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ЗДОБУВАЧА ВИЩОЇ ОСВІТИ  
ОСВІТНЬОГО СТУПЕНЯ «МАГІСТР»

на тему:

**Вплив пандемії Covid-19 на стан туризму в Україні**

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**NATIONAL AVIATION UNIVERSITY**  
**FACULTY OF INTERNATIONAL RELATIONS**  
**DEPARTMENT OF INTERNATIONAL TOURISM AND REGIONAL STUDIES**

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MASTER THESIS BY  
**Daria Valentynivna Melnyk**

**Graduation thesis topic:**

**The impact of the Covid-19 pandemic  
on the state of tourism industry in Ukraine**

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**TASK**  
**OF COMPLETION THE MASTER THESIS**

by Daria Valentynivna Melnyk

1. Theme of the master thesis: The impact of the Covid-19 pandemic on the state of tourism industry in Ukraine was approved by a decree of the Rector order

№ 18/70 from 01.10.2020.

2. Term performance of thesis: from 5.10.2020 to 21.12.2020

3. Initial data required for writing the master thesis: research has theoretical and practical character, based on the analysis of literature and Internet-resources.

4. Content of the master master thesis:

PART I. The biggest pandemics and their detrimental effects on the world development process

PART II. The impact of pandemic Covid -19 on the world

PART III. Ukrainian collapse amid the Covid-19: economic decline and social problems

CONCLUSIONS

REFERENCES

5. List of mandatory graphic matters: Fig. 1.1. Spreading of Spanish Flu in 1918-1919, Fig. 1.2. The number of cases of Swine Flu in the world, Fig. 1.3. The spreading of Black Death by years, Fig. 1.4. The queue to the medical tent in Dallas, 1918 (left) and in New York, 2020, Fig. 1.5. The spreading of Covid-19 in China from 21 January till 11 February, Fig. 1.6. Covid-19 cases in China for the whole period, Fig. 1.7. An announcement about the lockdown: on the left – on the front page of the Ukrainian «Kyiv Post», on the right – next day after lockdown in the morning news on the channel «Euronews», Fig. 1.8. Airport board in Birmingham Airport on the 15 of March, Fig. 1.9. An informative leaflet about Covid-19: on the left – near a Kyiv apartment house, on the right – in a subway station, Fig. 1.10. Confirmed cases in European countries on the 26 of March, Fig. 1. 11. Daily confirmed cases in Spain during March-August, Fig. 1.12. Daily confirmed cases in Italy during March-April, Fig. 2.1. World economic outlook from IMF, Fig. 2.2. Travel and tourism revenue changes, Fig. 2.3. Top companies affected by Covid-19 in March, Fig. 2.4. Aircompanies revenue falling before and after the lockdown, Fig. 2.5.a. Hotel «Oselya» occupancy in the beginning of September, 2019, Fig. 2.5.b. Hotel «Oselya» occupancy in the beginning of September, 2020, Fig. 2.6. Socially distanced seating in Ivan Franko Drama Theater, Fig. 2.7. International tourist arrivals in January-August 2020, Fig. 2.8. International tourist arrivals for 2000–2019 and scenario for 2020, Fig. 2.9.VR tour to Albertina Art Museum in Vienna, Fig. 3.1. Home page of the hotel «Oselya» site on the 14 of April, Fig. 3.2. The advertising of tour operator «Navigator», Fig. 3.3a. The prices for the double room in the Booking on the 20 of November, Fig. 3.3b. The prices for the double room before the quarantine, Fig. 3.4. The list of quarantine measures valid for weekends, Fig. 3.5. Passenger traffic in Kyiv International Airport in 2020, Fig. 3.6. The results of global survey about the expected time of tourism recovery, Fig. 3.7. Scenarios of air traffic return in 2021.

## 6. Planning calendar

№	Assignment	Deadline for completion	Mark on completion
1.	Collection and processing of statistical data.	05.10.2020-28.10.2020p.	done
2.	Writing of the theoretical part.	29.09.2020-18.11.2020p.	done
3.	Writing of the analytical part.	19.11.2020-6.12.2020p.	done
4.	Writing of practical part.	7.12.2020-11.12.2020p.	done
4.	Writing of the introduction and summary.	12.12.2020-16.12.2020p.	done
5.	Execution of the explanatory note, graphic matters and the presentation.	17.12.2020-21.12.2020p.	done

## 7. Given date of the task: 05.10.2020

Supervisor of the master thesis \_\_\_\_\_ Vyshnevskiy V.I.  
(signature of supervisor) (name)

Task was accepted for completion \_\_\_\_\_ Melnyk D.V.  
(signature of graduate) (name)

## ABSTRACT

Explanatory notes for master thesis «The impact of the Covid-19 pandemic on the state of tourism industry in Ukraine»: 61 pages, 31 figures, 1 table, and 36 references.

**Object:** the impact of the Covid-19 pandemic on the tourism.

**Subject:** the state of tourism under modern impact of the Covid-19 pandemic.

**Aim:** consider the organization of tourism industry during the 2020 year, identify the prospects and main problems of tourism development in the world and in Ukraine, sum up impact of the Covid-19 pandemic on the tourism in the world and Ukraine.

**Methods** used in the master: analysis, analogy, synthesis, cartographic method, statistic method, comparison.

**Scientific novelty** consists in conclusions made from analysis of the situation over the year. This work is only one of the first complex investigations of Covid-19 - the phenomenon of the century. There was nothing like this in tourism before.

**Results of the work.** The results of the work can be used as a full detailed description of appearance, development and reign of Covid-19 in the world in 2020 for later study and addition in following years. It is a good starting point for further growth of tourism industry.

Thesis consists of introduction, three parts, conclusions and references.

## CONTENTS

INTRODUCTION .....	8
CHAPTER 1. THE BIGGEST PANDEMICS AND THEIR DETRIMENTAL EFFECTS ON THE WORLD DEVELOPMENT PROCESS. ....	11
1.1. The pandemics in the past and transformation of the world caused by them .....	11
1.2. The phenomenon of Covid -19 and its ravaging devastation in every country .....	19
CHAPTER 2. THE IMPACT OF PANDEMIC COVID -19 ON THE WORLD.	31
2.1. The most vulnerable areas. ....	31
2.2. The tourism market during the pandemic. ....	35
2.3. Ways of supporting travel industry .....	44
CHAPTER 3. UKRAINIAN COLLAPSE AMID THE COVID-19: ECONOMIC DECLINE AND SOCIAL PROBLEMS .....	50
3.1. The Ukrainian tourism in 2020/ Existential threat of tourism market during the sweeping pandemic .....	50
3.2. The market of tourism in 2021: being on the breadline. ....	57
CONCLUSION .....	60
REFERENCES .....	63

## INTRODUCTION

**Relevance of the research topic.** The emergence of the coronavirus has irrevocably changed the fate of humanity. All people around the world unconsciously feel scared. They believe that will be living their lives very differently for the foreseeable future. They became more vulnerable, less secure and less in control than ever before. Covid-19 is the most commonly discussed topic this year and all the news is focused on it.

One of the most common forms of recreation is tourism. Now people are deprived of rest. Recently, tourism has been hit significantly and has become a massive socio-economic problem of international scale. Travel and tourism sector is facing unprecedented challenges stemming from the Covid-19 pandemic. The sector is one of the worst impacted. It needs to be restarted and recovered. In this investigation the ways of tourism industry returning will be described.

This problem affected every person. Therefore, the chosen topic is as relevant as ever.

**Object:** the impact of the Covid-19 pandemic on the tourism.

**Subject:** the state of tourism under modern impact of the Covid-19 pandemic.

**Aim:** consider the organization of tourism industry during the 2020 year, identify the prospects and main problems of tourism development in the world and in Ukraine, sum up impact of the Covid-19 pandemic on the tourism in the world and Ukraine.

**Thesis tasks:**

- 1) To shed light on the history of the discovery and development of Covid-19.
- 2) Analyze the impact of Covid-19 in the world and in Ukraine.
- 3) Identify the most vulnerable zones in sphere of economy and sphere of tourism.
- 4) Outline the prospects for the development of tourism industry in 2021.

**Methods and information sources of research.** Numerous electronic and Internet sources, UNWTO and The World Bank forecast statistics serve as the basis for this study.



**Structure and volume of work.** Thesis consists of an introduction, three sections, conclusions, a list of references. The total workload is 61 pages of computer text. The list of used literature includes 36 items.

## CHAPTER 1.

### THE BIGGEST PANDEMICS AND THEIR DETRIMENTAL EFFECTS ON THE WORLD DEVELOPMENT PROCESS

#### 1.1. The pandemics in the past and transformation of the world caused by them

Human body is strong and compound, but not ideal. As long as humanity exists, the infections and mortal diseases get control over it. During the whole history of mankind, the threat of extinction proceeded many times. The attacks of a disease similar to modern flu have been known since the time of Hippocrates (the treatises known as authored by Hippocrates deeply describe the symptoms of some illnesses and first attempts to overcome them). The fear of death forced people to become thoughtful of saving the species. Evolution that made us who we are now was driven by concern for the preservation of humanity. Scientists have already found treatment for most fatal diseases: HIV, tuberculosis, measles, malaria, cancer (especially science has advanced in last century) and indefatigably continue searching for cure of the rest. The modern medical investigations are the most technically equipped and fact progressing, but the biological hazards of infectious diseases threaten the world until the present.

Throughout its history, mankind has experienced many pandemics: cholera, plague, flu, AIDS etc. Pandemics of plague and flu were the most frequent and virulent. Here is the string of the most important for history pandemics, from the beginning till the present day.

Before itemizing the biggest pandemics, it is worth talking about the origin of them.

**Flu.** The oldest noted infection was flu. Modern medical sources tell about ancient, medieval flu epidemics, but before 1930s pandemics of flu never connected with each other, and had different names for the same disease (the etiological agent of flu was isolated only in the mid-1930s – technical capabilities allowed the tiny virus to be detected).

The first allusion to flu is known as «loimós», but this term had more general meaning: plague, pestilence, any deadly infectious disorder. Historians of medicine are

acquainted with it from 412 BC under the name of «Cough of Perinthus». Hippocrates was the first scientist who wrote about flu-like illness in his sixth «Book of Epidemics». Hippocrates attempted to explain disease occurrence from a rational rather than a supernatural viewpoint. He suggested that environmental and host factors such as behaviors might influence the development of flu. «He recounted an annual recurring upper respiratory tract infection characterized by pharyngitis, coryza, and myalgia which peaked around the winter solstice. This seasonal epidemic occurred in Perinthus, a northern port town» [1, p. 977].

### **European Flu: 1173, 1323-1387**

Talking about flu pandemics, in historical chronicles is written that from the XII till XVI century more than 130 flu epidemics have occurred, including at least three pandemics. European-wide pandemics appeared in the territory of modern Italy, Germany and the UK, called «influenza», a disease caused by some external influence (stars, weather, and pickled apples. At the same time, the disease began to be called the gripper (from the French gripper – «to snatch»). There is no statistics of infected people, but potential losses were critical for those times.

### **Spanish Flu: 1918-1920: the most terrifying infection of all**

However, the evolution of flu theory accelerated only after the Spanish flu pandemic: medical science at the beginning of the 20th century was already at the same level which made it possible to identify, solve the problems of influenza. Around 122 years ago, scientists began to identify parasitic infectious agents, lately called «viruses» from a Latin term meaning «poison». In 1898 German bacteriologist Friedrich Loeffler and his colleague Paul Frosch found evidence of material smaller than bacteria that caused foot-and-mouth disease in animals. Their findings opened the door to a new microscopic world of «ultravisible, ultrafilterable substances» previously unseen.

The rapid development of civilization, scientific progress, the development of industry and transport made possible existence of pandemics. Pandemic as it recognized in contemporary world became possible only in big metropolises.

An estimated 500 million people from the South Seas to the North Pole have fallen prey to Spanish Flu (one third of world population). One-fifth of those died, with some indigenous communities pushed to the brink of extinction.

Despite the name Spanish Flu, it did not start in Spain. The source of the virus turned out to be a field camp of troops in France. Spain was a neutral nation during the war and did not enforce strict censorship of its press, which could therefore freely publish early accounts of the illness. As a result, people falsely believed the illness was specific to Spain, and the name Spanish Flu stuck.

The pandemic began in the spring - summer of 1918 with a first weak epidemic wave of acute respiratory diseases and seasonal flu. The second wave in the fall - winter of 1918 was more severe, in that period started to call Spanish flu (strain H1N1). The third moderate wave of morbidity in the winter - spring of 1919 had mixed etiology – due to the pathogens of «Spanish flu» and other seasonal flu. The intensity and dynamics of this total morbidity and catastrophic mortality from it are explainable. On the one hand, there were neither etiotropic drugs for treatment and prevention, no systems of verified diagnostics and epidemiological surveillance. On the other hand, the population of many countries was affected by the war. Immune people contacted with susceptible to disease persons on numerous occasions: from soldier to soldier during total mobilization and war, from soldier to civilian after mass demobilization. At the end of the war, the third factor added – mass labor migration, from Southeast Asia (mainly from China – a well-known cradleland of pandemic influenza pathogens) (fig. 1.1).

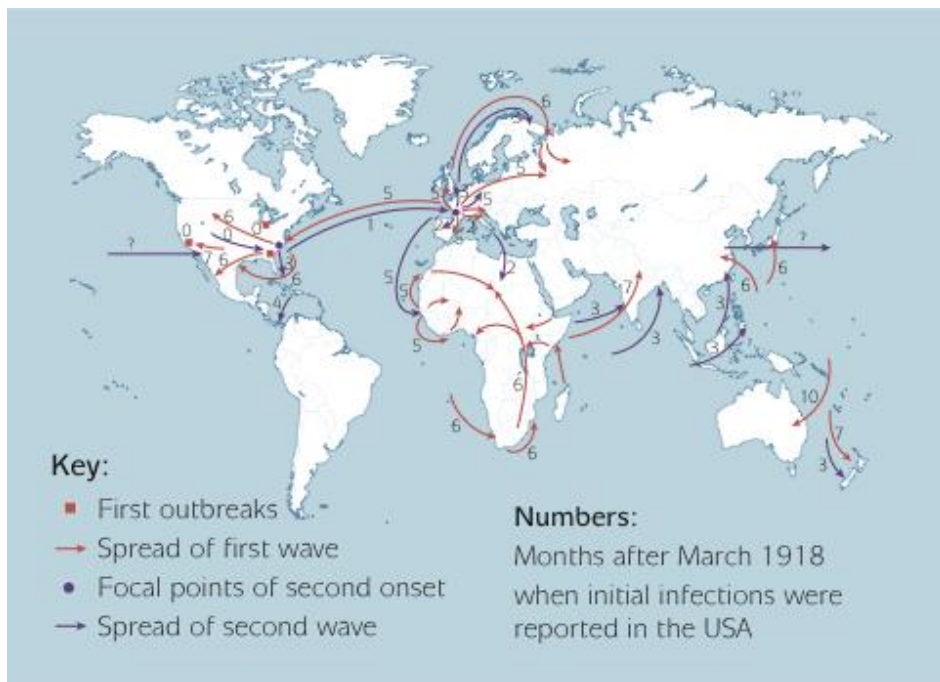


Fig. 1.1. Spreading of Spanish Flu in 1918-1919

Only by 1920 this pandemic ended. It became the most catastrophic event in history, leaving at least 50 million dead across the globe: a higher death toll than the First World War.

