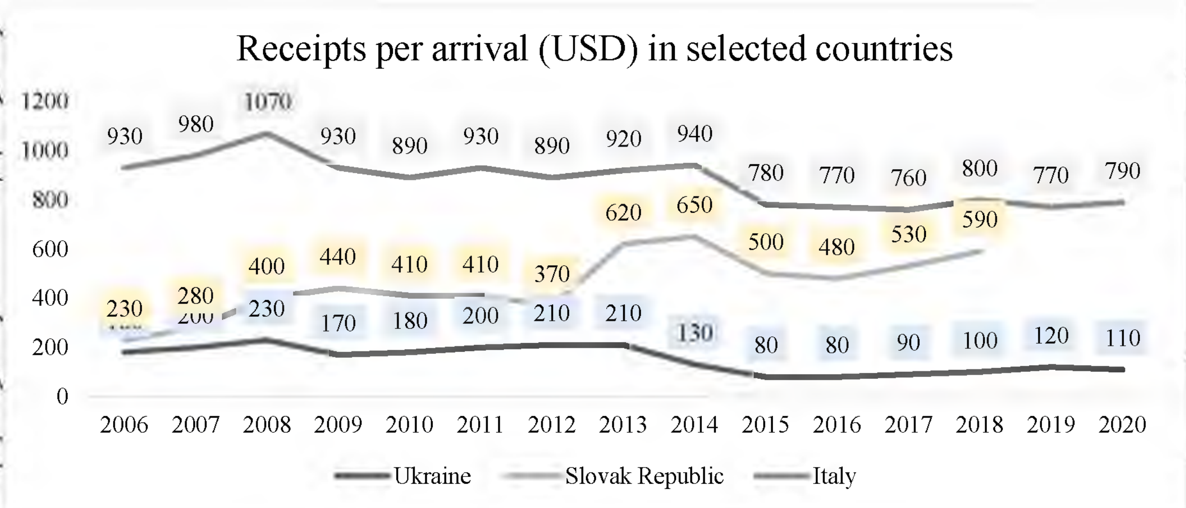
If we look at Picture 2.4 and Picture 2.5, we can see the international tourism overall receipts and receipts per arrival in Ukraine, Slovak Republic and Italy. We can see that Italy got average receipts of 43 USD billion, Ukraine got average international tourism receipts of USD 2,5 billion, and Slovak Republic got only USD 2,5 billion of international tourism receipt average in 2006-2019.



Picture 2.4. International tourist receipts in selected countries (in USD billion)

Source: own elaboration based on [47].

Even though average Ukrainian receipts were higher than Slovak mainly because of the pre-2014 amounts of receipts, if we take a look at receipts per arrival, we can notice that the average receipt per arrival in Ukraine was only USD 155,7, while in Slovak Republic it seized USD 454,6, and in Italy – USD 882,9.



Picture 2.5. International tourist receipts per arrival in selected countries (in USD)

Source: own elaboration based on [47].

As for the countries’ international tourism exports, the outlook is provided at the Picture 2.6. As for the Ukraine, the most dramatic changes occur in 2014 as a result of military actions. As we can see, the country has not recovered yet, and hit by COVID international tourism exports decreased by 77% in 2020, reaching 600 USD million. Situation in Slovak Republic has been stable until 2019, with the decrease of 61% in 2020, reaching 1,3 USD billion. In Italy international tourism exports decreased by 61%, reaching 20,2 USD billion. In 2019 tourism accounted for 4% of total exports in Ukraine, 3% of total exports in Slovakia and 8% of total exports in Italy. In 2020 numbers changed to 1% for Ukraine, 1% for Slovakia and 3% of total exports for Italy.

Picture 2.6. International tourist exports in selected countries (in USD billion)

Source: own elaboration based on [47].

2.4. COVID-19 in selected countries: government measures

The COVID-19 coronavirus pandemic is one of the biggest challenges the world faced since World War II. Worldwide, more than 253 640 237 COVID cases were registered since the beginning of the pandemic as of November 14, 2021 [52].

Serious problems awaited tourism industry in the world and our selected countries, Ukraine, Slovak Republic and Italy, in particular, starting with the indefinite duration of the pandemic period and ending with restrictions on movement.

Among the most affected by the restrictions were tourist, resort, recreational and health facilities (camps, sanatoriums, boarding houses, health complexes), which almost completely ceased to exist. Countries were implementing several measures to minimize the effects of the pandemic and encourage the recovery of the tourism sector.

Ukraine

In total, since the beginning of the pandemic in the country 3 203 149 cases of COVID-19 were registered as of November 14, 2021, which is the 16th in the world [52].

Among measures that Ukrainian government applied to minimize effects of the pandemic and encourage the recovery of the economy, and tourism sector in particular, are:

- new loans and liquidity support:
  - UAH 4 billion to compensate interest on existing loans for SMEs;
  - introduction of extended available loans program "5-7-9%";
  - UAH 24 billion to ensure loans with state investment guarantees;
  - UAH 1,6 billion to support creative industries;
- deferred payments on existing loans and mortgages:
  - zero declaration introduction;
  - tax on withdrawn capital introduction;
  - abolition of total fiscalization with full implementation of PPO software;
- tax deferment, reduction or cancellation:
  - extension of the deadline for payment of taxes on land, land rent and real estate from April 2020 to June 30 2020;
  - abolition of taxes on land, land rent and real estate for March 2020;
- salary support:
  - temporary unemployment benefits for those who have lost their jobs as a result of the COVID-19 pandemic in the amount of two thirds of the amount of salary

for each reduced working hour, but not more than the fixed amount, namely the established minimum monthly salary (currently UAH 6000);

- one-time payments to sole proprietors and employees who suffered from lockdowns in red zones only in amount of UAH 8 000 [22];
- increase in pensions and unemployment benefits [12].

Slovak Republic

In total, since the beginning of the pandemic in the country 554 296 cases of COVID-19 were registered as of November 14, 2021, which is the 56th in the world [52].

Among measures that Slovak government applied to minimize the effects of the pandemic and encourage the recovery of the economy, and tourism sector in particular, are:

- new loans and liquidity support:
- guarantees up to EUR 500 million per month to help businesses get a loan;
- financial assistance to preserve jobs and SME performance;
- deferred payments on existing loans and mortgages:
- temporary cancellation of employee benefits for companies that were closed during quarantine;
- deferral of payment of salary and corporate taxes for enterprises whose profits have decreased by more than 40%;
- granting permission to companies to credit the losses of the current year against the profits of previous years, starting from 2014;
- tax deferment, reduction or cancellation:
- extension of the deadline of payment of income;
- taxpayers received the right to use tax losses in 2015-2018, which were not used before, in the amount of a maximum of EUR 1 million to pay taxes in 2020;
- salary support:
- 80% of the salary of employees at emergency response enterprises;

- monthly minimum payments of EUR 1100 per month and maximum payments of EUR 200 000 per month per company;
- compensation to self-employed in the area most affected by the pandemic, depending on the amount of falling profits [12].

Italy

Italy is one of the European countries who suffered most from the COVID-19 and its consequences. In total, since the beginning of the pandemic in the country 4 852 496 cases of COVID-19 were registered as of November 14, 2021, which is the 13th in the world.

Due to coronavirus pandemic Italy lost potential 81 million of visitors and EUR 9,4 billion expenditures by foreign tourists travelling to the country [15].

Among measures that Italian government applied to minimize effects of the pandemic and encourage the recovery of the economy, and tourism sector in particular, are:

- tax deferment, reduction or cancellation:
  - withholding tax payment deferral for taxpayers with a turnover of less than EUR 400 000;
  - deferral of tax and social security payments, especially in "red zone";
  - simplification of the payment of stamp duty on einvoices;
  - 30% tax deduction subject to a cap of €30,000 for donations made by individuals and non-profit entities during 2020 to the state, regions, local public authorities, other public institutions or legally recognized non-profit organizations to finance investments or expenses aimed at coping with the COVID-19 emergency;
  - tax payment deferral in industries heavily impacted by the COVID-19;
  - tax payment deferral for payers with turnover below EUR 2 million [19];
- income protection
  - 'Gasparrini Fund' for first-home mortgage of self-employed and freelancers who have suffered a decline in turnover of over 33% compared with the

last quarter of 2019, following the closure or restriction of their business as a result of COVID-19;

- exceptional fund to supplement earnings for employers (including companies with fewer than five employees) that have had to suspend or reduce their activity due to the epidemiological emergency;
- extension of access to the standard allowance stating "emergency COVID-19" as the reason [16].

CHAPTER 3. PRACTICAL RESEARCH OF SOCIETY'S RESPONSE AND CHANGES IN TOURISM

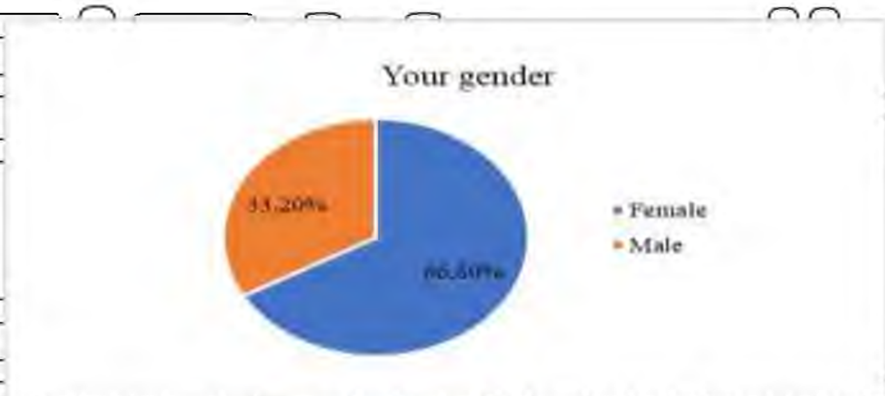
3.1. Evaluation of the survey results

Next step in our research would be processing data obtained from the questionnaire and observing the results received. The goal of the survey was to evaluate the society's response to the changes in travel norms due to COVID and to understand what peculiarities should tourism firms consider upon conducting their activities.

