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FACTORS ANALYSIS SLOWING DOWN THE RECOVERY OF INTERNATIONAL TOURISM AFTER COVID-2019

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Taking into account the significant impact of tourism on the development of society and the current crisis, the study of factors affecting the speed of its recovery requires great attention. Previous outbreaks of infectious diseases were smaller in scale, so their impact on international tourism was local. In addition, the current state of society has new circumstances. The subject of the study is the modern factors of recovery of international tourism after COVID-2019. The goal is to study the current features of the recovery of tourism after COVID-2019 and to determine the factors that slow it down. Tasks: research on the importance of international tourism, the impact of COVID-2019 on its development and the identification of negative factors for recovery. The method of systematic review of scientific publications on this topic, as well as informative materials of various international organizations, was used in the research process. The results of calculations of relative indicators of the development of international tourism are presented using a graphical method based on Microsoft Excel spreadsheets. Research results have shown that international tourism is recovering after COVID-2019 at a rather slow pace. Quarantine measures, the emergence of a new strain of the virus, economic factors and the war in Ukraine are preventing faster recovery. Conclusions: the main risk for the recovery of international tourism is Russia's military aggression against Ukraine, which has a negative impact on the recovery of international tourism due to flight bans, rising oil prices, and disruption of food supply chains. In the near future, this will affect the decrease in incomes of the population and the reduction of the number of jobs and, as a result, the decrease in the tourist flow. The increase in oil prices requires the transition to renewable energy sources and the introduction of energy-saving technologies. This reinforces the need for greening the tourism industry and requires increased investment, as well as the application of a comprehensive policy aimed at increasing the number of international tourists and expanding the use of clean energy.

Keywords: international tourism, COVID-2019, war in Ukraine, international tourist arrivals, recovery of international tourism.

Introduction. The field of tourism plays an important role in the economy of most countries of the world, contributes to the creation of new jobs, and activates innovation and investment activities. Tourism makes a significant contribution to the formation of world GDP. In 2019 the share of tourism was 10.3% of world GDP. Despite significant losses due to the COVID-2019 crisis, tourism continues to play an important role in the global economy. Contribution of tourism to world GDP in 2020. decreased (by 49.1%), but its size remained significant and amounted to 5.5%. 2021 showed better results. Compared with 2020 the growth of the contribution of tourism to GDP was 21.7%, the share of GDP increased to 6.1% [25]. Tourism is closely related to other branches of the economy, as its development increases the demand for local goods at the expense of foreign tourists. This contributes to the development of local industry and reducing the problem of employment of the population. Each newly created job in the field of tourism contributes to the creation of 1.5 jobs in related fields [5].

Tourism plays an important role in both developed and developing countries. According to the World Tourism Organization (WTO), more than 50% of international tourist arrivals worldwide come from the European region. It is the most visited region in the world. In 2018 more than every tenth enterprise of the European economy was related to the tourism industry. About 12.3 million people worked at these 2.3 million enterprises. Enterprises of industries related to tourism accounted for 9.5% of the employed in the entire non-financial economy and 22.4% of the employed in the service sector [23]. Such European countries as France and Spain are among the top 3 tourist destinations in the world, which receive and send to other countries the largest number of tourists [11].

Tourism is of great importance for developing countries. In particular, the economy of Small Island Developing States (SIDS) is extremely dependent on the tourism sector, which accounts for 30% or more of GDP. The tourism industry in SIDS brings in about 30 billion dollars. per year SIDS are more sensitive (at least 35% more) to economic crises than other developing countries [18]. A 25% drop in tourism revenues causes a 7.3% drop in GDP. In some SIDS, the decrease in GDP can be more significant, reaching 16% [8].

The purpose of the article. Taking into account the significant influence of tourism on the economic and social sphere of society's development and the current crisis of this industry, the study of factors affecting the speed of its recovery requires great attention. Previous SARS, H1N1, and MERS outbreak crises were smaller in scale, so their impact was localized. And although the analysis of previous crises showed a fairly quick recovery of tourism, the wide spread of COVID-19 and the depth of the economic crisis it provoked give grounds for predicting slower rates of recovery [22]. According

to various estimates, the impact of this crisis will be 5 times greater than the crisis of 2008. In addition, the current situation has its own characteristics and additional negative factors of influence that need to be studied.

Analysis of recent research and publications. Factors influencing the development of international tourism are in the center of attention of many scientists around the world. Studies vary in quality, accuracy, and the groups of factors studied. Some scientists focus their attention on the study of the impact of manifestations of terrorism and military conflicts. Scientists conducted a quantitative assessment of the impact of terrorism on the decrease in the number of incomes and receipts from tourism [14, 15 and others], determined ways to avoid and minimize the negative effects of terrorism [33].

A significant part of scientists in their research singles out a complex of economic factors that influence the development of international tourism [36, 37]. Bekele H. studied the factors affecting the increase in international tourist flow on a global scale [3]. Khan et al. consider a complex of factors of negative and positive influence on the tourism industry in the context of their influence (through tourism) on the global economy [13]. These researchers include terrorism, problems with the visa regime, with transport, and the high cost of accommodation services as negative factors. Among modern factors of negative influence, they single out quarantine measures.