### **Asian flu: 1957-1958**

In 1957 there was a new epidemic of the disease, which was named Asian flu. The pandemic quickly spread throughout the planet because of fast-grown world's transport systems. Outbreaks were recorded in different countries almost simultaneously. During the pandemic, as a result of infection, according to WHO, about 2 million people died. This epidemic subsided, but a decade later flu virus mutated and in 1968 caused the Hong Kong flu epidemic. Hong Kong is a port city and initially virus spread by sea, contaminated the crews and passengers of ships. In sum, this pandemic killed 34 thousand people over the year. Asian and Hong Kong flu disappeared together in 1969, but not because of vaccine – as scientists believe, the viruses died out themselves.

### **H1N1 Swine Flu pandemic: 2009-2010**

The 2009 swine flu pandemic was caused by a new form of strain H1N1 (the same strain had Spanish Flu), that originated in Mexico in the spring of 2009 before spreading to

the rest of the world. In one year, the virus infected about 1.4 billion people across the globe and killed between 151 and 575 thousand people (fig. 1.2).

Карта 1: глобальное распространение вируса А(Н1N1)09 (количество случаев по странам)



Fig 1.2. The number of cases of Swine Flu in the world

The 2009 flu pandemic primarily affected children and young adults, and 80% of the deaths – people younger than 65. This is the main difference between it and other pandemics, because the other cause the highest percentage of deaths of people aged 65 and older.

Among others, the flu virus is considered one of the most dangerous. It mutates and modifies. According to the World Health Organization, more than 10% of the world population annually fall ill with this infection, with the number of death from 290 to 650 thousand of people [2]. Diseases are susceptible to all age categories of the population, but the risk group includes toddlers, pregnant women, persons with chronic diseases (cardiovascular diseases, diseases of the bronchopulmonary system, diabetes mellitus, obesity, immunodeficiency, etc.), as well as elderly people aged 65 and older. Influenza epidemics occur for a couple of reasons: by the circulation of already known form and by the generation of new virus strains due to antigenic drift (accumulation of point mutations in the virus gene). «The most severe consequences for the body are the result of contact with the encrypted virus, for which specific immunity has not been formed» [3, p.42].

**Plagues.** It is not one disease, but a whole family that has a common ancestor, *Yersinia Pseudotuberculosis*, which had much milder symptoms and far from 100% mortality in the ancient times.

### **Plague of Athens: 430 BC**

«Civilization`s earliest written records periodically include accounts of devastating epidemics of unknown origin, epidemics that killed huge numbers of people and left behind disruption and despair» [4, p.19]. In 430 BC, the city of Athens, Greece, was faced with a four-year epidemic known as the Plague of Athens that appeared during the Peloponnesian War and reduced the Athenian population by 30-35 percent. Some estimates put the death toll as high as 100,000 people. Many scholars believe that overcrowding caused by the war exacerbated the epidemic. Sparta's army was stronger, forcing the Athenians to take refuge behind a series of fortifications called the "long walls" that protected their city. Despite the epidemic, the war continued on, not ending until 404 B.C., when Athens was forced to capitulate to Sparta.

The Greek historian Thucydides (460-400 BC) wrote that people in good health were all of a sudden attacked by violent heats in the head, and redness and inflammation in the eyes, the inward parts, such as the throat or tongue, becoming bloody and emitting an unnatural and fetid breath.

Scientists cannot come to an agreement discussing the source of the infection; popular variants are typhoid fever and bubonic plague. A 2005 DNA study of dental pulp from teeth recovered from an ancient Greek burial pit, found DNA sequences similar to those of *Salmonella enterica* (*S. enterica*), the organism that causes typhoid fever. Given the possibility that profiles of a known disease may have changed over time, or that the plague was caused by a disease that no longer exists, the exact nature of the Athenian plague may never be known.

### **Antonine Plague: AD 165-180**

Plague appeared first during the Roman siege of the Mesopotamian city Seleucia in the winter of 165–166. When soldiers returned to the Roman Empire from Near East campaigning, they brought back peril for their fellow citizens. The disease soon died down but broke out again nine years later in 189 AD and caused up to 2,000 deaths a day

in Rome, one quarter of those who were affected. The Plague, which is said to be smallpox or measles, laid waste to the army and killed in total over 5 million people in the Roman Empire. The disease killed as much as one third of the population in some areas and devastated the Roman army.

### **Plague of Justinian: AD 541-542**

The bloody furrow separating antiquity from the Dark Ages was made by Justinian plague of 541, which killed, according to various estimates, from 50 to 100 million people throughout the Roman empire (up to 10% of the world's population died): cities were empty and destroyed, the economy fell into decay, the remnants of the population degraded, and the sagas about the battles of heroes with dragons and other monsters took the place of refined theology, rhetoric and decadent poetry.

The plague is named after the Byzantine Emperor Justinian (reigned A.D. 527–565). Under his reign, the Byzantine Empire reached its greatest extent, controlling territory that stretched from the Middle East to Western Europe. Justinian constructed a great cathedral known as Hagia Sophia («Holy Wisdom») in Constantinople (modern-day Istanbul), the empire's capital. Justinian also got sick with the plague and survived; however, his empire gradually lost territory in the time after the plague struck.

### **The Black Death: 1346–1353**

The Black Death traveled from Asia to Europe, leaving devastation in its wake. The Black Death originated in the Issyk-Kul Lake region around 1338. It was caused by a strain of the bacterium *Yersinia pestis* that is likely extinct today. The bodies of victims were buried in mass graves. The mechanism of primary infection was also formed there: fleas became carriers. A starving bited other animals. It is transmitted to humans either from the caravan camels, or from the bobak marmot, whose fur was appreciated both in Asia and in Europe. Hunters, who found many dead or dying animals, removed their skins and sold them to traders.

The Black Death was terrifyingly, indiscriminately contagious. The disease was also terrifyingly efficient. People who were perfectly healthy when they went to bed at night could be dead by morning. Some estimates suggest that it wiped out over half of Europe's population. In the spring of 1347, a plague struck Byzantium, killing up to a



third of the empire and half of the population of Constantinople. On August, the first cases appeared in the UK. In total, England lost 62.5% of its population, or approximately 3.75 million people (fig. 1.3).

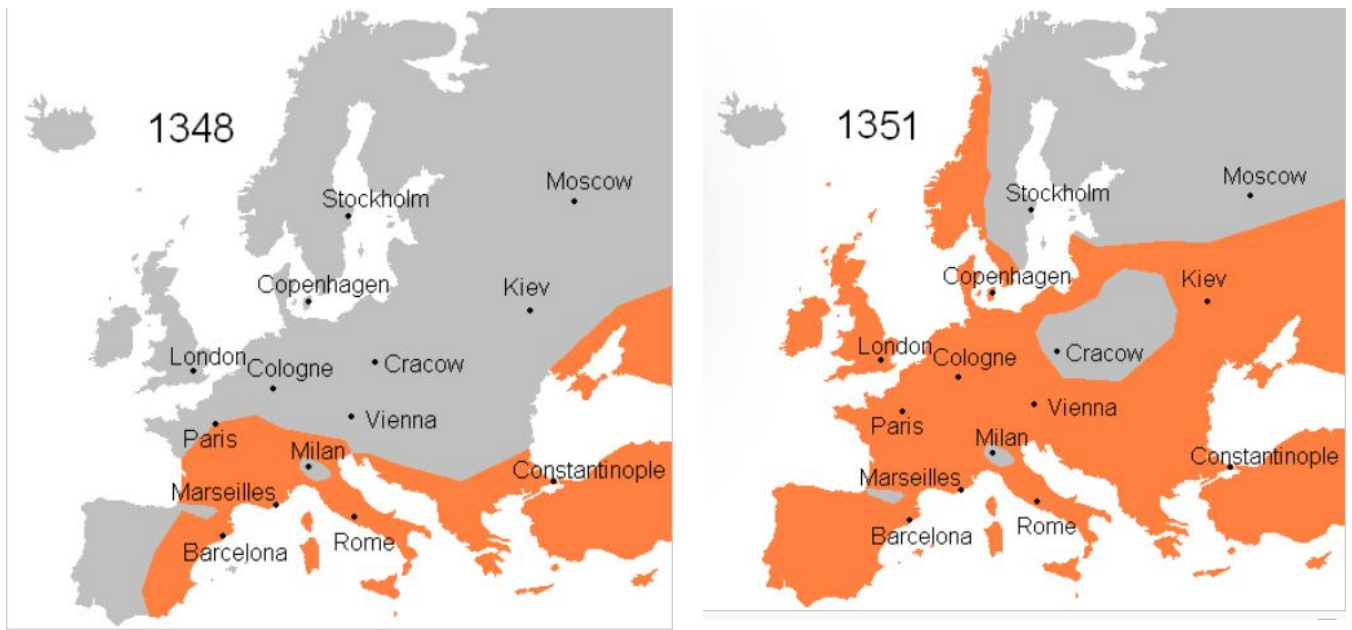


Fig. 1.3. The spreading of Black Death by years

The plague stopped in 1353 but did not end. It resurfaced roughly every 10 years from 1348 to 1665 – 40 outbreaks in just over 300 years. To slow its spread, the method of quarantine was created: keeping arriving sailors in isolation until it was clear they were not carrying the disease. The sailors were initially held on their ships for 30 days, a period that was later increased to 40 days, and a practice still used today. Social distancing is still one of the most efficient methods of the infection controlling.

The plague changed the course of Europe`s history. With so many dead, labor became high-paid and valuable. Studies suggest that surviving workers had better access to meat and higher-quality bread. The lack of cheap labor may also have contributed to technological innovation.

After Black Death the massive quarantine was imposed by the authorities. Infected houses, streets and neighborhoods were isolated, and priests were forbidden to visit infectious patients and carry out any rituals over them. Towards the end of the 17th century, upon news of epidemics in neighboring countries, quarantine outposts began to be set up at the borders, where a passing foreigner could be detained for up to 6 weeks.

In the XVI century, doctors already knew the main clinical and epidemiological signs of flu and its epidemics, and created the term «influenza». In 1889–1890 doctors used statistical research methods for the first time to calculate the incidence and mortality of the population from influenza in a number of countries in Europe and America. This is how the first stage of scientific study of the epidemiology of this infection began.

### **AIDS pandemic and epidemic: 1981-present day**

AIDS has claimed an estimated 35 million lives since it was first identified.

HIV, which is the virus that causes AIDS, likely developed from a chimpanzee virus that transferred to humans in West Africa in the 1920s. The first mention of the disease appeared in 1981. For the treatment of patients from Haiti with the same symptoms: they had diseases inherent in people with reduced immunity, and they were also united by drug addiction. The patients used heroin. Doctors tried to classify the disease and after a few years they proved that it is an infectious disease. Its pathogen was isolated. The virus made its way around the world, and AIDS was a pandemic by the late 20th century. Now, about 64% of the estimated 40 million living with human immunodeficiency virus (HIV) live in sub-Saharan Africa.

For decades, the disease had no known cure, but medication developed in the 1990s allowed to slow down the disease with regular treatment. Finally, after more than thirty years of investigations, in early 2020, two people have been cured of HIV. But the HIV pandemic continues in the world, which remains one of the main problems of global public health.

However, thanks to increased access to effective means of prevention, diagnosis and treatment of HIV and opportunistic infections, as well as patient care, the period from 2000 to 2018 HIV infections fell by 37%, and deaths from HIV-related causes fell by 45%.

## 1.2 The phenomenon of Covid-19 and its ravaging devastation in every country

The coronavirus now spreading around the world is just the latest but not the last in a long line of pandemics caused by pathogens such as viruses or bacteria.

The Covid-19 often compare with Spanish Flu . They had similar media attention and many common features: no one had any immunity to them, and they are highly infectious, spreading through respiratory droplets that pass when an infected person coughed or sneezed. People take the same safeguards as one hundred years ago (fig. 1.4).



Fig. 1.4. The queue to the medical tent in Dallas, 1918 (left) and in New York, 2020

While the ordinary people around the world are shell-shocked by the news of Covid-19, which suddenly spilled over to into the entire world, the scientists-virologists predicted its coming. In 1997 Robert Webster wrote: «As the world prepares for the next pandemic of human influenza, the scientific community is looking for indicators of the imminence of this event. Certain predictions can be made on the basis of knowledge accumulated since 1933, when influenza only A viruses were first isolated: the certainty that there will be another human pandemic, the probability that the precursor be of Eurasian avian origin, and how and where this may occur. It is not possible tell the date of next pandemic, but the likelihood increases proportionally with time» [5, p.14].

The disease Covid-19 was first registered on December 1, 2019 in Wuhan, China. It was caused by the virus which has been named SARS-CoV-2. A 55-year-old individual from Hubei province in China is thought to be the first person to have contracted Covid-19 on November 17 at Huanan Seafood Wholesale Market. Scientists made this

conclusion because many other patients have been working at the same wet market and because another Sars outbreak had been tracked to infected meat at a wet market in Guangdong in 2002. Scientists now suspect a bat or a pangolin to be the first contagious animal from which the virus passed to humans. «Bats are thought to be the host for the virus, which subsequently got into animals that humans eat, in this case probably civet cats sold in China`s markets as meat» [6].

The Chinese authorities had hidden the information about new infection till the 31 of December. They had been denying human-to-human transmission for over a month, because underestimated its effects. From the first day the virus turned out to be of great vitality and danger. This virus had entered the population long before it brought visible consequences. It showed rapid spread and the huge negative impacts. The silence of the Chinese people condemned to death more than one billion persons from different countries. All countries except China could have contained the spread of epidemic if they had known about its features earlier.

The first death in China was announced on the 11 of January. But it was not the first death from Covid-19. In China and in the whole world people died from pneumonia of unknown origin even in 2019. Scientists from China, Italy and Spain independently came to the conclusion that the coronavirus appeared in populations much earlier than the first officially reported cases. For example, scientists from Milan have made a retrospective investigation and proved the presence of Covid-19 in Italy in November of 2019 [7].