The questionnaire was anonymous and was distributed among random 804 representatives. It consists of 26 questions. The results obtained are given below in forms of charts and tables. The results are given both in quantity (number of persons responded) and in percentage.

The first group of questions was supposed to find out the social categories taking part in the survey. Here we strived for finding out the sex, age, employment, country of origin, education and average income of respondents.

The first question aimed to reveal the ratio of males and females taking part in the survey. 33,2% (267) were males, 66,8% (537) were females.

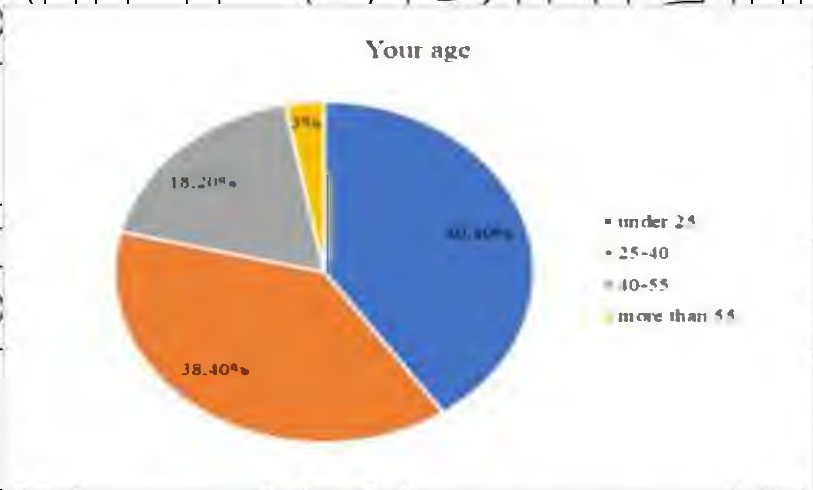


Picture 3.1. Question 1

Source: own processing based on survey conducted.

In the second question we aimed to find out the age of the respondents taking part in the survey. The sample was divided into four age categories, and the results are that 40,4% (325) were of under 25, which is the highest representation, 38,4% (309)

were of age 25 to 40, 18,2% (146) were of age 40 to 55 and finally 3% (24) were older than 55, being the smallest representation.



Picture 3.2. Question 2

Source: own processing based on survey conducted.

The third question identified the occupancy of the respondents. The results distributed in the following way: 51,5% (414) people are employed, 17,5% (141) are students and 16,3% (131) are working students (full-time/part-time/freelancing), 9,3% (75) of people who took part in questionnaire are entrepreneurs, 4,2% (34) respondents are unemployed and also 1,1% (9) of respondents are already retired.

Picture 3.3. Question 3

Source: own processing based on survey conducted.

In the fourth question we aimed to discover geographical distribution of surveyed. People from 39 countries over the world took part in the survey, the results of the answers distribution can be found in the Table 3.1.

Table 3.1

Question 4. Where are you from? (please type a name of a country)

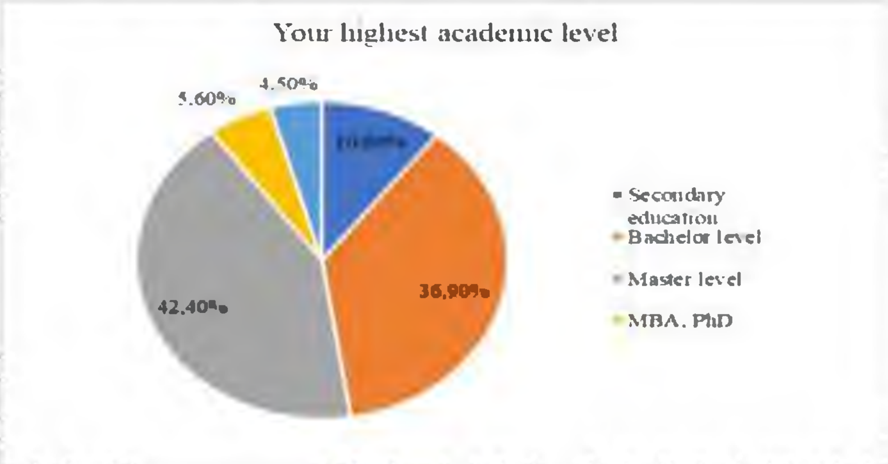
Name of the country	**Number of respondents**	**% of total respondents**	**Name of the country**	**Number of respondents**	**% of total respondents**
Ukraine	580	72,14%	Macedonia	2	0,25%
Slovak Republic	87	10,82%	Switzerland	2	0,25%
Russian Federation	35	4,35%	Greece	2	0,25%
Turkey	9	1,12%	France	2	0,25%
Italy	9	1,12%	Moldova	1	0,12%
Poland	8	1,00%	Israel	1	0,12%
USA	7	0,87%	Albania	1	0,12%
UK	6	0,75%	India	1	0,12%
Kazakhstan	5	0,62%	Syria	1	0,12%
Croatia	5	0,62%	Palestine	1	0,12%
Spain	5	0,62%	Kyrgyzstan	1	0,12%
Czech Republic	4	0,50%	Iraq	1	0,12%
Romania	4	0,50%	Latvia	1	0,12%
Serbia	3	0,37%	Uzbekistan	1	0,12%
Germany	3	0,37%	Estonia	1	0,12%
Peru	3	0,37%	Finland	1	0,12%
Norway	2	0,25%	Armenia	1	0,12%
Tajikistan	2	0,25%	Argentina	1	0,12%
Lithuania	2	0,25%	Denmark	1	0,12%
Republic of Belarus	2	0,25%	**TOTAL**	**804**	**100,00%**

Source: own processing based on survey conducted.

Most respondents were from Ukraine – 580 respondents, the second largest sample was from Slovak Republic, and the third – from Russian Federation.

In the fifth question we strived to find out the highest education level of people addressed at the moment of the survey. Answers were divided in the following way –

42,4% (341) of respondents got master degree, 36,9% (297) stopped with bachelor degree, 10,6% (85) claimed the highest level of education to be secondary school, 5,6% (45) answered with having PhD or MBA and 4,5% (36) said that their level of education is different from the offered variants.



Picture 3.4. Question 5

Source: own processing based on survey conducted.

Picture 3.5. Question 6

Source: own processing based on survey conducted.

The last question in this section was aimed to discover the level of income of the respondents. The highest share of 29,9% (240) were people with average income of UAH 6 700 – 16 700, which is EUR 200 – 500, next group consists of people with average salaries of UAH 16 700 – 33 500 (EUR 500 – 1 000) making 27,4% (220); 14,9% (120) earn UAH 33 500 – 67 000 (EUR 1 000 – 2 000). 12,1% (97) claimed not to have any income at all, 8,8% (71) earn less than UAH 6 700 (EUR 200), and only 7% (56) earn more than UAH 67 000 (EUR 2 000) monthly.

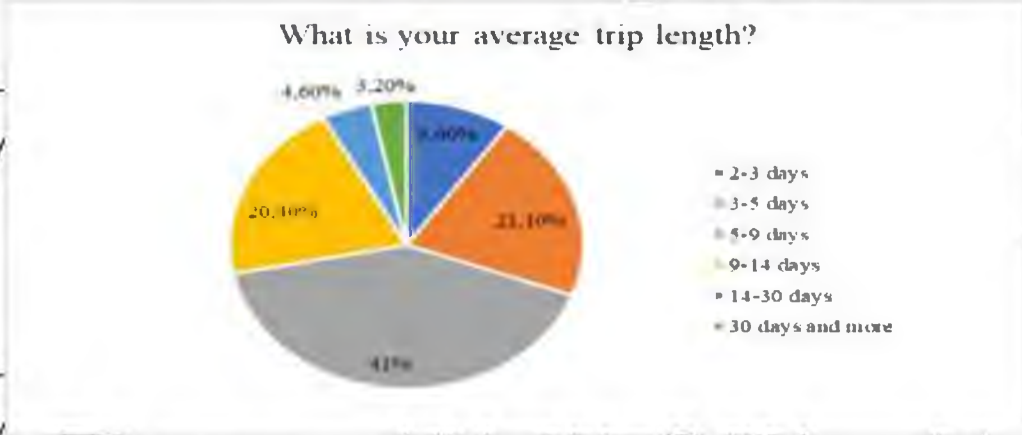
The second part of the questionnaire contained questions concerning people's general travel attitude. In question 7 we asked if our respondents have ever travelled both internationally and locally. We can see that the overwhelming majority of 98,1% (789) people have ever travelled, and only 1,9% (15) have never travelled at all.

Picture 3.6. Question 7

Source: own processing based on survey conducted.