The consequences of the impact of COVID-19 on tourism are studied in the works of Abbas et al. [2], Škare et al. [17], Orindaru et al. [16]. its recovery factors Abbas et al. [2] and other scientists, Y. G. Bondarenko and E. V. Romanyuk [32] investigate the state and prospects of the development of the tourism industry in the conditions of the pandemic, in particular in Ukrainian practice. These scientists emphasize the importance of economic measures taken at the state level to overcome the COVID-2019 crisis. Gu et al. [8] investigated the opportunities and threats of the recovery of international tourism for small island states.

Materials and methods. In the research process, the method of systematic review of scientific publications on this topic, as well as informative materials of various international organizations was used: World Travel & Tourism Council (WTTC), World Tourism Organization (WTO), United Nations; materials of international scientific conferences. The review was conducted to (1) assess the impact of the COVID-2019 crisis on the development of the tourism industry; (2) identification and assessment of negative factors of tourism development in the conditions of recovery after COVID-2019. To evaluate the performance indicators of international tourism in the world, we used official data from the WTO. Data from WTTC and WTO were used to assess the economic impact of tourism on the world economy. The results of calculations of relative

indicators are presented using a graphical method based on Microsoft Excel spreadsheets.

Results and discussion. Tourism, according to the definition given in the «International Recommendations for Tourism Statistics», has three forms: domestic, inbound and outbound. The combination of these forms can create other forms, including international tourism. So, international tourism comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference either as part of domestic or outbound trips and the activities of non-resident visitors within the country of reference on inbound trips. [10, p.16-17].

For the period 2011-2019 the annual growth rate of tourism constantly outstripped the growth of the world economy. In 2019 tourism by growth rate (3.9%) was among the top 4 industries, ahead of the growth of the world economy (2.6%) [24]. International tourism also showed steady growth. From year to year, the number of international tourist arrivals, the total receipt of funds, as well as the amount of receipts per arrival increased (Table 1). Arrivals increased by an average of 5% per year between 2009 and 2019, or by as much as 63% overall. For the period 2009-2019 the growth of revenues from international tourism (54%) exceeded the growth of world GDP (44%) [11, 34].

During 2000-2019, certain changes took place in the structure of international tourism. The share of trips for the purpose of recreation increased (from 50% to 55%), the share of air transportation increased (from 46% to 59%), respectively, the share of land transport decreased from 49% to 35% [11, p.9; 34]. The latter fact is a factor in increasing the negative impact on the environment, because according to WTO data, as of 2005 international tourist trips by air transport (intra- and interregional) accounted for only 45% of

all international tourist trips, while they accounted for 87% of CO2 emissions from all international tourist trips [4].

The importance of international tourism for the economy is difficult to overestimate. Before the outbreak of the coronavirus, tourism occupied the 3rd position among export categories (after fuel and chemicals), 50% of the total volume of tourism exports was made to small countries with developing economies. Thus, international tourism is a key sector of many countries with varying degrees of economic development [1]. It can be seen from Fig. 1 that before the outbreak of the coronavirus, the share of international tourism in the export of services fluctuated between 28-29%, and the share in the total export was between 6.7-6.9%. Export revenue from tourism in 2019 reached 1.7 trillion dollars. USA, which accounts for 28% of world trade in services and 6.9% of total exports. In 2021, the G20 countries showed the largest increase in the contribution of tourism to GDP compared to the previous year. Turkey (60.6%) and Italy (58.5%) [25]. International tourism is the socio-economic pillar of SIDS and quite often tourism for them is the main export category and source of foreign income, which creates conditions for the employment of the population and the possibility of economic development. Before the outbreak of the coronavirus, for most SIDS countries, international tourism accounted for more than 30% of total exports. In 13 out of the 38 SIDS, tourism accounts for 50% or more of total exports. In Saint Lucia, Palau, Bahamas and the Maldives it generates over 80% of all exports [21].

The number of international tourist arrivals in the pre-crisis period had a steady growth: from 528 million tourists in 2005 to 1.22 billion in 2015 and 1.46 billion in 2019. This growth is the result of the

Table 1

International tourism arrivals and receipts in the world for 2015-2021

Region		2015	2016	2017	2018	2019	2020	2021
World	International tourist arrivals, million people	1210	1251	1341	1415	1468	403	421
	International tourism receipts, USD billion	1210	1237	1334	1440	1482	549	602
	Receipts per arrival, USD	1000	989	995	1019	1012	1348	1411
Europe	International tourist arrivals, million people	612	622	677	717	747	237	281
	International tourism receipts, USD billion	471	472	520	568	572	234	305
	Receipts per arrival, USD	770	759	768	792	768	989	1064
Asia and the Pacific	International tourist arrivals, million people	284	306	324	346	360	59	21
	International tourism receipts, USD billion	352	367	392	435	441	131	97
	Receipts per arrival, USD	1237	1199	1208	1257	1226	2137	4694
Americas	International tourist arrivals, million people	194	201	211	216	219	70	82
	International tourism receipts, USD billion	297	305	316	323	331	126	135
	Receipts per arrival, USD	1533	1515	1500	1493	1509	1807	1641
Africa	International tourist arrivals, million people	54	58	63	67	68	16	18
	International tourism receipts, USD billion	31	32	36	39	39	14	16
	Receipts per arrival, USD	583	550	578	580	570	820	878
Middle East	International tourist arrivals, million people	65	63	65	69	73	20	18
	International tourism receipts, USD billion	58	60	69	76	99	43	48
	Receipts per arrival, USD	886	953	1060	1109	1359	2178	2609