No one paid attention to lonely cases of strange virus until it gained scale. In January infection became the biggest problem for the whole China with 2021 new infections (26 January) (fig. 1.5). It happened because of its prominent location of Wuhan in central China on the Yangtze River. Wuhan is a transport hub and a linchpin of the country`s commerce, so the virus quickly got into neighboring regions. On the 23 of January the city was closed for quarantine and public transport was suspended, but it was too late to isolate the virus.

## Распространение вируса в Китае

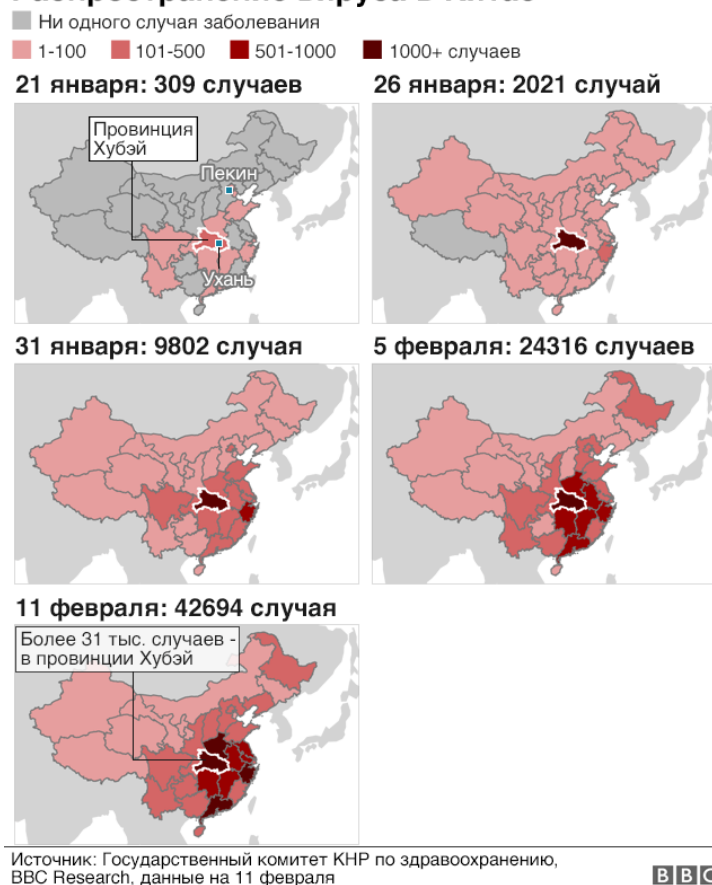


Fig. 1.5. The spreading of Covid-19 in China from 21 January till 11 February

In January the Covid-19 crossed the border of the country. On 13 of January officials confirmed a case in Thailand, the first recorded case outside of China. The disease spread between people without any animal intermediary. On the 30 of January World Health Organization reported 7818 total confirmed cases worldwide. Those days Covid-19 appeared in Europe and provoked the fastest outbreaks in Italy and Spain.

Officially, the first case of coronavirus in Spain was registered on February 9 in the Canary Islands, that first death – in Valencia on February 13. Information about bringing virus from abroad circulated until the end of February, although it is now clear that from the beginning of January the disease was actively spreading in the country.

A similar time gap had the first Italian patient. He visited the doctor on February 14, while being infected from the very beginning of the month. He spread the infection to several medical workers, his wife and an unknown number of neighbors even before symptoms appeared. The patient was not diagnosed until February 20. The republic was

the first to suspend flights with China, on January 31, but this measure had no effect on the epidemic: the virus was already in Europe [8].

The current outbreak was officially recognized as a pandemic by the WHO on 11 March 2020, after Research and Innovation Forum on Covid-19, attended by more than 400 experts and funders from around the world. The Forum was essential, because there were reviewed the materials about disease collected by yuan doctors from Tongji Hospital, Wuhan Union Hospital and Jinyintan Hospital. It was also discussed a lot of restriction measures and rules of future quarantine. It was decided to isolate countries from each other.

At the same time China has almost got rid of Covid-19 and succeeds in spread preventing (fig. 1.6). They moved very quickly to stop transmission. Across the country, 14,000 health checkpoints were established at public transport hubs. School re-openings after the winter vacation were delayed and population movements were severely curtailed. Dozens of cities implemented family outdoor restrictions, which typically meant that only one member of each household, was permitted to leave the home every couple of days to collect necessary supplies. As the world`s largest manufacturer of personal protective equipment, it was relatively straightforward for China to ramp up production of clinical gowns and surgical masks. Moreover, the Chinese readily adopted mask wearing. Within weeks, China had managed to test 9 million people for SARS-CoV-2 in Wuhan. It set up an effective national system of contact tracing [9].

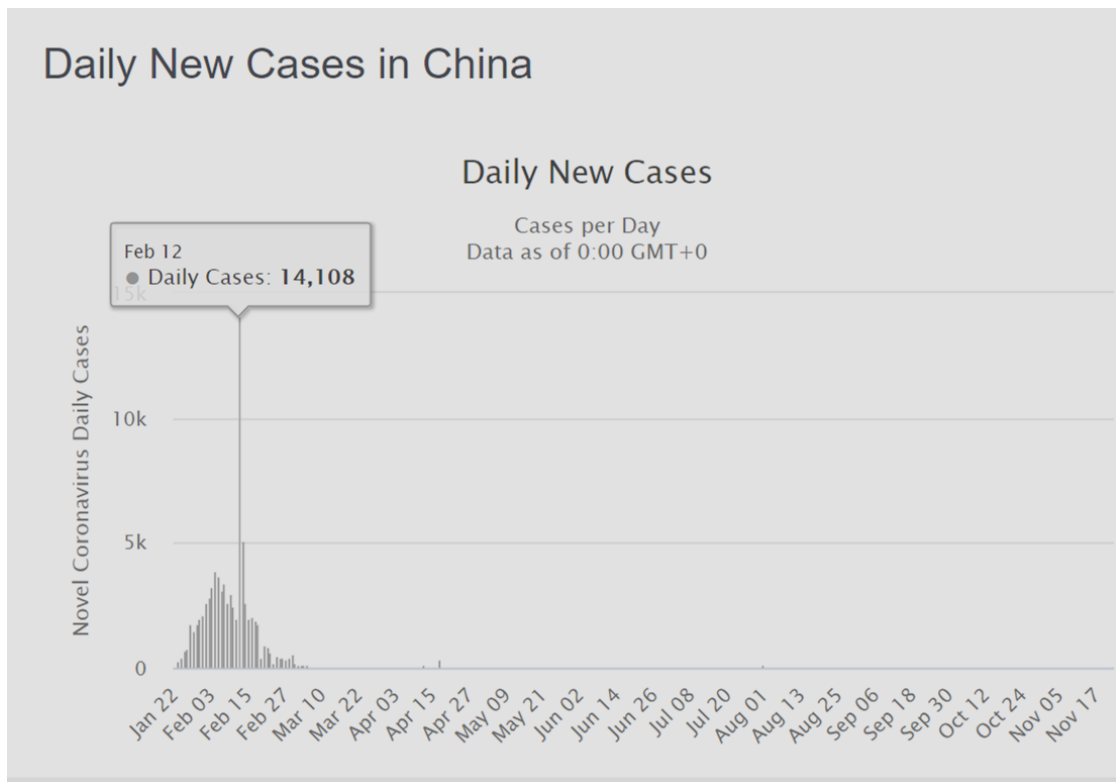


Fig. 1.6. Covid-19 cases in China for the whole period

Other countries, even though they had much longer to prepare for the arrival of the virus, delayed their response and that meant they lost control. The highly developed countries` capacity for contact tracing was overwhelmed soon after the pandemic struck the countries. To stop the spread of Covid-19 many countries have partly or entirely closed their borders the next day after Forum, shuttered schools and banned mass gatherings. Together with lockdown another measure was made on schedule: public awareness. In few days the majority of people around the world have been aware of the new disease via newspapers, TV, the Internet, cell phones (fig. 1.7). In full panic and disorientation started the new period of life for all people regardless of their nationality. The main reason of the shock was not a virus by itself, but the actions of governments. This type of infection was not so deadly and painful to scary all the humanity. The restriction measures made people be afraid. All this had not only psychological impact but also economic.



Fig. 1.7. An announcement about the lockdown: on the left – on the front page of the Ukrainian «Kyiv Post», on the right – next day after lockdown in the morning news on the channel «Euronews»

WHO prepared universal rules of behavior for people protection. These rules were signed into law in each country. Due to the general restrictions people had to: avoid visiting public places (transport, concerts, shops, parks and other), contact with other people only in urgent need maintaining the distance of 2 meters, cover the nose and mouth with a disposable tissue or a mask, wash hands regularly for 20 seconds with soap and water or alcohol-based hand rub.

From the middle of March it was started the cancellation of many flight in international airports (fig. 1.8).

Page 1 Departures 13:01				Page 2 Departures		
Sched	Flight	Destination	ETD / Comments	Sched	Flight	Destination
0715	LS1215	Alicante	Cancelled	1635	TOM7608	Salzburg
0925	LS1229	Fuerteventura	Cancelled	1540	EZY1494	Geneva
1025	LS1293	Tenerife South	Cancelled	1545	LS1345	Grenoble
1150	LS1201	Lanzarote	Cancelled	1550	FR2154	Murcia Int
1155	EY7936	Dublin	Departed	1620	TK1970	Istanbul
1205	FR665	Dublin	Departed	1630	FR667	Dublin
1230	FR1121	Tenerife South	Gate Closed	1630	W61908	Poznan
1240	LS1259	Las Palmas	Cancelled	1715	PK792	Islamabad
1255	EI3701	Cork	Gate Closed	1725	SU3260	Amsterdam
1310	LS1265	Tenerife South	Cancelled	1730	LH2511	Munich
1320	FR9163	Barcelona	Estimated 1350	1800	SQ2145	Frankfurt
1330	UA9569	Frankfurt	Final Call Gate 48	1815	EZS1504	Geneva
1340	TOM7678	Fuerteventura	TUI Desks 1a - 10	1900	AI118	Delhi

Fig. 1.8. Airport board in Birmingham Airport on the 15 of March



Despite the efforts of WHO and national ministries people did not follow the safety rules. The small rates of infected and a thousandth part of dead did not impress the majority of society. The total ignore of these rules made governments use rough security clampdown. One of the most significant decrees was the total public transport shut. It started on 23 of March.

Other measures were: cancelling of all concerts, histrionics, movies, and closure of shopping malls, cinemas, theatres, restaurants, cafes, pubs and bars, all types of shops except grocery.

The information about symptoms of coronavirus by sure was published in all paper and electronic sources. The leaflets were pasted up in places of people concentration (fig. 1.9).



Fig. 1.9. An informative leaflet about Covid-19: on the left – near a Kyiv apartment house, on the right – in a subway station

The symptoms of the Covid-19 are flu-like: high temperature (which is more than 37,6 degrees Celsius), sore throat, fatigue, dry cough and shortness of breath. The symptoms sometimes need to weeks to reveal. It takes only few days for recover if a person has mild symptoms, but can last for long term with serious symptoms. They are: chest pain, nasal bleeding and trouble breathing that lead to pneumonia. «Pneumonia is the havoc specialty of SARS-CoV-2. It kills people by choking off the body's oxygen supply. The infection causes the lungs to ooze with fluid that then thickens into phlegm or pus, which slowly blocks the lungs' ability to transfer oxygen into the blood. Breathing

becomes ever more labored, forcing the heart into overdrive to pump more blood to oxygen-starved organs. Clinicians in China and New York have reported myocarditis, an inflammation of the heart muscle, and, more dangerous, irregular heart rhythms that can lead to cardiac arrest in patients. Death can come when the overworked heart itself fails, along with other weakened organs. The infected person can also fall into a coma and suffocate to death» [10].

Unfortunately, all this could not help until people face the virus by themselves. In such countries as Switzerland, Spain, Italy, United States, India, Brazil dialed terrible scale in a short period (fig. 1.10).

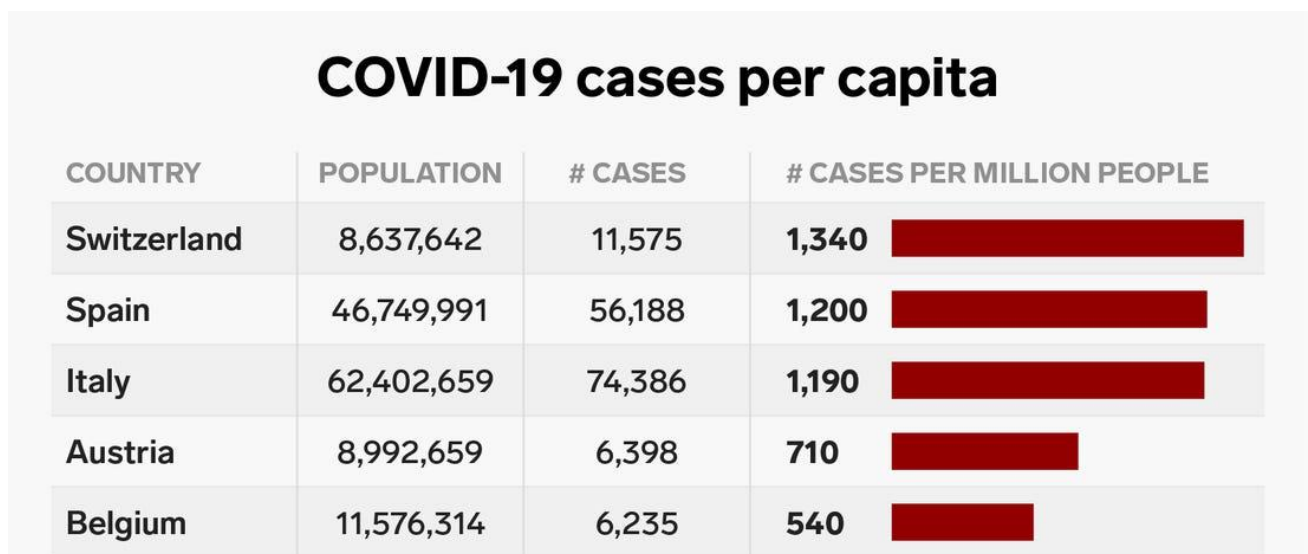


Fig. 1.10. Confirmed cases in European countries on the 26 of March

The most difficult and fast spreading situation was in touristic countries. For example, Spain (fig. 1.11) and Italy (fig. 1.12) broke pandemic records and were on the first place of confirmed cases in March and April, but in May the USA overtook them. The United States are still the leader in November despite the high level of medicine and economy (table 1.1). The US has the highest number of confirmed infections in the world – about one fifth of the global total despite having only 4% of the population. In less than nine months, the coronavirus has become the third-leading cause of death in the United States, behind only heart disease and cancer.