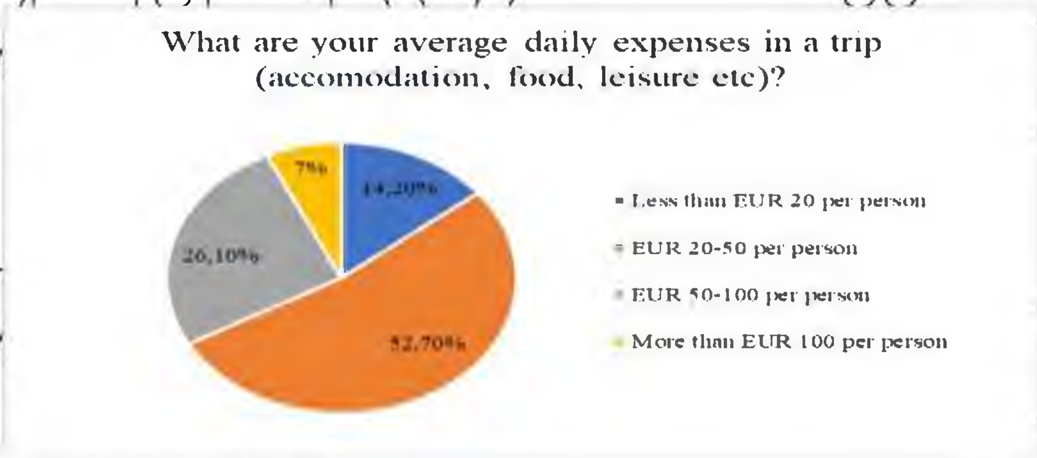
In question 8 we asked our respondents how much time they usually spend on one trip. We can see that 41% (330) spend in trips on average 5-9 days, 21,1% (170) spend 3-5 days on a trip, 20,4% (164) travel for 9-14 days on average, 9,6% (77) spend on their trips 2-3 days, 4,6% (37) on average travel for 14-30 days, and 3,2% (26) respondents travel more than 30 days on average.

In question 9 we aimed to discover average expenses in trips. Majority of respondents of 52,7% (424) stated to spend EUR 20-50 per person a day, 26,1% (210) spend EUR 50-100 a day, 14,2% (114) spend less than EUR 20 per person a day, and only 7% (56) spend more than EUR 100 per person a day in a trip.



Picture 3.7. Question 8

Source: own processing based on survey conducted.



Picture 3.8. Question 9

Source: own processing based on survey conducted.

In question 10 we asked about the tourists' preferences concerning the destination choice – whether a person would choose a familiar place they like and they already visited at least once or would prefer a new place to travel to. 45,5% (366) stated they would prefer travelling to a new place, 7% (56) would rather travel to a familiar destination, and 47,5% (382) would choose based on the circumstances depending on the budget available, seasonality, destination's agenda and other factors.

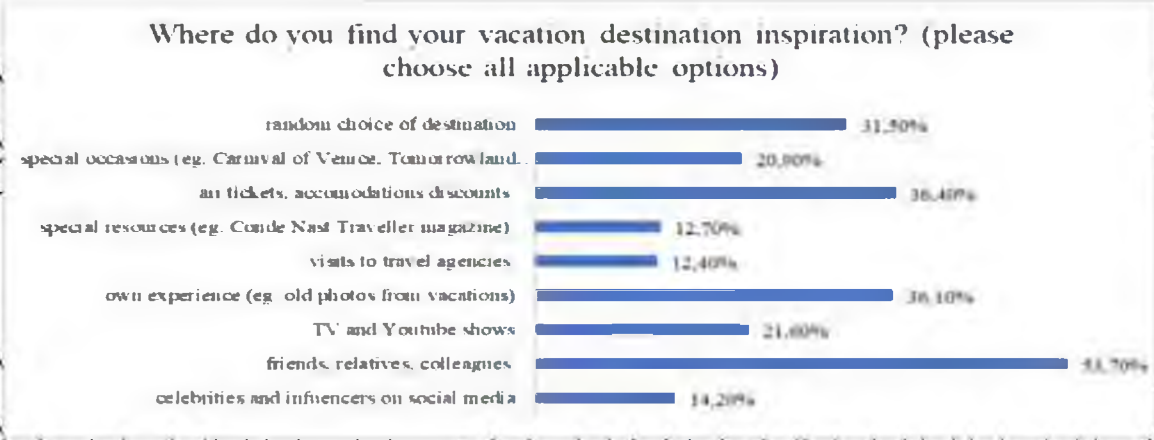
Picture 3.9. Question 10

Source: own processing based on survey conducted.

Question 11 aimed to reveal factors influencing the choice of travel destination. We offered several options, and our respondents could choose as many options as they considered applicable and finally the following results were obtained:

- 53,7% (432) choose their travel destination based on the recommendations or previous experience from their friends, colleagues or relatives;

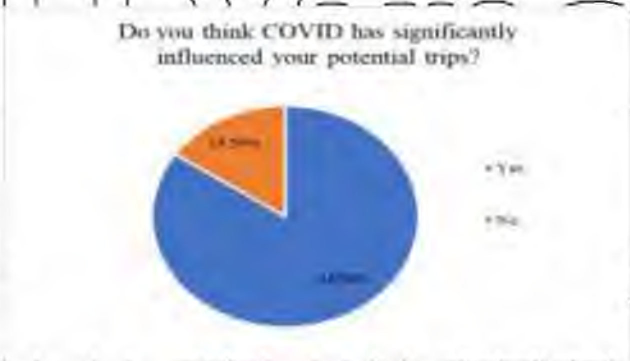
- 36,4% (293) make their choice based on the budget available, and therefore they constantly monitor discounts provided by air companies, accommodation facilities, leisure activities etc.;
- 36,1% (290) stated they refer to their own previous experience, for example photos from previous journeys, which basically means that these people are "return travelers";
- 31,5% (253) choose their destination randomly or by their own desire and inspiration;
- 21,6% (174) make their choice under the influence of TV and Youtube shows, which are basically travel shows, blogs, reviews of the destinations;
- 20,9% (168) monitor the calendar and travel to take part in different events, for example music festivals (Tomorrowland festival in Belgium, Sziget Festival in Hungary etc.), sport events (European Football Championship, Formula 1 racings, UEFA Champions League finale which is played every year in different city etc.), cultural events (Carnival in Venice, Rio Carnival etc.), international fairs (EXPO etc.), religious events (Hajj – annual islamic piligrimage etc.) and other leading world's leisure and cultural events;
- 14,2% (114) choose their travel destinations based on the influencers' posts in social media, which was surprisingly small share for us, given the fact that social media came into our life having a huge impact, and advertising campaigns held on Internet by top influencers are called to seriously influence our decision-making;
- 12,7% (102) take destination ideas from special travel-related resources, for example Conde Nast Traveler journal or after visiting tourism-related fairs;
- 12,4% (100) pick up destinations based on the recommendations upon visits to travel agencies, which is small percentage, but basically one of the best options when planning a trip, since experienced travel manager can help creating unique itinerary and will give the best advices and recommendations.



Picture 3.10. Question 11

Source: own processing based on survey conducted.

Next group of questions revealed the impact of COVID-19 pandemic on attitude.



Picture 3.11. Question 12

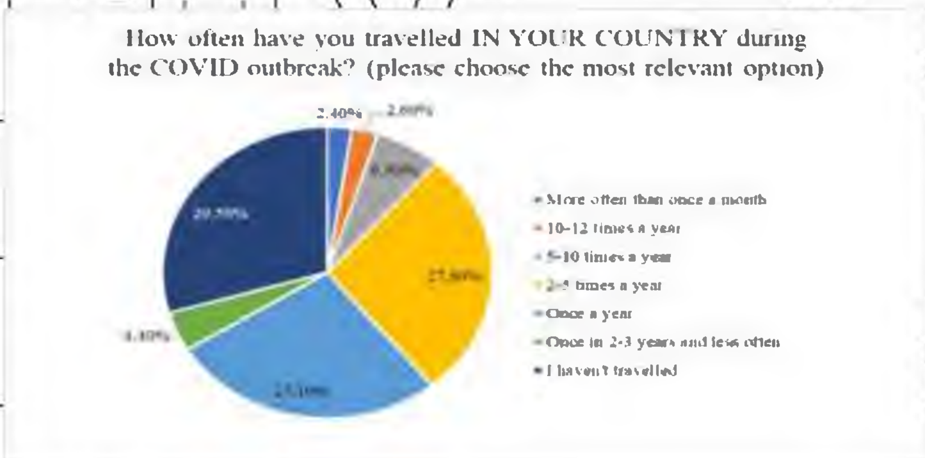
Source: own processing based on survey conducted.

In question 12 we asked if our respondents thought that COVID had significantly influenced their potential trips. 84,5% (679) answered "yes" and 15,5% (125) refused the fact COVID influenced their travel plans.

In questions 13 and 14 we asked how often respondents travelled locally before and during the COVID outbreak. As for the pre-COVID trips, majority of 41,5% (334) travelled locally 2-5 times a year. 22,8% (183) travelled once a year. 12,3% (99) travelled 5-10 times a year, 8,5% (68) – once in 2-3 years and less often. 5,6% (45) travelled 10-12 times a year, 6,3% (51) – more often than once a month. 3% (24) said they had not travelled locally before COVID at all.

Picture 3.12. Question 13

Source: own processing based on survey conducted.



Picture 3.13. Question 14

Source: own processing based on survey conducted.

As for the local trips during COVID, the situation is totally different. 27,6% (222) travelled 2-5 times a year, which is 33,5% decrease comparing to pre-COVID, 27,1% (218) travelled once a year. 6,5% (52) travelled only 5-10 times a year and 4,4% (35) stated they travelled once in 2-3 years and even less often, which is almost half decrease for both indicators – 47,5% and 48,5% respectively. 2,4% (19) managed to travel more often than once a month and 2,6% (21) – 10-12 times a year with a decrease of 62,7% and 53,3% respectively. 29,48% (237) have not travelled locally in their countries at all during the pandemic, which is 887,5% increase comparing to the pre-COVID indicator. The changes in percentage are given in the Table 3.2.

