

PROBLEMS OF TOURISM BUSINESS DEVELOPMENT IN UKRAINE COVID-19 PANDEMIC

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Humanity has experienced more than one pandemic in its history and is well aware of its consequences. In early 2020, the world was rocked by the Covid-19 pandemic, which rapidly spread to the world. Every State has had to introduce drastic measures. Tourism has been slowed down and banned at certain times. The severity of the problem is that the pandemic has a major negative impact on all areas of life, whose rehabilitation is difficult and whose losses are enormous. That is why the study of the problems of tourism business development in Ukraine under Covid-19 conditions is extremely topical.

Tourism is a component of the socio-economic development of the region and of the State as a whole. At the end of 2019 in Ukraine «Road Map of Competitive Tourism Development in Ukraine» [1] was prepared on the initiative of the EBRD and with the help of foreign partners, which testified to active and focused work of all stakeholders in the tourism sector. As is known, the Ukrainian tourism industry is not the basis of the domestic economy, but an important component of it. The share of tourism in the economy of Ukraine is about 3-4% of GDP.

In Ukraine, it is possible to observe a significant lag in the pace of implementation of measures to support the tourism business, which poses a serious threat to the competitiveness of the industry on the global market. According to the Head of the State Agency for the Development of Tourism in Ukraine, in 2020 the tourism industry suffered losses of UAH 60 billion [2]. In addition, the tourism crisis will continue until the end of 2023.

Thus, it is indisputable that, as a result of the spread of coronavirus infection, tourism in Ukraine is declining, quarantine has led to significant restrictions in this sphere and it is not known that it will soon be possible to

restore stable, habitual life. It is important to note that the Government, which is devising ways of dealing with the consequences of the Covid-19 pandemic, should pay special attention to precisely the problems caused by the tourism business, since this sector, though not leading in the domestic economy, but it is an important part of it.

References:

1. Road map of competitive development of tourism sector in Ukraine. Final report, 2019 [Electronic resource]. – Access mode: <https://cutt.ly/Gznqfbu>.
2. Ukrainian tourism due to the pandemic has lost about 6 billion. Official website of analytical portal Word and Business, 2021 [Electronic Resource]. - Access mode: <https://cutt.ly/gznq0o4>.