## COVID-19 Daily New Cases, Spain, March 1–August 4

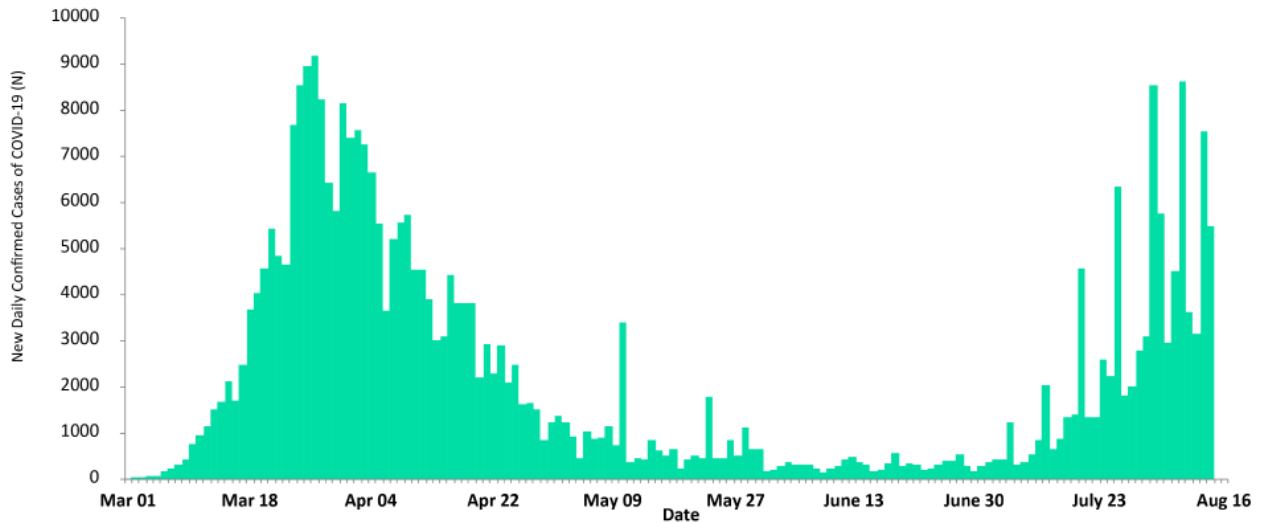


Fig. 1. 11. Daily confirmed cases in Spain during March–August

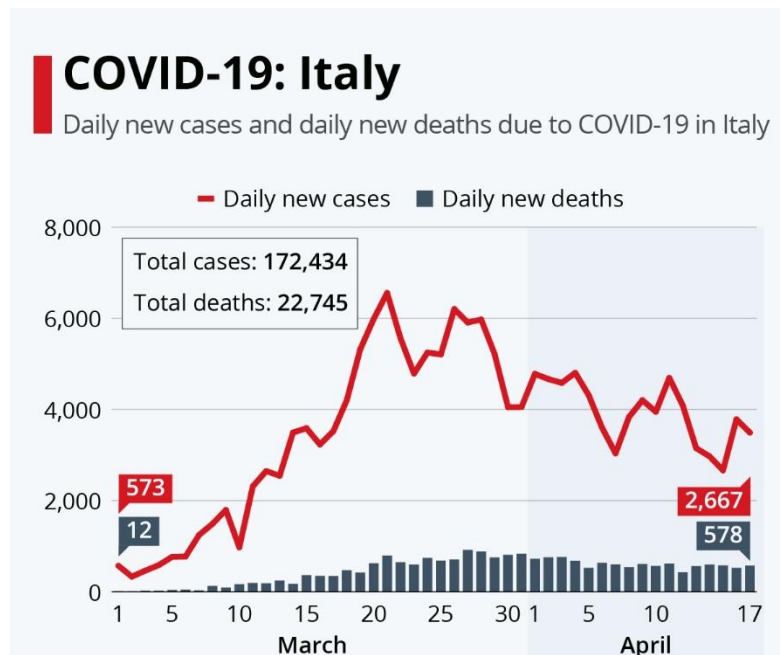


Fig. 1.12. Daily confirmed cases in Italy during March–April

Table 1.1. The statistics of Covid-19 from the 17 of December, 2020

Country	Cases	Deaths	Recovered	New daily cases
USA	17,462,428	315,805	10,181,621	+68,114
India	9,977,760	144,829	9,519,928	+26,688

Brazil	7,053,486	183,959	6,132,683	+10,791
Russia	2,762,668	49,151	2,202,540	+28,214
France	2,427,316	59,619	181,506	+18,254
Turkey	1,955,680	17,364	1,721,607	+27,515
United Kingdom	1,948,660	66,052	n/a	+35,383
Total	74,979,143	1,663,094	52,653,389	+724,340

When the first wave of virus was stopped the new danger suddenly appeared. The constant mutation of virus SARS-CoV-2 was found out after studying the genome of viruses taken from different patients in different countries. It is possible to trace its evolution the same way as linguists study the evolution of languages. This is horrible peculiarity that made possible its returning in October under the title 20A.EU1. The new mutation emerged in June in northeastern Spain among local farmers and was spread by vacationers who were in Spain in the summer [11].

Luckily, in the end of November the news about Covid-19 vaccine were published in Moderna and Pfizer companies` cites. Both of them claim that the efficiency of the vaccine is 95%. More data released from Pfizer`s continuing phase three trial suggests it works equally well in people of all ages and ethnicities. The trial involved 41,000 people worldwide. In older adults, who are most at risk from the virus and have weaker immune systems, the vaccine worked as well as it did in younger people [12].

The first known clinically authorized vaccination took place in Long Island Jewish Medical Center in Queens on the 14 of December.

Now governments of all countries are discussing how to distribute the vaccine equitably and ensure transparent and objective prioritisation, and the World Health Organization is leading a process to develop a global equitable allocation framework. It is obvious that the most important question is how to make pharmaceutical corporations sell future Covid-19 vaccines at real cost, not to overpay for this necessary product.

## CHAPTER 2.

### THE IMPACT OF PANDEMIC COVID -19 ON THE WORLD

#### 2.1. The most vulnerable areas

Covid-19 is a debacle from which people cannot recover over the period of year. In economic language it is called «endogenous shock». It takes origin not from the economy or even from human society, but from the animal world and the biosphere. It is not something that came solely from an unmediated process of nature, such as the shifting of tectonic plates. Mentioned process can be predicted. Covid-19 came from the biosphere, and it was accidental human interaction with nature that caused the transmission of the virus from one species to another - most likely from bats to humans.

This massive shock of the unexpected coronavirus pandemic and shutdown measures to contain it have plunged the global economy into a severe contraction. Different investigation centers expected from 0,6 to 6 percent of global recession. Consensus forecast of Ukraine described the fall of the world economy by 0.6%, International Monetary Fund presented their forecast with 3 percent of shrink, and Indiana University`s Kelley School predicted 4.4%. The World Bank made the most accurate report. They predicted that the global economy would shrink by 5.2% in autumn. That represents the deepest recession since the Second World War, with the largest fraction of economies experiencing declines in per capita output since 1870 [13].

The current crisis is not the same as in the post-war years, when all industries showed a significant decline. The current one demonstrates a different direction in the behavior of economic sectors. While some industries such as tourism, services, air travel, have come up short, other sectors of the economy – IT, cybersecurity, online education, pharmaceutical industry, and food delivery – are demonstrating multiple growths. In North America and Western Europe government support and guarantees are extensive and available; in developing countries they are less available.

The international trade and investment has shrunk considerably. The flow of goods and personnel has been impeded. The global industrial chain and supply chain were

impacted too. The contradictions between fairness and efficiency, growth and distribution, technology and employment accumulated in the process of globalization are more prominent. The incidence of global extreme poverty this year will increase for the first time in 20 years [14].

The sufferer countries are those where the pandemic has been the most severe and where there is heavy reliance on global trade, tourism, commodity exports, and external financing. While the magnitude of disruption will vary from region to region, all Emerging Markets and Developing Economies have vulnerabilities that are magnified by external shocks. Moreover, interruptions in schooling and primary healthcare access are likely to have lasting impacts on human capital development.

The pandemic highlights the urgent need for health and economic policy action, including global cooperation, to cushion its consequences, protect vulnerable populations, and strengthen countries' capacities to prevent and deal with similar events in the future. It is critically important for emerging market and developing economies, which are particularly vulnerable, to strengthen public health systems, address challenges posed by informality and limited safety nets, and enact reforms to generate strong and sustainable growth once the crisis passes.

Different regions of the World experienced different economic impact. In South Asia economic activity contracted only by 2.7%, in Sub-Saharan Africa – by 2.8%. The regional economy of Europe, Central Asia, Middle East and North Africa contracted by 4.7%, with recessions in nearly all countries. In Latin America and the Caribbean this index is higher – 7.2%. The unique region that saved positive index was East Asia and Pacific. Their economic activity has grown on 0.5% in 2020.

From the World Bank report, it is clearly seen that the most vulnerable areas are Europe, Central Asia, Middle East and North Africa, Latin America and the Caribbean.

The Covid-19 pandemic has adversely affected Europe and Central Asia through the collapse in global commodity prices, disruptions to global and regional supply chains, and heightened risk aversion in financial markets. The widening of domestic outbreaks of the virus has steepened the decline in domestic demand, exacerbated supply disruptions, and brought much activity to a halt. Economies in the region have experienced substantial

flight-to-safety outflows and a rise in bond spreads. Weaker currencies have contributed to higher borrowing costs, and current account pressures have been exacerbated by a collapse in exports. Many of the region's central banks have responded to the crisis by ramping up monetary support, and authorities have intervened in foreign exchange markets to stabilize their currencies and mitigate volatility, such as in Kazakhstan, or have used sovereign wealth funds to do so, such as in Azerbaijan and the Russian Federation.

While fiscal policy options are limited in many countries, policymakers have used existing buffers or prioritized spending on health care, social safety nets, support for the private sector, and to counter financial market disruption. While a number of countries have announced fiscal support packages, some other were ill prepared for the pandemic. The reason was in limited health care capacity. Europe and Central Asia growth would be anticipated to revive to 3.6 percent in 2021. IHS Markit Company from London expects a recovery of 3.7 percent in 2021[15].

Talking about Ukraine, it showed fall by 4.2% in 2020. All elements of demand had negative dynamics, but the biggest drop had the investment, which was 14.8%. To support the demand of the population and mitigate the negative consequences of the introduced quarantine measures, budget support increased. This led to a significant increase in the budget deficit to 5.6%. Retail and wholesale trade, transport, metallurgy and mechanical engineering kept up the economic dynamics. Small and medium-sized businesses were the most vulnerable sectors of business. The situation on the labor market: unemployment level was significant because of continued structural changes. Migrants slowly returned to the native countries, both due to the continuing risks of infection and due to economic problems in the world. According to experts, the poverty rate increased by 10-20% compared to the beginning of the year.

It is expected, that in 2021, there will be economic growth of 2.4%, but it does not compensate for the 2020. Inflation will slow to 5.9%. All elements of demand will have a positive trend. The largest growth is expected in investment - as a low base effect - 6.9%. The unemployment rate will gradually fall to 9.1%, but will not reach pre-pandemic levels. [16, p.15-16].

Economic conditions in Latin America and the Caribbean have worsened dramatically as the effects of the Covid-19 pandemic have rippled through the region. Outbreaks in the region have recently spread rapidly, and the economic impacts of nationwide business closures and mobility restrictions have been sudden and severe. The sharp fall in global commodity prices has been a headwind for much of the region, particularly for oil and gas producers. Financial conditions have deteriorated, with large economies experiencing sharp capital outflows and risk premia in sovereign bond markets higher across the region than in early 2020. The abrupt economic slowdown in the United States and China has disrupted supply chains for Mexico and Brazil and caused a sharp drop in exports from commodity producing economies such as Chile and Peru. The severe contraction in the U.S. economy is adversely affecting Central America through trade and remittance channels. The plunge in tourism, on which Caribbean countries and Mexico depend heavily, has likewise had negative impacts. The monetary policy response has included provision of liquidity, loosening of reserve requirements for banks, interest rate reductions, establishment of U.S. dollar swap lines, foreign exchange market intervention, and asset purchasing programs. Numerous countries have announced fiscal stimulus packages. These have included social assistance, support for small businesses, additional health sector spending, postponement of tax deadlines, and suspension of loan and utility payments.

In the Middle East and North Africa the Covid-19 pandemic and efforts to contain it have sharply weakened short-term activity, while increased investor risk aversion has heightened volatility in financial conditions. The steep fall in global oil and export demand has curtailed exports for oil producers, with adverse repercussions for non-oil sectors. These challenges are compounded by several longstanding structural impediments to growth. Activity among oil-exporting economies has decelerated across the board as the sharp fall in global oil demand has contributed to a steep drop in oil prices and as pandemic-related disruptions erupted. Among oil importers, activity is decelerating also as tourism prospects fade due to pandemic-related disruptions and restrictions, and as exports have sharply fallen amid sharply weakened external demand. Inflation has generally been contained in the Middle East and North Africa and has allowed space for



large economies like Egypt to cut policy rates in response to the pandemic. However, the financial sector in the region has been adversely impacted recently by a broad-based erosion in investor sentiment toward emerging markets and developing economies, reflected in sharp declines in equity indexes.

The report of International Monetary Fund [17] shows that world economy will increase by 5, 8% in 2021 (fig. 2.1). Developed economies suffer more and will have the slower growth in 2021. If the epidemic continues in 2021, the global economy will experience an even deeper decline (by 8%) and will have no chances to recover in the nearest time.