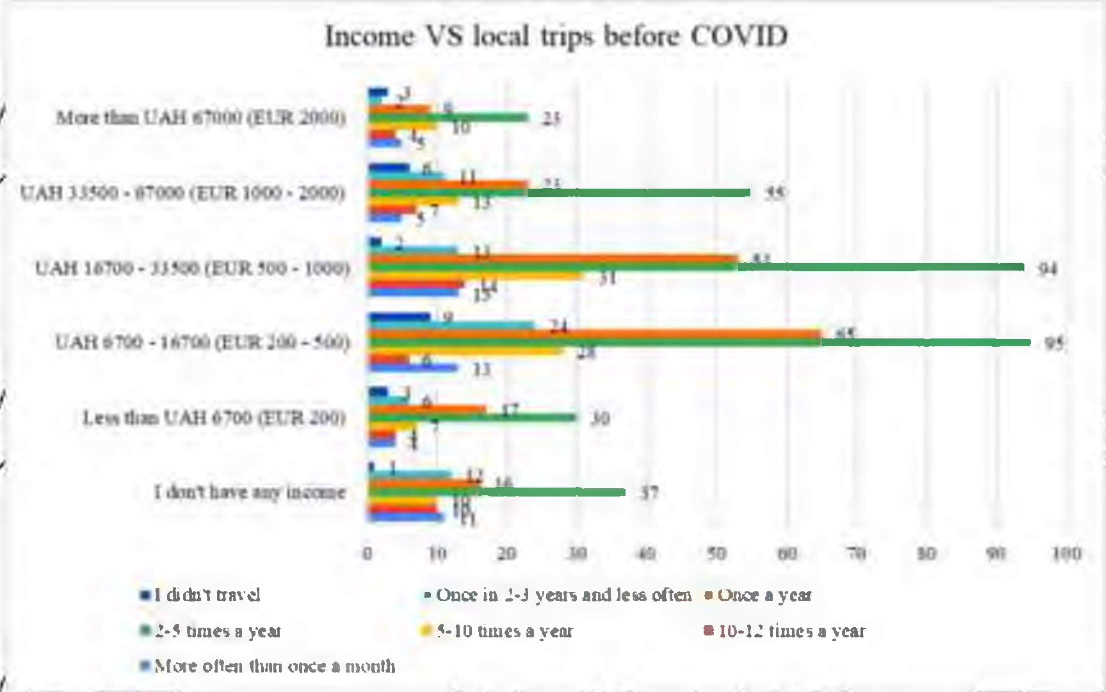
Table 3.2

Changes in local trips before and during the COVID pandemic

	Local trips BEFORE the pandemic		Local trips DURING the pandemic		% change
	Number of respondents	% of total respondents	Number of respondents	% of total respondents	
More often than once a month	51	6,3%	19	2,4%	-62,7%
10-12 times a year	45	5,6%	21	2,6%	-53,3%
5-10 times a year	99	12,3%	52	6,5%	-47,5%
2-5 times a year	334	41,5%	222	27,6%	-33,5%
Once a year	183	22,8%	218	27,1%	19,1%
Once in 2-3 years and less often	68	8,5%	35	4,4%	-48,5%
I didn't travel	24	3,0%	237	29,5%	887,5%
	804	100,00%	804	100,00%	

Source: own processing and calculations based on survey conducted.

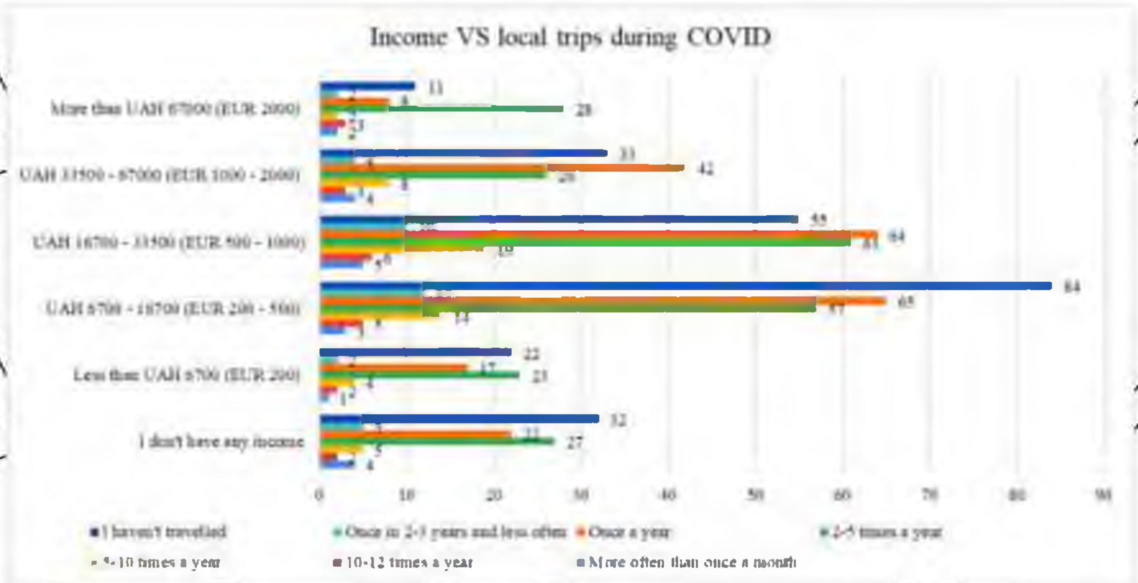
On Picture 3.14 we can see the cross analysis of the 2 sets of data – income and data concerning trips of our respondents in their countries before the coronavirus pandemic. We can see that in every income group majority of people used to travel 2-5 times a year in their countries. The second most popular answer in most income groups is travelling once a year, and also travelling locally 5-10 times a year was a quite popular choice.



Picture 3.14 Local trips before COVID-19 based on the income of respondents

Source: own calculations based on survey conducted.

On Picture 3.15 we can see how the situation with travelling inside countries changed during COVID. People who earned EUR 500 and less have not travelled at all during the pandemic. At the same time, majority of people with monthly earnings of EUR 500 – 2000 managed to travel at least once a year, while those of incomes more than EUR 2000 even managed to travel 2-5 times a year during the pandemic.



Picture 3.15 Local trips during COVID-19 based on the income of respondents

Source: own calculations based on survey conducted.

In question 15 and 16 we asked how often respondents travelled abroad before and during the COVID pandemic.

As for the pre-COVID trips, majority of 38,7% (311) travelled abroad 2-5 times a year, 26% (209) travelled once a year. 12,8% (103) travelled once in 2-3 years and even less often and 10,9% (88) claimed they had not travelled internationally before COVID at all. As for the more frequent travellers, 1,7% (14) travelled abroad more often than one a month, 3% (24) travelled 10-12 times a year and 6,8% (55) travelled 5-10 times a year.

Picture 3.16. Question 15

Source: own processing based on survey conducted.

Picture 3.17. Question 16

Source: own processing based on survey conducted.

As for the trips abroad during the pandemic, the situation is different. Only little people travelled frequently: 0,2% (2) managed to travel more often than once a month, 0,5% (4) travelled 10-12 times a year, and 1,5% (12) travelled 5-10 times a year, which is a dramatical decline comparing to pre-COVID responses – 85,7%, 83,3% and 78,2%

decrease respectively. 10,6% (85) travelled 2-5 times a year, which is also a big decline of 72,7%, and there were 3,9% (31) of those who travelled once in 2-3 years and less often. Almost a quarter of respondents, 22% (177) managed to travel at least once a year during COVID, while number of people who have not travelled during the pandemic at all seized 61,3% (493), which shows an extreme growth of the number of non-travellers of 460,2% compared to the pre-COVID indicators. The changes in percentage are given in the Table 3.3.

Table 3.3

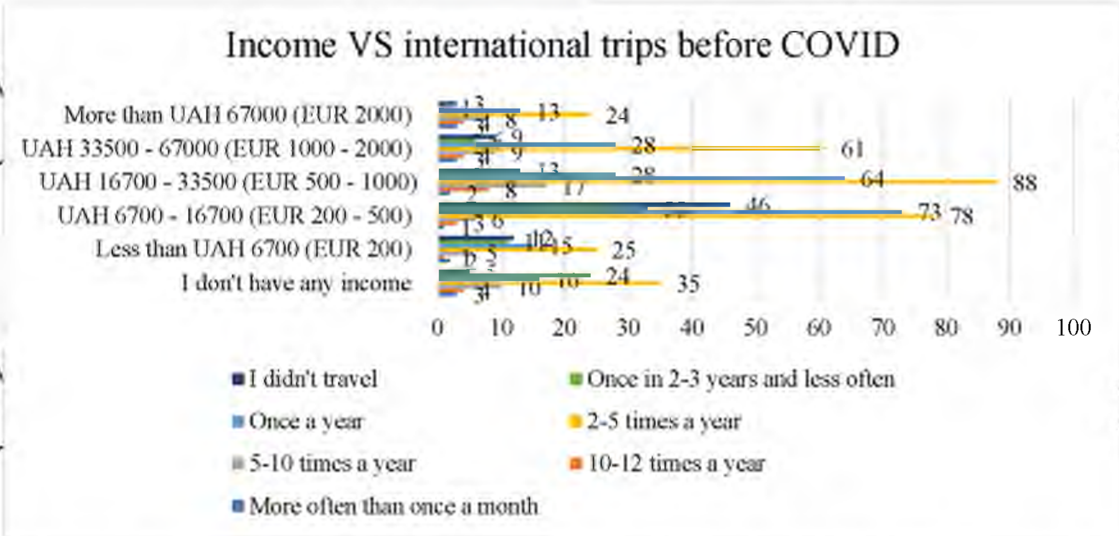
Change in international trips before and during the COVID pandemic

	International trips BEFORE the pandemic		International trips DURING the pandemic		% change
	Number of respondents	% of total respondents	Number of respondents	% of total respondents	
More often than once a month	14	1,7%	2	0,2%	-85,7%
10-12 times a year	24	3,0%	4	0,5%	-83,3%
5-10 times a year	55	6,8%	12	1,5%	-78,2%
2-5 times a year	311	38,7%	85	10,6%	-72,7%
Once a year	209	26,0%	177	22,0%	-15,3%
Once in 2-3 years and less often	103	12,8%	31	3,9%	-69,9%
I didn't travel	88	10,9%	493	61,3%	460,2 %

804	100,00%	804	100,00%

Source: own processing and calculations based on survey conducted.