Source: formed by the authors on the basis of [7, 34]

strengthening of the global economy, greater market openness, the expansion of the middle class, and the urbanization processes of developing countries, as well as the improvement of transport connections and the simplification of the border crossing regime. Technological progress, the emergence of online accommodation booking platforms, new business models also contributed to the growth of tourism.

Due to the outbreak of COVID-19 and the imposed restrictions, the number of international arrivals worldwide in 2020. decreased by 73%, in Europe by 67% (Fig. 2). Tourism reached the level of the 90s of the 20th century. This situation emphasized the importance of this sector not only for the national economy, but also for individuals, because as a result of the crisis, the number of jobs in tourism around the world decreased by 18.5%. In 2021 the number of jobs increased by 18.2 million, which was +6.7% compared to 2020 [25].

Tourism has become the sector most affected by the COVID-19 pandemic. Most tourism enterprises (about 80%) are small and medium-sized with less than 50 employees. About 30% of the entire workforce worked in enterprises with 2-9 employees. Small and medium-sized enterprises are most exposed to the economic consequences of the crisis, especially in developing countries and in countries with economies in transition, where the economy is more uncertain and state support, financial packages and social protection are not sufficient. On the Portuguese island of Madeira, 45 percent of the active population was either unemployed or laid off in mid-July 2020. In Jamaica, where the links between tourism and other industries are very deep, about 300,000 people lost their jobs after the introduction of quarantine measures [5].

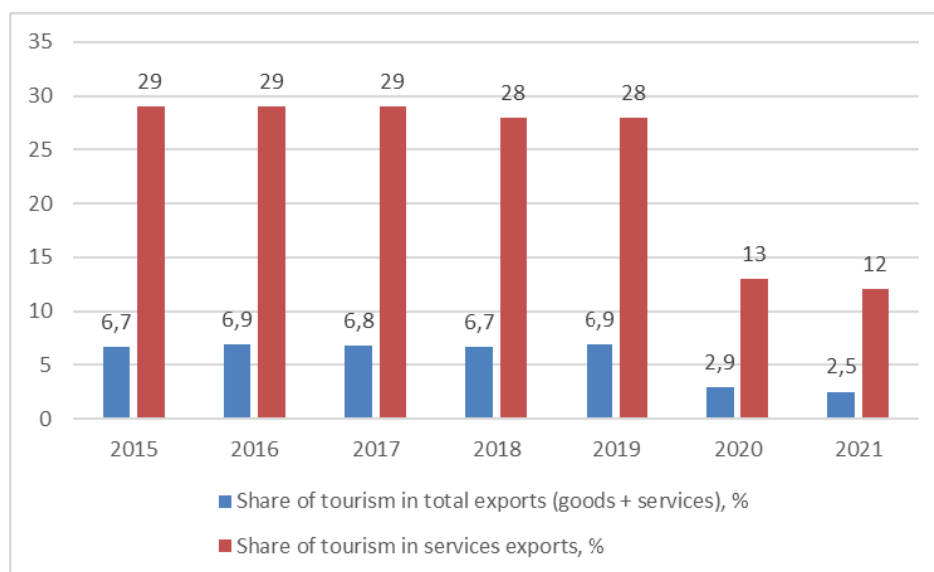
As a result of the coronavirus crisis, international tourism suffered much more than domestic tourism

(Fig. 3). If in 2019 the share of expenditures of international tourists was 28.3% (1.7 trillion dollars), domestic - 71.7% (4.3 trillion dollars), then in 2020 the expenditures of international tourists amounted to 18.0 % (0.5 trillion dollars), domestic - 82.0% (2.4 trillion dollars) [26]. After a decrease of 69.7% in 2020 the costs of international tourists increased by 3.8% in 2021 [25].

2021 showed slightly better results than 2020. In 2021 world tourism grew by 4.5% compared to 2020. (421 million international revenues against 403 million). Nevertheless, in 2021, according to WTO estimates, the number of international tourist arrivals was 71% lower than in 2019 (Fig. 1). Europe and America recorded the highest results in 2021 compared to 2020, but both are still 62% and 63% below pre-pandemic levels.