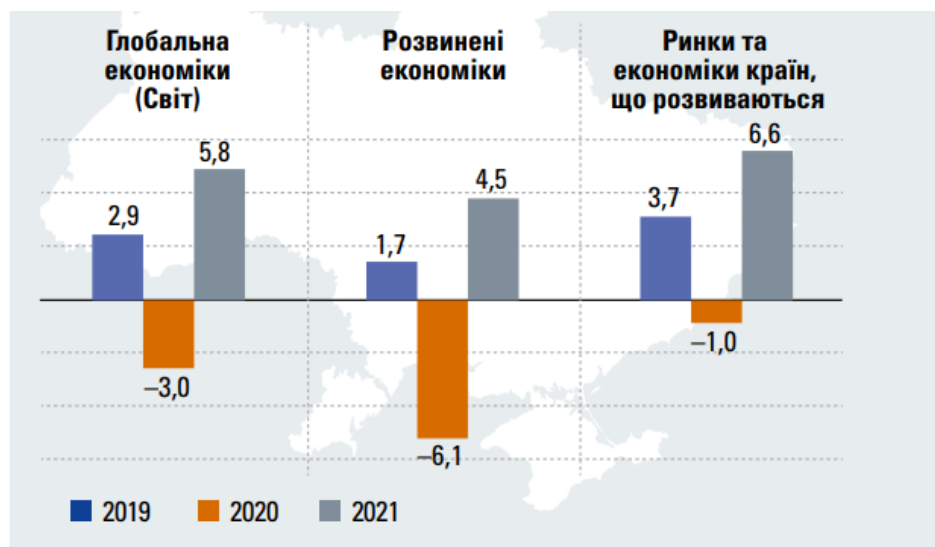


Fig. 2.1. World economic outlook from IMF

## 2.2. The tourism market during the pandemic

The world pandemic affected one of the linchpins of the global economy – the tourism industry. It was clear that travel and tourism revenue will reduce in 2020. In May Mobility Market Outlook was published, where the forecasted change was presented. According to it, the revenue in 2020 will be only 396 billion U.S. dollars. It will fall by 42 percent from the previous year (fig. 2.2). Europe is a region with the biggest revenue losses; it decreased from 211.97 billion U.S. dollars in 2019 to roughly 124 billion U.S. dollars in 2020.

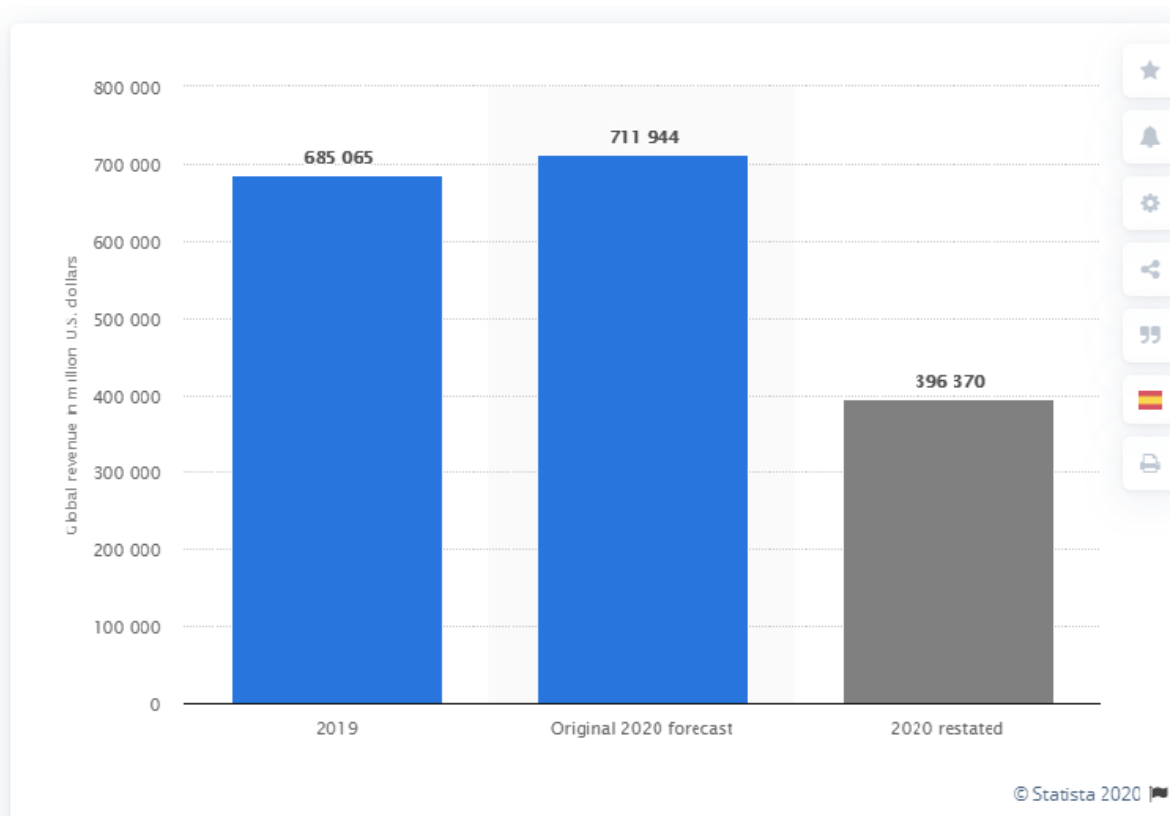


Fig. 2.2. Travel and tourism revenue changes

Worldwide travel has come to an almost complete standstill as far back as in April 2020. Companies in the sector called «BEACH» (booking, entertainment, airlines, cruises, and hotels) had the hardest hit [18].

In August «Booking.com» announced a layoff of more than 4,000 employees, or a quarter of its workforce, because travel has dropped dramatically due to the coronavirus

pandemic. The number of rooms booked via «Booking.com» in Q1 2020 fell by 43 percent, to 124 million, and continues to decrease (fig. 2.3).

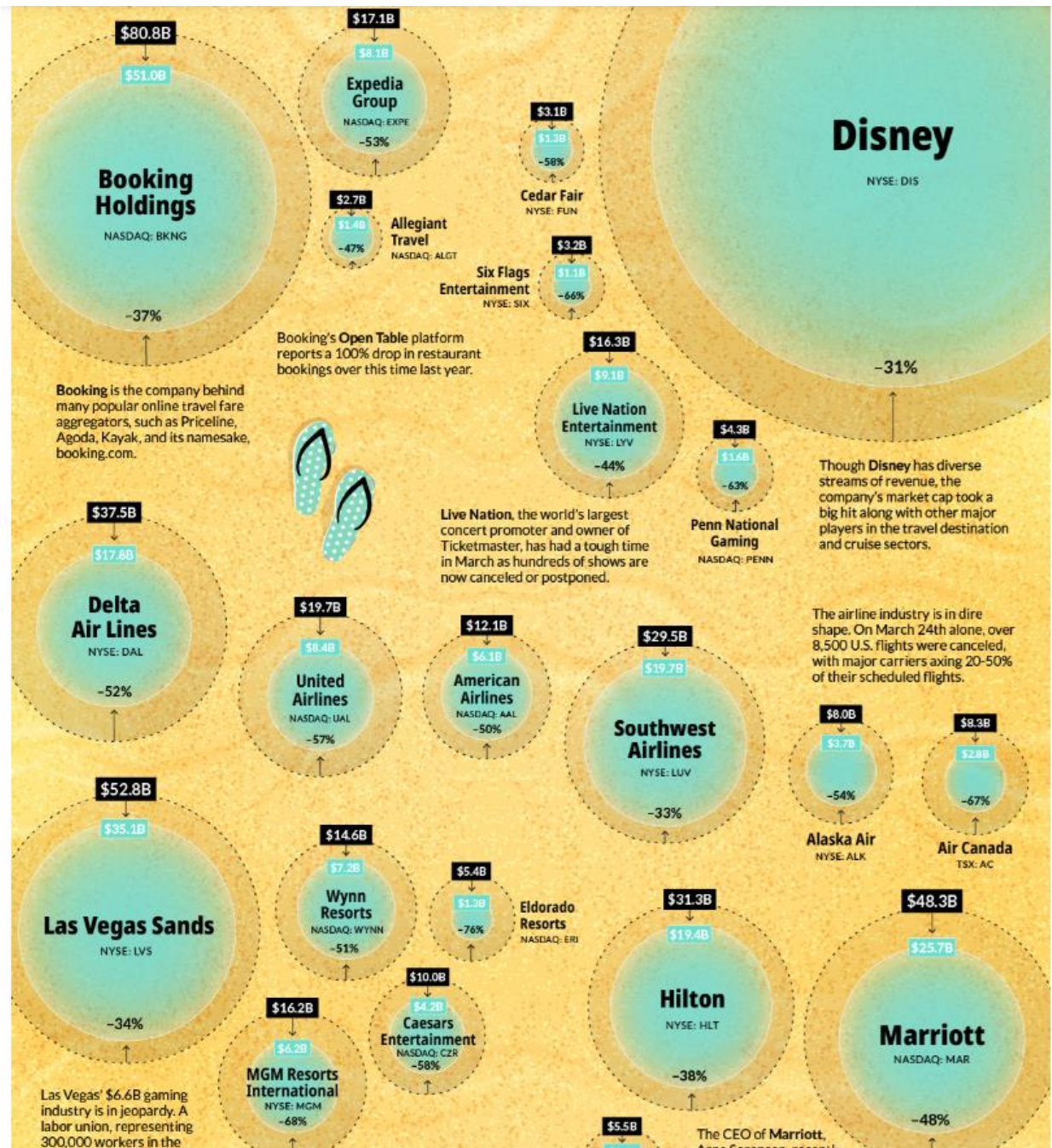


Fig. 2.3. Top companies affected by Covid-19 in March

Airlines have witnessed an unprecedented drop in passengers. Worldwide airline revenue is estimated to fall by as much as 113 billion dollars in 2020 (fig. 2.4). For example, in less than two months, the share price of Delta Airlines has fallen over 50% as the company anticipates a capacity reduction of 40%, the largest in its history.

Company	Ticker	Feb 19 2020 Share Price	Mar 24 2020 Share Price
Delta Air Lines	NYSE:DAL	\$58.5	\$26.9
United Airlines	NASDAQ:UAL	\$79.4	\$33
American Airlines	NASDAQ:AAL	\$28.3	\$13.9
Southwest Airlines	NYSE:LUV	\$56.89	\$37.7
Alaska Air Group	NYSE:ALK	\$65.2	\$28.9
Air Canada (in CAD)	TSX:AC	\$45.3	\$15.1

Fig. 2.4. Aircompanies revenue falling before and after the lockdown

Other branches of the tourism industry have faced similar setbacks, ranging from closures in the food and drink industry to decreasing guest numbers in the accommodation industry. For example, Kyiv hotel «Oselya» previously had the peak season in the end of summer – beginning of autumn (fig. 2.5.a) with half-full or full occupancy every day. This year it was almost empty during the whole season (fig. 2.5.b).

Дошка замовлень з 2019-09-01 по 2019-09-30

[-30] [-7] [Сьогодні] [+7] [+30] Дата: 2019-09-01 Категорії: Всі Джерела: Всі

2019																														
Вересень																														
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	нд	пн	вт	ср	чт	пт	сб	нд	пн	вт	ср	чт	пт	сб	нд	пн	вт	ср	чт	пт	сб	нд	пн	вт	ср	чт	пт	сб	нд	пн
World in your hands	B:47	02	03	B:47	05	06	07	08	09	10	1388	12	13	14	15	B:4621	Ra	B:471	B:471	B:4805	Tin	B:4681	Isaac	Scarborough	Booking	28	29	B:48		
Σ	0	1	1	0	1	1	1	1	1	1	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Clouds of Magellan	01	02	B:47	B:47	05	B:47	07	08	09	10	B:47	12	B:4758	Bo	15	16	B:471	B:4784	KC	B:411	B:481	22	23	B:4813	Florn	Tudosa	1	28	29	30
Σ	1	1	0	0	1	0	1	1	1	1	0	1	0	0	1	1	0	0	0	0	0	1	1	0	0	0	0	1	1	1
In a nutshell	01	B:47	03	B:4723	Jon	Seratte	Ex	08	09	B:481	B:47	1822	B:4758	Bo	15	B:4725	Ra	B:4781	Aprem	Rj	21	22	23	24	B:48	B:48	B:4778	sh	29	30
Σ	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1
Myth of the Sun	01	02	03	04	B:47	B:47	07	B:4688	Марина	B:47	12	B:4680	Callin	Atwood	Booki	B:471	19	20	21	22	23	24	25	26	27	B:48	29	B:48		
Σ	1	1	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	0	1	0	
Honeybeedance room	B:46	B:47	B:47	B:4381	PHILIPPE	GER	08	B:471	B:481	B:47	E:2148	B:4739	fo	15	16	B:4728	Ok	B:471	B:481	B:481	B:481	23	B:4812	On	B:4817	Hw	28	29	30	
Σ	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	
Reminiscent about Italy	01	B:47	03	04	05	B:47	07	08	09	B:481	B:47	12	13	14	15	16	17	B:471	B:471	20	21	22	23	24	B:48	26	B:48	28	29	B:48
Σ	1	0	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	0	0	1	1	1	1	1	0	1	0	1	1	
Sky on clouds	01	02	B:47	04	05	06	B:47	08	09	B:481	B:47	E:2365	13	14	15	16	B:4784	Jinj	Dan	HRS	21	22	23	B:4810	Kateryna	27	28	29	30	
Σ	1	1	0	1	1	1	0	1	1	0	0	1	1	1	1	1	0	0	0	0	1	1	1	1	0	0	1	1	1	
over-1	B:4126	Stephen	Miner	Oselya	site	07	08	09	10	B:4560	Ra	13	14	15	16	17	18	B:4798	Paul	Ian	Camp	Expedita	com	27	28	29	30			
over-2	01	02	B:47	04	05	06	07	08	09	10	11	B:471	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
tmp-1	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Σ	2	2	1	2	2	2	3	3	3	3	2	1	3	3	3	3	3	3	3	2	2	2	2	2	2	2	3	3	3	

Fig. 2.5.a. Hotel «Oselya» occupancy in the beginning of September, 2019

Дошка замовлень з 2020-09-01 по 2020-09-30

Категорії: Всі | Джерела: Всі | Оновити

2020																														
Вересень																														
	01 Вт	02 Ср	03 Чт	04 Пт	05 Сб	06 Нд	07 Пн	08 Вт	09 Ср	10 Чт	11 Пт	12 Сб	13 Нд	14 Пн	15 Вт	16 Ср	17 Чт	18 Пт	19 Сб	20 Нд	21 Пн	22 Вт	23 Ср	24 Чт	25 Пт	26 Сб	27 Нд	28 Пн	29 Вт	30 Ср
Single World in your hands																														
World in your hands	B:5894, Дж									X											B:5816, Ер					X				
Σ	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	1	1
Double Clouds of Magellan																														
Clouds of Magellan		B:5855								X											B:5869, Svetlana Vasina, Book					X	X			
Σ	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	1	1
Double In a nutshell																														
In a nutshell	B:586				B:5800, Ан				B:5881	X																				
Σ	0	1	1	1	1	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Double superior Myth of the Sun																														
Myth of the Sun										X																				
Σ	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Junior suite Honeybee dance																														
Honeybeedance room	B:585			B:584						X																B:586				
Σ	0	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	
Junior suite Reminiscent about Italy																														
Reminiscent about Italy							B:585			X	X	X	X	X		B:5805, Takashi Koike, Япония														
Σ	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	1	1	1	
Double deluxe Sky on clouds																														
Sky on clouds			B:586	X						B:586	X																			
Σ	1	1	0	0	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	
overbooking																														
over-1																														
over-2																														
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Σ	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	

Fig. 2.5.b. Hotel «Oselya» occupancy in the beginning of September, 2020

With the closing of shops stopped shopping tourism. With the closing of borders stopped exotic tourism. With the ban of concerts and festivals stopped carnival and gastronomy tourism. Tourists were in need of rest and travelling, but their preferences changed. Formerly beloved concepts and products go out of style. People became more financially constrained, wanted touchless experiences and were more thoughtful and selective in their decisionmaking giving preference to brands they trusted. To stay competitive and cater to the needs of customers, tourism market needed to keep the pace with tourism trends.