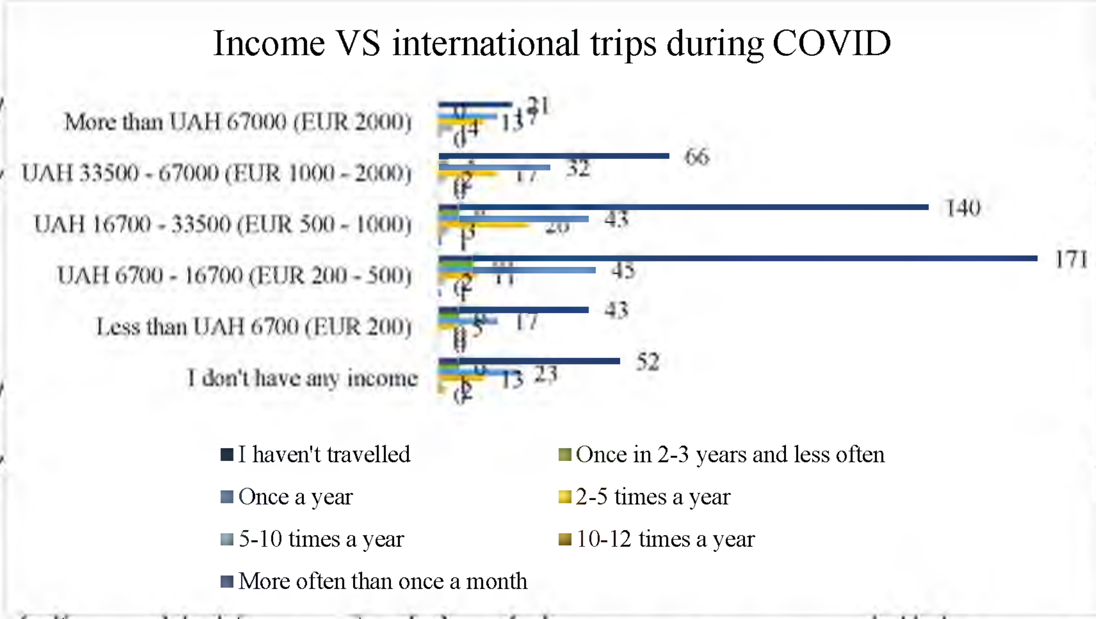
If we take a look at Picture 3.18, we can see the cross-analysis of the 2 sets of data – income and data concerning trips of our respondents abroad before the coronavirus pandemic outbreak. We can see that in every income group majority of people used to travel abroad 2-5 times a year. The second most popular option in all categories who had any income was travelling abroad once a year, while those people who did not have any income at all claimed to travel in other countries once in 2-3 years and less often.



Picture 3.18. Number of international trips before COVID-19 based on the income of respondents

Source: own calculations based on survey conducted.

If we now take a look at Picture 3.19, we can notice how dramatically the situation with international travelling changed during the COVID-pandemic. Despite the size of their earnings, in every income group overwhelming majority of respondents have not travelled at all during the pandemic. However, the second most popular option for all the incomes was travelling abroad at least once a year.



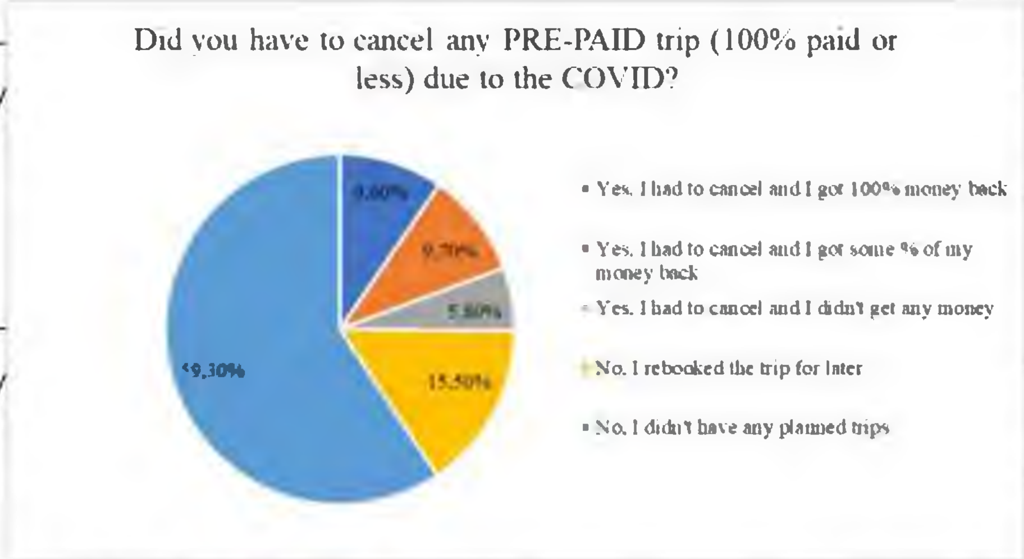
Picture 3.19. Number of international trips during COVID-19 based on the income of respondents

Source: own calculations based on survey conducted.

Such a big number of people who have not travelled can be explained first of all by border closures and transportation restrictions over the world, obligatory quarantines and inability to get visas to enter foreign countries due to the closure of government bodies.

Question 17 was aimed to discover if our respondents had to cancel any pre-paid trip, either fully or partially, due to the COVID.

Apparently, the majority of respondents – 59,3% (477) – did not plan any trip, but still there were those, who suffered from the COVID cancellations. For example, 9,7% (78) had to cancel their trips and they received only a part of money the spent, and 5,8% (47) booked their trips at non-refundable rate and therefore did not get any money at all. Still, there were also those, who managed to receive 100% of pre-payment back – 9,6% (77) respondents, and also 15,5% (125) managed to rebook their trip for later without loosing money.

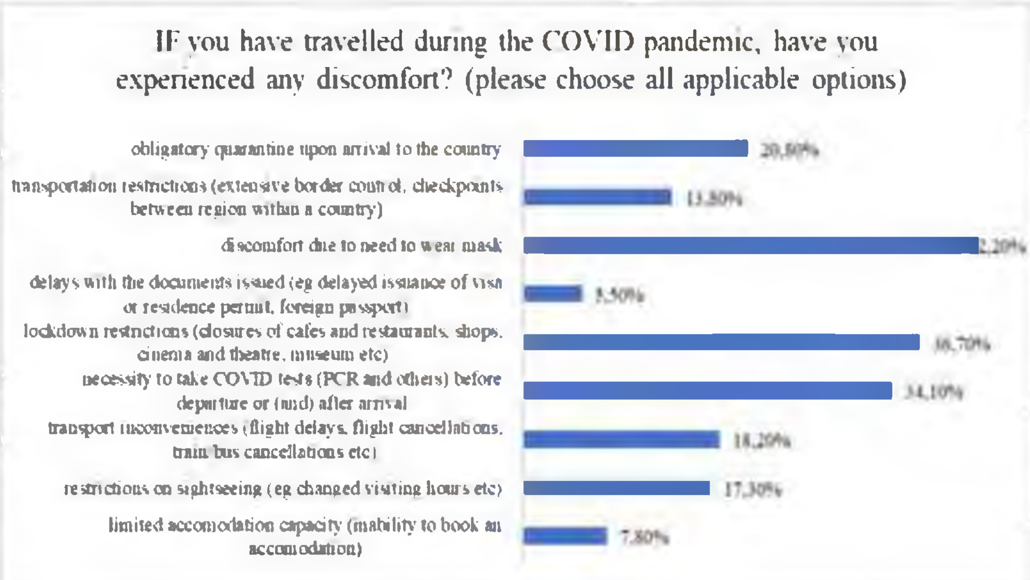


Picture 3.20. Question 17

Source: own processing based on survey conducted.

If we compare to question 12, we can see that 15,5% (125) respondents stated that they did not think that COVID significantly influenced their travel plans. In this question we can see, that majority of respondents did not have any planned trips.

The last group of questions dealt with COVID concerns and its influence on the consumer behavior in tourism. In question 18 we asked what kind of discomfort caused by the pandemic was experienced by those tourists who travelled during the COVID.



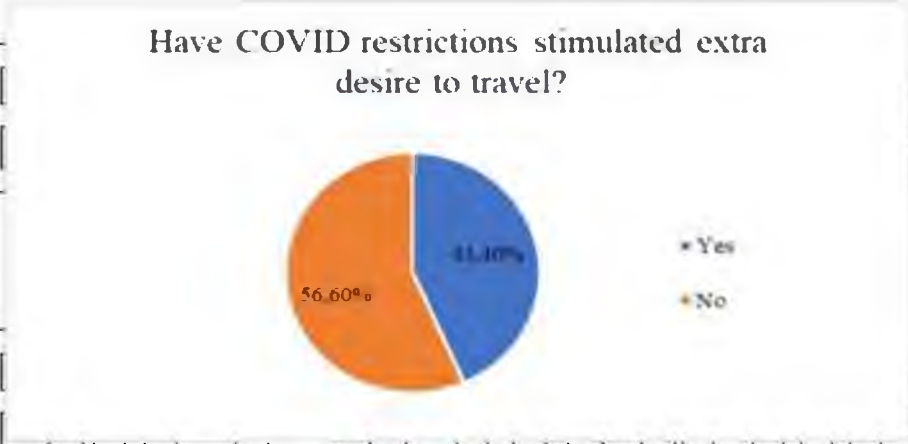
Picture 3.21. Question 18

Source: own processing based on survey conducted.