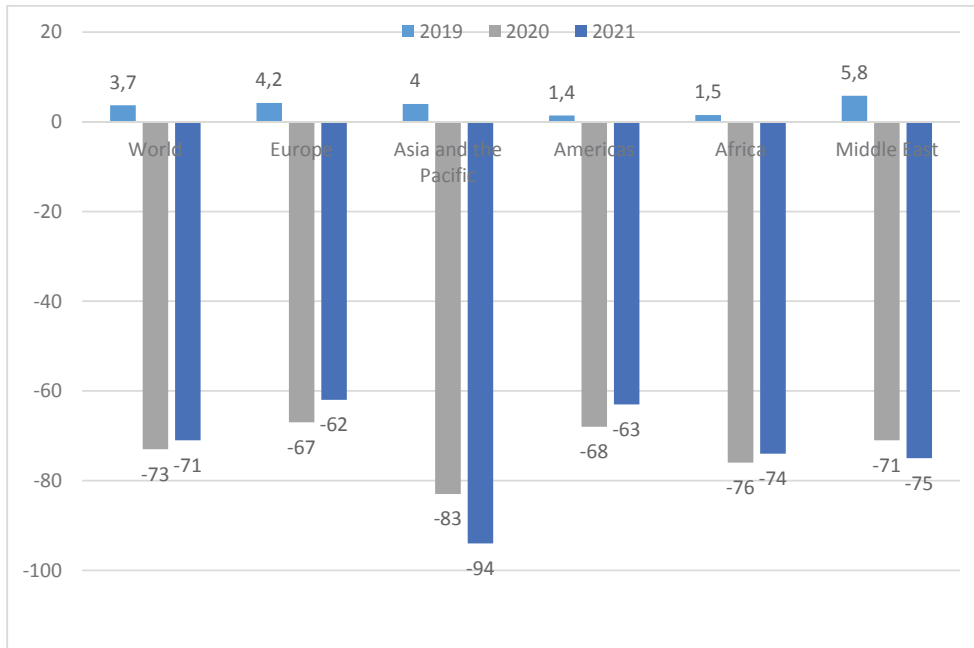
The share of costs for international tourism in 2021 decreased in almost all countries. In particular, Europeans spent 30.2% more on domestic travel than in 2020, while international spending increased by only 19.3%. The same applies to the countries of South and North America, where spending on domestic tourism increased by 43.7% and 37.9%, respectively. The exception is the residents of the Middle East, who traveled more actively around the world - their expenses for travel within the country (38.6%) and abroad (37.9%) are almost identical [38, 34].

This situation is explained by the fact that quarantine restrictions were stricter for international travelers. Absolutely all tourist destinations around the world in 2020 introduced certain restrictions on international travel. 27% of tourist destinations around the world kept their borders completely closed to international tourists [1]. According to estimates by the Organization for Economic Co-



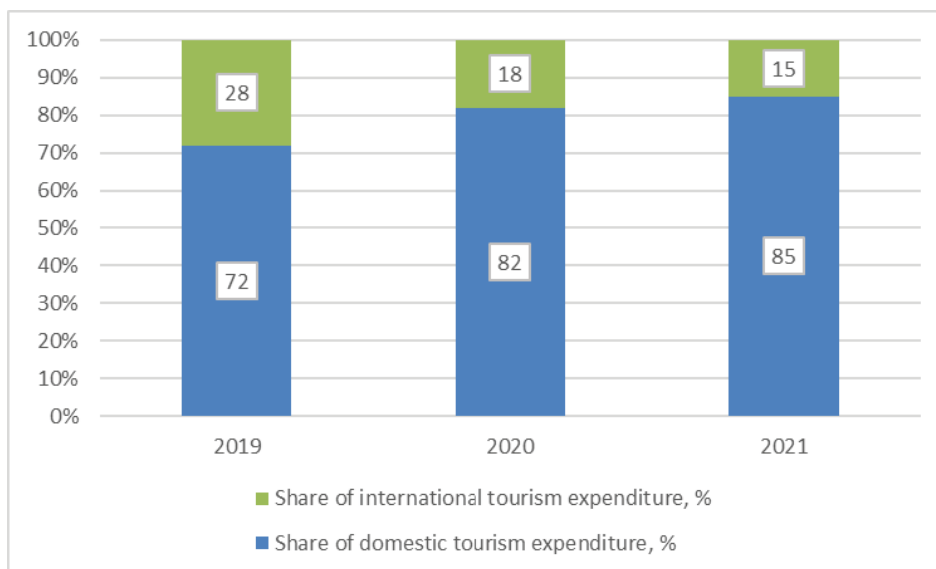
Source: formed by the authors on the basis of [7]

Fig. 1. Share of international tourism in total export and export of services for 2015-2021 Worldwide



Source: formed by the authors on the basis of [7, 34]
 Note: (2019 - in % by 2018; 2020 and 2021 - in % by 2019)

Fig. 2. Rates of change in international tourist arrivals around the world for 2019-2021



Source: formed by the authors on the basis of [25, 26]

Fig. 3. The structure of tourists' expenses around the world in 2019-2021

operation and Development (OECD), each month of strict containment means a loss of output equivalent to 2 percentage points of annual GDP growth. If this continued for three months without any compensatory measures, the annual GDP growth could be 4-6 percentage points lower than it could be in the opposite case [22].