One of the most popular trends is safety and hygiene tourism. Demand for places of entertainment or temporary stay with high safety and hygiene standards (increased cleaning, socially distanced seating, providing hand gel and enforcing masks) spiked (fig. 2.6). Tourists are more willing to choose neglected resorts and are more reluctant to travel and visit tourism hot spots [19].



Fig. 2.6. Socially distanced seating in Ivan Franko Drama Theater

Another trend is shift from international to local tourism. According to the latest issue of the UNWTO World Tourism Barometer, international tourist arrivals (overnight visitors) declined 70% in first half of 2020 over the same period of last year, amid global travel restrictions including many borders fully closed, to contain the ongoing Covid-19 pandemic (fig. 2.7). International arrivals plunged 81% in July and 79% in August, traditionally the two busiest months of the year. By regions, Asia and the Pacific, the first region to suffer the impact of the pandemic, saw a 79% decrease in arrivals in first half of 2020. Africa and the Middle East both recorded a 69% drop this eight-month period, while Europe saw a 68% decline and the Americas 65% [20].

It is by far the worst result in the historical series of international tourism since 1950 and puts an abrupt end to a 10-year period of sustained growth since the 2009 financial crisis. Data on international tourism expenditure continues to reflect very weak

demand for outbound travel, though in several large markets such as the United States, Germany and Italy there is a small uptick in spending in the months of July and August.



Fig. 2.7. International tourist arrivals in January-August 2020

There is nothing to expect for till the end of year, because predictions are even worse (fig. 2.8). In the end of 2020 the decrease may reach 1.170 trillion dollars [21].

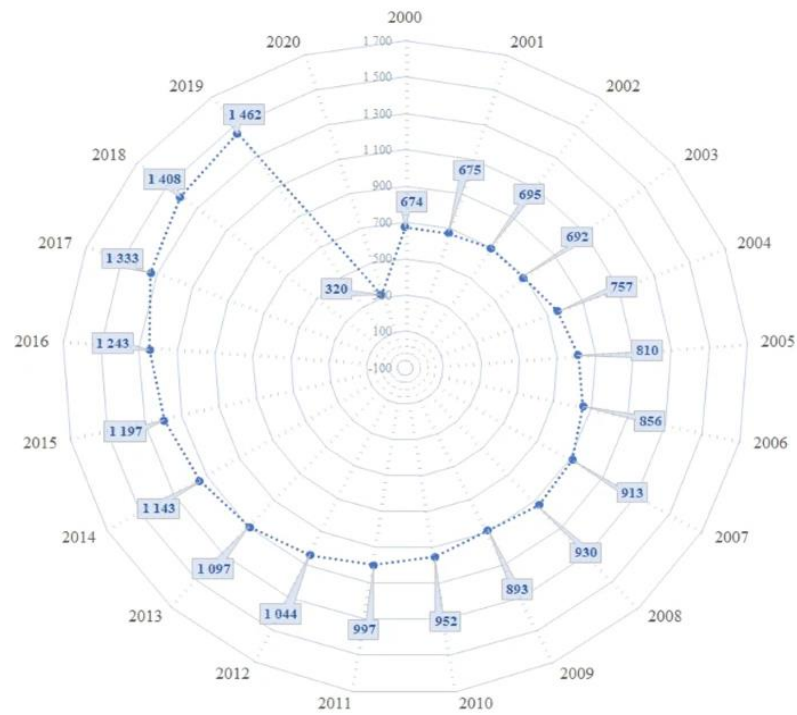


Fig. 2.8. International tourist arrivals for 2000–2019 and scenario for 2020

Virtual reality is another of the major tourism trends disrupting the industry. Through online VR tours, customers can experience hotel interiors, restaurant interiors, outdoor tourist attractions and more, all from their home. Most modern VR tours are also web-based, meaning they can be viewed through any mainstream web browser. The quality of the VR tour and the extent of immersion can then be improved further through VR headsets (fig. 2.9).

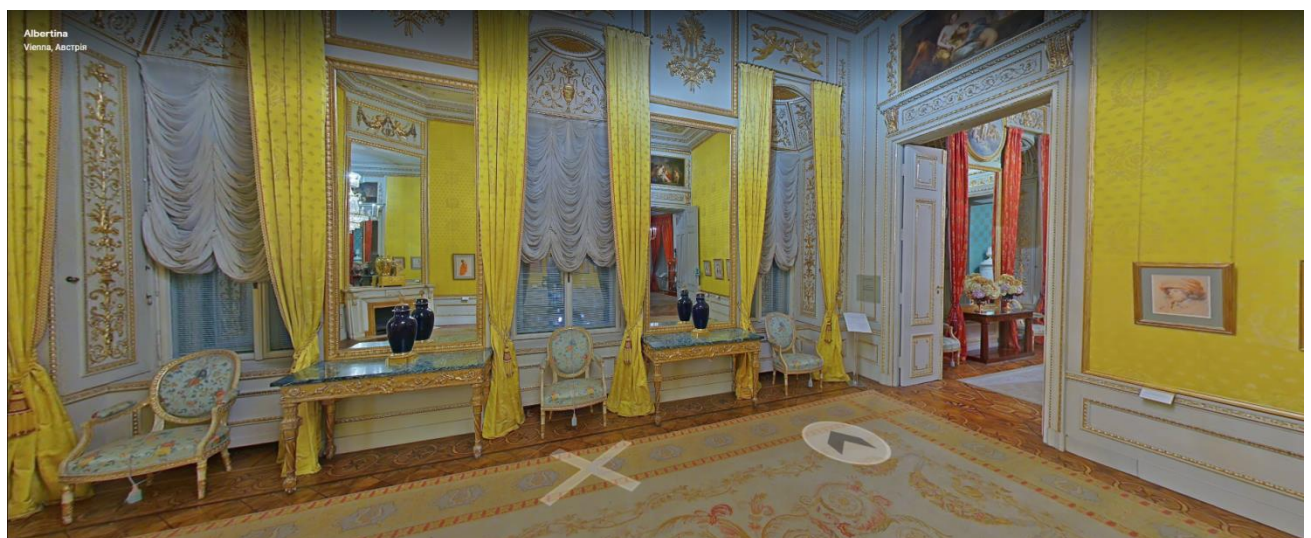


Fig. 2.9. VR tour to Albertina Art Museum in Vienna



Contactless payments grow in popularity among other trends. With coronavirus, contactless payments are in greater demand than ever, as staff and customers often prefer to avoid handling cash. Many travel-related began to develop bespoke smartphone applications that support wireless payment options and can be downloaded by a client at no charge. Tourism companies reduced friction and improve the speed of check-ins and check-outs. Tourists accepted the innovation, because it made their life easier – they do not need to carry around a debit card or credit card to pay for meals, hotel stays, transport, and other services.

The most important trend for travellers is the customer experience. The customer experience has always been central to the tourist industry. Customers are the lifeblood of every organization and the money they spend is the oxygen that enables the business to exist, grow and thrive. In the absence of clients, in great competition, companies had to get better.

The quality of customer experiences is improving around the world. All countries researched have seen uplift in their overall Customer Experience Excellence (CEE) score this year. The average increase of all markets together is 3%.

In order to successfully compete for clients, companies came up with The Six Pillars of Experience Excellence. They are: Integrity by acting ethically and demonstrably in their customers' best interests; a focus on Resolution and proactively addressing customer problems; the accurate setting of Expectations; reducing the Time and Effort customers need to expend by enabling frictionless interactions and then delivering a Personalised experience with Empathy and compassion [22]. Implementation of these qualities ensures success for travel companies even in the worst season.

Absolutely new and one of the more eye-catching tourism trends is automation – replacing humans with robots. A striking example is a concierge Connie in the Hilton Hotel chain. Other hotels have also got in on the robot-staff trend, installing interactive robots to handle certain reception duties or even having them serve food and drink to visitors. Another kind of automation is chatbot. Many customers now book their travel and accommodation with the help of internet chatbots, specifically tailored AI who can

handle queries and assist customers with useful information when human operators are unavailable.

Among people concerned about the Covid-19 trend on healthy and organic food is growing in popularity. People whose health was undermined by a virus in searching for travel tours pay special attention of food. They want to know that the food they're eating is as healthy as it is delicious. Healthy food and the kind of fare consumed by tourists used to be antonyms in the minds of many travelers, with holidays traditionally representing a chance to break one's diet and indulge in forbidden treats. Today's travelers know that delicious and nutritious are not exclusive concepts. The organic food movement is tourism trend, with more eateries and hotels offering organic options.

Last but not least, increased emphasis on leisure is trend number one this autumn. It is a straight consequence of the strict quarantine measures. Covid-19 has forced countries to adopt travel restrictions, while many businesses are encouraging employees to work from home and use video calling. Being at home the whole time is not relaxing. The working environment disappears, and it does not motivate to work. At the same time the whole flat becomes the working place and a person feels nervous and anxious even after finishing working day. People have not yet had time to work out certain rules for this type of work, so they get tired faster. Many employers are desperate for a holiday in trying to leave home.

### **2.3. Ways of supporting travel industry**

The growing number of diseases in Europe and America in the beginning of autumn is the signal of second, bigger wave of the pandemic. The consequences of it are unfavorable for the world economy. World orders and employment indices have fallen to record lows this year, signaling the worst economic recession in decades. The largest drop in orders is seen in North America and Western Europe, where first lockdown lasted half a year and indicates a collapse in activity in these regions. Second lockdown, which started before the December holidays, have made the final point in attempts to establish the economy.

To save the situation, some ways of supporting impecunious spheres are being done. The governments of many countries try to stimulate economic growth. Stimulating the economy in one country has a positive effect on the economies of other countries.

So far the most significant event for tourism supporting was the one held on 7 of October. It was virtual G20 meeting hosted by Saudi Arabia where a plan for saving the ailing global travel sector was presented. World Travel & Tourism Council (WTTC) convened with tourism ministers who are leaders of both developed and developing countries from every continent to establish a 24-point plan, which includes twelve points for the private sector and twelve for the public sector, outlining measures to accelerate the returning of international travel and recovering of 100 million jobs globally. Gloria Guevara, WTTC President & CEO, said that historic meeting had provided the best platform to establish public and private collaboration which would lead to rebuilding a sector which had been devastated by the pandemic [23].

From the world's private sector, WTTC's plan would require standardized health protocols to be established and adhered to across all industries to provide a consistently safe travel experience; that businesses develop and implement new technologies to better manage visitor flow; and that companies make their offerings more affordable and maintain flexible booking policies to encourage demand. [24]. The full list of actions to be done:

1. Implement standardized global health and safety protocols across all industries and geographies to facilitate a consistent and safe travel experience.
2. Cooperate with governments in their efforts on Covid-19 testing before departure and contact tracing tools within an international testing protocol and framework.
3. Develop and adopt innovative and digital technologies that enable seamless travel, better manage visitor flows, and improve traveler experience while making it safer.
4. Offer flexibility for bookings or changes such as waiving fees due to Covid-19 positive cases.
5. Offer promotions, more affordable products or greater value to incentivize domestic and international travel, taking into considerations national and international health guidelines.

6. Cooperate with governments in the promotion of destinations that are open for business and document testimonials to rebuild traveler confidence.

7. Adapt business models to the new global situation and collectively work to develop new products and solutions to boost domestic and international tourism.

8. Reinforce the provision and purchase of travel insurance that includes Covid-19 cover.

9. Provide consistent and coordinated communication to travelers, offering information to have better risk assessment, awareness and management, facilitate their journeys and enhance their experience.

10. Develop capacity building and training programs to upskill and retrain tourism workers and MSMEs and empower them with the essential digital skills to adjust to new normal and for a more inclusive, robust, and resilient sector.

11. Reinforce sustainability practices, working in partnership with local communities and accelerating sustainable agendas where possible.

12. Continue to invest in crisis preparedness and resilience to better equip the sector to respond to future risks or shocks, while working closely with the public sector [25, p.2].

However, the private sector cannot reduce the time frame of recovery and bring back tourism industry alone; public-private collaboration is essential to the success of the plan. The private sector welcomes the willingness of the tourism ministers of the G20 countries to strengthen international collaboration as well as facilitate and lead within their governments and work with the private sector.

From the public sector, WTTC's plan calls for international standardization of health regimens, Covid-19 testing protocols and contact-tracing programs to eliminate quarantines and travel barriers. It also calls upon governments to establish air corridors connecting regions that demonstrate similar epidemiological conditions, and for countries to support promotional campaigns aimed at attracting back travelers. All the key principles are:

1. International coordination among governments to re-establish effective operations and resume international travel.

2. A coordinated approach to re-open borders and the consideration of international standard reporting and indicators on risk assessments and the current situation to provide clarity on information.

3. Consider the implementation of international «air corridors» between countries or cities with similar epidemiological situations, especially among the following major international hubs: London, NYC, Paris, Dubai, Frankfurt, Hong Kong, Shanghai, Washington DC, Atlanta, Rome, Istanbul, Madrid, Tokyo, Seoul, Singapore. Moscow amongst others.

4. Align health and hygiene protocols and standardized measures, to help rebuilding traveler confidence and ensuring a consistent approach of the travel experience in addition to reducing the risk of infection.

5. Implement an international testing protocol and a coordinated framework for testing before departure using fast, efficient, and affordable tests

6. Consider an international contact tracing standard with harmonized data for private sector to be able to track and support.

7. Modify quarantine measures to be for positive tests only: Replace blanket quarantines with a more targeted and effective approach, significantly reducing the negative impact on jobs and the economy.