We let our respondents choose any applicable option and the results are:

- 42,2% (339) denoted the necessity to wear a mask as the main source of discomfort, causing difficulties with breathing, especially inside airplanes, trains and buses;
- 36,7 (295) named lockdown restrictions such as closures of cafes and restaurants, shops, cinema and theatre, museum and other leisure activities as a factor influencing the comfort of their trips;
- 34,1% (274) stated that the necessity to take COVID tests (PCR and others) before departure or (and) after arrival was uncomfortable for them, which can be both due to the fact that this requires additional attention and time, and also because COVID tests significantly increased the cost of a trip;
- 20,8% (167) of respondents experienced discomfort due to obligatory quarantine (self-isolation) upon arrival to foreign country, which resulted in extension of their stay abroad and therefore additional costs connected with it;
- 18,2% (146) selected a discomfort of transport inconveniences such as flight delays, flight cancellations, train/bus cancellations etc., which occurred due to the decreased amount of tourists and restrictions in destinations;
- 17,3% (139) were feeling uncomfortable with restrictions on sightseeing, for example changed visiting hours, decreased capability of guests which resulted in big queues etc.;
- 13,8% (111) stated they experienced transportation restrictions such as extensive border control when travelling abroad or additional checkpoints when travelling between region within a country;
- 7,8% (63) named a discomfort of limited accommodation capacity and inability to book an accommodation due to the COVID;
- 5,5% (44) have experienced delays with the documents issued, such as delayed issuance of visa or residence permit, foreign passports etc.

In question 19 we asked if COVID stimulated extreme desire to travel, and the answers were 43,4% (349) "yes" and 56,6% (455) of "no". Majority of people are not influenced by the borders' closure and restrictions.

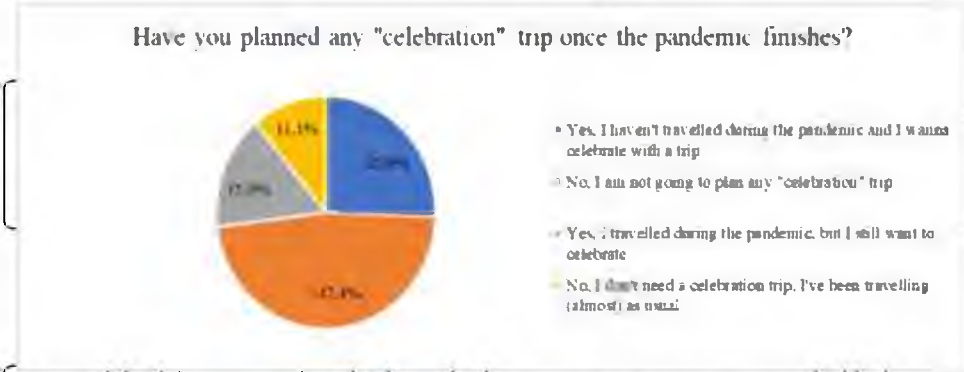


Picture 3.22. Question 19

Source: own processing based on survey conducted.

Question 20 was aimed to reveal if people were planning to celebrate the end of the travel restrictions by some journeys.

Almost half of the respondents, 47,4% (381) are not going to any celebration "trip", 11,1% (89) respondents do not need a trip to celebrate since they were travelling almost as usual, 15,9% (128) stated that even though they have been travelling during the pandemic, they would still want to organize a "celebration" trip as a manifestation that the restrictions are over, and 25,6% (206) have not travelled during the pandemic and they are waiting for it to finish to organize the celebration trip.



Picture 3.23. Question 20

Source: own processing based on survey conducted.

Questions 21, 22 and 23 are concerning the travel-related businesses. We asked if respondents thought travel booking platforms needed to increase their transparency about cancellation policies, refund processes and trip insurance options. 92,9% (747) respondents agreed with this statement, and only 7,1% (57) answered "no".

Picture 3.24. Question 21

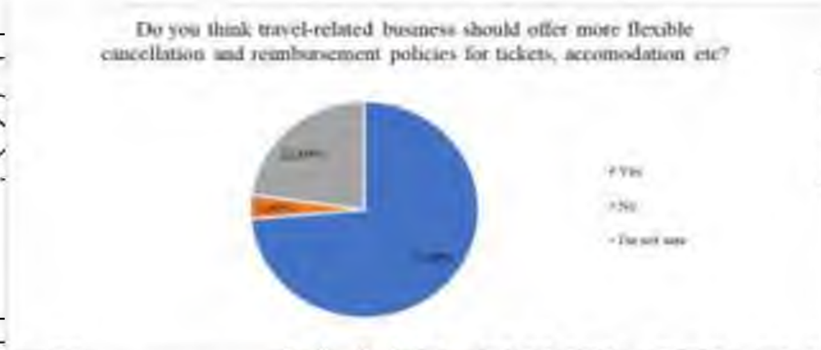
Source: own processing based on survey conducted.

We asked if people expected tourism businesses (hotels, air companies etc.) to support future travel plans via promotions and sales, and 75,5% (607) agreed with this fact, and 24,5% (197) were not expecting any promotions to encourage the travels.

Picture 3.25. Question 22

Source: own processing based on survey conducted.

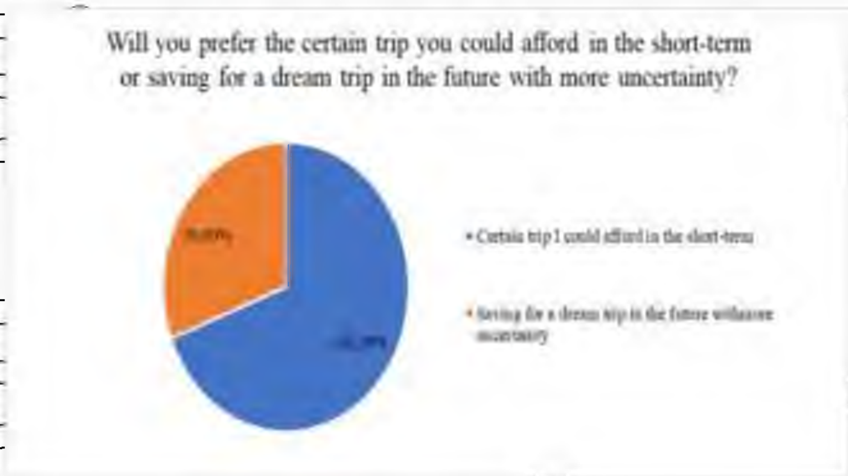
After we asked if our respondents thought travel-related business should offer more flexible cancellation and reimbursement policies for tickets, accomodation etc., given the possible instability. 73,6% (592) agreed with this statement, 3,6% (29) disagreed and 22,8% (183) stated they were not sure concerning this question.



Picture 3.26. Question 23

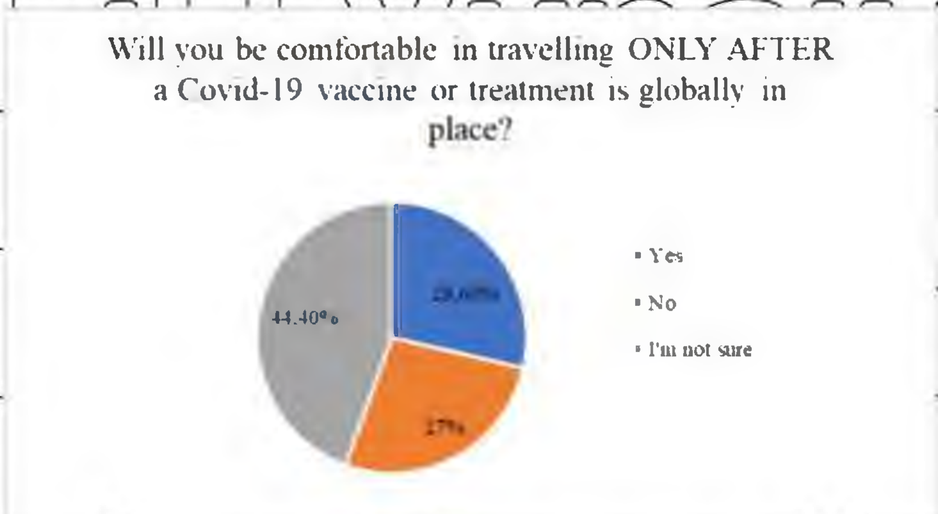
Source: own processing based on survey conducted.

In question 24 we asked if our respondents preferred the certain trip they could afford in the short-term or to save for a dream trip in the future with more uncertainty. 69,2% (556) chose to go on a certain trip in the closest time that could afford without saving for it, while 30,8% (248) stated they would rather save for a dream trip later in the future, even though it is more uncertain.



Picture 3.27. Question 24

Source: own processing based on survey conducted.

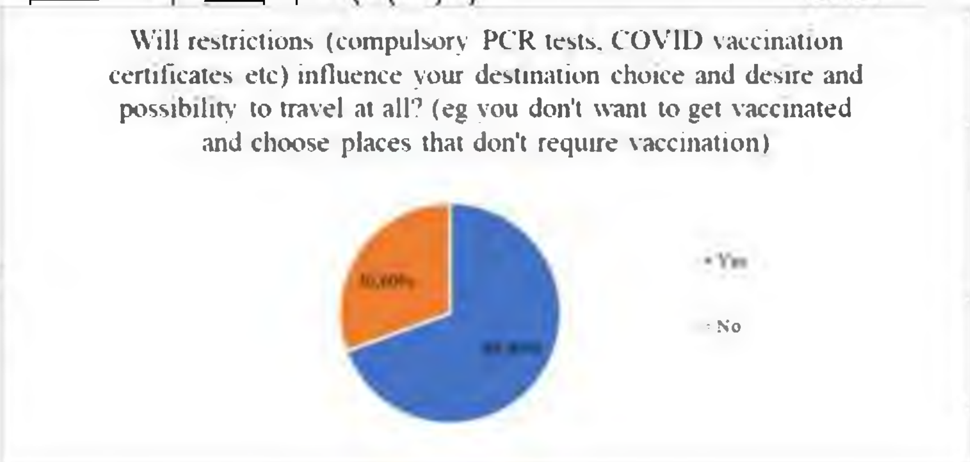


Picture 3.28. Question 25

Source: own processing based on survey conducted.