Given the great dependence of the GDP of the island countries on tourism, they suffered the greatest losses.

This led to massive job losses, a sharp reduction in foreign exchange and tax revenues, which limited the potential of public spending and the ability to implement the measures necessary to support the vulnerable population in times of crisis. In the Seychelles, where tourism accounts for about 40% of all exports, conservation NGOs are facing huge revenue losses and are at risk of closing down. 70% of the Kenya Wildlife Service's budget comes from tourism. Without

this funding, the activities of national parks are in jeopardy. In Zimbabwe, the budget of the corresponding enterprise Zimparks is completely dependent on tourist revenues [5, p.14].

Prospects for the further development of international tourism in the conditions of quarantine restrictions are complicated by several factors. The majority of WTO experts (64%) believe that the number of international arrivals will return to the level of 2019 only in 2024 or later. According to them, the arrival of international tourists may increase by 30-78% in 2022 compared to 2021. But it is still 50-63% below the pre-pandemic level. The recent increase in the number of diseases and the new variant of the Omicron virus may make it difficult for international tourism to resume as some countries impose travel bans and restrictions. From the economic sphere, unfavorable conditions for the recovery of international tourism are created by: rising oil prices, rising inflation, a high level of indebtedness, disruptions in international supply chains. Global general inflation increased in 2021 to about 5.2%, more than 2 percentage points above its trend over the past 10 years. Among the opportunities for recovery, WTO experts single out: (1) large deferred demand for international travel, (2) experience gained in 2020 and 2021 and (3) the current trend of recovery of international tourism in Europe and America [29, 34]. According to preliminary WTTC estimates, the US tourism sector in 2021 increased by 35.6%, which is significantly ahead of the global indicator. In this regard, it is expected that in the USA in 2022 the tourism sector will grow by 28.4% and may even exceed the pre-pandemic level.

Tourism contributes to global warming and causes some damage to the environment, requiring significant energy and fuel consumption. Emissions from transport related to tourism make up about 5.3% of total CO₂ emissions [30, p.44]. At the same time, the specific weight of transport emissions related to tourism in the total volume of CO₂ transport emissions is 21.1% [12, 30]. But at the same time, tourism is a source of support for the environment. Therefore, the sudden decline in tourism deprives funding for biodiversity conservation. According to the WTO, about 7% of world tourism is related to wildlife, and this segment was growing by 3% every year before the outbreak of COVID-2019. 14 countries in Africa received 142 million dollars. from the entrance fee to the protected areas. Job cuts in this tourism sector have already led to an increase in poaching, robbery and the consumption of wild animal meat. Impacts on biodiversity and ecosystems are particularly important for SIDS and least developed countries. In many African destinations, wildlife accounts for up to 80% of visits, and in many SIDS, tourism revenues contribute to marine conservation efforts. In addition, the impact of COVID-19 on tourism is putting additional pressure on heritage conservation, as

well as on the cultural and social fabric of communities, especially indigenous peoples and ethnic groups. For example, many practices related to intangible cultural heritage, such as traditional festivals and gatherings, have been stopped or postponed, and with the closure of markets for handicrafts, produce and other goods, the incomes of indigenous women have been particularly affected. 90% of countries have closed their World Heritage sites, with huge socio-economic consequences for communities dependent on tourism. In addition, 90% of museums are closed and 13% may never reopen [20].

Different groups of factors affect the speed of recovery of international tourism after COVID-2019. The survey conducted among WTO experts (Fig. 4) shows that 70% of respondents single out the economic environment as a significant factor influencing the recovery of tourism, 55% attribute the factor of quarantine restrictive measures, 49% attribute higher prices for accommodation and transportation, 41% highlight the uncertainty caused by Russian aggression in Ukraine. It is noteworthy that among the surveyed experts, 32% single out the continuation of the pandemic and the unevenness of vaccination, while 42% attribute Russia's military aggression in Ukraine to the influencing factors [29].

Measures to reduce the cost of accommodation and transportation of tourists are absolutely necessary for the industry to get out of the crisis. Research shows that for this it is necessary to use the tools of fiscal stimulation, for example, the reduction of the VAT rate for the hotel sector. Fiscal stimulation can also be used to increase tourist flow, for example, VAT reimbursement for foreign tourists for purchased goods, reduction of VAT rates for passenger transport [35]. And for Ukrainian practice, taking into account the existing contradictions of fiscal legislation [31], it is also advisable to develop an effective mechanism for tax incentives for small businesses, since the activities of tourist enterprises are mainly carried out by small business entities.

The war in Ukraine poses new challenges to the global economic environment. The closure of Ukrainian and Russian airspace, as well as the ban on transportation, affects intra-European travel. This leads to detours between Europe and East Asia, increases the duration of flights and causes an increase in transport costs. According to WTO data, as of May 2022 the most affected destinations (except Ukraine and Russia) are the Republic of Moldova, where the number of flights has decreased by 69% since February 24 (compared to the level of 2019), Slovenia (-42%), Latvia (-38%) and Finland (-36%) [9].

