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Бут Т.В.

канд. екон. наук, доц. НУ «Запорізька політехніка»

THE IMPACT OF CRISIS FACTORS ON THE DEVELOPMENT OF THE TOURISM INDUSTRY IN UKRAINE AND THE WORLD

During the COVID-19 pandemic, the tourism business suffered significantly. Services once produced by enterprises, but not sold, are lost forever. Millions of jobs have been lost since the introduction of quarantine in the global tourism sector.

Since February 2022, a large number of hotels in Ukraine have been closed or they are being used as accommodation facilities for temporarily displaced persons from the occupied territories. The full-scale military aggression of the Russian Federation against Ukraine began on February 24, 2022. The Army of the Russian Federation destroys the infrastructure of tourist sites in Ukraine and the civilian population, destroys historical and natural monuments and places, causes great damage to the ecology of Ukraine already by millions of US dollars.

The main, first of all, factor of travel today is danger.

In recent years, European tourism has focused mainly on wealthy tourists from Russia. It should be noted that European tourism will have to reorient itself to the markets of other countries.

The results of an analysis conducted by AMEX (American Express) Global Business Travel have established forecast values of price growth in 2023 in Europe for hotel services. In Europe, hotel prices will rise the most in cities such as: Paris, France (+10%); Stockholm, Sweden (+9%); Dublin, Ireland (+8.5%); Amsterdam, Netherlands (+7.5%); Frankfurt am Main, Germany (+7.5%); London, UK (+6.2%) [1].

Experts attribute the global price increase to the fact that the demand for travel in 2022 gradually began to reach the pre-pandemic level. At the same time, prices are also affected by high inflation, which is observed in most countries of the world, as a consequence of the energy crisis provoked by Russia.

The war had a negative impact not only on the Ukrainian tourist market, but also on the world. The most affected markets of tourist services include Moldova, Slovenia, Latvia, Finland. In Moldova, the air transportation market has lost up to 69% since the beginning of the full-scale invasion, Slovenia has lost 42%, Latvia and Finland have approximately the same 38% and 36% [1]. Such dynamics was observed at the beginning of the war between Russia and Ukraine, now air transportation services are returning to more or less normal functioning. Most of them book for travel within Europe and flights from the USA to the European continent. Military aggression affects the tourist market too much and thereby hinders its recovery after the pandemic.

Some experts note that by the end of 2023, the tourism sector may lose about \$ 14 billion worldwide. The European tourist market is quite exposed to risks, therefore, due to military aggression, this tourist market may lose the trust of tourists from the United States of America and the Asian region. According to a report by the Economist Intelligence Unit, the conflict in Ukraine could affect tourism throughout Europe [2].

The crisis during the war in Ukraine affected the tourism market of Turkey and the UAE, analysts point to a decrease in profits from the tourism sector, but the government of Turkey and the United Arab Emirates hope that due to the aggravation of the situation in both countries, the demand for buying real estate will increase, because in Turkey and the Arab Emirates there are benefits for living and rich tourists will leave the countries here. But the hotel industry will not be able to recover so quickly.

So, the last few years have been quite difficult for the world tourism sector. First, the crisis due to the COVID-19 pandemic, then Russia's full-scale invasion of Ukraine, caused by inflation as a consequence of the energy crisis provoked by Russia. It should be pointed out that the tourism industry in Ukraine and in the world depends on crisis factors. For the same reason, it is difficult to make any predictions about its development.

REFERENCES

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