Question 25 was aimed to assess if people were comfortable in travelling only after a COVID vaccine was globally in place, and 28,6% (230) agreed with it. Still, 27% (217) refused the necessity of global vaccination for comfortable travelling, and 44,4% (357) were not sure whether it would influence their comfort in travelling. The world has been adapting to the COVID-caused changes. Big share of respondents are not sure if travelling will be comfortable for them only after COVID vaccination, which might be due to the fact that vaccination would be followed by the introduction of COVID passes and those who were not going to take a vaccine at all might be on a risk of additional controls upon entering the countries or not being able to travel at all.

Finally, in question 26 we asked our respondents if any COVID restrictions such as compulsory PCR tests, COVID vaccination certificates, isolations etc. can possibly impact their choice of destination, and also if it can influence the desire and possibility to travel at all. 69,4% (558) stated that all the COVID restrictions influence their travel-related decisions and desires, while 30,6% (246) refused the fact that restrictions can have an impact on their decisions.



Picture 3.29. Question 26

Source: own processing based on survey conducted.

3.2. Assumptions and recommendations concerning improvement of activities of tourism enterprises

Our survey showed that consumer patterns in tourism had changed significantly, which influenced both core tourism enterprises and tourism market as a whole.

Number of people, who have not travelled locally during the COVID pandemic, increased by 887,5% compared to the pre-COVID levels: only 3% of our respondents claimed not to have travelled locally before pandemic, and 29,48% of respondents have not travelled in their countries at all during the pandemic.

Such dramatical change can be explained. Even though the local tourism should not be influenced by the borders closure, there still were certain internal travel restrictions in numerous countries. COVID-19 enforced majority of countries to impose bans on internal transportations and lockdowns, which made trips either very complicated or even impossible at all. Also, we should not forget the fact that due to the lockdowns numerous businesses closed and people lost their jobs, which influenced their willingness to pay for trips.

Another limitation would be the financial one. Incomes also influenced people's willingness to travel inside their countries. People who earned EUR 500 and less have not travelled at all during the pandemic. At the same time, majority of people with monthly earnings of EUR 500 – 2000 managed to travel at least once a year, while those of incomes more than EUR 2000 even managed to travel 2-5 times a year during the pandemic. We can assume that this tendency happened due to the following reasons:

1) people with higher earnings tend to save more, and therefore even if their employer or business suffered from COVID, they still had savings to pay for the trips;

2) lockdowns and transportation restrictions limited the options for movements inside the countries during the COVID – regional buses and trains were stopped in numerous countries, even city transport was limited in certain countries, which forced people to travel buy their cars or to rent cars, which is more expensive considering amortisation, insurance, fuel expenses etc;

3) people with smaller earnings are less financially secure, which might have forced them not to spend money on a trip, but rather save it.

As for the international trips during the pandemic, the situation is totally different. Only little people travelled frequently like once a month and more often, 10-12 times a year, and 5-10 times a year. 10,6% travelled 2-5 times a year and 3,9% travelled once in 2-3 years and less often. 22% managed to travel at least once a year during COVID. Number of people who have not travelled during the pandemic at all seized 61,3%, which is an extreme growth of the number of non-travellers of 460,2% compared to the pre-COVID indicators (10,9%).

Such dramatical changes can be explained by the following reasons:

1) borders closures over the world, ban on travel purposes trips;

2) transportation limitations with decreased number of international flights, trains and buses;

3) special requirements such as obligatory PCR COVID tests before departure or upon arrival, which increased the cost of the trip;

4) necessity to stay in obligatory quarantine (self-isolation) which significantly increased both the duration of a trip and its cost;

5) lockdowns which made numerous destinations unattractive for visits due to limited leisure activities;

6) closures of government bodies which made receiving of visas needed to enter different countries impossible.

Talking about financial limitations in international trips, we discovered that in every income group majority of people used to travel abroad 2-5 times a year. The second most popular option in all categories who had any income was travelling abroad once a year.

Such results can be explained by bigger costs of the international journeys due to higher transportation costs, visa and country entry fees, insurance costs, which is often needed to enter foreign countries, payments in foreign currencies and other factors.

However, if we consider post-COVID indicator, we can notice how dramatically the situation with international travelling changed during the COVID-pandemic. Despite the size of their earnings, in every income group overwhelming majority of respondents have not travelled at all during the pandemic. However, the second most popular option for all the incomes was travelling abroad at least once a year.

Such a big number of people who have not travelled can be explained first of all by border closures and transportation restrictions over the world, obligatory quarantines and inability to get visas to enter foreign countries due to the closure of government bodies.

We can make an assumption that even people with high earnings were forced not to travel or could travel once or few times a year due to all restrictions imposed.

Additionally, given the challenges respondents met when travelling during the pandemic, we can offer the following recommendations:

- providing detailed and cross-checked information concerning the cultural and entertainment locations to the tourists to avoid unpleasant surprises such as closures due to restrictions or as a result of COVID bankruptcy;
- collaborating with laboratories and offering tourists PCR tests that would be included to the overall cost of the purchased trip, since tourists are sensitive to significant changes in their trips' costs;
- shifting to offering tourists tailor-made individual tours with personal guides, which will help to avoid crowds and big groups of people.

Also, given the fact quarter of our respondents were going to celebrate the end of pandemic with a trip, we would advise travel companies to prepare some "recovery packages" that should be of the best value, and offer these to the customers upon the dismissal of restrictions.

Majority of respondents agreed that travel booking platforms and companies should increase their transparency about cancellation policies, refund processes and trip insurance options, which can be explained by the huge number of rebookings for later times or cancellations with getting partial reimbursement or no reimbursement.

We would recommend to all the business that sell travel-related products to be precise when discussing cancellation policies, refund procedures and insurance possibilities. All these details should be discussed with a client, emphasizing their attention on it, and it should be written in the contract for providing services, so that in case of any unforeseen situations of force majeures both parties could refer to the contract and avoid any conflicts.

Moreover, we would recommend travel-related businesses to offer more flexible products to their customers in terms of changes, cancellations and reimbursements. It would increase customer's loyalty and also more people would purchase the services knowing that they can any time make changes to their reservation.

Also, many people expect travel-related businesses to support tourists via promotions and sales to encourage the trips.

In this case, on the one hand, all tourism-related businesses are extremely interested to attract as many tourists as they can in order to recover from the pandemic consequences as soonest. Though, on the other hand, having experienced losses for almost a year of duration of COVID, companies might not be ready to sell their services by discounted prices and to generate little or no profit at all. It is important for businesses to find a perfect balance in their offerings in order both to attract clients to recover and to generate profit.

Given the fact that today more people prefer certain trip in a short-term, tourism enterprises should prepare certain "hot" deals at a good price to offer to customers immediately with close departure. Dynamic development of the COVID pandemic has changed society's priorities: people now prefer to be certain in anything, trips included, and to enjoy their lives in a moment, rather than postpone any emotions and impressions even though it can be a dream trip.

The pandemic has stimulated additional desire for real, offline, experiences, which is a necessity for human beings. Being a part of experience economy, tourism can satisfy society's needs and desires. However, the out-crisis path for the tourism industry will be quite challenging.

The crisis related to the COVID-19 pandemic has forced the tourism business to step out of its comfort zone and look for innovative ways to develop and operate. Therefore, various innovations and dynamic actions, as well as flexibility and ability to adapt, are needed to accelerate tourism's recovery. Together with state support for tourism and travel-related business initiatives, improved service, personalized offerings of impressions and active information campaigns the tourism can go back to the pre-COVID norms.

CONCLUSION

Sharp change occurred due to the coronavirus pandemic in normal day-to-day lives: business trips became replaced with online meetings, huge university classes were substituted by online learning and numerous companies do not need to rent huge offices since they can effectively operate with their employees working remotely. COVID changed numerous life patterns, and experience economy has not become an exception since it was based on real-life experiences and impressions.

Tourism, being a powerful global industry, playing a significant role in the formation of GDP, the creation of additional jobs, and employment, having a huge impact on such economy sectors as transportation, communications, construction, agriculture and playing a role of catalyst for socio-economic development of the society globally, was extremely strongly influenced by the pandemic.

With the 10.4% of world GDP, which is huge contribution of tourism to the world economy in 2019, the indicator radically shrank to 5.5% in 2020, which is almost 50% decrease.

The main objective of our diploma thesis was to evaluate the peculiarities and challenges tourism businesses could meet when conducting business in coronavirus circumstances.

We described the prerequisites of the formation of experience economy, which was a separate fourth economic offering beside three traditional economic sectors, which is logical continuation of service sector; explained different trends in service sectors, which basically led to the formation of experience economy; showed different approaches towards experiences and impressions and its main characteristics. Consequently, we portraited tourism as a part of experience economy, provided definitions of "tourist" and described characteristics of tourism consumption along with the risks and threats it can meet. We assessed how the COVID-19 pandemic could change the experience economy and described main concepts that can shape these changes. Being a part of experience economy, tourism was also studied as a subject of

COVID-19 impact with respect to two tourism industries – accommodation and air transportation. We discussed tourism as a part of global economy by showing its contribution to global GDP and share in global world's exports and analyzing the number of global international tourists arrival and global international tourism receipts.

The main part of our research was evaluation of the survey. The goal of our survey was to evaluate the society's response to the changes in travel norms due to COVID and to understand what peculiarities tourism firms should consider upon conducting their activities. The survey was anonymous and was distributed among 804 random representatives. Majority of respondents were of age under 25 and were either employed or students. The sample was quite international – people from 39 countries answered the questionnaire with majority from Ukraine and Slovak Republic.