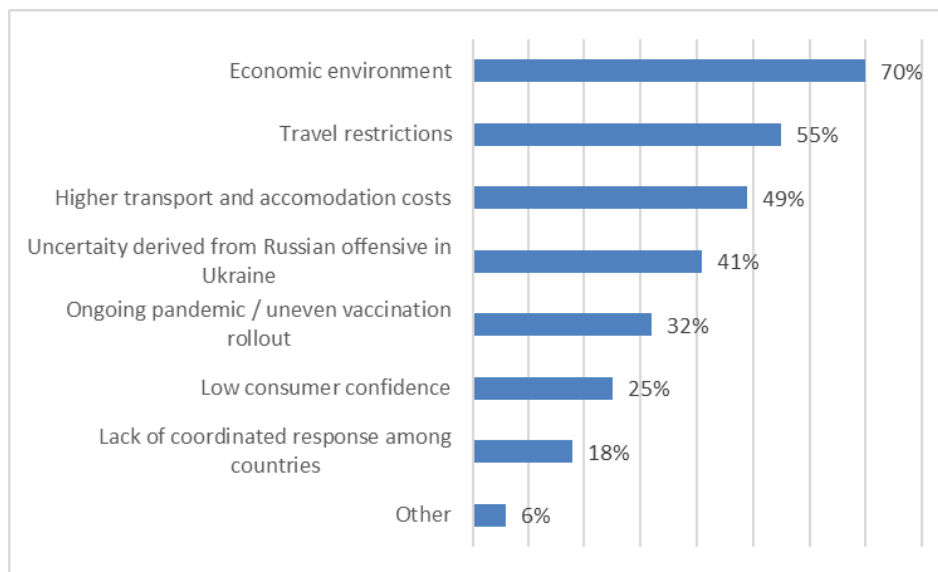
The impact of Russia's military aggression against Ukraine on international tourism is manifested in several directions. First, there is the risk of the current recovery of international tourism after COVID-19. A worsening of the situation may delay the weak and

uneven recovery of tourism after COVID-19, despite the increase in the number of destinations that are relaxing restrictions (as of May 13, 2022, 36 countries have completely lifted restrictions) [9]. According to WTO experts, this especially applies to the US and Asian outbound markets, which have begun to open up, especially in relation to trips to Europe, as these markets are historically less prone to risk [34].

Secondly, it affects the decrease in income from tourism. In 2020, Ukraine and Russia collectively accounted for 2.6% of the world's expenditures on international tourism (Fig. 5), and if the military is long-term, at least \$14 billion may be lost. income from

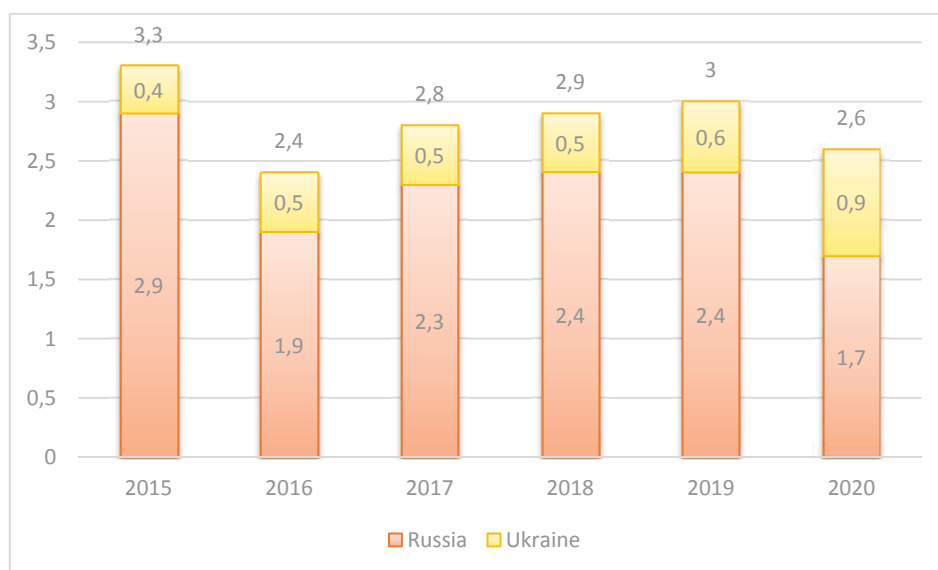
world tourism. In 2019 expenses of Ukraine and Russia on foreign trips amounted to 8.5 billion dollars, and 36 billion dollars in accordance. In 2020 these values decreased to 4.7 billion dollars. and \$9.1 billion. As tourist destinations, Ukraine and Russia account for up to 4% of international arrivals and 1% of revenues from international tourism in Europe. Both markets are important for European "beach" tourism. The Russian market also gained significant weight during the pandemic for such destinations as the Maldives, the Seychelles, and Sri Lanka [9].