8. Review existing regulations and legal frameworks to ensure that they are adapted to the changed requirements of the sector to facilitate recovery and post – Covid-19 growth.

9. Continue to support the most affected by the Covid-19 within the Travel & Tourism sector, including MSMEs in terms of fiscal stimulus, incentives, protection of workers.

10. Provide consistent, simple and coordinated communication to citizens and travelers to ensure better risk assessment and awareness via a communications campaign (PR and media).

11. Continue to support travel promotion campaigns to assure, incentivize and attract both leisure and business travel. Support testimonials and the positive message of job creation and social impact of travel.

12. Continue to invest in crisis preparedness and resilience to better equip the sector to respond to future risks or shocks, while working closely with the private sector [25, p.3].

The Ukrainian Economic strategy and macroeconomic forecasting department propose their own plan:

- increase the budget deficit to at least 6% to create sufficient fiscal incentives;
- provide deferred payment of taxes or accord tax exemption for the period of quarantine to business entities whose activities include the reception of visitors, shopping and entertainment centers, other entertainment establishments, fitness centers, cultural establishments, trade and consumer services, tourism business;
- provide financial assistance to employees who are forced to go on vacation at their own expense or to care for a child during quarantine, at the expense of the stabilization fund;
- introduce a set of financial measures to support small businesses and sole proprietors [16, p.24].

One of the bright examples of the supporting strategy's embodiment in Ukraine are The Laws № 4429 and № 4430. The Law of Ukraine № 4429 provides one-time financial assistance to:

- employees and individual entrepreneurs who have lost their salary / part of income due to quarantine restrictions (8,000 hryvnias);
- business entities for payment to employees in proportion to the reduction of working hours (8,000 hryvnias), to business entities for reimbursement of paid SSC (average monthly amount for the last 10 months).

The law also provides for the extension of licenses to businesses for the sale of alcohol and the validity of permits for a period of quarantine (and an additional 3 months). The law extends the lease agreements of state and communal property, which expire for a period of quarantine (and an additional 1 month). Exempts from payment of rent of business entities, the activities of which were prohibited during this period.

The Law of Ukraine No. 4430 provides to:

- write-off to taxpayers not repaid on 01.11.2020 tax debt up to 3,060 hryvnias;

- deferral until December 29, 2021 repayment of tax debt up to 6,800 hryvnias for individual entrepreneurs, including self-employed persons;
- write-off of fines and penalties in case of payment of tax debt on the main payment within 6 months from the date of entry into force of the Law;
- exempt taxpayers of the single tax of the first group from payment of this tax and the single tax contribution for December 2020 and January – May 2021[26].

During the quarantine other countries try to support their travel markets locally. The approaches to resolving this issue is very different, but all the initiatives are designed to stimulate domestic demand. These include initiatives focused on marketing and promotion as well as financial incentives. In Italy, the Bonus Vacanze initiative offers families with incomes of up to eur 40,000 contributions of up to euro 500 to spend in domestic tourism accommodation. Malaysia allocated 113 million dollars worth of travel discount vouchers as well as personal tax relief of up to 227 dollars for expenditure related to domestic tourism. Costa Rica moved all holidays of 2020 and 2021 to Mondays for Costa Ricans to enjoy long weekends to travel domestically and to extend their stays. France launched the campaign «this summer, I visit France» highlighting the diversity of destinations around the country. Argentina announced the creation of an observatory for domestic tourism to provide a better profile of Argentine tourists. Thailand will subsidize 5 million nights of hotel accommodation at 40% of normal room rates for up to five nights.

To support the travel industry, successful travel companies created their own rules of recovering and fast progress. There are five of them:

1) To keep close to what customers want. The ability to think «outside in» is a key in building a customer-centric business. To ensure that there is no deviating from the original goal of delivering on what customers want, need and are willing to pay for; to keep continually looking up and outside of the organization to ensure this mission is at the fore.

2) To do things in an agile way. Becoming a connected enterprise is a transformation – but that doesn't mean the business needs to revolutionize itself overnight. To break changes down into specific steps, sequence them and implement. To keep standing back to assess whether the change has been successful in a «test and learn»

approach. It's about a series of small changes that together add up to a significant and impactful transformation.

3) To build in resilience. 71% of CEOs say their company's growth relies on their ability to challenge and disrupt the business norm, organizations must be ready to take on today's challenges with resilience and determination, and be prepared to fail fast and learn along the way.

4) To keep it human. While embedding new technologies such as AI and automation are likely to be critical in developing more seamless interactions for customers, it is needed to keep the experience «real». Not to lose the human touch; to make sure that customers are still being served by humans – employees – at the key moments.

5) To make use of new technologies. To make sure that the company is continually looking at what new technologies are becoming available that could help serve customers better or connect business up more seamlessly. Is cloud utilized effectively? Are the departments building in appropriate automation and AI? Are teams empowered with collaborative tools so that they can better work together and share key information and data easily?



## CHAPTER 3.

### UKRAINIAN COLLAPSE AMID THE COVID-19: ECONOMIC DECLINE AND SOCIAL PROBLEMS

#### 3.1. The Ukrainian tourism in 2020

##### Spring

Tourism in Ukraine was abruptly suspended by flight cancellations and border closures. On the first day of quarantine, the Ukrainian low-cost airline SkyUp reduced flights to Israel and Italy. The next day, March 13, Ukraine's largest airline UIA, canceled about 2,000 scheduled flights for the spring. Visa-free travel has been suspended since the closure of international borders during the initial stages of the coronavirus crisis in spring 2020. Boryspil switched to a special mode of operation, based on new realities: announced idle time, reduced to a minimum the social burden, removed from service Terminal D and switched to servicing flights from Terminal F.

About 35% of tourist companies found out that they would not resume work after quarantine [27]. It happened due to the two reasons. First reason is absence of clients. Many potential tourists lost jobs or went on forced leave, their income reduced, so that they reconsidered their plans for summer vacation. A poll conducted by the sociological group «Rating» at the end of May showed that 66% of Ukrainians did not plan a vacation this year at all. The main reason for canceling holidays is lack of funds – 44% [28].

Second reason is budget cuts. This year, the country's budget for the development of tourism was allocated 240 million hryvnias. Due to quarantine, the budget was revised and funding was completely removed.

Ski resort «Bukovel» in Ivano-Frankivsk region ended the winter season prematurely, on 25 of March, due to which lost the «velvet season».

Odesa, Kyiv, Lviv, traditionally popular springtime destinations, lost profit because the country's hotels, restaurants, cafes, and clubs remained largely shuttered throughout April and May 2020 (fig. 3.1). Odesa lost cruise tourism on the 4th of May, when cruise liner from Germany canceled all cruise tours.

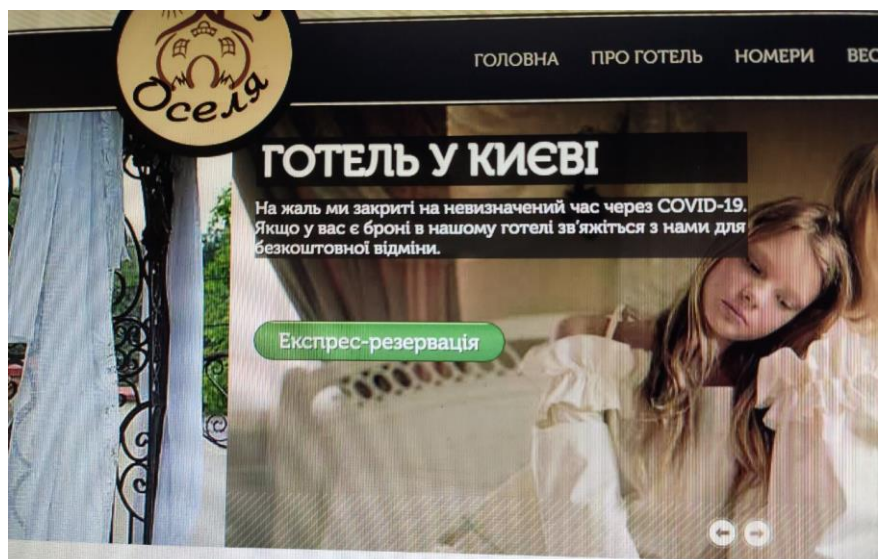


Fig. 3.1. Home page of the hotel «Oselya» site on the 14 of April

Coronavirus crisis boosted domestic tourism. Ukrainians have turned their eyes to domestic tourist districts such as the Carpathians and Odesa region (fig. 3.2).

[www.navigator-ukraine.com.ua](http://www.navigator-ukraine.com.ua)


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Fig. 3.2. The advertising of tour operator «Navigator»

## **Summer**

In summer the situation on domestic tourism market got even better. Ukrainian resorts grew by 30% [29]. With European Union destinations were still off-limits for Ukrainian tourists, the country's own Black Sea and Azov Sea resorts had early summer boom. This growth in domestic tourism came just weeks after Ukraine first had begun relaxing coronavirus lockdown restrictions. Throughout June 2020, Ukraine's largest Black Sea resort city Odesa returned in tourist numbers to pre-coronavirus levels. Tourists filled expensive five- and four-star hotels in Odesa. But small towns in region had only half rooms occupied due to transport (train and bus) problems.

Ukraine has officially reopened for tourism on June 15, 2020, lifting the entry ban for foreigners and resuming commercial flights. 276 thousand tourists visited Kyiv from the first day of relaxation of restrictions till August. It was the smallest number of foreign tourists in the last 10 years [30].

At the end of June Ukraine did not make it onto the EU's initial safe list of countries. Because of this reason in 2020 the tourists flow of Ukrainians to resort countries decreased by almost 20% compared to the same period in 2019.

A number of non-EU nations have reopened their borders to Ukrainian travelers, such as Turkey, Egypt, Montenegro and Albania. Charter flights to Turkey and Egypt resumed in early July. The number of tourists from Ukraine to the resorts of Turkey and Egypt in the summer of 2020 increased by almost 50%. The number of Ukrainian tourists vacationing in Albania exceeded their number by about 52% in the same period last year, according to the travel operator ALF.

In August, Egypt became the undisputed leader among Ukrainian tourists, thanks to pleasant prices and the already familiar Egyptian service, as well as the exemption from the visa fee until April 30, 2021.

Ukraine was not ready to open a safe tourist season. The lack of elementary pandemic precautions, mass violations of coronavirus quarantine regulations has led to a new wave of infections in the end of summer. It negatively affected both international and domestic tourism market. On August 29 Ukraine shut borders for 30 days all tourism and foreign arrivals to help curb rising cases throughout the nation.

## Autumn

According to the statistics of the Ministry of Culture and Information Policy of Ukraine, the cumulative loss of business in the cultural sector, creative industries and tourism from lost income since the beginning of March, taking into account the first lockdown, was 2% of the country's GDP, or more than 83 billion hryvnias. 75% of it – drop in tourist traffic. Average loss of income for 1 weekend – 1,045 million hryvnias.

The drop in average hotel occupancy was between 40% to 50% in first half of year. Hotels have lost a lot – average income loss for 1 weekend was 119 million hryvnias [31]. Autumn was a kind of re-entry into the market for hotels and therefore they tried to fight for the customer with low prices (fig. 3.3a), (fig. 3.3b).

пт, 20 лист. 2020 З 14:00 до 00:00		сб, 21 лист. 2020 Термін перебування: 1 ніч		2 дорослих	
Тип номера	Вміщує	Ціна сьогодні	На ваш вибір	Оберіть номери	
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✓ Туалетно-косметичні засоби ✓ Душ ✓ Сейф ✓ Туалет ✓ Рушники ✓ Білизна ✓ Робочий стіл ✓ Високий стілець для дітей ✓ Телевізор ✓ Капці ✓ Москітна сітка ✓ Телефон ✓ Супутникові канали ✓ Радіо ✓ Опалення ✓ Фен ✓ DVD-плеєр ✓ Килимове покриття ✓ Кабельні канали ✓ Послуга дзвінок-"будильник" ✓ Сейф для ноутбука ✓ Шафа або гардероб ✓ Вішалка для одягу ✓ Туалетний папір ✓ Настільні ігри/пазли ✓ Дитячі книги, музика чи фільми	2	<del>UAH 2 296</del> <b>UAH 1 718</b> +UAH 17 податків та зборів	Сніданок включено – оцінка <b>Чудово</b> • Вартість не повертається ✓ <b>БЕЗ ПЕРЕДОПЛАТИ – сплачуєте в помешканні</b>	0	

Fig. 3.3a. The prices for the double room in the Booking on the 20 of November

2020																
Тариф	1 – Світ у долонці		3 – Хмари Магеллана 4 – В горіховій шкаралупці			6 – За міфом про Сонце			2 – Спогади про Італію 5 – Танець медової бджілки				7 – Небо на хмарах			
Кількість гостей	1	2	1	2	3	1	2	3	1	2	3	4	1	2	3	4
Стандарт	<u>1587</u>	2052	1838	<u>2083</u>	2548	2085	<u>2330</u>	2795	2210	<u>2455</u>	2920	3165	2458	<u>2703</u>	3168	3413
Non-ref. або більше 10 раз - 15%	<u>1349</u>	1814	1526	<u>1771</u>	2236	1736	<u>1981</u>	2446	1842	<u>2087</u>	2552	2797	2089	<u>2298</u>	2693	2938
Більше 1 разу - 5%	<u>1508</u>	1973	1734	<u>1979</u>	2444	1969	<u>2214</u>	2679	2087	<u>2332</u>	2797	3042	2335	<u>2568</u>	3033	3278
Більше 5 разів - 10%	<u>1428</u>	1893	1630	<u>1875</u>	2340	1877	<u>2097</u>	2562	1989	<u>2210</u>	2675	2920	2212	<u>2433</u>	2898	3143
	2190	50%	793	179-1044 179 1330		1600		1827					1351			

Fig. 3.3b. The prices for the double room before the quarantine

The really big hit for tourism in Ukraine was caused by the government in the end of autumn. It has imposed «weekend quarantine» on 11th of November (fig.3.4). From 00:00 on Saturday to 00:00 on Monday, shopping and entertainment centers, catering and cultural institutions were closed. Lockdown at the weekend literally wiped out tourist interest in popular places. A rhetorical question arised: «Why to go anywhere if not to visit its places?».