The overwhelming majority claimed that the COVID-19 pandemic significantly influenced their potential trips. For better understanding of the impact, we asked our respondents how often they used to travel both locally and internationally before and during the COVID-19.

Even though the local tourism was not influenced by the borders closure, there still were certain internal travel restrictions in numerous countries. COVID-19 enforced majority of countries to impose ban on internal transportations and lockdowns, which made trips either very complicated or even impossible at all. Also, we should not forget the fact that lockdowns resulted in numerous businesses closures and job losses, which could influence people's willingness to spend on trips.

Financial aspect is also very important. We observe that many people who earned EUR 500 and less have not travelled locally at all during the pandemic. At the same time, majority of people with monthly earnings of EUR 500 – 2000 managed to travel at least once a year, while those earning more than EUR 2000 even managed to travel 2-5 times a year during the pandemic.

As for the international trips, number of people who have not travelled to different countries during the pandemic at all showed an extreme growth of the number of non-travellers by 460,2% compared to the pre-COVID indicators. Incomes in case of international trips are also extremely important, which is due to different transportation costs, visa and country entry fees, payments in foreign currencies and other factors.

Though, international tourism during COVID changed dramatically. Despite the size of their earnings, in every income group overwhelming majority of respondents have not travelled at all during the pandemic, which can be explained first by border closures and transportation restrictions over the world, obligatory quarantines and inability to get visas to enter foreign countries due to the closure of government bodies. We can assume that even people with high earnings were forced not to travel or could barely travel once or few times a year due to all these restrictions.

We also aimed at discovering how much the coronavirus pandemic influenced the consumer behavior. Dynamic development of the COVID pandemic has changed society's priorities: people now prefer to be certain in anything, trips included, and to enjoy their lives in a moment, rather than postpone any emotions and impressions even though it can be a dream trip.

Majority of tourists expect travel-related businesses such as hotels, air companies etc. to support tourists' future travel plans via promotions and sales. On the one hand, all tourism-related businesses are extremely interested to attract as many tourists as they can in order to recover from the pandemic consequences as soonest. Though, on the other hand, having experienced losses for almost a year of duration of COVID, companies might not be ready to sell their services by discounted prices and to generate little or no profit at all. It is important for businesses to find a perfect balance in their offerings in order both to attract clients to recover and to generate profit.

We would recommend to all the business that sell travel-related products to be precise when discussing cancellation policies, refund procedures and different insurance possibilities with their clients. All these details should be displayed at the booking, discussed with a client, emphasizing their attention on it, and it should be written in the contract for providing services, so that in case of any unforeseen situations of force majeures both parties could refer to the contract and avoid any conflicts.

Also there was a tendency that clients expect thought travel-related business should offer more flexible cancellation and reimbursement policies for tickets, accommodation etc., given the possible instability. Reviewing their policies and offering more flexible products in terms of changes, cancellations and reimbursements could be beneficial since it could cover all potential force majeures. It would increase customer's loyalty and more people would purchase the services knowing that they can any time make changes to their reservation.

Another important aspect of consumer behavior in tourism were new normalities caused by the pandemic. Respondents agreed that they would be comfortable in travelling only after a COVID vaccine was globally in place and third of the respondents refused the necessity of global vaccination for comfortable travelling. Slightly less than a half were not sure whether global COVID treatment distribution would influence their comfort in travelling. Such results can be explained by the fact that world has been adapting to the COVID-caused changes. A big share of respondents are not sure if travelling will be comfortable for them only after COVID vaccination, which might be due to the fact that vaccination would be followed by the introduction of COVID passes and those who were not going to take a vaccine at all might be on a risk of additional controls upon entering the countries or not being able to travel at all.

Pandemic stimulated additional desire for real experiences, which is a necessity for human. Being a part of experience economy, tourism can satisfy society's needs and desires. However, the out-crisis path for the tourism will be quite challenging.

The crisis related to the COVID-19 pandemic has forced the tourism business to step out of its comfort zone and look for innovative ways to develop and operate. Therefore, various innovations and dynamic actions, as well as flexibility and ability to adapt, are needed to accelerate tourism's recovery. Together with state support for tourism and travel-related business initiatives, improved service, personalized offerings of impressions and active information campaigns the tourism can back to the pre-COVID norms.

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ANNEXES

Annex A

Response to the post-COVID travel norms

This survey is created as a part of master thesis aiming to assess the impact of the COVID-19 pandemic on the economy with an emphasis on tourism.
One of the partial goals of the thesis is to evaluate the potential society's response to the post-COVID travel norms and to assess how much the COVID influenced consumer patterns in tourism.
The questionnaire is ANONYMOUS. It reveals people's attitude towards changes in the tourism protocols due to COVID-19 pandemic.
Please choose the most relevant answer.

Your gender *

- Female
- Male

Your age *

- under 25
- 25-40
- 40-55
- more than 55

Your occupancy *

- Student
- Employed
- Student and employed (full- or part-time, freelance)
- Unemployed

- Entrepreneur
- Retired

Where are you from? (please type a name of a country)

____

Your highest academic level *

- Secondary education
- Bachelor level
- Master level
- MBA, PhD
- Other

Your monthly gross income *

- I don't have any income
- Less than UAH 6700 (EUR 200)
- UAH 6700 - 16700 (EUR 200 - 500)
- UAH 16700 - 33500 (EUR 500 - 1000)
- UAH 33500 - 67000 (EUR 1000 - 2000)
- More than UAH 67000 (EUR 2000)

Have you ever travelled? (both locally and internationally) *

- Yes
- No

What is your average trip length? *

- 2-3 days
- 3-5 days

- 5-9 days
- 9-14 days
- 14-30 days
- 30 days and more

What are your average daily expenses in a trip (accomodation, food, leisure etc)? *

- Less than EUR 20 per person
- EUR 20-50 per person
- EUR 50-100 per person
- More than EUR 100 per person

If you need to choose, you prefer a familiar place you like and you already visited at least once or a new place to travel? *

- Familiar place
- New place
- Depends on the situation (season, budget etc)

Where do you find your vacation destination inspiration? (please choose all applicable options) *

- celebrities and infuencers on social media
- friends, relatives, colleagues
- TV and Youtube shows /
- own experience (old photos from vacations)
- visits to travel agencies
- special resources (eg Conde Nast Traveller magazine)
- air tickets, accomodations discounts

- special occasions (eg Carnival of Venice, Tomorrowland festival, Champions League match) /
- random choice of destination

Do you think COVID has significantly influenced your potential trips? *

- Yes
- No

How often did you travel IN YOUR COUNTRY before the COVID outbreak? (please choose the most relevant option) *

- More often than once a month /
- 10-12 times a year
- 5-10 times a year
- 2-5 times a year
- Once a year
- Once in 2-3 years and less often
- I didn't travel

How often have you travelled IN YOUR COUNTRY during the COVID outbreak? (please choose the most relevant option) *

- More often than once a month /
- 10-12 times a year
- 5-10 times a year
- 2-5 times a year
- Once a year
- Once in 2-3 years and less often
- I haven't travelled

How often did you travel ABROAD BEFORE the COVID outbreak? (please choose the most relevant option) *

- More often than once a month /
- 10-12 times a year
- 5-10 times a year
- 2-5 times a year
- Once a year
- Once in 2-3 years and less often
- I didn't travel

How often have you travelled ABROAD DURING the COVID outbreak? (please choose the most relevant option) *

- More often than once a month /
- 10-12 times a year
- 5-10 times a year
- 2-5 times a year
- Once a year
- Once in 2-3 years and less often
- I haven't travelled

Did you have to cancel any PRE-PAID trip (100% paid or less) due to the COVID? *

- Yes, I had to cancel and I got 100% money back
- Yes, I had to cancel and I got some % of my money back
- Yes, I had to cancel and I didn't get any money
- No, I rebooked the trip for later

- No, I didn't have any planned trips

IF you have travelled during the COVID pandemic, have you experienced any discomfort? (please choose all applicable options) *

- limited accomodation capacity (inability to book an accomodation)
- restrictions on sightseeing (eg changed visiting hours etc)
- transport inconveniences (flight delays, flight cancellations, train/bus cancellations etc)
- necessity to take COVID tests (PCR and others) before departure or (and) after arrival
- lockdown restrictions (closures of cafes and restaurants, shops, cinema and theatre, museum etc)
- delays with the documents issued (eg delayed issuance of visa or residence permit, foreign passport)
- discomfort due to need to wear mask
- transportation restrictions (extensive border control, checkpoints between region within a country)
- obligatory quarantine upon arrival to the country

Have COVID restrictions stimulated extra desire to travel? *

- Yes
- No

Have you planned any "celebration" trip once the pandemic finishes?

- Yes, I haven't travelled during the pandemic and I wanna celebrate with a trip
- Yes, I travelled during the pandemic, but I still want to celebrate
- No, I don't need a celebration trip, I've been travelling (almost) as usual

- No, I am not going to plan any "celebration" trip

Do you think travel booking platforms need to increase their transparency about cancellation policies, refund processes and trip insurance options? *

- Yes
- No

Do you expect travel-related businesses (hotels, air companies etc) to support travelers' future travel plans via promotions and sales? *

- Yes
- No

Do you think travel-related business should offer more flexible cancellation and reimbursement policies for tickets, accomodation etc? *

- Yes
- No
- I'm not sure

Will you prefer the certain trip you could afford in the short-term or saving for a dream trip in the future with more uncertainty? *

- Certain trip I could afford in the short-term
- Saving for a dream trip in the future with more uncertainty

Will you be comfortable in travelling ONLY AFTER a Covid-19 vaccine or treatment is globally in place? *

- Yes
- No
- I am not sure

Will restrictions (compulsory PCR tests, COVID vaccination certificates etc) influence your destination choice and desire and possibility to travel at all? (eg you don't want to get vaccinated and you'll choose destinations that don't require mandatory vaccination etc) *

- Yes
- No