Thirdly, new economic risks may harm the recovery of international tourism. At the beginning



Source: [29]

Fig. 4. Results of a survey by the UNWTO Expert Group on Tourism on the impact of COVID-19 on tourism and drivers of recovery



Source: formed by the authors on the basis of [9]

Fig. 5. Russia and Ukraine's international tourism spending (as a percentage of world total) for 2015-2020

of the hostilities in Ukraine, air transportation and accommodation reservations showed a slowdown in demand. Undoubtedly, the conflict will increase its pressure and affect demand in 2022. According to OECD estimates, global economic growth could be more than 1% lower than previously forecast, and inflation could rise by 2.5%. This forecast is in line with an analysis of the potential consequences of the conflict for the recovery and growth of the world economy by the United Nations Conference on Trade and Development (UNCTAD), which also lowered its forecast for the growth of the world economy in 2022 from 3.6% to 2.6% and warned that developing countries will be most vulnerable to the slowdown [9, 34].

Travel industry officials are concerned that the war in Ukraine and sanctions against Russia could derail the recovery of Southeast Asia's tourism-dependent economies, just as travel restrictions due to COVID-19 are being lifted across the region. In the Bali region of Indonesia, Russians have become the largest and spendthrift group of visitors to many popular destinations during the pandemic, displacing Chinese who cannot travel due to strict border controls

in their country. The effects are already being felt in popular destinations such as the Thai resort island of Phuket, where Russians make up 51,000 of the 278,000 foreigners who visited the island between November and February 2022. Hotel owners report numerous cancellations due to reduced air traffic [28].

Russian visitors have become a priority market for destinations such as Thailand, Vietnam and Bali, Indonesia, following a decline in the number of Chinese tourists (due to quarantine measures). In Bali, Russia quickly overtook Australia as the biggest source of tourists after Canberra banned its citizens from traveling abroad. In 2020, 68,000 Russian citizens arrived in Indonesia. Russian spending on tourism provided an important economic stimulus for the island, where before the pandemic tourism accounted for 60% of GDP [28].

The recent spike in oil prices (Brent reached its highest level in 10 years) and general inflation are contributing to higher prices for accommodation and transport services, thereby putting additional pressure on the recovery of the international tourism business. This is extremely negative, taking into account that the

Table 2

**GDP growth forecast of some countries as of December 2021
and its changes in connection with the war in Ukraine**

Country	2021y.	Direction of deviation from the forecast as of December 2021	Forecast for 2022 as of June 2022.	Direction of deviation from the forecast as of December 2021	Forecast for 2023 as of June 2022
Austria	4,6	-	3,6	-	1,4
Belgium	6,2	-	2,4	-	1,0
Chile	11,9	-	1,4	-	0,1
Colombia	10,7	+	6,1	-	2,1
Costa Rica	7,8	-	3,2	-	2,6
Czech Republic	3,3	-	1,8	-	2,0
Denmark	4,7	+	3,0	-	1,4
Estonia	8,2	-	1,3	-	1,8
Finland	3,5	-	1,1	-	0,6
Greece	8,3	-	2,8	-	2,5
Hungary	7,1	-	4,0	-	2,5
Iceland	4,3	-	4,2	-	2,8
Ireland	13,4	-	4,8	-	2,7
Israel	7,9	0	4,8	-	3,4
Latvia	4,7	0	3,5	-	1,6
Lithuania	5,0	-	1,8	-	1,6
Luxembourg	6,9	-	2,9	-	2,1
Netherlands	5,0	-	2,9	-	1,1
New Zealand	5,0	-	3,0	-	2,0
Norway	3,9	-	4,0	0	2,3
Poland	5,9	-	4,4	-	1,8
Portugal	4,9	-	5,4	-	1,7
Slovak Republic	3,0	-	2,3	-	3,4
Slovenia	8,1	-	4,6	-	2,5
Sweden	4,9	-	2,2	-	1,0
Switzerland	3,7	-	2,5	-	1,3

*Note: "-" means a decrease of at least 0.3, "+" means an increase of at least 0.3

**Source: [19]

lion's share (80%) of all subjects of entrepreneurial activity in the field of tourism operates in the field of small business [9].

Russia accounts for about 10% of the world's oil supply, and if oil prices become even higher, the price of aviation fuel will increase. Typically, after a lull like COVID-2019, airlines would launch additional flights and lower fares to recapture the market. But now the price of aviation fuel will make it impossible to reduce tariffs. The potential for a reduction in global demand for air transportation is quite large.

The ban on Russian aircraft flying in the airspace over the US, EU, UK and Canada, along with retaliatory bans from Russia, is further hampering the recovery. Flights around Russia, the world's largest country and the bridge between Europe and Asia, will add additional hours to the flight time. This will increase transport costs and increase the cost of tours, thus becoming another obstacle to the recovery of Southeast Asia's tourism-oriented economy [28]. Similar problems are reported by the Turkish mass media. In 2021 Almost 4.7 million tourists from Russia visited Turkey. German citizens were in second place, Ukrainians in third place. At the moment, Turkey's tourism industry expects only about one-third of the number of tourists to arrive in 2021 [27].