## УРЯД ЗАПРОВАДИВ КАРАНТИН ВИХІДНОГО ДНЯ ДО 30 ЛИСТОПАДА 2020 РОКУ (ОНОВЛЕНО)

### ЯКІ КАРАНТИННІ ЗАХОДИ ПЕРЕДБАЧАЮТЬСЯ?

З 00:00 годин суботи до 00:00 годин понеділка

#### ЗАБОРОНЯЄТЬСЯ:

- |  |   |
|--|---|
|  приймання відвідувачів у закладах громадського харчування (бари, ресторани, кафе)  |  діяльність спортивних залів, фітнес-центрів, басейнів                  |
|  діяльність закладів культури і проведення культурних масових заходів   |  приймання відвідувачів у ТРЦ та інших закладах розважальної діяльності |
|  приймання відвідувачів суб'єктами, які провадять діяльність у сфері торговельного і побутового обслуговування населення (салони краси, магазини промтоварів та інше) |   |

#### ДОЗВОЛЯЄТЬСЯ:

- |  |  |  |
|--|--|--|
|  медична практика   |  робота банків  |  робота операторів поштового зв'язку |
|  торгівля продуктами харчування, паливом, ліками, медвиробами, ветпрепаратами, кормами, якщо вони займають не менше 60% торговельної площі суб'єктів господарювання |  |  |
|  послуги громадського харчування із застосуванням адресної доставки замовлень та замовлень на виніс   |  робота автозаправних комплексів (без зон харчування), технічне обслуговування та ремонт транспортних засобів |  |

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Fig. 3.4. The list of quarantine measures valid for weekends

Finding loopholes for work, such as changing work standards to fit the format – this is what happened in Ukraine the following week. Businessmen have realized various ideas to work without restrictions during the quarantine. One of them is converting of restaurants, hotels and shops into religious organizations (religious organizations are not subject to restrictions). In Kyiv bike shop turned into a « Bicycle Church of Ukraine ».

In autumn the situation in air transportation market deteriorated. Kyiv International Airport served 46 thousand passengers in January-October 2020 or 80% less than in 2019 (fig. 3.5) [32]. Boryspil International Airport served 4.8 million passengers in January-November 2020 or 66% less than in the same period of 2019 (14.2 million passengers).

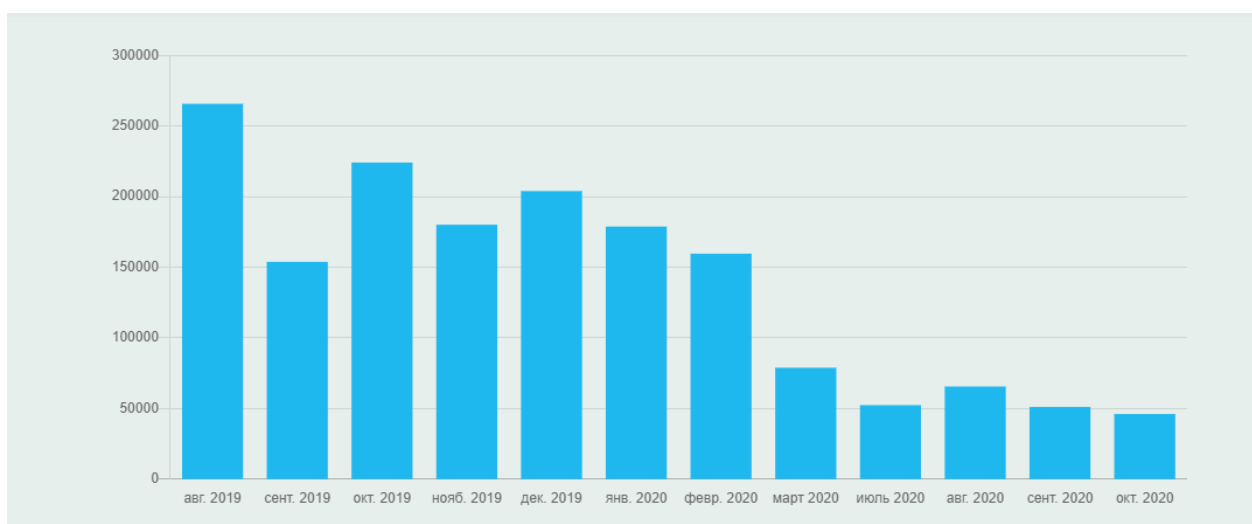


Fig. 3.5. Passenger traffic in Kyiv International Airport in 2020

### Winter

The main New Year's resorts are likely to remain closed to the general public on December holidays.

Ukrainian cities will largely abandon large-scale New Year and Christmas celebrations due to the coronavirus pandemic. Kyiv, Lviv and Kharkiv will not refuse to celebrate but, due to the coronavirus, there will be no food courts, concerts and animation programs. The situation in other cities is different. The mayor of Vinnytsia has announced that the main Christmas tree would have a rest, and all festive events will be held online. Saved money will be sent to the hospital to fight Covid-19.

In the middle of December the government decided to tighten quarantine from January 8 to January 24, 2021[33]. Cafes, restaurants and bars (except for delivery and takeaway), non-food stores, cinemas, fitness clubs, gyms, theaters and shopping centers will be closed again. All public events will be banned. Passengers will be allowed into public transport only by the number of seats and only in masks.

It became known that Ukrainians will be able to travel freely in Europe only in the summer of 2021. By then, a vaccine should be available, and it will open up borders for free travel.

### **3.2. The market of tourism in 2021: being on the headline**

Travel and tourism spheres are a catalyst for global economic recovery and growth in 2021 because it plays an important role in poverty reduction, driving prosperity, reducing inequality providing opportunities regardless of gender, education, nationality, and beliefs with 54% of the sector's workforce being women and over 30% are youth.

It needs to be clearly understood that there will be no instantaneous recovery. The coronavirus's effect on tourism will carry into 2021. The tourism market is frightened by governments, frightened by the internet and news and finally frightened by coronavirus itself. Most people won't want to stray far from home for a long time.

2021 will see not only an unwillingness to travel and a cash poor market but also a transport and accommodation industry that is decimated. The first destinations to benefit will be those close to source tourism markets. Probably those destinations, which can be reached by car. Medium and long-haul destinations will suffer. Airline industry will cut their services and overheads and consequently increase their prices. None of this will please their business clients who are probably already looking at virtual meetings rather than expensive, dangerous ones [34].

The business of tourism will not stop in 2021, although there will be no tourists. Every single destination management and marketing organisation - from country tourism organisations to global tourism financiers like the World Bank – will be working harder than ever to get the very best, the strongest most sustainable destinations possible.

International arrivals are expected to bounce back from different lows depending on different year-end levels defined by the 2020 scenarios. The extended scenarios are presented in terms of yearly totals, not growth.

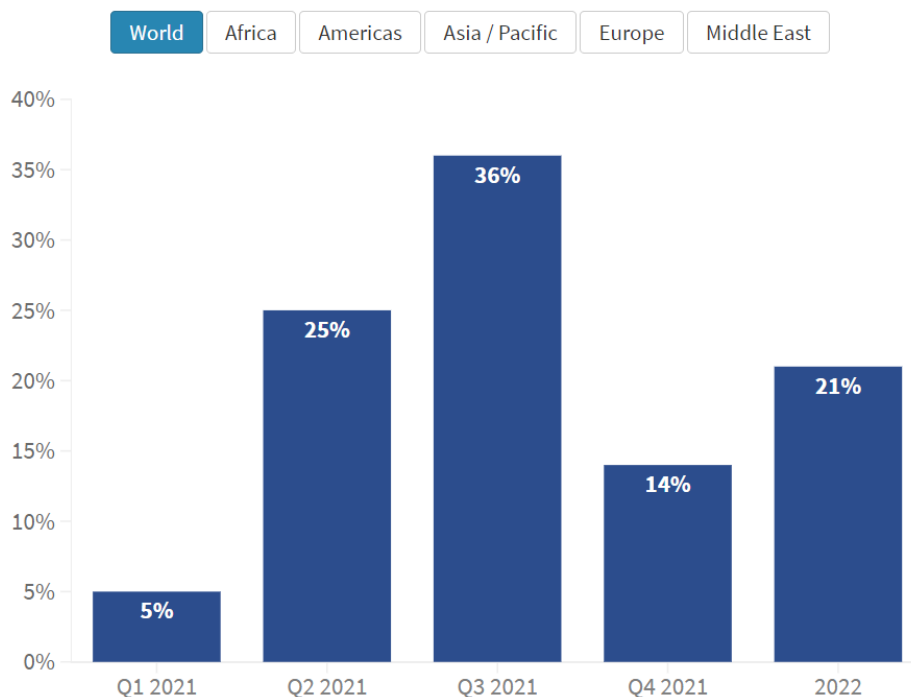
Forecasting at this time is difficult, given the fast-moving situation and the unique circumstances. International tourism could recover the levels of 2019 in a period of 2½ to 4 years based on a variety of factors including 1) the rate of improvement of traveler confidence, mostly dependent on perceived safety and the evolution of the pandemic, 2) the gradual elimination of travel restrictions and 3) the prevailing economic conditions.



This recovery periods exceed in most part those seen in previous crises, both globally (11 to 19 months) and for the specific regions most hardly hit (1 to 3½ years). As described in the May 2020 UNWTO World Tourism Barometer, it took eleven months for international arrivals to regain pre-crisis levels after the SARS epidemic of 2003, 14 months after the September 11th attacks of 2001, and 19 months after the global economic crisis of 2009. In the most impacted regions it took 1 to 3½ years for arrivals to climb back to the levels before the respective crises.

All scenarios for 2021-2024 point to a strong rebound in the year 2021 based on the assumption of a reversal of the evolution of the pandemic, significant improvement in traveler confidence and major lifting of travel restrictions by the middle of the year. The expected rebound is a consequence of the large pent-up demand following the unprecedented global lockdown and months of closed borders and travel bans.

A majority of experts sees a rebound in international tourism in 2021, in particular by the third quarter 2021, while around 20% (fig. 3.6) expects it to occur in 2022 [35].



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery.

Fig. 3.6. The results of global survey about the expected time of tourism recovery

A full resumption of air traffic and return to normal air traffic is possible before 2024. It is the most optimistic scenario, where the effective vaccine would have been widely available for travelers by the summer of 2021. However, in the second scenario, 2024 traffic would only be at 92% of the 2019 figure. Second scenario is the most likely with traffic only returning to 2019 levels by 2026. In the third scenario, traffic in 2024 would be 75% of the 2019 figure and would not reach numbers seen in 2019 until 2029.

The annual VisitBritain forecast [36] predicts that European inbound markets will recover quicker than long haul markets. However, there will be variations within each of Europe and long haul. There are forecast to be 13.6 million visits from Europe in 2021, 50% of the 2019 level; and 3.3 million visits from long haul markets, 24% of the 2019 level. The value of visitor spending in 2021 is forecast to be £5.0 billion and £4.0 billion from European and long haul visitors respectively.

The forecast does not specifically model journey purpose but assumes that visits to friends and relatives are likely to recover faster than average; business trips (excluding those delivering goods) are likely to recover slower than average; and holiday visits are likely to recover at a rate in between. This forecast is based on condition that in most advanced markets vaccinations would begin in December 2020 / early 2021.

It also describes the following risks: low level of confidence in international travel, new behavioural habits affecting leisure and business travel, potential loss of supply, unemployment and fiscal tightening, long process of vaccination.

## CONCLUSIONS

Pandemic of coronavirus in 2020 is not the first infection which affected humanity. History shows that different types of infections were harmful and tragical for people in different periods even in the ancient times. All epidemics had terrible prevalence and high level of mortality. It is still impossible to find the universal cure for them, because they frequently mutate and viral replication mechanism does not have a corrective tool.

Appearance of Covid-19 shouldn't have been a surprise for scientists, but nobody could predict the scale of the disaster and its continuance. More than a hundred years have passed after the last serious epidemic of Spanish Flu and people stopped being afraid of infections. Rapid development of medicine and improving living standards made people be confident in their safety. Neglect of safety regulations and restrictive measures resulted in prolonged quarantine that has not ended yet.

The first wave of Covid-19 was caused by Chinese who failed to identify SARS-CoV-2 on time and stop its spread, so that the total world lockdown was imposed on the 12th of March. All countries felt the hazard, but Spain, Italy and the USA suffered the biggest losses in spring. These high-developed countries with perfect medicine systems were not ready to struggle the infection. Lockdown contributed to the emergence of the economical crisis. Most countries had small number of infected people but were forced to stick to the rules of WHO.

It was decided to ease the quarantine for the summer period to boost the economy. The second wave came almost immediately after easing of coronavirus lockdowns and restrictions. This wave turned out to be more severe and greater in number. Other countries finally went through the experience of West Europe and the USA. At the same time China successfully fought Covid-19, and this helped the region of South Asia to lose the least economic activity among others.

Only after 10 months of pandemic the vaccine was announced by Pfizer Company. At the time of writing this work the vaccine has already been applied on the first patient. It means the world tourism has a chance of quick recovery in 2021 if the vaccine would be widely available for travelers.

The discovery of the Covid-19 cure became a salvation for tourism industry, because 2020 was a disastrous year. The tourist activity is still in the critical situation. In nine months Covid-19 pandemic has thrown tourism back many years. International tourist arrivals declined 70% in first half of 2020 over the same period of last year. Average loss of income for one weekend in Ukraine was 1,045 million hryvnias. About 35% of tourist companies in Ukraine stood still or closed at all.

Despite this, there were also some benefits of Covid-19 in travel and tourism sector. Tourists became preoccupied with social protection and uncrowded, safe, unspoiled, new places, hygiene in hotels. The quality of customer experiences increased on 3%. Tourism agents started to work harder than ever to get the very best to impress the client. Aircraft companies had enough time to find new partners and open new flights. In autumn Azur Air Ukraine resumed direct regular flights with the United States. Lockdown boosted domestic tourism. People became keen to those destinations, which can be reached by car.

All people want to know when the pandemic ends. During the quarantine a lot of forecasts were published. Most of them agree in terms of tourism market complete return. It is likely the rebound in international tourism will be in 2022. A full resumption of air traffic and return to normal air traffic is possible before 2024. The evolution of the aviation sector is strongly dependent on levels of international coordination.

As of September 2020, more than 121 million jobs and livelihoods in the travel and tourism sector have been impacted globally creating the worst economic and social crisis. Enhanced international coordination to remove barriers and build traveler confidence is critical to the sector's survival and recovery. The first virtual G20 meeting hosted by Saudi Arabia in November 2020 was assembled to establish public and private collaboration for providing consistently safe travel experience and facilitating domestic and international travelings.

To sum up, the impact of Covid-19 was immediate and widespread across all industries, countries and demographics. It was the worst year for global tourism in many decades. Covid-19 killed tourism for the whole 2020 and at least first half at 2021. Tourism industry had grown every year till the end of 2019 and fell sharply.

There is no accurate and true answer when the world will be able to forget about pandemic and when all negative consequences will be eliminated.

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