The war in Ukraine has a negative impact on the general state of the world economy. According to the OECD, the war in Ukraine has dashed hopes for a quick end to rising inflation due to supply-side problems linked to COVID-19 and seen throughout the global economy in 2021 and early 2022. High food and energy prices, as well as ongoing aggravation of supply chain problems, mean that consumer price inflation will peak later and at higher levels than previously expected. New OECD forecasts show the wide and global impact of the war on inflation, which has already reached a 40-year high in Germany, the UK and the US. A gradual easing of pressure on supply chains and commodity prices, as well as the impact of rising interest rates, should begin to be felt by 2023, but core inflation is forecast to remain at or above central bank targets in many major economies at the end of the year [19].

According to OECD forecasts, inflation in OECD countries will be almost 9% in 2022, which is twice as much as previously forecast. High inflation around the world erodes real disposable income and household

living standards and, in turn, reduces consumption. Uncertainty deters investment in business and threatens to reduce supply for many years [6]. In connection with the war in Ukraine, experts predict a slowdown in world GDP growth in 2022 to 3%, and maintaining such rates in 2023. This is significantly lower than the recovery rates predicted in December 2021. Growth is expected to be much slower than expected in almost all countries (Table 2). Many of the most affected countries are located in Europe, which is highly affected by the war due to energy imports and refugee flows [19].

At the same time, if the risks are shifted towards deterioration, the consequences of the war could be even more severe. Russia's military aggression disrupts the distribution of basic food and energy, causing inflation to rise everywhere. Of course, European countries are trying to abandon Russian fuel. But it is not easy to scale up alternative energy sources quickly. Therefore, there is a risk of price increases and even a shortage. Over time, the outlook may worsen, especially for low-income countries and Europe [6].

Conclusions. International tourism is recovering after COVID-2019 at a fairly slow pace. Quarantine measures, the emergence of a new strain of the virus, economic factors, Russia's military aggression against Ukraine have had a direct negative impact on the recovery of international tourism due to the ban on flights and the rise in oil prices. South-East Asia and Turkey are particularly affected by the reduction in the tourist flow. Indirect impact is associated with deterioration of the economic environment, disruption of food supply chains. It manifests itself in a decrease in GDP growth rates and an increase in inflation rates. This, according to forecasts, will affect the decrease in incomes of the population and the reduction of the number of jobs and, as a result, on the decrease in the tourist flow. The increase in oil prices requires the transition to renewable energy sources and the introduction of energy-saving technologies. This increases the need for greening the tourism industry and requires increased investment. After the recovery of the global economy, in order to ensure economic and environmental sustainability, it is necessary to apply a comprehensive policy aimed at increasing the number of international tourists and expanding the use of ecologically clean energy.

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АНАЛІЗ ФАКТОРІВ, ЩО СПОВІЛЬНЮЮТЬ ВІДНОВЛЕННЯ МІЖНАРОДНОГО ТУРИЗМУ ПІСЛЯ COVID-2019

Враховуючі вагомий вплив туризму на розвиток суспільства та сучасну кризу великої уваги потребує вивчення факторів, що впливають на швидкість його відновлення. Попередні спалахи інфекційних захворювань мали менші масштаби, тому їх вплив на міжнародний туризм був локальним. Крім того сучасний стан сіспільства має нові обставини. Предметом дослідження є сучасні фактори відновлення міжнародного туризму після COVID-2019. Мета полягає у дослідженні сучасних особливостей відновлення туризму після COVID-2019 та визначенні факторів його сповільнення. Завдання: дослідження значення міжнародного туризму, впливу COVID-2019 на його розвиток та визначення негативних факторів для відновлення. У процесі дослідження використано метод систематизованого огляду наукових публікацій по даній темі, а також інформативних матеріалів різних міжнародних організацій. Результати розрахунків відносних показників розвитку міжнародного туризму представлено з використанням графічного ме-

тоту на базі електронних таблиць Microsoft Excel. Результати досліджень показали, що міжнародний туризм відновлюється після COVID-2019 достатньо повільними темпами. Більш швидкому відновленню заважають карантинні заходи, поява нового штаму вірусу, фактори економічного характеру та війна в Україні. Висновки: основним ризиком відновлення міжнародного туризму є військова агресія Росії проти України, яка завдає негативного впливу на відновлення міжнародного туризму через заборону польотів, зростання цін на нафту, порушення ланцюгів поставки продовольчих продуктів. У близькому майбутньому це вплине на зниження доходів населення та скорочення кількості робочих місць і, як наслідок, на зменшення туристичного потоку. Зростання цін на нафту потребує переходу на відновлювальні джерела енергії та впровадження енергезберігаючих технологій. Це посилює необхідність екологізації індустрії туризму та потребує збільшення інвестицій, а також вимагає застосування комплексної політики, спрямованої на збільшення кількості міжнародних туристів та розширення використання екологічно чистої енергії.

Ключові слова: міжнародний туризм, COVID-2019, війна в Україні, міжнародні туристичні прибуття, відновлення міжнародного туризму.

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